

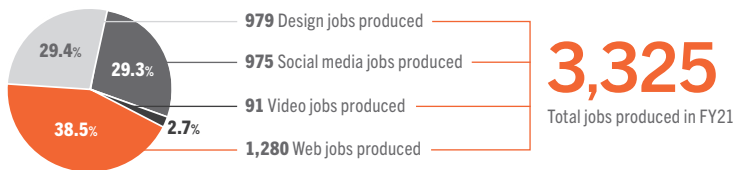


FY21 HIGHLIGHTS

Student Affairs Publications creates innovative visual and multimedia solutions for enhancing and illustrating information pertinent to and about the Division of Student Affairs. In addition, we provide opportunities for students of various academic disciplines and offer hands-on learning laboratories that encourage discovery in a real-world environment.

STRATEGIC COMMUNICATIONS

JOBS PRODUCED:



DEPARTMENT IMPACT AND RECOGNITION:



Gala Gift Student Affairs Branded Playing Cards and Box 2020
Graphic Design USA: American Graphic Design Award — Packaging

Mother's and Father's Day Cards 2019
Graphic Design USA: American Graphic Design Award — Announcements and Invitations

Center for Student Leadership and Engagement Family Handbook 2020
Graphic Design USA: American InHouse Award — Publication

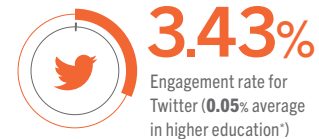
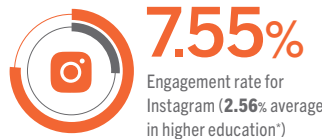
Military and Veteran Engagement Student Veteran Coin 2020
Graphic Design USA: American InHouse Award — Brochures and Collateral

University Housing and Dining Move-In Social Media Graphic 2020
Graphic Design USA: American InHouse Award — Online Design

SOCIAL MEDIA:**

Engagement Rate

In order to more clearly compare smaller percentages, the following data graphics represent a 0-10% range instead of 0-100%



Follower Growth



VIDEO:

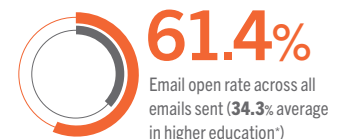


WEB:**



Top Performing Videos

A Message from Chris Miller | Student Return — Fall 2020 (**2.5K** views)
youtube.com/watch?v=WHa15ZSifWs



Campus Recreation | Return to Rec — Fall 2020 (**1.5K** views)
youtube.com/watch?v=VSfEWvBnoXs

*socialinsider.io/blog/social-media-industry-benchmarks/#9 and myemma.com/assets/pdf/2020_higher_ed_email_benchmarks_report.pdf
**COVID-19 pandemic required higher messaging content than usual and may have impacted social media and web numbers

STUDENT LEARNING AND DEVELOPMENT

26
Total student interns

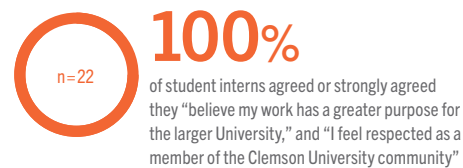
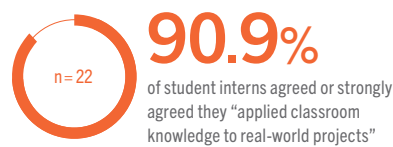
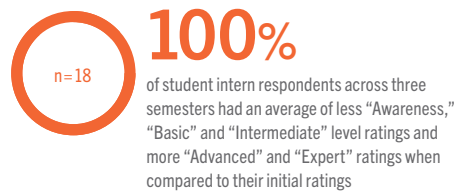
35
Total student positions filled

7
Majors represented

- Communication
- Computer Science
- Graphic Communication
- Management
- Marketing
- Psychology
- Public Administration

CORE COMPETENCIES:

Student interns evaluate themselves at the beginning and end of the year based on CCPD's Core Competencies and reflect on what they learned as a result of their internship.



STUDENT IMPACT AND TESTIMONIES:

"This internship has expanded my knowledge in Adobe applications (making graphics and social media posts) as well as taught me how to build a year-long social media analysis. Not to mention I have improved my AP style skills and got the chance to write two feature articles. All of these are skills I can take with me into the world of PR as well as have helped me grow my portfolio for when applying to jobs."

– 2021 Communication Student Intern

"It has helped form me into a much better designer. I feel much more confident with my professional skills to be able to work with clients and team members. This employment has also shown me that I want to be a graphic designer when I graduate."

– 2020 Graphic Communication Student Intern

"I have realized that I have progressed in my working proficiency with the software that I use here in the office as well as outside in my general design career, specifically InDesign. I used to only work in Illustrator or Photoshop exclusively, but now having to use InDesign and be adept with it, I am incredibly thankful for this experience."

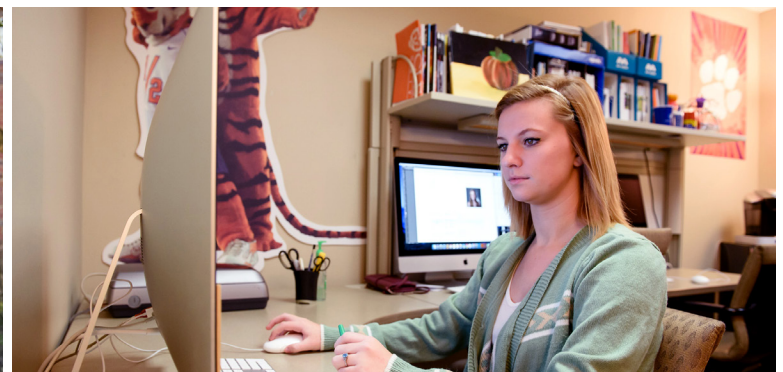
– 2021 Graphic Communication Student Intern

"From this internship I was able to apply classroom knowledge to real-life scenarios. I experienced various aspects of the marketing field including data and research, the strategical side and creative side. I can now speak to these experiences when interviewing for marketing internships for this summer. I really learned how to become more creative in my ideas and suggestions for marketing campaigns."

– 2020 Marketing Student Intern



Photography student intern capturing an event



Graphic communication student intern designing for a client