QUARTERLY REPORT

Communications and Marketing

2024-25 Q1 Report

FACULTY AND STAFF EXCELLENCE

National Media

Technology in the Classroom

- Education Week featured CCIE's Trey Vasquez about the impact of AI on educating students with disabilities. The Chronicle of Higher Education wrote about the "Teaching & Learning with AI" Event, organized by Kevin Yee (Faculty Center for Teaching & Learning). Inside Higher Ed cited UCF professors Anne Prucha and Kacie Tartt (CAH) incorporating adaptive learning software into their Spanish course curriculum. Tech & Learning cited the use of hologram technology in CHPS' Bari Hoffman.

SpaceU

- Emmanuel Urquieta (COM) was quoted on the Polaris Dawn mission and the impact of space travel on the human body, including in Reuters, FOX News and Space.com — while NASA's relationship with Boeing and the mining of asteroids were topics for Phil Metzger (FSI) in New Scientist, The Verge, and Business Insider, among others. The Arizona Daily Star featured UCF as SpaceU.

Tourism and Hospitality

- Michael "Doc" Terry was quoted in The Washington Post about how hoteliers can protect against customers stealing, and Alan Fyall in the Los Angeles Times about Southwest Airlines' decision to assign seats. Yahoo Finance and Marketplace (NPR) quoted Carissa Baker on price hikes at Disney theme parks. Stephen Pratt co-authored a piece for The Conversation on airlines charging passengers extra based on their weight.

Athletics

- A record crowd attended the FOX Big Noon Kickoff Pregame Show. CBS Sports and ESPN SportsCenter highlighted UCF's partnership with Orlando Health Arnold Palmer Children's Hospital in which pediatric patients designed the Knights' logo on their football helmets to call attention to Pediatric Cancer Awareness Month.

Mental Health Expertise

- CAPS' Karen Hofman and Caiti Sacleux shared their perspectives with The New York Times and Forbes on not-so-obvious things families should do when their student starts college and on concerns about the health impacts of social media.

Other Highlights

- Mindy Shoss (COS): The New York Times
- Sean Snaith (COB): BBC News and Marketplace
- James Clark (CAH): USA Today
- Abdul-Akeen Sadiq (CCIE): Vox and Environmental Health News
- Adrien Bouchet (COB): Forbes and the Los Angeles Times
- Jeffrey Stout (CHPS): National Geographic
- Manoj Chopra (CECS): Daily Mail
- Natalia Barbour (CECS): Irish Independent

State and Local Media

- UCF continued its rise in the U.S. News & World Report rankings, especially among the nation's most innovative universities, as noted in outlets including Florida Politics and the Orlando Sentinel. Spectrum News 13 covered the Dr. Phillips Nursing Pavilion as an example of UCF innovation.
- WKMG featured a CREOL summer camp in a story about Dean David Hagan's efforts to attract more youths to study STEM.
- Marc Daniels on 740 AM The Game pregame shows interviewed CECS Associate Dean and Professor Ali Gordon and CON Dean Mary Lou Sole.
- International Observe the Moon Night hosted by UCF was featured as the lead story on Spectrum 13 with Addie Dove (COS) talking about her upcoming Lunar VISE mission.
- Brian Peach's (CON) research and use of innovative therapy from UCF RESTORES for those with Post Intensive Care Syndrome was featured on WFTV.

Best of UCF Today Features

- [UCF Ranks Among Nation's Top 5 Most Innovative Public Universities](#) (CECS, CON)
- [Influential Researchers at UCF Contribute to Impacts in Field, U.S. News Global Rankings](#) (CREOL, CHPS, CCIE)
- [UCF Ranks in Top 15 in Nation for Best Public Universities, Social Mobility by Washington Monthly](#) (COS, CCIE, CECS, BHC)
- [Celebrating 5 Years of UCF Downtown: Transforming Lives and Our Community Through Education](#) (CCIE, COS, COB)
- [UCF Receives Prestigious Keck Foundation Award to Advance Spintronics Technology](#) (CECS)
- [UCF Researchers Help Discover 'Self-Healing' Glass](#) (CREOL)
- [What Exactly Is a Smart City — And Why Should All of Us Care](#) (CECS, COB)
- [UCF Planetary Scientist's Expertise Informs New Method for Terraforming Mars](#) (COS)
- [From Microns to Mentorship: The Human Side of Innovation](#) (CECS)

Key Projects

- Developed and created materials for Washington Monthly and U.S. News & World Report rankings, encompassing social media posts, articles, press releases, and fact sheets.
- Revamped UCF.edu Areas of Focus pages to showcase institutional excellence as detailed in the strategic plan.
- Crafted core collateral, designed sponsored materials for the APLU Annual Meeting, restructured email templates and initiated targeted digital ads for a higher education campaign.
- Produced a [new institutional commercial](#), overseeing script development, storyboarding, location scouting, casting, filming, and post-production, which aired on the Big 12 Network.

Research in 60 Seconds

- [Ladda Thiamwong: Preventing Falls and Enhancing Healthy Aging for the Elderly](#) (CON)
- [Ben Sawyer '14MS '15PhD: Using Tech to Improve Readability](#) (CECS)
- [Pavan Senthil (Student): Using EMG Tech, Video Games to Improve Wheelchair Accessibility](#) (CECS, COM, CAH)

STUDENT SUCCESS AND EXCELLENCE ....

Notable Media Placements

- A new UCF-National Science Foundation program aimed at helping low-income students learn about AI was covered by [WFTV](#).
- [WKMG](#) covered research led by two UCF students aimed at combating a deadly disease attacking Florida's mangroves.

Best of UCF Today Features

- [10 UCF Students Selected for 2024 DoD SMART Scholarships](#) (CECS, COS, CREOL)
- [First UCF Student Awarded Voyager Scholarship](#) (COM, COS)
- [Gilman Scholars Making a Difference in World and Beyond](#) (COB, CECS, CAH, CHPS, COS)
- [Students Learn Team-based NICU Care Through Hands on Simulation](#) (CHPS)
- [UCF Cyber Team Visits National Security Agencies, Meets with Industry Experts](#) (CECS)

STUDENT SUCCESS AND EXCELLENCE continued ....

Key Projects

- Developed six postcards aimed at prospective students, scheduled for a drip campaign to aid in achieving 2025 enrollment targets.
- Revamped the 16-page Transfer Viewbook tailored for transfer students to support enrollment goals for 2025.
- Updated templates and content for 12 essential email communications for Undergraduate Admissions.
- Created an abridged Travel Viewbook for college fairs and refreshed the Freshman Profile for the upcoming academic year.
- Assisted with five new program launches and distributed welcome mailers to new UCF Online students for Summer and Fall 2024.
- Contributed to the production of a hype video that will be showcased statewide during presentations to Florida high school counselors.
- Revamped the design and content of the newsletter sent to National Merit Scholar Finalists.

ALUMNI OUTCOMES, PHILANTHROPY AND ADVANCEMENT..

Notable Media Placements

- A former UCF rowing student-athlete with epilepsy, Viktorija Senkute, won Lithuania's first medal in the Paris Olympics made international news, including in the Associated Press.
- For Hispanic Heritage Month, WFTV aired a story on CCIE Noyce Fellow and recent graduate Abigail Ruiz, a math teacher in Orange County Public Schools.
- WESH profiled alumna Kristina Lavallee, known as "The Cake Girl," who started her bakery business at Rosen College of Hospitality Management.
- Orlando Business Journal featured the Dr. Phillips Nursing Pavilion and a gift from Nemours Children's Health to establish the Nemours Children's Health Learning Studio in the new building. Florida Trend also highlighted the UCF-Nemours partnership.
- UCF Athletics received a $2.5 million pledge from the Wayne Densch Trust supporting the Hagle Football Gateway project. This news was covered throughout the region, including the Orlando Sentinel and South Florida Sun-Sentinel.

Best of UCF Today Features

- Nemours Children's Health to Invest $5M in UCF Nursing, Interdisciplinary Research (CON)
- UCF Named Top Producer for Fulbright Students for Second Year (CCIE, CAH, COS)
- UCF Knights to Represent at 2024 Paris Summer Olympics, Paralympics (COS, CAH)
- UCF Knights, Alums Represented in College Football 25 (COS)
- Perseverance, Service Key in UCF Alum, Entrepreneur Success (COB)

Key Projects

- Crafted a new creative theme, conducted video and photo shoots, launched teaser ads on social media, produced website assets, and designed photobooth-style prop boards for the Knight Your Ride campaign.
- Designed fathead-style prop board signs, coordinated branding needs with Athletics and the Office of the President, and distributed digital promotional items across campus for Fox's Big Noon Kickoff.
- Developed essential icon themes for the Day of Giving campaign and outlined a comprehensive project plan.
- Created and printed game day media flyers for UCF football games, working in collaboration with communications and social media teams from opposing teams.
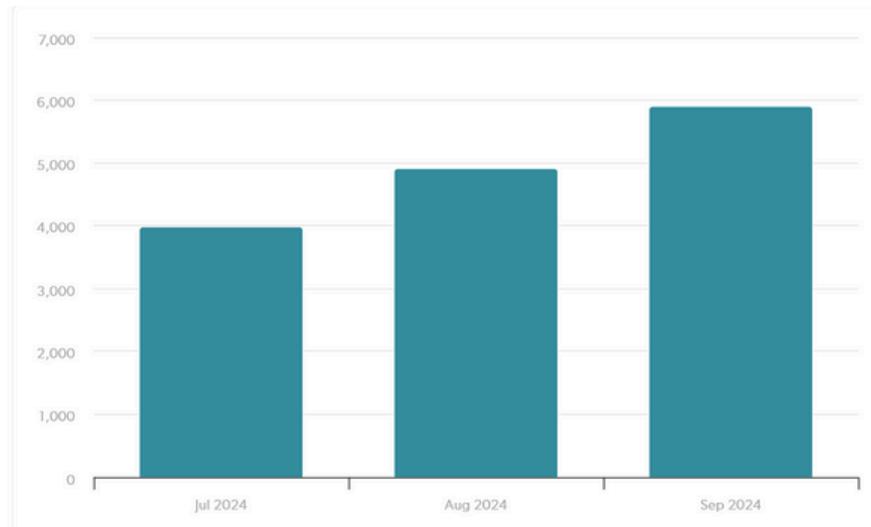
NEWS MEDIA REACH

TOTAL ARTICLE MENTIONS: **14,797**
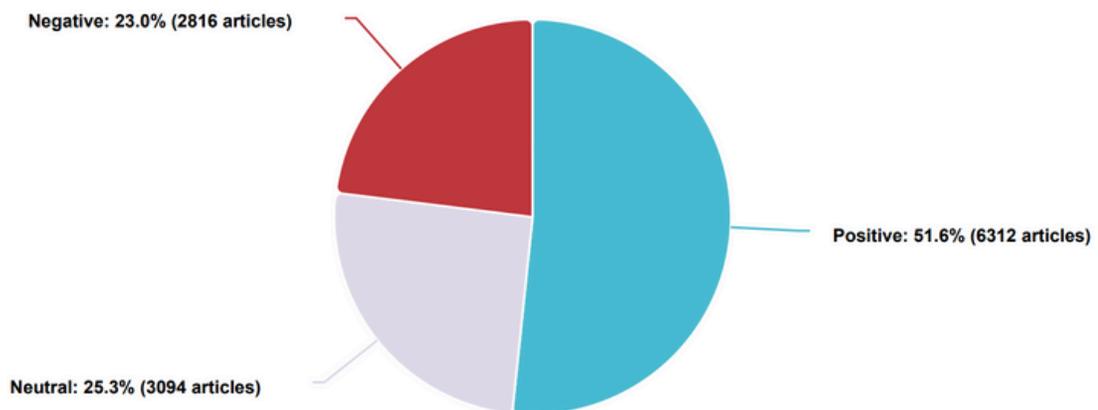
TOTAL AD VALUE EQUIVALENCY (AVE): **$1.26B**

[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

Negative: 23.0% (2816 articles)

Positive: 51.6% (6312 articles)

Neutral: 25.3% (3094 articles)

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

Articles by location (U.S.)
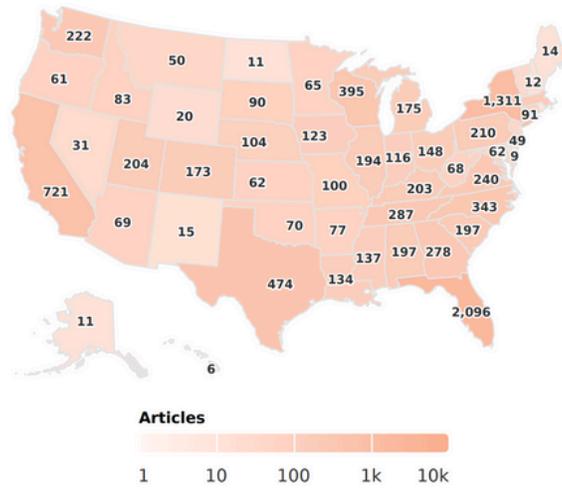
UCF Today

UCF-affiliated individuals mentioned, quoted or used as sources

215 faculty (55.8%)

69 students (17.9%)

78 alumni (20.3%)

22 staff (5.7%)

1 postdocs (0.3%)
385 Total

Total Stories	**88**
Total Pageviews	**292,256**
Users	**207,709**

Top 10 Stories by Pageviews

UCF Makes Changes to Admission Process, Timeline for Earlier Notification
Pageviews: **172,251**

UCF Football Announces 2024 Schedule
Pageviews: **10,412**

7 Little-Known Facts About the Declaration of Independence
Pageviews: **7,203**

How we Use Rhetoric in Everyday Life
Pageviews: **6,414**

UCF Biologist Continues Unraveling Mystery of Magnetic Bacteria
Pageviews: **6,333**

UCF Knights to Represent at 2024 Paris Summer Olympics, Paralympics
Pageviews: **5,307**

Your Guide to Big Noon Kickoff on Campus
Pageviews: **4,699**

7 Influential Protests in American History
Pageviews: **4,594**

11 Lesser-Known Facts about the Mayflower and Thanksgiving
Pageviews: **4,270**

New Lifelike Hologram Tech Expands UCF Students' Skills in Patient Care
Pageviews: **4,217**

UCF.EDU WEBSITE

Pageviews	**3,551,231**
Users	**992,355**

Top Pages Pageviews

Homepage	**1,497,542**
Degree Search	**215,907**
Academics & Degree Programs	**164,253**
Become a Knight	**112,893**
Apply to UCF	**79,314**

UCF.EDU PERFORMANCE
as of October 16, 2024

Digital Certainty Index

Score
84.8 /100
- 1.4

Quality Assurance Score

Score
91.5 /100
- 1.7
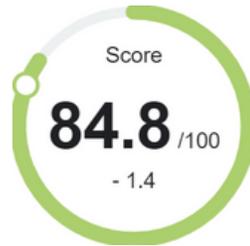
SEO Score

Score
78.7 /100
- 1.5
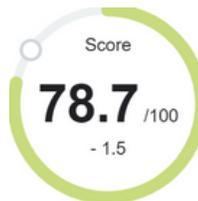
Accessibility Score
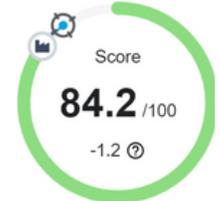
Score
84.2 /100
-1.2 ⓘ

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	**15**	Space	**14**
Community	**63**	Health	**9**
Research	**32**	Alumni/Philanthropy	**47**
Student Experience	**48**	Academic/Other	**19**

Sentiment

52% Positive

Based on the 100% of messages with positive, neutral, or negative sentiment

X

Published Posts	**107**
Followers	**191,808**
Impressions	**196,229**
Total Engagements	**5,506**

Top Posts: Washington Monthly rankings photos; International Moon Day video on Exolith moon dust; Engineering t-shirt launcher at football game; Orlando's 149th birthday; 9/11 remembrance ceremony photos

Facebook

Published Posts	**81**
Followers	**308,753**
Impressions	**6,580,049**
Total Engagements	**37,055**

Top Posts: Student internship at Shark Tank; Admissions changes; Tropical Storm Helene closure; Engineering t-shirt launcher at football game; Helene reopening announcement

LinkedIn

Published Posts	**59**
Followers	**450,228**
Impressions	**1,237,083**
Total Engagements	**80,287**

Top Posts: Student internship at Shark Tank; Field of Memories; U.S. News & World Report carousel; Class Photo Drone Video; First Bounce recap video

Instagram

Published Posts	**368**
Followers	**129,977**
Impressions	**4,549,694**
Total Engagements	**122,899**

Top Posts: Orlando's 149th birthday carousel; Washington Monthly rankings photos; Tropical Storm Helene closure; College Colors Day video; 9/11 remembrance ceremony photos

YouTube

Subscribers	**46,400**
Views	**289,226**
Watch Time (hours)	**10,500**
Impressions	**2.6M**

Top Videos: UCF Commencement Aug. 3 at 2:30 p.m. ceremony live stream; UCF Commencement Aug. 2 at 6 p.m. ceremony live stream; UCF Commencement Aug. 3 at 9 a.m. ceremony live stream; The Knighting live stream; First Bounce recap video

Knights Do That Podcast

Total All-Time Plays	**116,005**