



OMC Highlights | Q3 2020

TOP INITIATIVE

Leadership Courses Campaign Promotion

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



342

Landing page views in 2-week campaign



Campus Recognition



MARKETING *Special Projects*

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

SOCIAL MEDIA

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

120

100+

Social Media Statistics

402

New followers across all platforms



385,964

Impressions



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

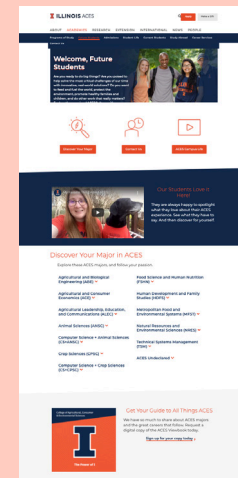
3,362

Engagements



WEB *Feature Project*

ACES Future Students Page



Launched Mid-July



3,079

Pageviews



3

Web team created 3 new layer types for the ACES template—accordion, video, and photo gallery