

Suffolk's marketing efforts have won 19 national and regional awards this past year and more than 35 during the past six years.





commercials and 93% of the respondents found the commercials to be effective or very effective. According to the Office of Institutional Effectiveness, the sample size indicates a 95% confidence level, with a sampling error of less than +/- 5%. Considering that the three most admired companies in America (Amazon, Coca-Cola and Apple) have reputation scores in the 81-83% range, this level of positive feedback from important stakeholders within our targeted audiences is quite significant.

Through our engagement with Interact Communications, which is exclusively focused on the community college market and is continuously conducting research to assess the best ways to effectively reach this population, we were able to access survey results about media habits and preferences from approximately 26,000 community college students across the nation. This data has allowed us to see what is trending so we can make more informed decisions about our evolving media mix and where we should invest our advertising resources.

During the past year, the College continued to advance its image and reputation through external and internal messaging across a broad spectrum of platforms including print, TV, radio, online, in-theater, in-arena, direct mail and even in our regional airport. Many of these marketing initiatives and publications have received national and regional acclaim. In fact, this past year, the marketing and communications team has been recognized with 15 national awards, as well as five regional and state awards from the following organizations:

- Two Communicator Awards of Distinction, presented by the Academy of Interactive and Visual Arts for the College's Islip MacArthur Airport Displays
- 11 Higher Education Advertising Awards, presented by the Higher Education Marketing Report in the following categories
  - Gold Award: Outdoor Advertising
  - Gold Award: Annual Report
  - Gold Award: Office of Events brochure
  - Silver Award: *Career Focus* magazine
  - Silver Award: Office of Workforce and Economic Development's Pipeline newsletter
  - Silver Award: Newspaper Print Ads
  - Silver Award: Sharks Poster
  - Merit Award: Honors Program brochure
  - Merit Awards: Sharks brochure and Summer @ Suffolk Direct Mail
- One Bronze Paragon Award, presented by the National Council for Marketing and Public Relations (NCMPR) for the College's External Course Schedule
- Three Medallion Awards, presented by NCMPR for the following categories:
  - Outdoor Media: Islip MacArthur Airport display
  - Video Shorts: Student Spotlight Video / Danielle Safaty
  - E-Card: Online Holiday Greeting Card
- Two SUNY Council for University Advancement (CUAD) Awards for the following:
  - Best of Category: Outdoor Airport Display
  - Judge's Citation: Sharks brochure

In all, work produced by our internal marketing and communications team has garnered 36 national, regional and state awards during the past six years.

The offices of Enrollment Management and Institutional Advancement work closely all year long to develop strategies for increasing enrollment. A few of this year's initiatives include more digital and online advertising in addition to traditional advertising; developing a new "pop-up" screen for our current students so that when