

University Marketing Communications 2020 ANNUAL REPORT



STEPHEN F. AUSTIN STATE UNIVERSITY

COVID-19 CRISIS RESPONSE

When the COVID-19 pandemic began during spring break, University Marketing Communications immediately pivoted to serve the university in a number of ways. We quickly identified immediate needs and began developing plans for communication strategies. Our strategies allowed us to stay in touch with both our internal and external audiences by developing creative concepts for social media, web content and more to provide important messages to the entire SFA community.

Numerous UMC staff members assisted with SFA's social media platforms by creating infographics, posting updates and spending hours answering questions after each update was posted. Emails were written and sent regularly to students, faculty and staff to communicate updates about the university's changes. A total of 40 press releases, ranging from program-specific updates to university-wide changes, were written by UMC staff members and sent to local newspapers. Six Lumberjack Network Newsletters were sent to SFA alumni and friends to keep SFA's stakeholders aware of changes and how they could monetarily help current students.

40

COVID-19
PRESS RELEASES

450

SOCIAL MEDIA POSTS
ACROSS ALL PLATFORMS
RELATED TO COVID-19

COVID-19: DESIGN AND SIGNAGE

UMC developed and created university-branded pandemic signage for the campus in collaboration with the vice president of university affairs, director of divisional media, and key members of the university's Open SFA and COVID-19 Operation Group. In the beginning, a designer created two Lumberjack pandemic mascots, and, eventually, projects included requirements, guidelines and protocols the university would enforce once students returned to campus in August.



All campus-wide signage (letter and tabloid sizes) including TV graphics, sandwich boards and pop-up banners

- Cleaning surfaces
- Elevator distancing
- Face masks
- Face masks required
- Hand hygiene
- Physical distancing
- Respiratory etiquette
- Symptoms
- COVID-19 testing

Virtual commencement collateral

- Invitation for print
- Invitation for social media
- Invitation for email
- Shipping box

Floor decals, 10 versions

Zoom backgrounds, 25 versions

Lumberjack activity book, a downloadable 16-page booklet

Get Back, Jack! signage for social media and TV displays

The Way Through poster for student affairs, print and social media

COVID-19 Lumberjack and Ladyjack mascots

COVID-19: VIDEOGRAPHY

- AARC welcome back video
- Big Dip drive-thru promo for alumni featuring Dr. Gordon
- Chamber Singers physically distanced Christmas card with Dr. Gordon
- Class of 2020/empty campus video
- James I. Perkins College of Education Phi Upsilon Omicron virtual awards video
- Graduation virtual school song singalong
- Dance company social media video
- Danceworks virtual concert livestream
- Faculty/student "What I like about 2020" video

- Faculty/staff COVID-19 safety training video
- Hand-washing tips video for social media
- Online orientation deans' welcome videos
- Masked "Axe 'em" with LMB drumline
- President's Chat: March 26
- President's Chat: COVID-19 announcement
- President's Chat: Message to alumni
- Residence Life move-in guide animation
- Social-distanced commencement footage
- Student COVID-19 safety training video
- Virtual tour video with Drs. Peck and Gordon
- Virtual commencement speaker

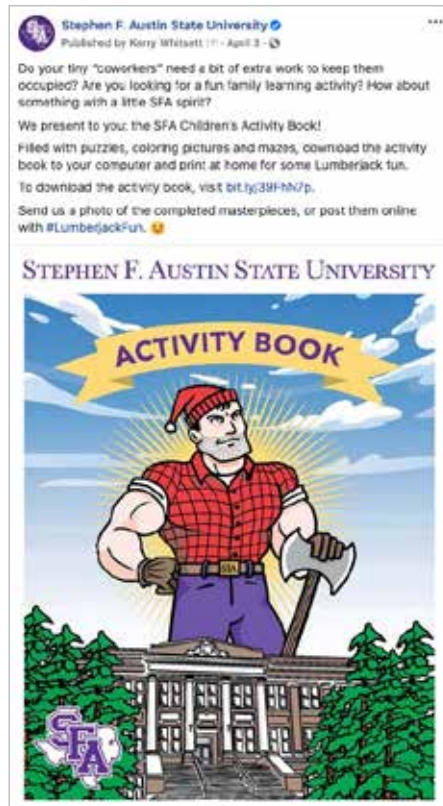
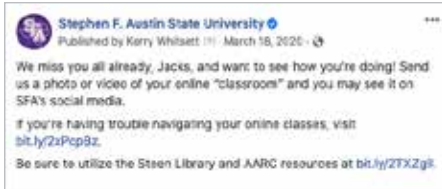
26

VIDEO
PROJECTS

COVID-19: SOCIAL MEDIA COMMUNICATION

COVID-19 interrupted many areas in our lives starting in March with the announcement that all classes would be taught virtually beginning March 18. One area greatly affected by this unprecedented change was our social media marketing. We had no students or faculty on campus, all events had been canceled, and all social

media news focused on COVID-19-related issues or announcements. We had to shift our crisis communication social media posts from bad news, worse news to more uplifting posts — a completely different view of crisis communication that included activity books, Zoom backgrounds and sooo many videos.



SOCIAL MEDIA ANIMATION

- We're Back animation
- Flex checklist animation
- 6-feet animation

COVID-19: WEB DEVELOPMENT

23 AREAS WITH WEB NEEDS

The SFA website quickly became an integral resource for sharing crucial info in a rapidly evolving situation. While some areas needed only minimal change, most webpages required constant attention to ensure the most updated information was being shared.

AARC TUTORING SERVICES

- Virtual offerings; changes throughout spring

ACADEMIC AFFAIRS

- Calendar and deadline adjustments

ADMISSIONS AND FINANCIAL AID

- Virtual Experience/Showcase Saturday landing page
- Summer at SFA transitioned to Summer with SFA
- Admissions notices to prospective students
- Jack Chats – Zoom Admissions
- Admissions virtual program overview page (prospective students meet with each department)
- General changes throughout summer
- General announcements

SFA GARDENS

- Built online registration system for the annual SFA Gardens plant sale, which allowed community members to sign up for a specific time slot to attend the sale while limiting the number of attendees for each slot

CAMPUS REC

- Virtual offerings; changes throughout summer

COLLEGE OF LIBERAL AND APPLIED ARTS

- Virtual summer camp Zoom classes

COVID-19 PAGES

- The original version of this page (SFA Open) became too large and was rebuilt and reorganized for easier navigation
- Built an internally focused online resource that limited access to current SFA faculty and staff only where certain procedural information could be published

FALL 2020 GUIDE

- Created as a result of reorganizing and rebuilding the massive COVID-19 pages and SFA Open site and contained information specific to fall 2020 procedures

GRADUATE RESEARCH CONFERENCE

- Launched 2020 GRC fully online with Zoom paper sessions and downloadable poster session entries
- Archived the 2020 conference and released 2021 content

GRANTS AND SPONSORED PROGRAMS

- Provided COVID-19-related changes in grant submissions to faculty and staff

HEALTH CLINIC

- COVID-19 prevention and response information
- Operational changes

ORIENTATION

- Virtual offerings; changes throughout summer

REGISTRAR'S OFFICE

- Registration: dates and deadline adjustments
- Graduation: virtual commencement information

RESIDENCE LIFE

- FAQ and housing modifications
- Protocols and policy changes throughout summer

SFA CHARTER SCHOOL

- Re-opening plan for 2020-21 school year

SFA SUMMER CAMPS

SPRING 2021 GUIDE

- Contained information specific to spring 2021 procedures

STEM EVENTS

STONE FORT MUSEUM

STUDENT AFFAIRS COVID-19 PROCEDURES TRAINING

- Built online video training site that records which students watch the video

STUDENT EMERGENCY AID FUND

- Assisted student affairs with rebrand project for COVID-19 release (project has since been updated for general purpose giving)

UNDERGRADUATE RESEARCH CONFERENCE

- Launched 2021 URC online application for SFA and regional campuses, used for routing candidates to URC committee members

/open and subpages — a total of **24,885 page views** — heaviest view counts in June; original COVID-19 website

/life-at-sfa/health-safety/health-clinic/coronavirus and subpages — a total of **159,502 page views** — heaviest view counts in second half of March

/fall2020 and subpages had **88,468 page views** — heaviest view counts were in July, with a steady click rate until end of October

/covid19 didn't get much traction until fall 2020 kicked off; have reached a total of **15,473 page views** to date

/spring2021 and subpages have **16,914 page views** to date and linked from homepage

NOTABLE CAMPAIGNS

Jacks Helping Jacks

An online campaign to raise money for the Student Emergency Aid Fund, which provides assistance to SFA students who have financial needs that cannot be remedied by other forms of assistance.

- Social media platforms
- Email blasts
- Crowdfunding webpage



Virtual Graduation

A campaign to ensure graduation remained special despite commencement ceremonies being forced to move to a virtual format. Students were sent official boxes of congratulatory swag as well as invites to share with family and friends.

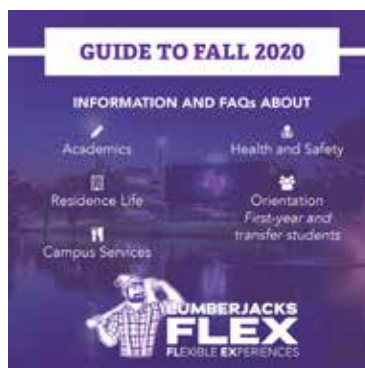
- Social media platforms
- Email blasts
- Webpage updates
- Print materials, including mailable box



Open SFA, Fall 2020 Guide and Lumberjacks FLEX

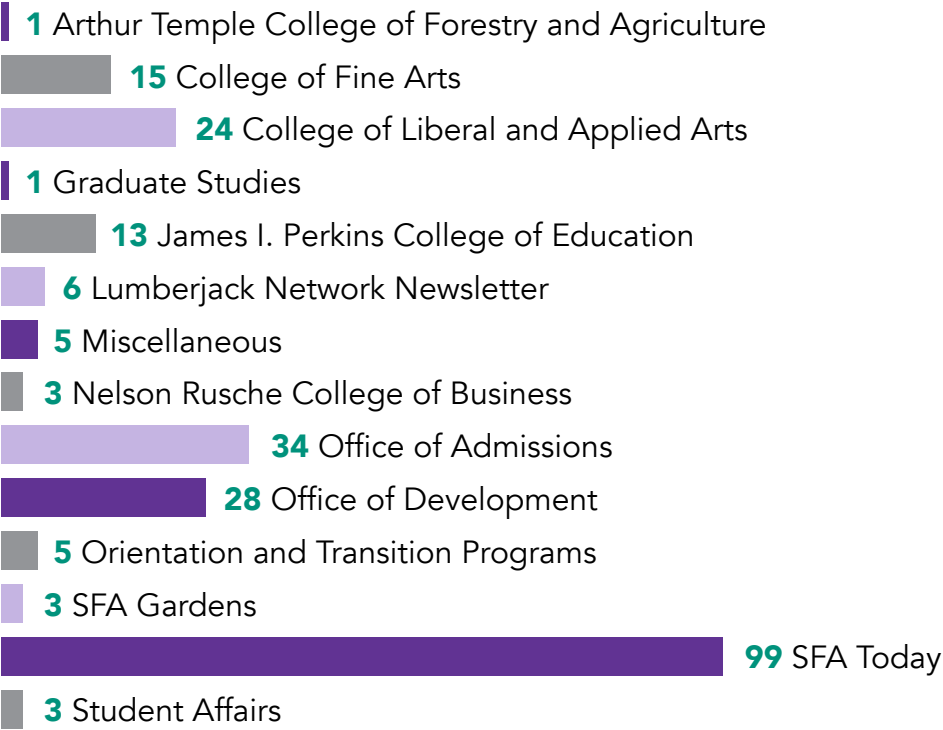
A comprehensive campaign utilizing digital, print and social media content to keep the Lumberjack community apprised of how the university was responding to the rapidly evolving pandemic situation.

- Social media platforms
- Email blasts
- Fall 2020 Guide microsite
- Posters
- Floor decals
- TV graphics
- Videos, including move-in guide for Residence Life and two COVID-19 training videos, one for students and the other for faculty and staff



EDITORIAL

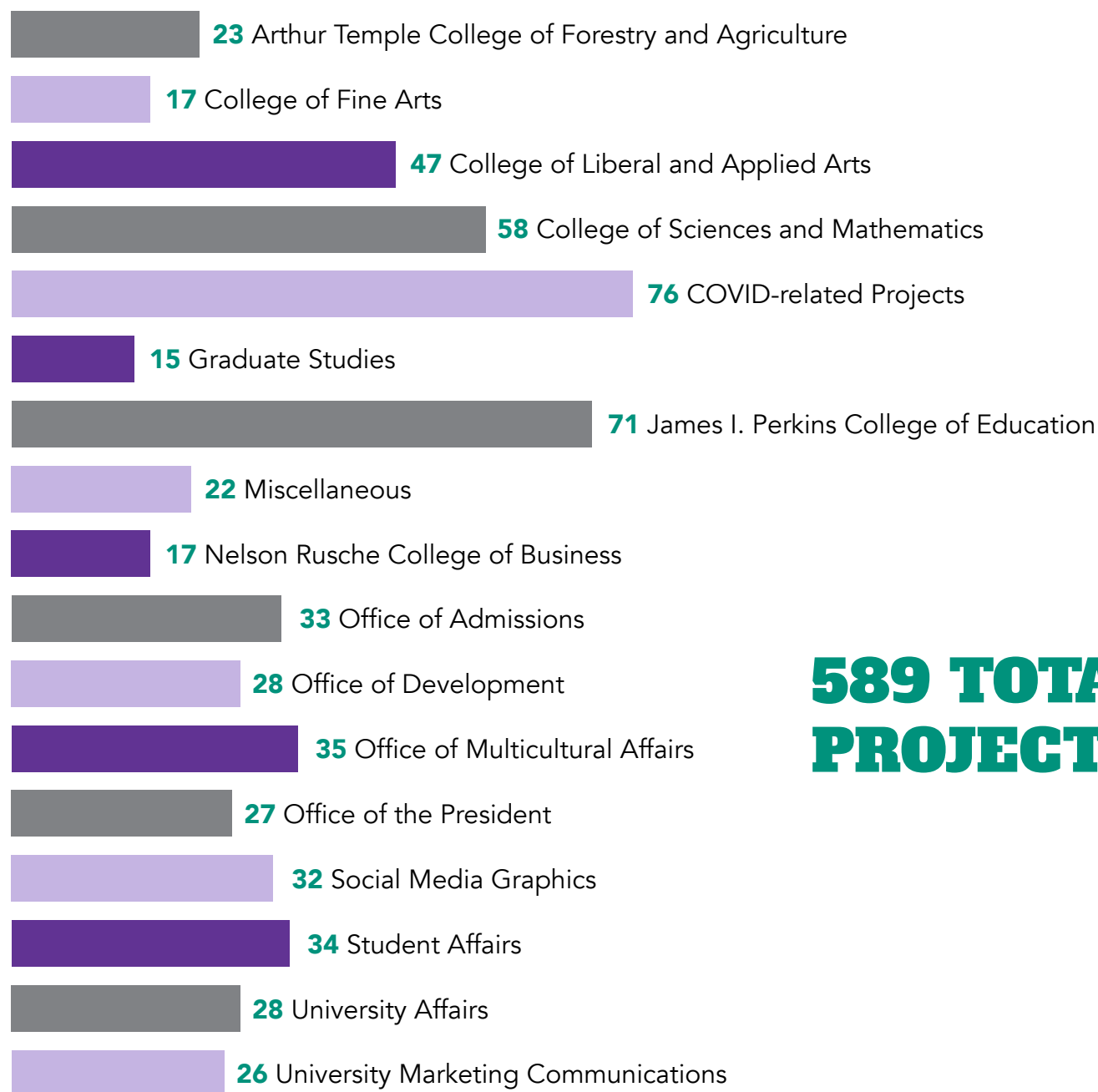
| | | |
|--|---|---|
| 1,140+ SOCIAL MEDIA POSTS WRITTEN AND EDITED | 206 WRITING REQUESTS | 183 PRESS RELEASES WRITTEN |
| 200+ HOURS UPDATING ONLINE BULLETINS | 63+ HOURS EDITING CURRICULOG CONTENT | |
| 240 MASS EMAILS EDITED AND SENT | 691 EDITING REQUESTS | 257 WEBPAGES EDITED |



When not writing or editing, our editorial staff members put a significant amount of time into coordinating university-wide projects that involved hours of communication with all six colleges and teamwork across multiple departments and offices. Projects that required large-scale coordination include:

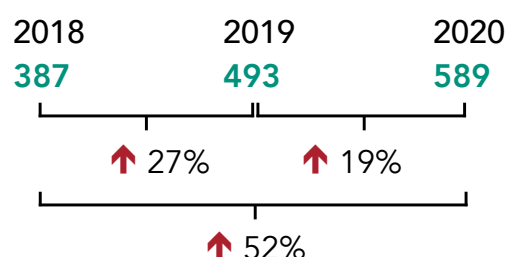
- Undergraduate major degree list update
- Major map brochure creation
- Video and photo services
- Graduate viewbooks per college
- Social media campaigns

GRAPHIC DESIGN



589 TOTAL PROJECTS

TOTAL GRAPHIC DESIGN PROJECTS BY YEAR



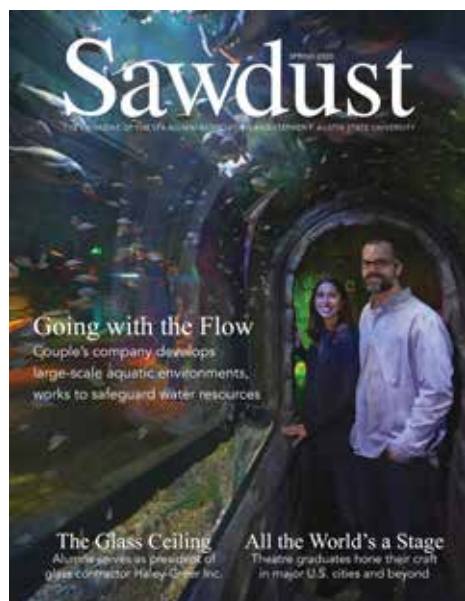
NOTABLE PROJECTS

- 2 Lumberjack COVID-19 mascots
- 4 Texas congressional flyers
- 6 Graduate studies brochures (one for each college)
- 10 COVID-19 TV graphics
- 12 COVID-19 university-wide posters
- 25 Zoom backgrounds
- 46 Major map brochures

SAWDUST ALUMNI MAGAZINE

Sawdust is the official magazine of Stephen F. Austin State University. UMC is responsible for planning, editing and proofing, writing features, photographing alumni for

features and designing 95% of the magazine (some ads are designed by corporations or the SFA Alumni Association).



SPRING 52 pages

Sent to **104,500** households

SIX FEATURES

Couple's company develops large-scale aquatic environments, works to safeguard water resources

Alumna serves as president of curtain wall and specialty glass contractor Haley-Greer Inc., one of the largest female-owned companies in North Texas

Theatre graduates hone their craft in major U.S. cities and beyond

Business alumna achieves success in the restaurant industry

Calligraphy artist owns flourishing business, works with companies like Cartier, Estée Lauder, Kendra Scott

Biology major named
Inventor of the Year



FALL: Special COVID-19 Issue 44 pages

Sent to **93,640** households

SIX FEATURES

First female president of the American Medical Association shares life's accomplishments

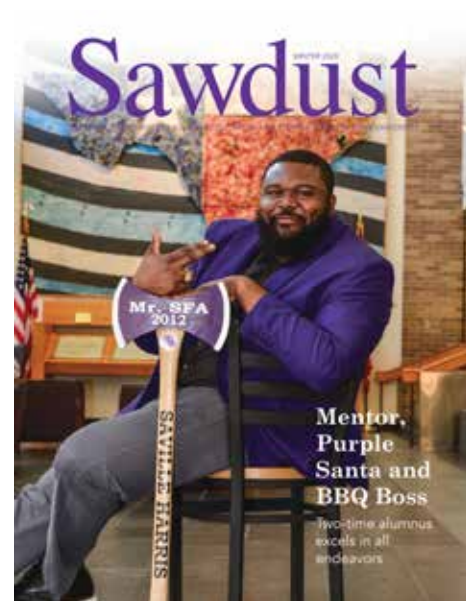
University continues to serve students during pandemic

CEO of landmark sign manufacturer discusses company's temporary reconfiguration to make personal protective equipment during pandemic

The pandemic through an emergency room doctor's eyes

Nursing students volunteer at call center during pandemic

Faculty and staff lend talents to help during COVID-19



WINTER 44 pages

Sent to **8,750** households

SIX FEATURES

Two-time alumnus excels in all endeavors

Cinematography alumna part of Emmy-winning team

Student wins bladesmithing competition, runs own business

Conservationist and Olympian oversees efforts to save endangered grouse

CEO leads Burke Center through pandemic

SFA Press celebrates 10th year, publishes new children's book

SAWDUST WEBPAGE VIEWS












12,186

From Jan. 1 to Dec. 30

SOCIAL MEDIA

Social media can be deceiving. Although usually small in appearance, posts across all platforms often take a significant amount of forethought and planning to execute correctly. Time spent on one post can vary from 10 minutes to days, depending on the type of post, whether it's part of an ongoing series, whether it

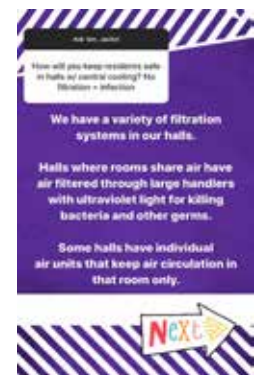
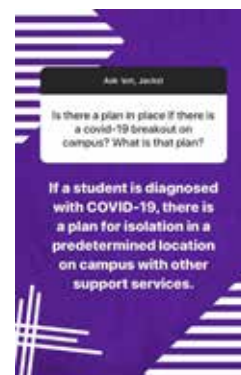
requires photography or videography assistance, and so much more. Communication does not stop after posts are published. Engaging with the audience, responding to comments, answering questions and finding correct information takes countless hours.

| PLATFORM | HANDLE | FOLLOWERS/VIEWS | POSTS/VIEWS |
|--|------------------------------------|--|------------------------------------|
|  Facebook | @sfasu | 79,478 ↑ 9% | 338 posts |
|  Giphy | @sfasu | 28.5 million views ↑ 2,750% | N/A |
|  Instagram | @sfasu | 19,970 ↑ 21% | 251 posts Stories: 1,000+ posts |
|  Instagram | @sfa_twigggy | 1,534 ↑ 36.7% | 22 posts |
|  LinkedIn | @sfasu | 70,578 ↑ 4% | 101 |
|  Pinterest | @SFAlumberjacks | 616 ↑ 2% | N/A |
|  Snapchat | @sfa_jacks | 797 | N/A |
|  Twitter | @sfasu | 20,800 ↑ 4.6% | 410 posts |
|  Twitter | @sfa_twigggy | 182 | 17 posts |
|  TikTok | @sfa_jacks | 152 | 16 videos |
|  YouTube | Stephen F. Austin State University | 930 ↑ 35% | N/A |

NEW

ASK 'EM, JACKS! INSTAGRAM CAMPAIGN

For months, the pandemic had caused stress and confusion for students everywhere. To ensure students had access to accurate, up-to-date information leading up to the start of the semester, UMC created a weekly Q&A campaign featuring directors from departments across campus.



WEB DEVELOPMENT

- Academic Assistance and Resource Center – restructured site
- Arthur Temple College of Forestry and Agriculture
- Center for Career and Professional Development
- Office of International Programs
- Office of Research and Graduate Studies
- Office of Student Rights and Responsibilities
- Orientation and Transition Programs
- Sawdust
- SFA Online
- University Police Department

10
LAUNCHED SITES WITH
257
WEBPAGES TOTAL



4

LAUNCHED
PROGRAMS

Axe-celerated Admissions
Graduate Research Conference
Student Emergency Aid Fund
Undergraduate Research Conference

4

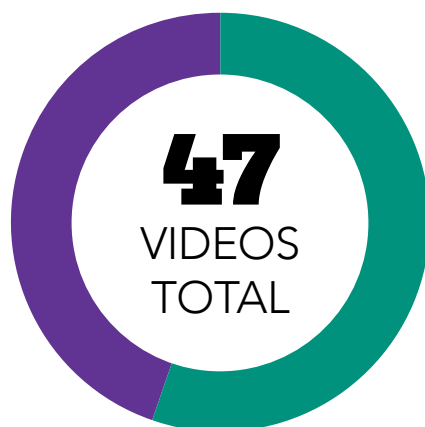
LAUNCHED
WEB APPLICATIONS

Department of Campus Recreation facility status web app
and website integration widget
Impact Jacks, a development crowdfunding site
Purple Lights Fund – J Association
SFA Gardens plant sale RSVP app



VIDEOGRAPHY

21
GENERAL
VIDEO
PROJECTS



26
COVID-19
RELATED
VIDEO
PROJECTS

- "A Day at SFA" storybook read with Dr. Gordon
- Nelson Rusche College of Business: Dean Bisping's welcome to freshmen
- Nelson Rusche College of Business: George Foreman
- Nelson Rusche College of Business: Tour video
- College of Sciences and Mathematics: 3D print brain time-lapse video
- Student Center Dining Hall construction video edit
- Dr. Gordon Latta award
- Dr. Gordon reaction videos to GIFs
- Dr. Westbrook retirement reception tribute
- Emergency fund promo re-edit for the Office of Development
- Faculty highlight video audio updates — Drs. McBroom, Hubbard and Johnston
- Front webpage splash video update: October
- Front webpage splash video update: December
- Giving Tuesday Dr. Peck at Student Recreation Center pool edit
- Midgley's "Let's Make a Deal" axe 'em GIFs
- Office of Research and Graduate Studies promo slideshow video
- Press conference livestream: Sept. 30
- Press conference livestream: Oct. 3
- Red White and Blue = Purple animation
- RELLIS event livestream
- SFA Gardens: Bugs, Bees, Butterflies and Blossoms teacher training video

IMAGE ARCHIVE

RESOURCESPACE / photos.sfasu.edu

ResourceSpace is the university's curated, central image repository and contains **32,905** images. It's a place to host the best images from around the university.

7,136 new images uploaded in 2020

2,974 images downloaded by various users

507,794 keywords added

IMAGE ARCHIVING/BACKUP

1,068 discs copied over to hard drive storage and replicated to another drive for backup

4.162 TB of data backed up from compact discs

777,906 images backed up

9,535 images scanned from negatives

AWARDS AND RECOGNITIONS

HIGHER EDUCATION SOCIAL MEDIA ENGAGEMENT REPORT, 2020

TOP 10%

AMONG OTHER NATIONAL
UNIVERSITIES FOR
OVERALL CONSISTENT,
STEADILY ENGAGING
CONTENT

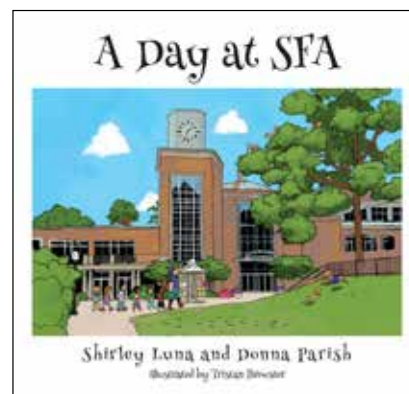
Rival IQ

NO. 3

IN TEXAS FOR SOCIAL
MEDIA ENGAGEMENT

Rival IQ

"A DAY AT SFA" PRODUCED AND PUBLISHED



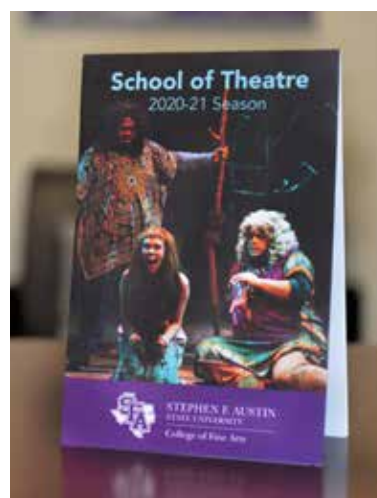
COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION DISTRICT IV SOUTHWEST 2021 ACCOLADES AWARDS



GRAND GOLD

*Publications Pivot
category*

SFA Children's
Activity Book



GOLD

*Design
Publications
Single-Sheet
category*

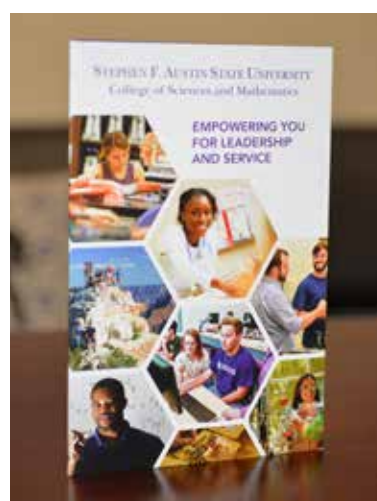
School of Theatre
2020-21 Season
Poster Brochure



SILVER

*Digital
Communications:
Social Media
category*

Ask 'em, Jacks!
Instagram Stories



SILVER

*Design
Publications
Single-Sheet
category*

College of
Sciences and
Mathematics
General Brochure