Hello,

We appreciate the collaboration over the past year in creating new tools that bring increased awareness to South Dakota Mines. With the addition of a full-time videographer, we were able to increase our virtual presence on the website, social media, and through several YouTube campaigns.

We underwent several staffing changes this year. While it’s hard to say goodbye to valued employees and teammates, new blood brings new talents and ideas. We have a team that is truly dedicated to increasing awareness of the university, research and economic development, and student/faculty/staff successes.

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: Videographer
- Laurel Antonmarchi: Graphic Designer
- Richard Hughes: Social Media and Content Producer
- Sofia Gruden: 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

72,332
TOTAL FOLLOWERS
Facebook, Instagram, Twitter, LinkedIn, Snapchat

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

954
WEBSITE PROJECTS

229
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. MC uses 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 FY21....
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, 2020 to June 30, 2021, MC completed more than 950 owned media projects for the university, including web service requests.

Website (July 2020- June 2021):
1,049,112 sessions
495,545 users
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 FY21.

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 2020 – June 2021)  
Impressions: 15,256,679  
Clicks: 78,154
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 229 creative projects completed in FY21.
Social Media

Social media are the applications that enable users to create and share content or to participate in social networking. MC managers 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 2020- June 2021)
Impressions: 12,479,981 (up 23%)
Engagement: 616,321 (up 9%)
Link clicks: 111,430 (up 66.2%)
3% increase in social media followers
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.
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.