Hello,

At the eastern edge of campus between the Electrical Engineering/Physics building and Ascent Innovation, a tan building sits on the corner. It once housed numerous fossils awaiting their permanent home in the PRL building. For the past few years, it has been home to the Marketing & Communications Office, formerly known as University Relations.

Here, our team of six focuses on one major goal – creating awareness of South Dakota Mines. This happens through the stories we tell, the look and feel of our marketing, and the online experience one gets when they visit our website or engage with us on social media. It’s showcasing the deep traditions and pride in what it means to be a Hardrocker while spotlighting the research and innovation moving us forward. It’s working alongside the entire campus community to communicate our transformations as we work hard to remain competitive and relevant in an ever-changing higher education landscape.

In this presentation you will see examples of our work and the ways we measure it across a variety of marketing and communication platforms.

I hope you will learn more about Marketing & Communications and discover ways we can collaborate to inspire the next generation of Hardrockers.

Regards,

Ann Brentlinger
Director
The Marketing & Communications Office promotes the academic reputation of South Dakota Mines and tells the Mines story to all audiences through online media, social media, the Hardrock magazine, print materials, video, and web.

**Mission and Vision**

The MC team discovers what is best and most important about South Dakota Mines. We communicate it with creativity and impact to students, alumni, parents, faculty, staff, and the broader community. We work with our university partners to implement best practices in marketing and communication.

Our vision is that South Dakota Mines will be recognized as one of the nation’s leading engineering, science, and technology universities that produces innovative thinkers who contribute the grand challenges in our society.

**Marketing & Communications Team**

- Ann Brentlinger: Director
- Mike Ray: Communications Manager
- Julia Easton: Web Designer
- Brian Hill: Creative Services Coordinator
- Lynn Taylor Rick: Strategic Communications Coordinator
- Emma Rivers: Marketing Specialist
Marketing & Communications

BRAND Brand Voice Visual Photography Key Messaging Advertising
DESIGN Creative Direction Illustration Production Graphics Photo Archiving Print Buying WRITING Hardrock Magazine President’s Weekly Message Family Matters Monthly@Mines Research Blog News Releases Copy Editing Proofreading Story Development
COMMUNICATION Crisis Management Media Relations Writing Reporting Storytelling Public Relations Internal Communication
MARKETING Advertising Project Management Campaign Planning Print Materials Video Analytics Metrics Print Buying VIDEO Script Writing Producing Editing Directing SOCIAL MEDIA Digital Storytelling Campus Life Student Success Research Faculty/Staff Success Photography Writing Posting Alumni and Parent Engagement Community Building Black Hills WEBSITE Website Development Search Engine Optimization ADA Compliance Mobile Apps Digital Advertising Google Analytics Virtual Tour User Experience
Today’s media landscape intersects with multiple touchpoints needed to garner attention in the messaging noise. The different types of media overlap and influence one another.

The following pages provide a snapshot of MC’s work and its impact across these four convergent categories.
Marketing & Communications

- **72,856** TOTAL FOLLOWERS
  - Facebook, Instagram, Twitter, LinkedIn, Snapchat

- **6,768,000** people reached thru 77 NEWS STORIES
  - Placed in print/online media worldwide

- **920** WEBSITE PROJECTS

- **329** GRAPHIC DESIGN, VIDEO, PHOTOGRAPHY PROJECTS
Earned Media

**Earned media** are news stories in local, regional, national, international, and trade news outlets across print, digital, and broadcast platforms. MC has deep relationships with local and state reporters. The team also responds to reporter requests for expert commentary on a wide range of topics. Prior to FY21 budget cuts, MC used the media management tool Cision to access reporters across the nation and world to pitch stories and to monitor media traction.

News picked up in FY20….
Owned Media

Owned media is any print, video, and web-based products controlled by MC that are unique to the university's brand. From July 1, 2019 to June 30, 2020, MC completed more than 1,200 owned media projects for the university, including web service requests.

Website
(July 2019- June 2020):
1,018,868 sessions
464,542 users

Top Search
- Organic Search: 47
- Direct: 11.3
- Display: 7.6
- Social: 2.75
- New Visitor: 0.25
Owned Media

Owned media also includes brochures, mailers, magazines, e-newsletters, and videos.
**Paid Media**

**Paid media** includes paid advertising on digital sources - Facebook, Instagram, Snapchat, and YouTube, and Google. MC ran 24 pay-per-click campaigns in FY20.

Using Google Analytics, Slate data, and reporting from our ad agency we track goals based on information requests, scheduled visits, and application intent.

**Pay-per-Click Campaigns**
(July 2019 – June 2020)
Impressions: 23,377,177
Clicks: 328,087
**Paid Media**

Paid media also includes advertisements or any other publicity that is paid for. These include advertisements in print publications, digital signs, and billboards. These are just some of the 329 creative projects completed in FY20.
Social media are the applications that enable users to create and share content or to participate in social networking. MC manages the university’s Facebook, Instagram, Twitter, LinkedIn, Snapchat, Flickr, and TikTok platforms with daily posts to connect with potential and current students, families, alumni, and our fans. The team manages student takeovers of Snapchat and TikTok, two of the most popular mediums among our current and prospective student audience.

Social Media
(July 2019- June 2020)
Impressions: 10,180,746 (up 44%)
Engagement: 567,877 (up 20%)
Link clicks: 67,298 (up 70%)
5% increase in social media followers
Social Media

Social media followers exist in all age groups. Because of its reach and engagement, we use this medium to tell our stories, share content from other resources, and connect with people.

Top Snapchat/Tiktok
Snapchat = 1900+ Followers
600 added in FY20
The video was made on our new TikTok
Just starting to grow
MC creates a broad assortment of creative marketing materials to promote the university’s brand, support institutional goals, and reach varied audiences. These include signage, admissions pieces, program brochures, photography, and video. Here are just a few examples of recent creative work.
The rebranding process began in September 2019, and the new brand was rolled out August 2020. The rebrand consisted of a new logo, shortened name, tagline, brand position, brand essence, and brand implementation. MC spearheaded the project and the application of the new brand into marketing collateral, stationery, signage, ads, videos, website, and the list goes on. Brand implementation will take several months to complete.
Rebrand

Brand Essence

As one of the nation’s leading engineering, science and technology universities, South Dakota Mines is at the forefront of what’s next. We’re curious. We’re tenacious. And we’ve got what it takes to change the world.

Brand Position

For prospective college students who are serious about their future, passionate about STEM and eager to solve society’s most pressing problems, South Dakota Mines delivers a best-in-class education at an affordable price, with a supportive and collaborative campus community that prepares graduates to become in-demand leaders in today’s fastest-growing industries.

Tagline
Advancing the frontier of innovation
Rebrand

- New Logo
- Spirit Mark
- No changes to the Athletics logo