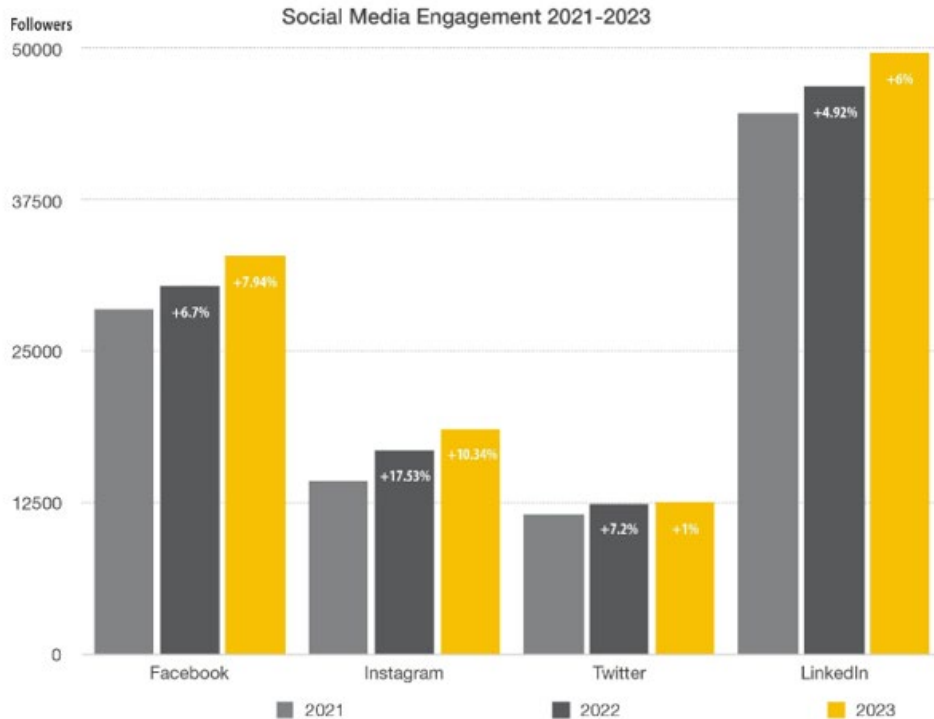


Goal 1: Assess and Refine Our University Key Messages

- RNL conducted an enrollment management plan that produced several actionable recommendations, including branding suggestions.
- The Branding Task Force convened and received its charge from Provost Gasparich on July 10, 2023. The task force met four more times as a group and had four additional individual meetings with regional representatives. The final report, including recommendations and a plan of action, was issued September 20, 2023.
- The University Communications and Marketing Department will work with Undergraduate Admissions along with all stakeholders to weave location more purposefully into our narrative. This includes mentioning Lancaster City as hub for arts and culture along with Lancaster County for recreational activities.

Goal 1: Assess and Refine Our University Key Messages



From 2021-23, new followers increased by 13%!

Source: 2023 Annual Advancement Division Report, pages 8-17.

- Developed new videos featuring students and alumni in conjunction with several academic departments.
- To generate general brand awareness along with driving attendance to April's 'Ville Preview Day, we leveraged a last-minute opportunity to advertise on Fox 43 during **Super Bowl Sunday**.
- Other brand awareness advertising was placed at The Nook sports complex and Tanger Outlets to introduce the Millersville community to visitors.

Goal 1: Assess and Refine Our University Key Messages

Alumni Engagement		
2020-2021	2021-2022	2022-2023
107.4% or 6,982 alumni engaged toward the annual goal of 6,500	92.4% or 7,392 alumni engaged toward the annual goal of 8,000	109.84% or 8,787 alumni engaged toward the annual goal of 8,000