page also includes a form for online visitors to share information with us. The online version of the magazine even includes imbedded URLs in each feature so that we can better track public interest in specific stories.

The Office of Institutional Advancement in collaboration with the office of Enrollment Management has continued to develop the capabilities of its distinctive website landing page. Since January, this page has been receiving enrollment inquiries via the web in response to marketing messages appearing in various media as part of the College's enrollment management strategy. The unique URL (www.sunysuffolk.edu/enroll) now allows for the gathering of basic contact information from individuals via the completion of a brief survey that captures their name, mailing address, email address and which advertising medium directed them to the URL. By collecting this information, the College is able to contact and follow-up with these potential students. Our communications plan allows the College to keep the potential student engaged. Through contact that includes an email acknowledging their inquiry, a mailing that includes a copy of the College Viewbook, a postcard invitation to Open House, an email of key enrollment/registration dates and an email containing scholarship information, potential students are consistently receiving information from the College. A tracking system has been developed to determine if the individual eventually decides to enroll, and which advertising produced the greatest response and the greatest yield for enrollment.



Once again, over the past year, our public relations outreach was extremely active with hundreds of press releases, media alerts, and College Briefs created and distributed. In addition to pitching feature stories, staff also coordinated interview requests, managed media events and responded to media requests in a timely manner throughout the year.

Our advancement team is also a major liaison with SUNY as they build the system brand. For example, at this year's ceremony recognizing SUNY Chancellor Award and Phi Theta Kappa recipients, SUNY requested help in finding students to feature in a video completing the sentence, "SUNY makes College worth it because…" We were able to successfully arrange for two of Suffolk's Get There From Here Scholars to appear in the video.



A new campaign was developed to highlight how regional manufacturers have been positively impacted through their relationships with the College.