



PR and MARKETING RESULTS

OCTOBER 2020 – MARCH 2021

anglin PR

EMAIL

The Spring 2021 email outperformed the industry average. (39.8% vs 16.7%) (Spring 2020 email was high performing) The open rate was down slightly from previous RUSO mailings; the click rate was up significantly from last semester and more in line with previous emails.

The most clicked link in the Spring 2021 email was to the announcement about Dr. Lovell.

The spring email saw the return of two new sections highlighting 1) economic development impact of RUSO and 2) current student spotlight.

WEBSITE

RUSO's website had 4,989 visitors between October and March.

- That's a 69% increase in website users over the previous six month
- 39% increase in website users compared to the same period in 2019/2020.

The top viewed pages were: 1) homepage 2) regents and 3) agendas and minutes page. Just under 50% of people found the website by searching in Google, 24% came directly to the website from social media. About 20% came by typing in "ruso.edu". Two success stories were in the top 10 most visited pages.

SOCIAL

RUSO currently has 209 Facebook fans, an increase of 9% since September. RUSO has 212 Twitter followers, up 50% since the fall.

EMAIL

In our 2019 survey of 645 university employees, we learned they want to hear more about employee benefits and legislative updates.

We included community-oriented snapshots on economic development in this newsletter. This is a great example of the kind of content we would suggest be included in an external newsletter to activate alumni and reach legislators at key times of year.

WEBSITE

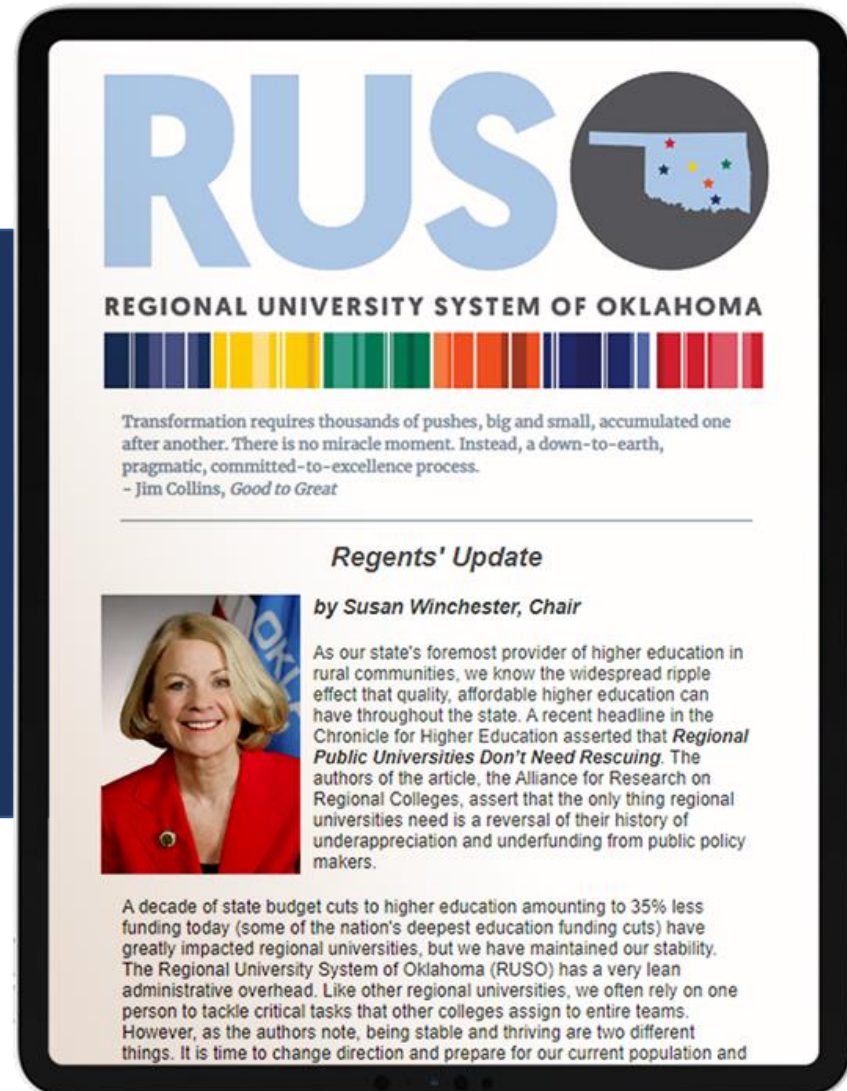
Since the Spring 2020 website refresh, we added an area to the website for alumni to submit their stories for a chance to be featured. To increase traffic to the site we recommend continuing to add content on a regular basis. We recommend creating short (1-2 minute) videos to accompany written success stories.

SOCIAL

We recommend RUSO give attention to **growing and engaging using LinkedIn as a social media channel**. Regular social posts can also be shared to that channel, and we know that is where Success Story subjects are sharing their personal stories. It is also a great place to engage advocates and alumni.

MAILING

- Sent on March 22 to 6,116 recipients
- Re-sent on March 28 to 4,093 recipients who did not open the first email



ENGAGEMENT

Spring 2021
 Open: 39.8% (2,425)
 Clicks 10.5% (253)

vs

Industry Average
 Open 16.7%
 Clicks 9.7%

Fall 2020
 Open: 43.2% (2,748)
 Clicks 6.7% (183)

Spring 2020
 Open: 46.6% (2,358)
 Clicks 11.9% (280)

Fall 2019
 Open: 42.9% (2,307)
 Clicks 10.4% (240)

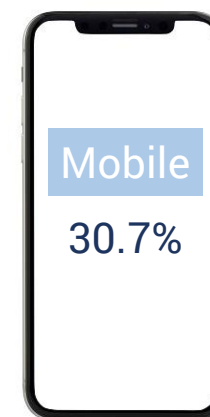
Spring 2019
 Open: 48.7% (2,530)
 Clicks 10.3% (260)

TOP LINKS

percentage of total clicks

1. Lovell Named President of SWOSU 17.8%
2. Southeastern Record Enrollment 14.6%
3. Regional Universities Don't Need Saving 9.6%
4. UCO Professors Offer Toolkit for Families 8.3%
5. UCO Teladoc Flier 5.7%

DEVICES



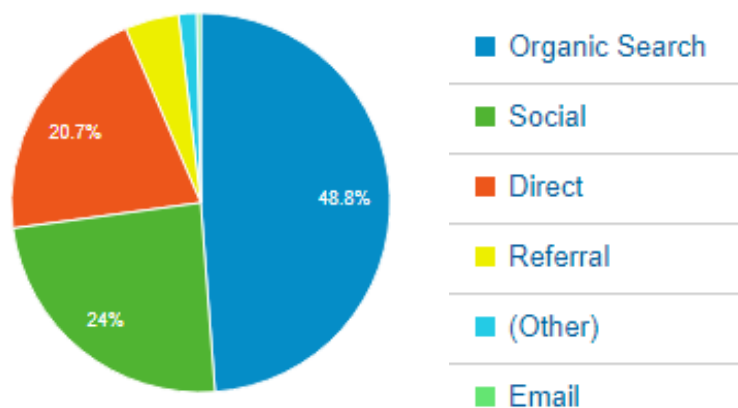
Mobile users for the Fall 2020 email increased by more than 11%, but have in the Spring returned to “normal.”

WEBSITE USERS

4,989 users | 6,541 Individual Sessions

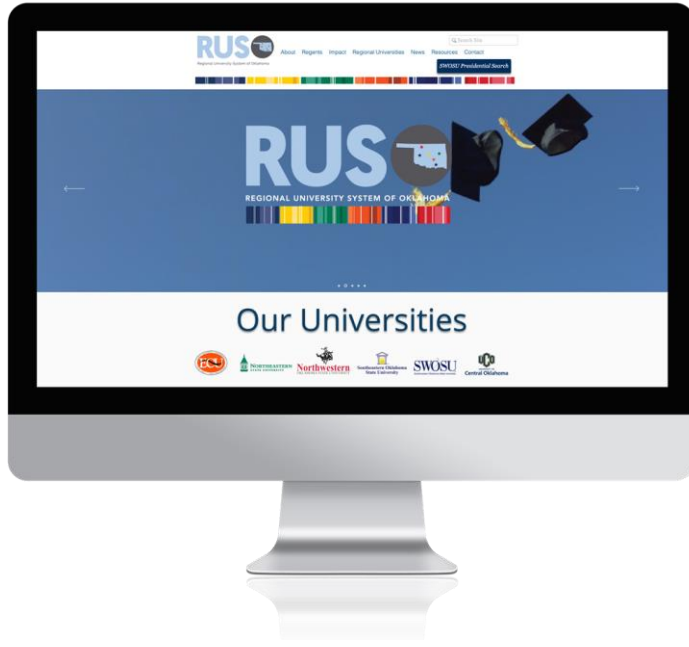
- 69% increase in website users over the previous six months
- 39% increase in website users compared to the same period in 2020

TOP CHANNELS



TOP PAGES VISITED

Page	Pageviews	% Pageviews
1. home	2,451	19.56%
2. /regents	1,655	13.21%
3. /agendas-and-minutes	804	6.42%
4. /swosu-presidential-search	460	3.67%
5. /regional-universities	436	3.48%
6. /single-post/trista-shomo-safety-manager	301	2.40%
7. /single-post/john-aaron-nasa-engineer	286	2.28%
8. /resources	277	2.21%
9. /news	265	2.11%
10. /student-success	243	1.94%



The RUSO website design was heavily refreshed in Spring 2020 with modern images and elements, updated information about impact and the power of an investment regional universities. We added an area to the website for alumni to submit their stories and possibly be featured.

SUCCESS STORIES ADDITION

Student Success Stories

Read more about our incredible alumni, where they started and where they are now.

Want to be featured? Are you or someone you know a RUSO graduate with a story we should hear? Submit your story using the button.

Submit your story



TOP GOOGLE SEARCHES*

*displaying RUSO's website to google users

	search term	# of clicks
1.	ruso	283 (24.17%)
2.	regional university system of oklahoma	133 (11.36%)
3.	ruso oklahoma	125 (10.67%)
4.	john aaron	111 (9.48%)
5.	everett dobson	68 (5.81%)
6.	chad richison	47 (4.01%)
7.	raul font	34 (2.90%)
8.	john aaron nasa	29 (2.48%)
9.	sharla frost	22 (1.88%)
10.	bob blackburn	17 (1.45%)

Facebook
mobile



Facebook desktop



TOP REFERRAL SOURCES


1.	google / organic	2,302 (44.60%)
2.	(direct) / (none)	1,063 (20.59%)
3.	m.facebook.com / referral	879 (17.03%)
4.	linkedin.com / referral	251 (4.86%)
5.	bing / organic	120 (2.32%)
6.	l.facebook.com / referral	72 (1.39%)
7.	Newsletter / Email	71 (1.38%)
8.	wix-instantsearchplus-ssl.akamai referral	67 (1.30%)
9.	yahoo / organic	61 (1.18%)
10.	swosu.edu / referral	44 (0.85%)



LinkedIn traffic was nearly 100% a result of student success stories. Subjects and companies are sharing on their stories with their networks on LinkedIn.



Impressions

 8,436

Engagements

 494

Clicks

 83

Total Fans	Fan Increase	Posts Sent	Impressions	Engagements	Link Clicks
209	9%	65	8,436	494	100


*Facebook impression: number of times any content associated with RUSO's page was seen in the FB news feed or on visits to our page

*Facebook engagement: number of reactions, comments or shares on our posts

*Impressions per post and engagements per post is a mathematical average.



Organic Impressions

 91,000

Total Engagements


 279

Total Followers	Follower Increase	Tweets Sent	Organic Impressions	Engagements	Retweets
212	52%	66	24,900	279	50

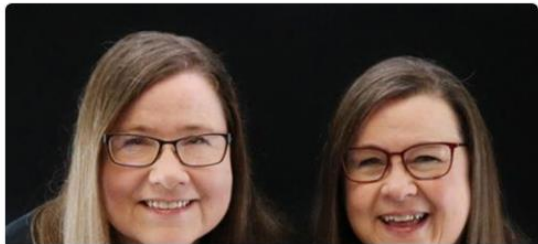
*Twitter organic impression: number of times a user was served one of RUSO's tweets on their timeline, organic means it we did not pay for it

*Twitter engagement: number of times a user clicked, retweeted, replied, followed, liked or linked to one of our tweets

HIGHEST REACH

 **Regional University System of Oklahoma**
March 29, 2021 9:09 AM(UTC-05:00)





The culture of Northwestern Oklahoma State University is deeply rooted in the Case family, from Waynoka. The family gained quality education and launched their careers on campus, and they've given back to the university over the last 30 years. The Case sisters launched a food pantry for students and staff in times of need, and when their father passed they knew the best way to honor his memory was an NWOSU scholarship fund.



Case sisters well known to NWOSU, Alva communities
Anyone associated with Northwestern Oklahoma State University (NWOSU) the past four decades knows the Case sisters.
enidnews.com


Mar 29, 2021

The culture of Northwestern Oklahoma State University is deeply...


 Reach	706
 Engaged users	163
 Clicks	17
 Other clicks	16



MOST CLICKS





 **Regional University System of Oklahoma**
March 4, 2021 3:10 PM(UTC-06:00)

We're thrilled to announce that #RUSO's board of regents has appointed Dr. Diana Lovell as the 18th president of Southwestern Oklahoma State University. Dr. Lovell's ability to build innovative programs and create community connections will have a positive economic and educational impact on our state, especially in western Oklahoma.



Mar 4, 2021

We're thrilled to announce that #RUSO's board of regents has...

 Reach	661
 Engaged users	29
 Clicks	0
 Other clicks	11

HIGHEST LIKES & ENGAGEMENT



2ND HIGHEST LIKES & ENGAGEMENT

 **RUSO**
March 17, 2021 11:09 AM(UTC-05:00)

We're incredibly proud that the [@UCOForensics](#) at [@UCOBronchos](#) has been ranked the best forensic science Bachelor's program in America!
<https://t.co/0ZnU1UcORb>


https://study.com/articles/List_of_the_Best_Schools_for_Bachelors_Degrees_in_Forensics.html

♥ 14 • Like ↻ 5 • Retweet

Mar 17, 2021

**We're incredibly proud that the
@UCOForensics at @UCOBronchos...**

♥ Likes	14
↻ Retweets	5
📊 Engagement	19

 **RUSO**
March 9, 2021 12:39 PM(UTC-06:00)

Between 2008 and 2019 [#Oklahoma](#) cut funding for [#HigherEd](#) by 35.3%. That's \$3,515 per student. It is time to restore higher education funding and prioritize quality, accessible education for the future of our workforce. [@OKPolicy](#) [#HigherEdDay](#) <https://t.co/cDYPjC3jVc>

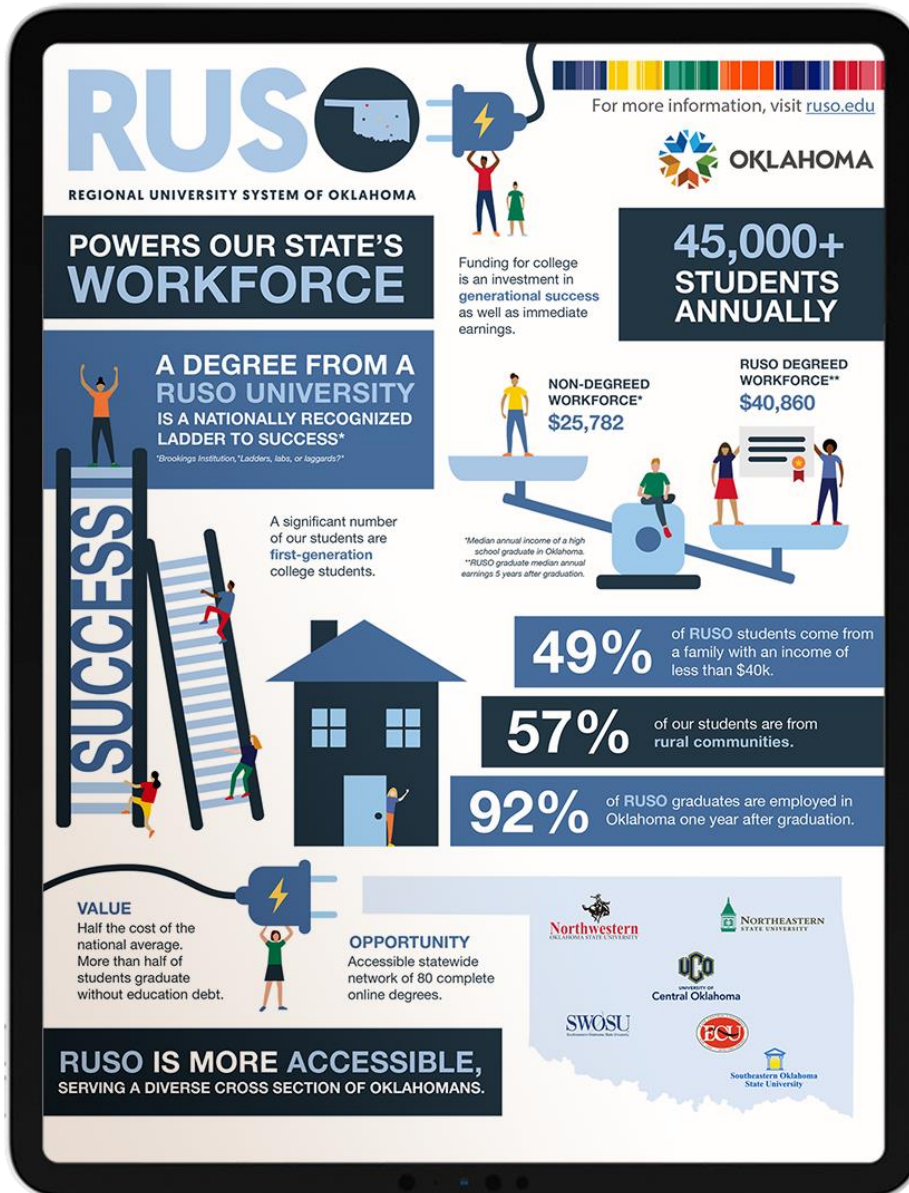
<https://okpolicy.org/oklahoma-among-worst-states-for-higher-education-cuts-harming-students-who-already-face-the-greatest-barriers/>

♥ 9 • Like ↻ 5 • Retweet

Mar 9, 2021

**Between 2008 and 2019 #Oklahoma
cut funding for #HigherEd by 35.3%....**

♥ Likes	9
↻ Retweets	5
📊 Engagement	14



The Regional University System of Oklahoma participated in the first virtual Higher Education Day on March 9, 2021. Alongside the rest of Oklahoma higher education institutions, RUSO appealed to lawmakers for better funding and support, as well as to students and faculty for their time and effort in advocating for higher education.

This year we head an early training, providing students and advocates with talking points, answers to potential questions from legislators and a list of next steps to advocate with legislators.

Overwhelmingly, viewers responded best, on both Twitter and Facebook, to a message about RUSO serving as a ladder to success for low-income Oklahomans. The caption touted a favorable statistic about incomes of RUSO graduates compared to their communities.



Facebook	Total Interaction
RUSO posted four times to Facebook on Higher Ed Day, using graphics created from our Higher Ed Day infographic, as well as a compelling article detailing Oklahoma's higher education budget cuts.	<ul style="list-style-type: none"> •12 likes •2 shares •7 clicks •312 people reached •Page views up 63%

Twitter	Total Interaction
RUSO tweeted 10 times on Higher Ed Day. We used graphics created from our infographic sheet, compelling data about Oklahoma higher ed funding and a call to action urging followers to contact lawmakers elected in each district with a RUSO university.	<ul style="list-style-type: none"> •15 new page follows •30 likes •18 retweets •6,038 views

Kudos to Our Participating Universities! Each RUSO university participated in Higher Ed Day either in person or virtually, and their social media presence was giant! We saw lots of powerful personal stories from students and great data from university accounts.



- 23 Facebook posts tagging all local lawmakers and sharing student testimonials
- 44 tweets



- 1 Facebook post focused on the university's involvement in Higher Ed Day
- 4 tweets and retweets



- 1 Facebook post focused on the economy and workforce
- 12 tweets and retweets



- 5 Facebook posts sharing student and alumni testimonials
- 5 tweets



- 6 Facebook posts tagging local lawmakers, focused on student aid, workforce
- 13 tweets and retweets