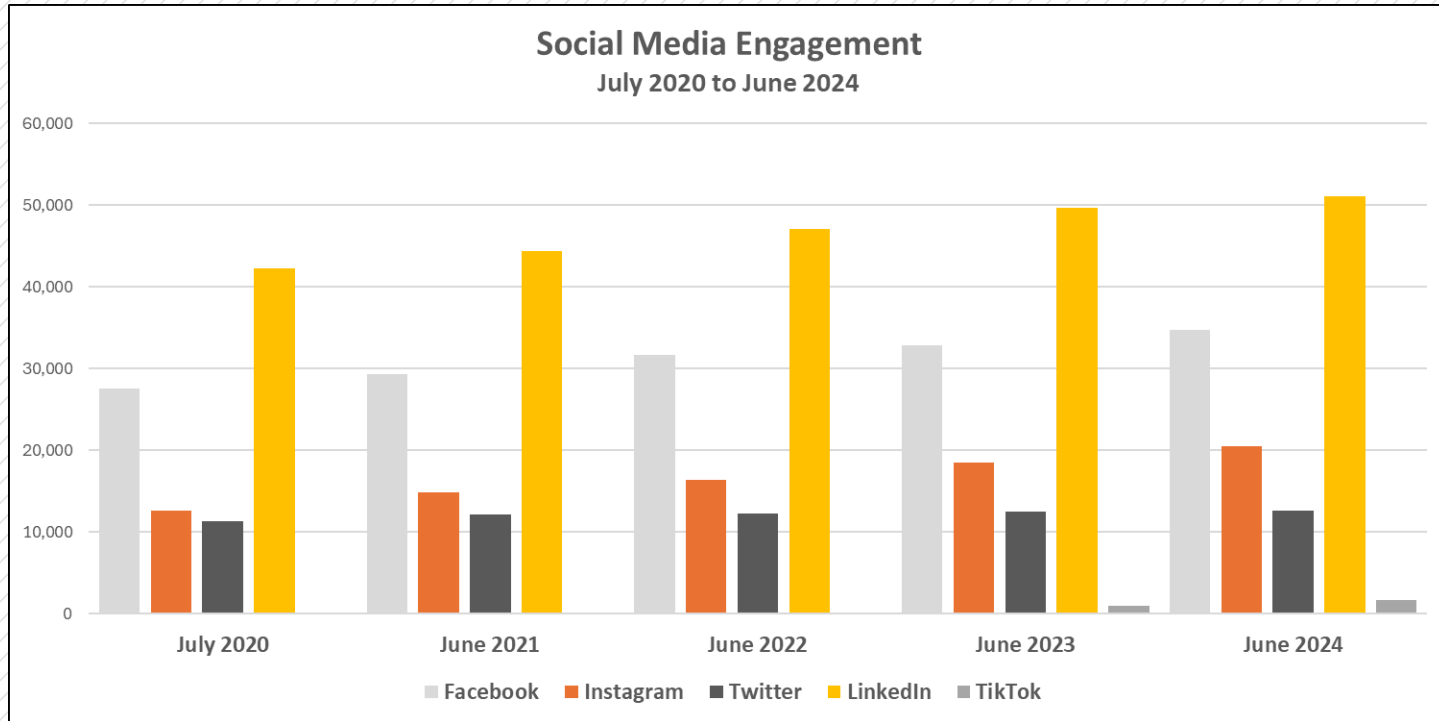


Goal 1: Assess and Refine Our University Key Messages

The University Communications and Marketing Department and Enrollment and Admissions personnel continue to collaborate to purposefully feature location within the university narrative.

- Lancaster City and Lancaster County images are featured in view books, postcards and other materials.
- First-year students are invited to join the eight-week Lancaster Immersion Program that fosters connections with and knowledge of Lancaster City and the surrounding area.
- Millersville University is working with campus partners to tell regionally-centered stories.
- Millersville University is focusing its messaging on the 'Ville as an anchor institution, an institution that is integral to the regional economy and communities. Projects include a presidential op-ed, a video, and the State of the 'Ville annual update.

Goal 1: Assess and Refine Our University Key Messages



| Growth Rates | Facebook | Instagram | Twitter | LinkedIn | TikTok |
|---------------------|----------|-----------|---------|----------|--------|
| July 2020-June 2021 | 6.7% | 17.5% | 7.2% | 4.9% | 0.0% |
| June 2021-June 2022 | 7.9% | 10.3% | 1.0% | 6.0% | 0.0% |
| June 2022-June 2023 | 3.8% | 13.6% | 2.5% | 5.6% | 0.0% |
| June 2023-June 2024 | 5.5% | 10.8% | 0.8% | 2.8% | 70.1% |
| July 2020-June 2024 | 26.1% | 63.2% | 11.9% | 20.8% | 100.0% |

Millersville University leveraged social media trends and monitored current online conversation topics to create engaging and informative messaging as part of its 2023-2024 social media strategy.

Goal 1: Assess and Refine Our University Key Messages

| Alumni Engagement | | | | |
|-----------------------|-----------|-----------|-----------|-----------|
| | 2020-2021 | 2021-2022 | 2022-2023 | 2023-2024 |
| Engaged Alumni | 6,982 | 7,392 | 8,787 | 6,764 |
| Goal | 6,500 | 8,000 | 8,000 | 8,000 |
| % of Goal | 107.4% | 92.4% | 109.8% | 84.6% |