



2023-24 Q4 Report

FACULTY AND STAFF EXCELLENCE

Notable Media Placements

Space Technologies and Systems

- Dan Britt (COS): [CNN](#)
- Tarek Elgohary (CECS): [Space.com](#)
- Noemí Pinilla-Alonso (FSI): [Space.com](#), [Science Times](#), [Interesting Engineering](#)
- Phil Metzger (FSI): [Scientific American](#), [Science Times](#), [The Indian Express](#)
- Maxime Devogèle (COS): [Space.com](#), [New Scientist](#), [Live Science](#)
- Luisa Fernanda Zambrano Marin (FSI): [Science Friday](#)
- Humberto Campins (COS): [FOX Weather](#)

Health and Human Performance

- Emmanuel Urquieta (COM): [Becker's Hospital Review](#), [Spaceflight Now](#)
- Melanie Coathup (COM): [Fox News](#)
- Justine Tigno-Aranjuez (COM): [Ivanhoe Broadcast Medical News](#)
- Mark Ruffalo (COM): [Psychiatric Times](#) and [Psychiatric Times](#)
- Joy Parchment (CON): [American Hospital Association](#)

Transformative Technologies and National Security

- Ali Gordon (CECS): [Newsweek](#)
- Debashis Chanda (COS/CREOL): [Photonics Spectra](#)
- Andrea Blanco-Redondo (CREOL): [All Things Photonics](#)
- Mohamed Abdel-Aty and Shengxuan Ding (CECS): [New Scientist](#), [IEEE Spectrum](#), [Yahoo](#)
- Kathleen Richardson (CREOL): [Ceramics](#)
- Yang Yang (CECS): [Yahoo Noticias](#)

Other Notable Placements

- Carissa Baker (RCHM): [Los Angeles Times](#), [The Washington Post](#)
- Alan Fyall (RCHM): [USA Today](#)
- Naveen Eluru (CECS): [Marketplace](#)
- Thomas Wahl (CECS): [Washington Post](#)
- Sean Snaith (COB): [Newsweek](#) and [Marketplace](#)
- Cynthia Mejia and Michael "Doc" Terry (RCHM): [Hotel Business Review](#)
- Kimberly Voss (COS): [The Washington Post](#)
- Trey Vazquez (CCIE): [Education Week](#)
- Yara Asi (CAH): [Associated Press](#)
- Sejal Mehta Barden (CCIE): [Newsweek](#)
- Dean Jens (COB): [POLITICO](#)
- Ben Sawyer (CECS): [Fast Company](#)
- Aubrey Jewett (COS): [CNN](#), [The Washington Post](#), [The Economist](#)
- Rick Brunson (COS): [Editor & Publisher](#)

Best of UCF Today Features

- [UCF Graduate Programs Reach New Heights in U.S. News Rankings Through Research Excellence, Impactful Community Engagement](#) (CCIE, CHPS, CGS)
- [Cybersecurity Dynasty: UCF Wins Sixth 'Super Bowl' of Collegiate Cyber Defense Competitions](#) (CECS)
- [NASA Administrator Bill Nelson: UCF 'Is America's Space University'](#) (COS)
- [Robot Rovers on the "Moon": Lunabotics Challenge Preps Students for Space Careers](#) (CECS, COS)
- [UCF to Expand Space Medicine Research, Curriculum Aimed at Keeping Space Travelers Healthy](#) (COM)
- [UCF Graduate Programs in Engineering, Computer Science Highlight Research in U.S. News Rankings](#) (CECS)
- [Distinguished UCF Optics, Photonics Professor Inducted into Florida Inventors Hall of Fame](#) (CREOL)
- [UCF Computer Science Professor to Be Inducted to the XR Hall of Fame](#) (CECS)
- [UCF's New Master's Degree Creates Pathway to Careers in Robotics for Students](#) (CECS)

Key Projects

- Highlighted U.S. News and World Report Best Graduate Schools rankings and shared Economic Impact Survey results through various channels.

Peer Messaging

- Deployed sponsored email blasts and digital banner ads showcasing UCF's impact in technology and engineering to 109,000 higher education leaders, achieving a 22% open rate.
- Designed and distributed [mailers](#) to 1,460 university leaders, Board of Governors meeting attendees, and media, including custom trifold folders, brochures, personalized letters, and a [microsite](#) highlighting UCF as a top university for engineering and technology.

Research in 60 Seconds

- [How Obstructive Sleep Apnea Causes Dental Issues](#) (COS)

STUDENT SUCCESS AND EXCELLENCE**Notable Media Placements**

- [Inside Higher Ed](#) featured the new academic success coaching model at UCF.
- Graduating computer science senior Harrison Keating, captain of the national champion cybersecurity team, was featured in [Florida Politics](#) and [Florida Trend's Next Gen](#) column, which also showcased the success of the UCF cybersecurity team and how the team's graduates go on to high-demand, high-wage careers.

Best of UCF Today Features

- [UCF Industrial Engineering Students Win Milwaukee Bucks Hackathon](#) (CECS)
- [UCF Celebrates the Arts 2024: What You Don't See Behind the Scenes](#) (CAH)
- [UCF Students to Compete for \\$50,000 in 2024 Joust Business Competition](#) (COB, CECS)
- [UCF Doctoral Student Earns American Society for Public Administration Fellowship](#) (CCIE)
- [At UCF, Cybersecurity Is a Team Sport](#) (CECS)
- [Graduating Kenyan Artist Uses Work to Advocate for Change](#) (CAH, CGS)
- [Record Number of Doctor of Physical Therapy Students Accepted to Residencies](#) (CHPS)
- [UCF Nursing Student Making a Purposeful Impact in Public Health](#) (CON)
- [UCF Student Graduates After Studying Online from Ukraine, Providing Aid](#) (COS)
- [Using Music to Create Inclusive Experience for Individuals with Autism, Sensory Differences](#) (CAH)
- [UCF Art Graduates to Make a Difference Through FPEP Program](#) (CAH)
- [2 Knights Earn UCF's First M.D./Ph.D. Degrees](#) (COM)
- [UCF Graduates 117 New Physician Knights](#) (COM)
- [11 Knights Earn NSF Graduate Research Fellowship Recognitions for 2024](#) (COS, CECS, CUS, BHC)
- [UCF Student Honored with Prestigious Goldwater Scholarship](#) (COS)

Key Projects

- Created assets in support of student recruitment (nearly 386,000 pieces in total), including sticker sheets (5,000), Viewbook (80,000), Transfer Guide (15,000), acceptance envelopes (60,000), postcards (170,000), posters (2,000), and webpages, as well as flyers, fact sheets and brochures (54,000).
- Celebrated commencement with the creation of new assets, including library banners, YouTube thumbnails, videography, photography and social media assets.
- Onboarded new UCF Online programs: BA/BS in Sustainability and BA/BS in Leadership.
- Created a [video](#) featuring Harrison Keating, a graduating computer science major, sharing his journey into cybersecurity through his academic studies and participation in the renowned Collegiate Cybersecurity Competition Team (C3).

ALUMNI OUTCOMES, PHILANTHROPY AND ADVANCEMENT**Notable Media Placements**

- On Day of Giving, Orlando Police Chief Eric Smith and the Orlando Police Department Foundation announced an endowed scholarship for criminal justice and legal studies students. This news was covered widely in Central Florida, from the [Orlando Sentinel](#) to [Spectrum News 13](#).
- Alumnus Kenneth Dixon's pledge of \$10 million to support UCF Career Services and Athletics was featured by the [Orlando Sentinel](#), [Orlando Business Journal](#) and [Florida Politics](#).

ALUMNI OUTCOMES, PHILANTHROPY AND ADVANCEMENT continued**Best of UCF Today Features**

- [Thank You Knight Nation for a Record-breaking Day of Giving 2024](#) (COB, CHPS)
- [UCF Alum Establishes New Fund for Testicular Cancer Research, Awareness](#) (CHPS)
- [From UCF to the Big Screen: Alum's Award-winning Film Sparks Social Change](#) (COS)
- [Nemours Children's Health, UCF Partner to Elevate the Quality of Healthcare for Florida's Children](#) (COM)
- [UCF Alums Provide Scholarship Support to Nontraditional Students in STEM](#) (COB, COS)
- [UCF Planetary Scientist's Innovations Help Pave the Way for Economic Activity Beyond Earth](#) (COS)
- [Michael Okaty Named UCF Board of Trustees Vice Chair](#)
- [UCF's Integrative General Studies Program Celebrates 2,000 Graduates, Bridging Diverse Paths to College Success](#) (CUS)
- [Everest Bound: UCF Alumna's Epic Trek to the South Base Camp](#)
- [13 Knights Recognized Among OBJ's 40 Under 40 for 2024](#) (CECS, COB, COS, CCIE)
- [From Archivist to Author: UCF Alumna Publishes University-inspired Trivia Book](#) (CUGS, COS)
- [From UCF to Carnegie Hall: Alum Prepares to Make Debut](#) (CAH)
- [Kenneth Dixon Pledges \\$10 Million to Empower UCF Students' Career Readiness, Elevate Athletics](#) (COB, CON, Athletics)

Key Projects

- By leveraging resources from Communications and Marketing, Advancement, and campus communicators, UCF's Day of Giving achieved 10,356 donations totaling \$9.1M.
- Redesigned Knight Your Ride Specialty License Plate Buck Slips (250,000 total of 3 versions).

PARTNERSHIPS AND OTHER**Notable Media Placements**

- UCF's success with creating a talent pipeline in space and game design, as well as with Lockheed Martin, was featured in [Florida Trend Magazine](#).
- The Florida Space Institute's on-campus solar eclipse event earned coverage throughout the day on the [Telemundo network](#), which anchored the noon, 5 pm and 6 pm newscasts on campus. Those broadcasts aired in Orlando, Tampa, Miami and Puerto Rico. Telemundo News Academy students at the Nicholson School of Communication helped with the production and were interviewed for WTMO Telemundo 31's social media channels.

Best of UCF Today Features

- [Doors of Opportunity Open Wide for UCF Students in Lockheed Martin College Work Experience Program](#) (CECS)
- [UCF Joins Space-Edge Accelerator to Advance Biomedical Innovations, Businesses](#)
- [New Pegasus Partner Addition Financial Credit Union's Longtime Generosity Benefits Students, Community](#) (CON, COB)

Key Projects

- Supported the Advancement team's goals by providing Values and Standards materials and designed re-usable templates for employee recognition and communications.

NEWS MEDIA REACH

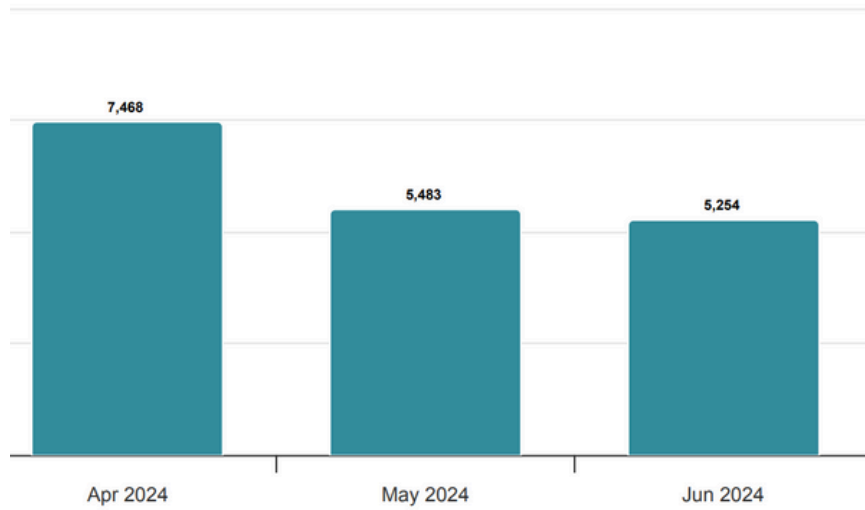
TOTAL ARTICLE MENTIONS: **18,205**

TOTAL AD VALUE EQUIVALENCY (AVE): **\$1.42B**

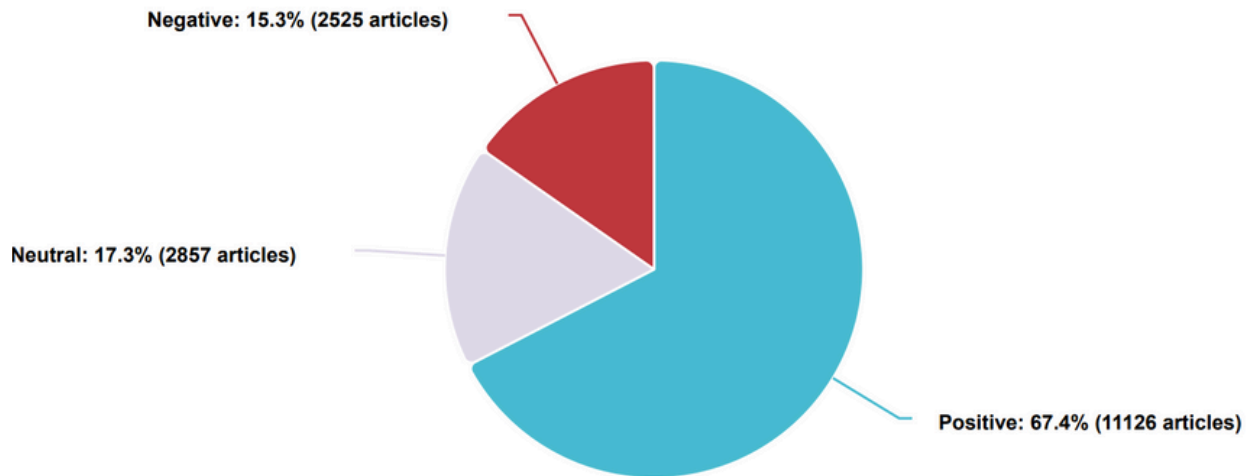
[View the full metrics report here.](#)

This represents online news outlet mentions only and does not include mentions on radio/TV.

NEWS ARTICLES

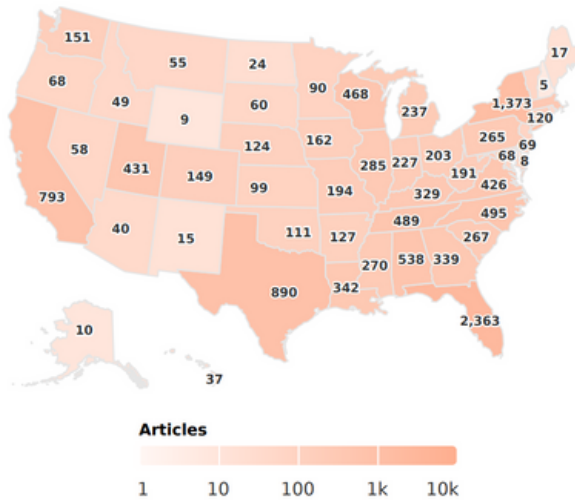


NEWS SENTIMENT



Sentiment ratings reflect how MuckRack rates overall stories, not whether they are positive or negative for UCF. For example, many “negative” stories are those in which UCF faculty experts are quoted on topics that Muck Rack considers negative, even though the story may be positive for UCF.

NEWS MENTIONS



CONTENT

UCF Today

UCF-affiliated individuals mentioned, quoted or used as sources

- 288 faculty (56.8%)
- 116 students (22.9%)
- 78 alumni (15.4%)
- 25 staff (4.9%)
- 0 postdocs (0%)
- 507 Total

Total Stories **94**
 Total Pageviews **311,035**
 Users **225,231**

Top 10 Stories by Pageviews

[UCF is Highest Ranked in Florida for Innovation by U.S. News, Rise to No. 14 Driven by Research and Student Success Outcomes](#)
 Pageviews: **23,432**

[Spring 2024 Commencement: What You Should Know Before You Go](#)
 Pageviews: **16,872**

[7 Influential Protests in American History](#)
 Pageviews: **11,078**

[UCF Football Announces 2024 Schedule](#)
 Pageviews: **6,359**

[UCF Makes Changes to Admission Process, Timeline for Earlier Notification](#)
 Pageviews: **5,767**

[How We Use Rhetoric in Everyday Life](#)
 Pageviews: **3,842**

[7 Little-Known Facts About the Declaration of Independence](#)
 Pageviews: **3,257**

[How Fake News Affects U.S. Elections](#)
 Pageviews: **3,211**

[Why Do We Celebrate Pride Month in June and LGBT History Month in October?](#)
 Pageviews: **3,164**

[UCF Universal Knights 2022: What You Need to Know](#)
 Pageviews: **2,977**

UCF.EDU WEBSITE

Pageviews	3,400,625
Users	915,606

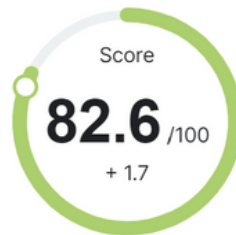
Top Pages Pageviews

Homepage	1,342,845
Degree Search	200,327
Academics & Degree Programs	149,388
Become a Knight	99,982
Apply to UCF	77,848

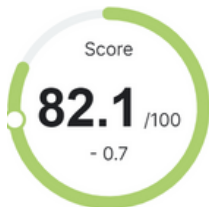
UCF.EDU PERFORMANCE

as of July 30, 2024

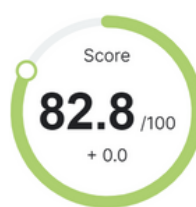
Digital Certainty Index



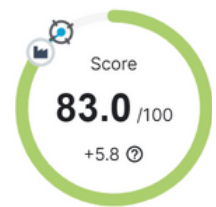
Quality Assurance Score



SEO Score



Accessibility Score



Digital Certainty Score (DCI)

The DCI Score is calculated based on a website's performance across three categories: Quality Assurance, SEO, and Accessibility. Each category makes up one-third (33.33%) of the Overall DCI Score.

Quality Assurance Score

The measure of a website's credibility and user-facing characteristics: content quality, content freshness, user experience and security.

SEO Score

The measure of how well the user-facing and technical aspects of a site contribute to search engine optimization, and ultimately, higher rankings and organic traffic.

Accessibility Score

A measure of how well a website tests against web accessibility standards set out in WCAG (Web Content Accessibility Guidelines) 2.1.

SOCIAL

Social Posts by Category

Engineering/Technology	34	Space
Community	199	Health
Research	23	Alumni/Philanthropy
Student Experience	53	Academic/Other

Sentiment



X

Published Posts	181
Followers	191,701
Impressions	420,130
Total Engagements	7,839

Top Posts: Spring Commencement UCF Today article; National Mascot Day; Rhetoric in Pop Culture Class spotlight; NASA Administrator Bill Nelson commencement speaker thank-you post; Memorial Day

Facebook

Published Posts	141
Followers	308,232
Impressions	11,456,734
Total Engagements	113,896

Top Posts: Pulse remembrance anniversary; Star Wars Day/May the Fourth Be with You; Grad cap gallery; Remembering Frank Kujawa; Day of Giving map missing 4 states callout

LinkedIn

Published Posts	116
Followers	439,641
Impressions	11,456,734
Total Engagements	87,048

Top Posts: Pulse remembrance anniversary; Class of 2024 Commencement video; Mother's Day photos; Father's Day photos; NASA Administrator Bill Nelson commencement speaker thank-you post

Instagram

Published Posts	389
Followers	122,784
Impressions	5,722,930
Total Engagements	132,087

Top Posts: Rhetoric in Pop Culture Class spotlight; Earth Day reel; Pulse remembrance anniversary; National Picnic Day reel; #UCFGrad trending reel

YouTube

Subscribers	45,300
Views	375,014
Watch Time (hours)	20,800
Impressions	3.6M

Top Videos: UCF Commencement May 4 afternoon live stream; UCF Commencement May 3 evening live stream; UCF Commencement evening live stream; UCF Commencement May 4 morning live stream; UCF Commencement May 3 evening live stream

Knights Do That Podcast

Total All-Time Plays	108,761
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