**Feed Technology Center Rollout**

OMC promoted the official opening of the new Feed Technology Center in June by creating press releases, a printable fact sheet, social media posts, and a video series.

**TOP INITIATIVE**

**Video Series**

- OMC Highlights | Q2 2021
- Celebrating Spring Graduates
  - Voices of ACES Blog posts graduate spotlights
    - Part 1 ▶️ Part 2 ▶️ Part 3 ▶️
- Press Releases
  - 33 Total ACES news stories
- Advertising Value Equivalent
  - $576,759 ACES News placements + media mentions

**SOCIAL MEDIA**

- 3,978 Engagements in 38 posts
- 10,452 Reach
- 465 New followers across all platforms
- 1,690 Total video views

- OMC Highlights | Q2 2021
- Celebrating Spring Graduates
  - Voices of ACES Blog posts graduate spotlights
    - Part 1 ▶️ Part 2 ▶️ Part 3 ▶️
- Press Releases
  - 33 Total ACES news stories
- Advertising Value Equivalent
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**CANTO UPDATE**

- Data Asset Management Progress
  - College-wide access now available in Canto
  - You may now request access to our new photo database by visiting [illinoisaces.canto.com](illinoisaces.canto.com)
  - If you have questions, please contact your department's promotions specialist
  - 1,500+ Images tagged with facial recognition
  - 2,000+ Images from most recent photoshoot now available
  - Searchable by department folders, events, filters, or a robust search bar feature

**MARKETING Special Projects**

- What We Do & Why It Matters Statements
  - Inside.ACES
  - Updated and redesigned statements for all departments
  - Added to websites

- Student Recruitment Communication Plan in Collaboration with OAP
  - 60+ Action items planned for 2021-22 school year

- May ’21 Graduation Collateral
  - Slide templates for video
  - Pieces for graduation packets: alumni insert, dean's letter, video card
  - Graduation tent poster
  - GIPHY stickers
  - Social media graphics

- Webtools Template Updates
  - 9 Departments newsletters
  - 19 New email skins

**COMMUNICATIONS**

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