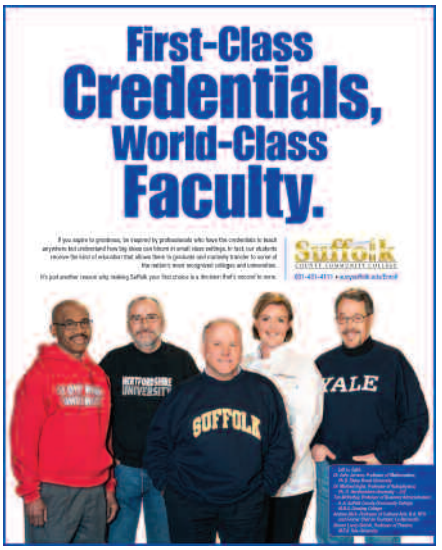
they initiated Priority Registration for the fall semester, the pop-up encouraged them to consider summer session registration as well; special mailings to high school juniors and seniors; advertising in SUNY student newspapers across the state; and use of *Newsday* notes which are affixed to the cover of the newspaper, telephone calls, email blasts to identified cohorts, postcards, portal and web announcements, Facebook outreach, and the addition of Saturday hours of operation by our enrollment services professionals, counselors and academic advisors in order to assist students as they pursued advisement and registration, all serving to promote enrollment.
Priority Registration initiatives and communication strategies resulted in thousands of students being registered in just the first three days of registration.



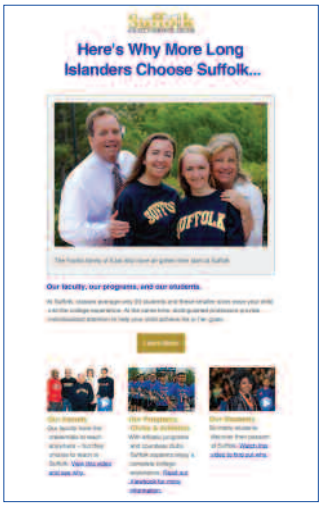
This year, we completed production on the latest iteration of the College's award-winning series of "sweatshirt" ads, by featuring faculty members who have come to teach at Suffolk after completing their studies at well-known colleges and universities across the country and internationally. Highlighted in the spot are Steven Lanz-Gefroh, Professor of Theatre-Yale University; Chef Andrea Glick-Le Bernardin; Dr. John Jerome, Professor of Mathematics-Stony Brook University; Dr. Michael Inglis, Professor of Physics-University of Hertfordshire, and Timothy McHeffey, Professor of Business-Suffolk County Community College.

As the popularity of videos continues to grow, the Office of Institutional Advancement collaborated with the Media Services department this past year to create a range of Student and Alumni Spotlight videos. These videos are displayed on the College's Website as part of an overall strategy that helps engage and inform potential students about the way in which Suffolk is continually transforming lives. The videos are available online at: www.sunysuffolk.edu/Videos.



This past spring marked the seventh annual issue of *Career Focus* magazine. This past issue shared many stories about the College's programs and services, including the cover story highlighting 50 years of nursing at Suffolk. *Career Focus* was distributed to more than 440,000 households in Suffolk County, as well as to all regional high schools, libraries and BOCES facilities. It is also available on our Website as an online magazine.

The Institutional Advancement team continues to collaborate with the college community on the production of a wide range of publications and communications materials, including a new Viewbook and brochures for Veterans Services, Financial Aid, Disability Services, the Honors Program, Radio & TV Production and Suffolk Athletics. It is worth mentioning that we saw a significant increase in interest for our welding program following a feature story about welding opportunities in the recent *Career Focus* magazine. In fact, within just a few weeks after the magazine came out, we had filled two classes and already had a waiting list for two more.



In support of enrollment management efforts for the 2015 fall semester, the Office of Institutional Advancement partnered with Cox Media on a new recruitment initiative to access their database of over 51,000 parents with children aged 16-17 who reside in Suffolk County. The College issued an email to the list; those who clicked "learn more" were linked to our current enrollment landing page and encouraged to provide contact information so that enrollment management and admissions staff could follow-up with them. To date, we have received over 4,000 responses to this communication.

A review of the click-through rates and the number of impressions generated by the