

**SPRING 2019**  
REPORT AND ROADMAP

# Digital Services



**Michigan  
Technological**  
University

University Marketing and Communications

# Studio Team



Our studio team provides visuals and interactive content for high-impact, external-facing University projects and initiatives. We are embracing a [new focus for 2019](#).

In the fall, we completed several recruitment and reputation projects, highlighted by the successful collaboration to create a 60 second TV commercial featuring our [brand awareness initiative](#)—released in strategic markets in downstate Michigan, including at the GLI. Assets collected for the commercial have been leveraged for additional creative projects.

## Photography

Sarah and student team added **4,846 photos** to our Cumulus database during the fall semester with an increased focus on recruitment and research. Special projects included:

- 360 camera rental
- Bolstering our recruitment and research photo collection
- [Michigan Tech and Research Magazines](#)

## Spring Roadmap

Sarah will be on leave during the spring, but we are lucky to have Nathan Shaiyen working for us part-time. However, we will have a decrease in overall capacity. Project priorities include:

- 360 camera rental for winter scenes
- Expansion of undergraduate recruitment photo collection
- Recruitment photos requested to support Keypath's online learning marketing initiative

## Video

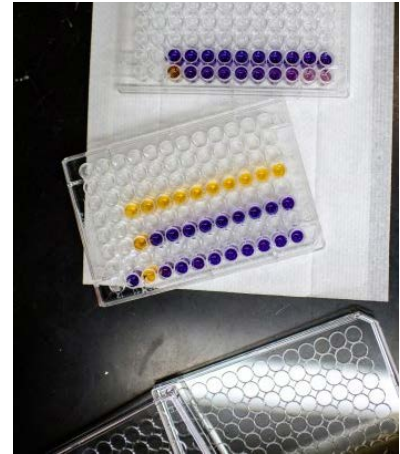
Ben and student team released **25 new recruitment and reputation** videos through our YouTube channel, CMS websites, and social media. Special projects included:

- 60 second [TV commercial spot](#)
- Student testimonial series entitled [My Michigan Tech](#)
- [Up Close and Personal](#) researcher series
- [Vlog series](#) lead by our student staff member Jack

## Spring Roadmap

We will be experimenting with video project outsourcing during the spring to increase production while controlling costs. Spring priority initiatives include:

- 15, 30, and additional 60 second TV commercial cuts
- Continuation of [My Michigan Tech](#) testimonial series
- Continuation of [Up Close and Personal](#) researcher series



*Photos supporting UMC's [microgels research story](#) (Biomedical Engineering) have reached more than 12,000 people and have been viewed more than 1,200 times between social media and web.*

## By the Numbers: 2018

- **15,200** photos cataloged in Cumulus
- **32** new [Flickr](#) albums created
- **80** new videos published on our YouTube channel
- **2,315** [YouTube](#) subscribers
- **192,723** video views
- **341,012** video minutes watched

## Did You Know?

Photos loaded to the Michigan Tech [Google My Business](#) account by Digital Services have been viewed more than **4,000,000** times since 2016.

## Resources

[Photo and Video Services](#)

[Photo Request Form](#)

[Photo Search Form](#)

[Video Request Form](#)



# Web Team

Michigan Tech's 12,000 web pages serve as the front door to our University. We support Michigan Tech's external reputation and recruitment efforts and are embracing a new focus for 2019.

In the fall, we pushed out several recruitment-related updates, highlighted by distributing more than **100 new undergraduate admissions call-to-action (CTA) buttons** in the CMS.

## Recruitment Marketing

We added a digital marketing manager to our team and began pushing digital ads across Facebook, LinkedIn, Instagram, YouTube, and Google's ad network.

Additional projects completed included:

- Placement of more than 100 CTA buttons across CMS sites
- Placement of more than 50 student testimonials across CMS sites
- Placement of My Michigan Tech and Research videos
- Launch of a customized brand/recruitment website

## Spring Roadmap

Several projects are already underway or near completion.

- Redesigned global footer with focus on recruitment CTAs
- Upgraded University Accreditation page design
- One-stop recruitment pages to request information, schedule a visit, or apply to the University
- Expanded online ads using YouTube pre-roll options
- Advanced analytics tracking implementation to measure success of various online ads and other recruitment initiatives

## Reputation Marketing

Raising brand awareness and communicating research news lays an important foundation to new recruitment initiatives and promotes Michigan Tech. During the fall, we prioritized:

- Upgrading our News, Magazine, and Unscripted websites—test code is ~85% completed
- Laying the groundwork for advertising in new national markets
- Working with VPR to upgrade the KRC and Research websites

## Spring Roadmap

Several projects are already in process and we are on track to complete the following during the first half of 2019:

- Launch of News, Magazine, and Unscripted redesign
- Completion of VPR site upgrade
- Planning for 2019 website design refresh
- Admissions, Grad School, and Online Learning site upgrades
- Redesign of Majors/Minors/Certificates (Degree) Finder



## Campus Services

We provide several behind-the-scenes web services to campus and lead two recent initiatives:

### SEO Blitz

- We removed 20K poor/low quality web pages from search results
- We reduced total page issues from 112K to 38.5K
- Critical issues decreased from 475 to 155

### Accessibility Blitz

- Siteimprove score improved from 63.2 to 80.2
- New training resources created

## By the Numbers: 2018

- 166 CMS websites
- 10,200 CMS webpages
- 270 CMS users

## Recruitment Button Stats

Numbers are for 2018. Buttons were distributed across CMS in September and October.

- 3,455 information request clicks
- 5,539 visit schedule clicks
- 9,395 apply now clicks

## Did You Know?

Core Michigan Tech websites were viewed more than **20,000,000** times in 2018.

## Resources

Web Services, Guides, and Requirements  
[cmshelp@mtu.edu](mailto:cmshelp@mtu.edu)