**Leadership Courses Campaign Promotion**

Campus-wide pandemic push and first campaign using new campus branding

[Image: Lead the way.

**Digital Ads with Campus to Prospective Students**

- 6,515 Clicks
- 54 Leads

View dashboard

**Grad Program Materials**

- 11 Graduate program cards

**Department Campaigns**

- 7 Online advertising campaigns

**Prospective Student Introductory Email Automation**

- 7 Departments
- 2 Programs

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**TOP INITIATIVE**

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- Grad Program Materials
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**ACES Online Course Social Media Promotion**

- 8.37% Course enrollment

Full report

**Top Post: Facebook**

Bevier Cafe’s “Everybody Eats” promotion

**Social Media Posts**

- 112 Facebook
- 120 Twitter
- 100+ Instagram

**Social Media Statistics**

- 402 New followers across all platforms
- 385,964 Impressions

**WEB Feature Project**

**ACES Future Students Page**

- Launched Mid-July
- 3,079 Pageviews

**Communications**

- Top Placement
  - Lessons in green schoolyards benefit kindergarteners, especially girls
  - OMC helped this story gain coverage from all local TV stations and The News-Gazette

- Press Releases
  - 48 Total ACES news stories

- Top Story
  - Decline in U.S. bird biodiversity related to neonicotinoids, study shows

- Campus Recognition
  - 9 Stories on Illinois Homepage
  - 3,362 Engagements

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**SOCIAL MEDIA**

- ACES Online Course Social Media Promotion
- Top Post: Facebook
- Social Media Posts
- Social Media Statistics

**WEB Feature Project**

- ACES Future Students Page