



PRAIRIE VIEW
A&M UNIVERSITY



MARKETING ANNUAL REPORT



THE OFFICE FOR
MARKETING & COMMUNICATIONS

2021-2022 SIERRA L. SUSBERRY
August 1, 2021 - May 25, 2022



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MARKETING & COMMUNICATIONS

ANNUAL REPORT
2001-2022



GLOSSARY

● IMPRESSIONS

An impression (also known as a view-through) is **when a user sees an advertisement**. In practice, an impression occurs any time a user opens an app or website and an advertisement is visible. It is not to be confused with an engagement.

● ENGAGEMENT

Engagement. This has been the keyword in the marketing world for some time. In the Digital Marketing context, the term refers to **how consumers interact directly with the brand through different actions, such as clicks, likes, comments, and shares**.

● REACH

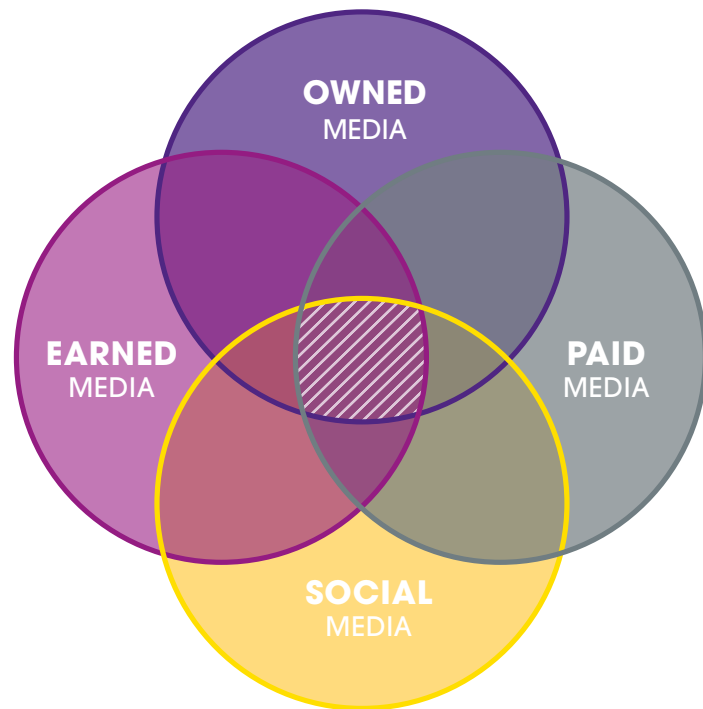
Reach refers to **the total number of people who have seen your ad or content**. If 100 total people have seen your ad, that means your ad's reach is 100. Impressions refer to the number of times your ad or content has been displayed on a screen.

EARNED, OWNED, SOCIAL AND PAID MEDIA

The Office for Marketing and Communications' work falls primarily into four categories: earned, owned, paid and social media.

Each area is designed to positively influence one another to ensure the PVAMU brand resonates with audiences across the globe.

The following pages provide a snapshot of our work, collaborative campaigns and impact across these four categories.



192,000

TOTAL FOLLOWERS

Facebook, Instagram, Twitter,
LinkedIn, YouTube, TikTok,
Pinterest, SnapChat



689

AD PROJECTS



701

**PRINT, VIDEO AND
WEB PROJECTS**



518

NEWS STORIES

Placed in print, online media
worldwide



13,702,447

HOMEPAGE VISITS



6,053

NEWSROOM VISITS

69 placements in the month
of May National

EARNED MEDIA

Local, regional, national, international and trade news outlets across digital, activations, experiential events, print and broadcast platforms are considered Earned Media. The Office for Marketing and Communications has built deep relationships with members of the media such as reporters, producers, anchors and editors across the nation in an effort to place stories about the university in front of audiences. Our team also pitches and responds to reporter requests for expert commentary and insight on a wide range of various story topics.

Between August 1, 2021 - May 25, 2022

The Office for Marketing and Communications tracked more than **518 print and web stories** about the university.



REACH FOR

August 1, 2021 - May 25, 2022

11,360,482

PRINT/WEB

518

News stories that ran in television, online, print and news outlets

6,73

Million people viewed the stories



MEDIA MAJOR PLACEMENTS

LOCAL HOUSTON CHRONICLE FOX 26 HOUSTON THE HOUSTON DEFENDER
 HOUSTON BUSINESS JOURNAL HOUSTON PUBLIC MEDIA ABC13 HOUSTON KHOU11
 HOUSTON CLICK2HOUSTON (KPRC) HOUSTON STYLE MAGAZINE CW39 HOUSTON
REGIONAL FOX 7 AUSTIN NBC-DFW TEXAS HIGHWAYS THE TEXAS BUCKET LIST THE
 DALLAS MORNING NEWS THE TEXAS TRIBUNE DALLAS OBSERVER
NATIONAL CNN BUSINESS EBONY MAGAZINE ESSENCE MAGAZINE THE CRIME
 REPORT DIVERSE: ISSUES IN HIGHER EDUCATION THE JOURNAL OF BLACKS
 IN HIGHER EDUCATION THE WASHINGTON POST THE NEW YORK TIMES THE
 CHRISTIAN SCIENCE MONITOR TIME MAGAZINE U.S. BLACK ENGINEER &
 INFORMATION TECHNOLOGY MAGAZINE USA TODAY NEWS MEDICAL LIFE
 SCIENCES THE PLUG NEWSY YAHOO! NEWS YAHOO! SPORTS YAHOO! FINANCE
 EDSURGE HBCU BUZZ THE CHRONICLE OF HIGHER EDUCATION

OWNED MEDIA

The Office for Marketing and Communications considers owned media as any video, web-based products that it can control and promote the University's brand. Products include but are not limited to programs, magazines, newspapers, videos, webpages, YouTube channel, KPVU 91.3fm, social media, etc.

Between August 1, 2021 - May 25, 2022

The Office for Marketing and Communications completed more than **719** owned media projects for Prairie View A&M University, including internal project requests.



IMPRESSIONS FOR

August 1, 2021 - May 25, 2022

PRINT: **86,034,090**

VIDEO: **426,300**

WEB/DIGITAL: **13,702,447**

SOCIAL MEDIA: **3,529,495**

SEARCH: **2,349**

PODCAST: **2,809**

THEATERS: **48,000,000**

TOTAL: 179,364,681



SOCIAL MEDIA

Social Media is a collective of websites and applications which enables users create and share content, communicate, interact, content-share, collaborate and participate in social networking. The Office for Marketing and Communications manages 9 social media account profiles that include Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, Snapchat and TikTok. We also track **55 Facebook, 72 Instagram and 143 Twitter** account profiles affiliated with the university which we provide regular ongoing counsel to including Athletics and Enrollment Management.



Facebook



Instagram



Twitter



LinkedIn



YouTube



Pinterest



Snapchat



TikTok



IMPRESSIONS FOR

August 1, 2021 - May 25, 2022

9

Official PVAMU managed accounts

48%

Increase in social media followers



PAID MEDIA

Paid media is external marketing efforts that involve paid placement. These can include advertisements such as billboards, radio, television, movie theaters, digital and web properties, terminal signage such as airport and public transportation areas, social media platforms such as Facebook, search engine marketing and print.

Between August 1, 2021 - May 25, 2022

The Office for Marketing and Communications completed **179** print and digital advertising projects.



IMPRESSIONS FOR

August 1, 2021 - May 25, 2022

PRINT: **19,420,000**

VIDEO: **270,000**

WEB/DIGITAL: **8,169,541**

SOCIAL MEDIA: **21,002,378**

SEARCH: **2,349**

OUTDOOR: **27,670,000**

THEATERS: **48,000,000**

TOTAL: 99,631,268



LICENSING:

The Office for Marketing and Communications added a newer metric to contribute to the branding and sales initiatives on behalf of PVAMU. Licensing is an agreement in which one company grants permission to another company or individual to manufacture and market/ a certain product for a specified amount and time.

August 1, 2021 - May 25, 2022

CREATIVE SAMPLES

The Office for Marketing and Communications develop a broad assortment of creative marketing materials to promote the university's brand, reach varied audiences and stakeholders and to support an array of different institutional goals. Materials include marketing collateral pieces (e.g., brochures, posters, flyers, banners), digital and video pieces, call-to-action advertisements, brand identification, and signage.

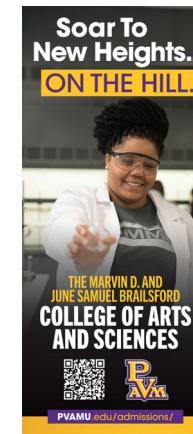
BELOW ARE A FEW SAMPLES OF THE OFFICE FOR MARKETING AND COMMUNICATIONS RECENT CREATIVE WORK.



Experience PVAMU



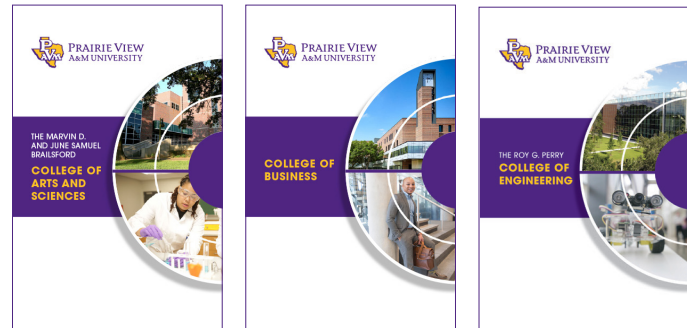
Experience PVAMU



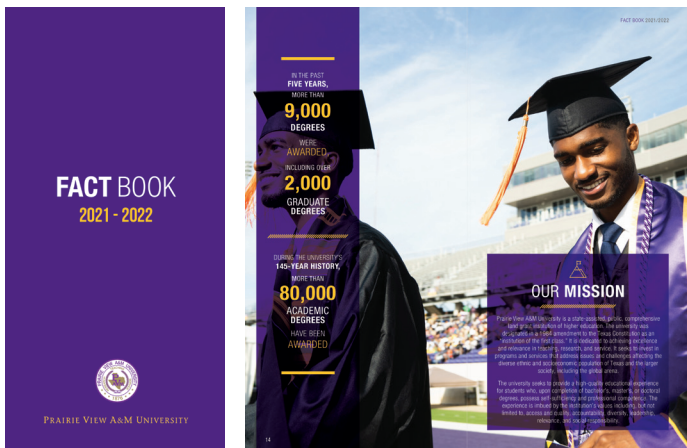
PVAMU On The Hill



PVAMU Magazine 1876



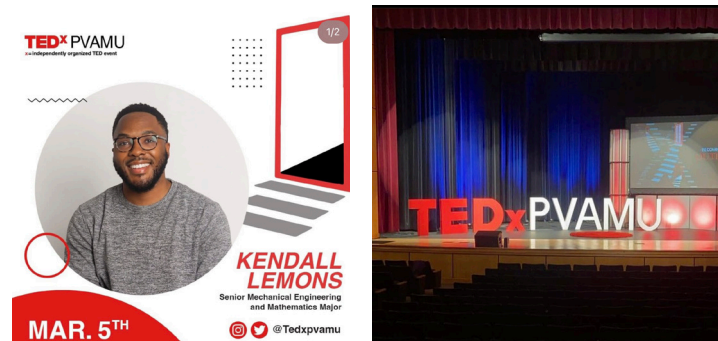
PVAMU Booklets



PVAMU FACT Book



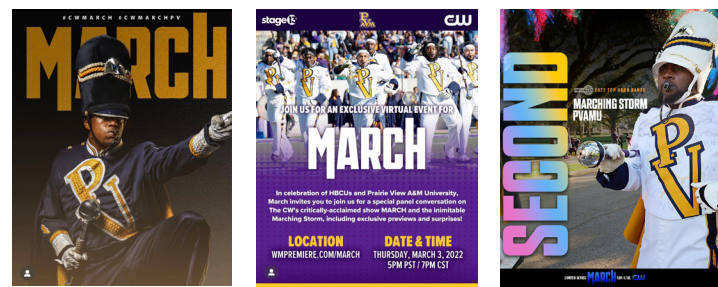
EBONY Magazine



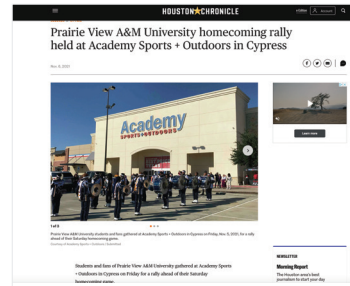
PVAMU TEDx



Honoring Our Legacy Billboards



PVAMU March, Marching Storm



PVAMU Sport Academy



PVAMU Holiday Shopping



PVAMU Patch Pop-Up



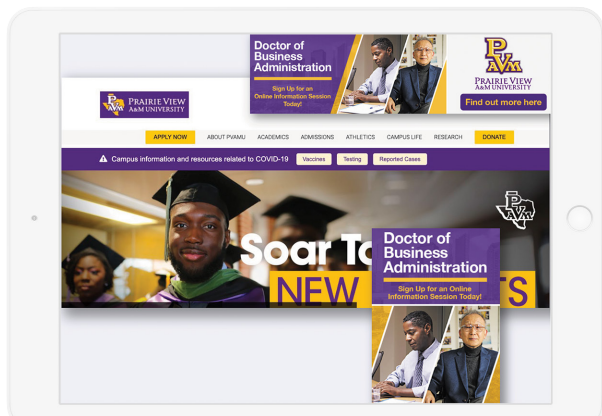
PVAMU Game day



Sunday Funday



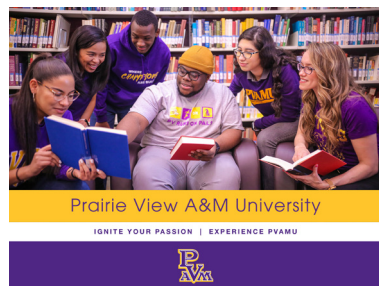
PVAMU Graduation



PVAMU DBA Program



PVAMU Student Planner



PVAMU Genral brochure



BEST PRACTICES

The Office for Marketing and Communications launched two monthly workshop series; The Social Media Council and The Communications Council, designed to share best practices in marketing and communications with university members who have been identified to represent their respective colleges, units or departments.

One of our goals has always been to lead, counsel and educate our university partners and enhance our collective communication to ensure we represent the best Prairie View A&M University has to offer.

In 2021-2022

Approximately **164** individuals from across campus have attended and participated in our workshops.





MARKS OF EXCELLENCE

CLC AWARD 2021-22



CAMPUS INTEGRATION AWARD

CASE AWARDS 2021-22



CIRCLE OF EXCELLENCE - **GOLD CASE WINNER** (SOCIAL MEDIA)



Circle Of Excellence - **GOLD CASE WINNER** (VIDEO-SHORT)



Circle Of Excellence - **SILVER CASE WINNER** (WRITING SERIES)



Circle Of Excellence - **SILVER CASE WINNER** (PHOTOGRAPHY)



Circle Of Excellence - **SILVER CASE WINNER** (ENVIROMENTAL GRAPHIC DESIGN)



Circle Of Excellence - **BRONZE CASE WINNER** (DIGITAL COMMUNICATIONS)