Enhanced the Institution's Image. The communications that were developed during the past academic year highlighted institutional achievements, shared information about programs, strengthened the College's brand, supported enrollment management initiatives, and resulted in a range of positive stories and news placements throughout multiple media channels.



As the popularity of video messaging continues to grow, the Office of Institutional Advancement developed and posted a growing number of videos to the College's YouTube Channel. These videos help support student engagement and underscore specific departmental programs and institutional initiatives. In the fall, the Office produced "Building a Network of NSF S-STEM Scholars," a video that reflected the College's leadership role in developing STEM scholars within New York State. In the spring, the Office produced a video about the Eastern Campus' new Student Success Center that was included as a link in a feature article that appeared in *EDUCAUSE Review Online*, a national leader in advancing higher education through the use of information technology. We have also made enhancements to central media services that have allowed us to create videos featuring our scholarship students, highlighting a visiting delegation from Trinidad and Tobago, sending holiday wishes from the College and streaming messages on our Hurricane Sandy website.

