Marketing + Communications
Real. Amazing. Results.
2014-2015
Our Team

Kim Sekas
Engagement Marketing & Social Media

John Mielke
Media Relations & Legislative Liaison

Valerie Zahorski-Schmidt
Enrollment Marketing & Advertising
Engagement Marketing & Social Media
Kingfish/Boys & Girls Club Event
App Factory Kick-Off
Life's Essentials with Ruby Dee

The Mary Lou and Arthur F. Mahone Fund presents
LIFE'S ESSENTIALS WITH RUBY DEE
Tuesday, February 17, 2015 | 7 pm | UW-Parkside Student Center Cinema

The University of Wisconsin-Parkside College of Arts and Humanities is honored to welcome Ruby Dee for the Wisconsin premiere of her film Life’s Essentials with Ruby Dee (2014, 90 minutes) as part of our comprehensive celebration of Black History Month.

ABOUT THE FILM

For more than a small story, audiences have been mesmerized by the love story between Hollywood legends Ossie Davis and Ruby Dee. Now, their grandson, Mustapha Muhammad, shares the foundation of this indelible lens in Life’s Essentials with Ruby Dee. Through intimate conversations with the award-winning actor, playwright, and author, Mustapha not only revisits intimate details about his grandparents’ relationship, but also questions his duty to carry on the very dynasty that gave him life.

In the film, the director breaks the veil between himself and his subject to pose fundamental questions of his grandmother. “How do you stay WITH?”

Mustapha gives us a very personal look into the life of his grandparents. “I enjoyed knowing that I would eventually break the heart of the person I love.”

“I can’t say I didn’t do anything to make Ossie Davis unhappy...”

Mustapha revisits the very commitment made by his grandparents. “I marveled at their 50-year love story.”

He shares the intimate details of Ossie Davis and Ruby Dee's love story, both on and off the screen. “I was able to see the way they interacted together.”

The film presents life’s essence with Ossie Davis and Ruby Dee for many bringing to light a tradition of life long Brown family legacy.

Join us for an exclusive screening of the UW-Parkside Student Center Cinema, Tuesday, February 17, 2015, at 7 pm. Following the film, an open Q&A session with Mustapha Muhammad will be held in the Student Center Cinema.

THE MARY LOU AND ARTHUR F. MAHONE FUND PRESENTS
LIFE’S ESSENTIALS WITH RUBY DEE

TICKETS

Tuesday, February 17, 2015 | Public Screening

Tickets $5 (plus sales tax) per person (encompassing both film screening and Q&A session), includes Q&A session and free popcorn. Special rate for UW-Parkside faculty, students and staff.

ENTRY TICKETS

Wednesday, February 18, 2015 | 5 pm | Student Union Screening

No charge for all high school and college students with school ID presented at the door.

All proceeds benefit the Mary Lou and Arthur F. Mahone Fund.

WHAT’S NEXT?

WELCOME

Dr. James Kinchen, Professor, UW-Parkside
Dr. Dubbe Ford, Chancellor, UW-Parkside
Tim Mahone, Chair, Mahone Fund

OPENING REMARKS

MutaAli and Jevon Frank

SCREENING

QUESTION AND ANSWER SESSION

MutaAli and Jevon Frank

PHOTOS AND MINGLING

IT’S A WRAP

University of Wisconsin-Parkside
Be. Real. Amazing.
Rebranding of CCP

The Proof -

Registration during the first five weeks of spring catalog were up 50% over entire spring 2014 registration.
Economic & Talent Development and Community Engagement hubs
The Rita and Picken Scholarship
eMarketing and eNews

- Brand consistency
- Audience engagement tracking
- Template building help
Parkside Social

#UWParkside

We had a great matinee performance this morning and another great performance this evening of "A Midsummer Night's Dream!" The Kennedy Center American College Theatre Festival (KCACTF) respondent gave some great feedback to our students.

They're back! #RealGeese #UWParkside

excited for tonight's #steampunk performance of A Midsummer Night's Dream. #costumedesign #sketch #uwparkside #letmegotemygoggles

It's a glorious day for a walk. #uwparkside #kenosha #wisconsin #vscocam

Study for anatomy and I get to look at this tonight. Can it get more beautiful? #landscape #sunset #studyclind #sobeautiful #uwparkside #rangers

Baked goods and magazines with donation on the bridge! #Straylight #uwparkside

Straylight
BAKE SALE
MARCH 16th, 17th, & 18th
(9-2 on the Bridge)

Dynamic Delta Aso
The Proof – Social Media

Twitter: 2,359 followers
LinkedIn: 1,162 followers
Facebook: 4,550 likes
Increasing Instagram posts and followers
Tagboard = Social Media Aggregator
Ranger Press Corps

All stories posted on uwp.edu and social networks
Media Relations & Legislative Liaison
Media Relations

• 220+ campus stories posted
• Press Room
• Event coverage
  – Master Plan
  – Ray Cross visit
  – Forward Together
  – Technology Pathways
Legislative Liaison

2015-2017 WISCONSIN STATE BUDGET UPDATE

UW-PARKSIDE AND THE STATE BUDGET

The 2015-2017 Wisconsin budget proposal carries important meaning for the UW-Parkside campus community. This site provides ongoing news and information as the budget process moves forward.

Quick Links

Speeches and Statements
- Chancellor Ford Budget Update 1 | Feb 4
- Statement of UW System President Ray Cross | Feb 3
- Governor Walker's Budget Address | Video | Feb 3
- Governor Walker's Budget Address | Transcript | Feb 3
- Proven Message to Faculty and Staff | Feb 10

Documents and Guidelines
- State Budget Documents
- UW System Guidelines for Political Activity
- FAQ: Governor System Authority Proposal (PDF)

Websites
- Wisconsin State Legislature Website
- The Wheeler Report
- WePostX

Budget in the News

On the Air
Chancellor Debbie Ford and UW System President Ray Cross on the WITI Morning Show.
Broadcast February 11, 2015
(Recorded February 10, 2015)
Listen now
University Messaging

- Annual Report
- Technology Pathway Partners
- Future 50
- Commencement
- Convocation
Enrollment Marketing & Advertising
TV Advertising

• WTMJ4 – NBC Milwaukee
  – Morning news
  – Tonight Show with Jimmy Fallon

• Cable channels
  – Northern Illinois

• CBS 58 – WIAA H.S. Basketball Championships
Cinema Advertising

- Waukesha
- Gurnee, Buffalo Grove, and Fox Lake
- October-December
- March-May
- Pod 1
UW-Waukesha
Digital Advertising

- Event-oriented
- JS Online network
- 118,250 impressions/mo
- Event registration up 46%
Billboards

- Kenosha, Racine, and Lake counties
- June – September 2014 and 2015
- October 2014 – January 2015
ACCELERATE YOUR CAREER

YOUR MBA ON YOUR SCHEDULE

WWW.UWP.EDU/YOURMBA

EVENING AND ONLINE OPTIONS AVAILABLE

REAL. AMAZING.
Google Adwords

- Computer Science
- Feb 4-Mar 15
- 36,455 impressions
- 137 clicks
- Wisconsin, N. Illinois, and Finland
# Website Analytics

### CNHS Main

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### CNHS Main: Daily unique pageviews

- Unique Pageviews (All Sessions)
- Unique Pageviews (Mobile and Tablet Traffic)

### Chemistry

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### Environmental Studies

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Current Recruitment #'s

- Admissions event reservations – 46% growth
- Applications (overall) – 3.9% growth
- Admissions (overall) – 28.5% growth
If we had another hour...

- Liaison relationships
- Roadside banners and flagpole banners
- Admissions brochures
- EMAS communications
- New web pages and updates
- Community and technical college ads
- Radio ads
- Print ads
How You Can Get Involved

• Keep it in brand
• Share your stories
• Put events on Event Calendar
• Parkside Social group
  – #realamazing
  – #uwparkside
• Majors sheets & EMAS communications
• Ask us – we’re here to work with you
Be. Real. Amazing.