



[Board of Trustees

Strategic Partnerships and Advancement Committee

September 27, 2024

Agenda Item

INFO- 2: Strategic Communications Activity Update

Proposed Action

The Strategic Partnerships and Advancement Committee is asked to review this informational item of activities and outcomes focused on increasing awareness and growing the reputation of UCF.

Authority for Action

N/A

Supporting Documentation Included

Attachment A: Q4 2023-24 CM QUARTERLY REPORT 1

Facilitators/Presenters

Sean Hartman, Interim Chief Marketing and Communications Officer, University of Central Florida

Summary of Key Observations/Recommendations

In the first quarter of Fiscal Year 2024-2025,

- UCF had more than 18,00 mentions in media outlets that range from local publications to digital and major outlets, with an estimated ad equivalency of 1.42B.
- UCF earned placements in top-tier publications and media outlets, including Newsweek, The Los Angeles Times, USA Today, The Washington Post, CNN, Fox News, NPR Marketplace, POLITICO, Fast Company, The Economist, and others.
- UCF's main website and brand social accounts experienced typical activity, engagement, and growth for the quarter.
- Engagements totaled 333031 across Facebook, LinkedIn, and Instagram accounts. YouTube experienced 20,800 hours of watch time on UCF's channel.

Additional Background

This item provides data around media reach, website statistics, and social media engagement on top-level UCF brand accounts.

Implementation Plan

UCF Communications and Marketing continues to promote faculty research and innovation, the colleges and student success, alumni outcomes, philanthropy, and athletics, through engaging content, stories, videos, and media pitches to increase awareness, broaden audiences, engage followers, strengthen affinity, and increase the brand perception of UCF.

Resource Considerations

This informational item will not result in any additional costs to the University.