

Marketing & Communications Monthly Performance Dashboard

Executive Highlights

- Developed spring Advisory Council (4/11-4/12) deck and remarks.
- Deployed two synthetic biology multimedia student research stories.
- Managed the animal respiration stalls ribbon cutting event on 4/18 for New York state partners, stakeholders and media.
- Recorded increase in media hits due to avian flu discovery in dairy cows.
- Launched new homepage hero video reel and call-to-action targeted at prospective student/parent audience.
- Created new Synthetic Biology channel page in support of Moonshot storytelling and amplification.
- Built the Animal Science Department Farm of the Future site.
- Supported new faculty Q&A spotlights and photography.
- Created printed materials w/QR codes for strategic distribution: folder, Roadmap to 2050, 1 sheet CALS overview



Recent/Upcoming/Ongoing Strategic Projects & Events

- Speech/presentation support: ongoing.
- Homepage testing: Phase 6 - curated editorial module, prospective student audience module.
- Search engine optimization: ongoing.
- Partnership with Admissions team continuing through 2024 melt. 2024-25 recruiting cycle campaign starts in June 2024.
- Digital projects:
 - CCE digital ecosystem transformation
 - Botanic Gardens digital migration
 - Agrivoltaic website
 - RIO website
- AgriTech:
 - National Grape Improvement Center groundbreaking event planning (June 24)
 - Seneca Foods Foundation signage and event planning



North Star

Enhance CALS' reputation among target audiences by highlighting transdisciplinary studies, purpose-driven science and global impact. Empower issues-based storytelling that captures content across the college to attract and inspire donors, influencers, students, faculty, partners and media.

Editorial

Summary

In April, the team launched two strategic Moonshot videos in partnership with University Relations Creative Service (URCS). As one of the first video projects taken on by the newly formed URCS team, this partnership proved a successful, impactful collaboration for both URCS and CALS by producing strategic, evergreen Moonshot-aligned content about synthetic biology. The videos featured students and researchers collaborating to solve some of the world's greatest human health challenges, and provided us with the opportunity to curate high-quality assets for admissions, recruiting and engaging scientific storytelling.

Additionally, we partnered closely with the Cornell Chronicle to produce a [story on the new animal respiration chambers](#). Months in the making, this story featured multiple researchers studying methane mitigation and highlighted donor and industry partnerships. According to the Chronicle's data, the story has garnered roughly 2,000 views.



Media Mentions

Top-Tier Hits 240
+35%

Overall Hits 4.14k
Syndication and wires excluded
+72%

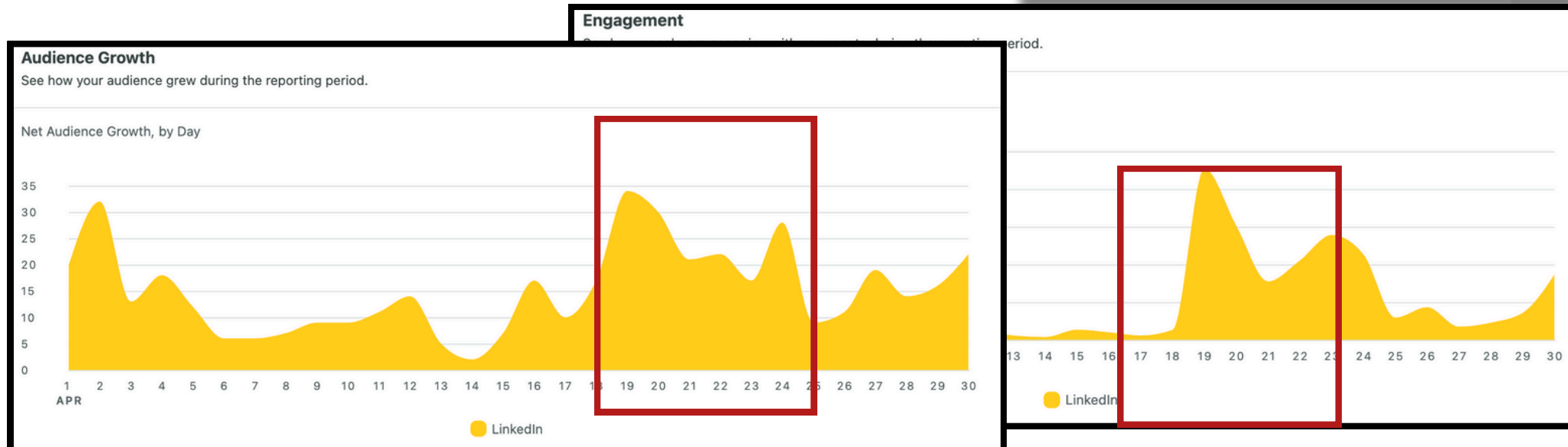
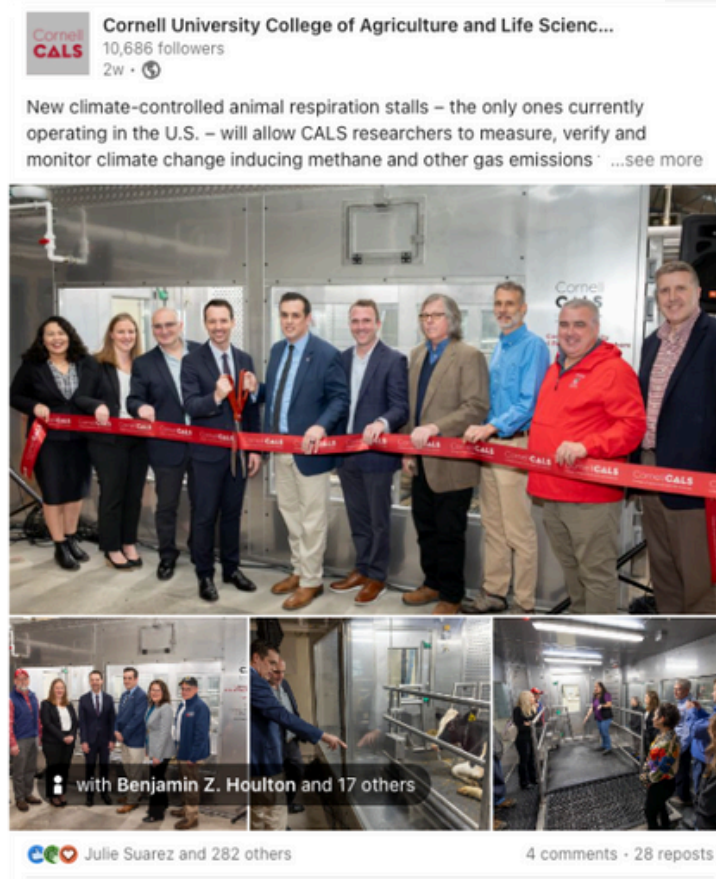
Top-Tier Hits with the Greatest Reach

- Samuel Alcaine, [NYT: One in Five Milk Samples Nationwide Shows Genetic Traces of Bird Flu](#)
- Cornell Lab of O, [NYT: Biden Shields Millions of Acres of Alaskan Wilderness From Drilling and Mining](#)
- Eswar Prasad, [NYT: Chinese Exports Are Threatening Biden's Industrial Agenda](#)

Social Media

Our engagements increased by 3.7% month-over-month, with a 360% increase in post link clicks and 4.4% increase in engagement rate per impression. This was primarily due to coverage of the methane stalls ribbon cutting event, the spring 2024 new faculty announcement, and the Costa Rica faculty-led trip photo essay.

On April 19, we shared photos and an event recap of the methane stalls ribbon cutting on LinkedIn and X. The LinkedIn post resulted in a spike in followers (+152) and engagements from April 19 - April 24, receiving 2.7k engagements, the most of any 2024 posts. Cross promotion from event partners such as Cargill, Balchem Corp, NYS Ag and Markets, and others helped drive increase.



Engagement Rate
0.4%
-65.7%

Impressions
254K
-0.4%

Industry benchmark: 0.13% (Source: [Social Insider](#))



Engagement Rate
3.2%
+7.6%

Impressions
36K
-22.5%

Industry benchmark: 0.05% (Source: [Social Insider](#))



Engagement Rate
1%
-23.6%

Impressions
327K
-3.2%

Industry benchmark: 1.4% (Source: [Social Insider](#))



Engagement Rate
11.3%
+145.8%

Impressions
44K
+67.2%

Industry benchmark: 2% (Source: [LinkedIn](#))

Engagement rate: The number of times users engaged with your content as a percentage of impressions. This indicates how engaged people are with your brand.

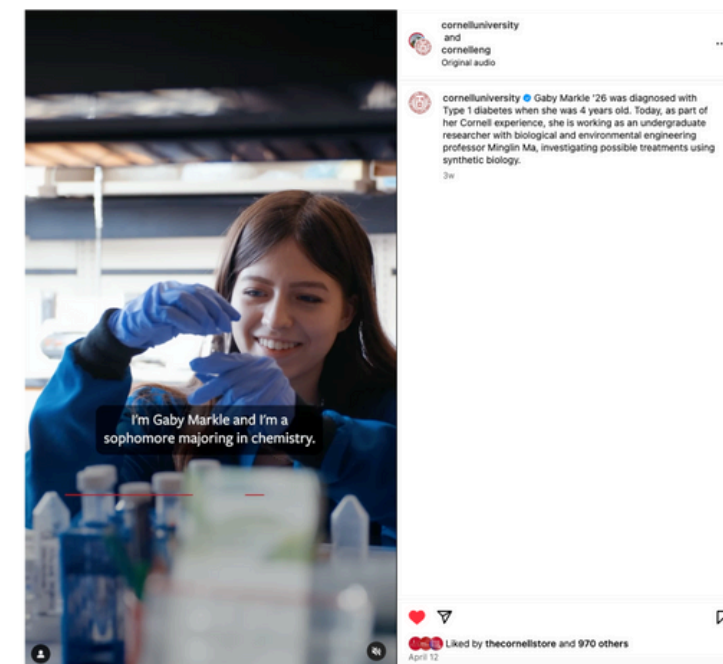
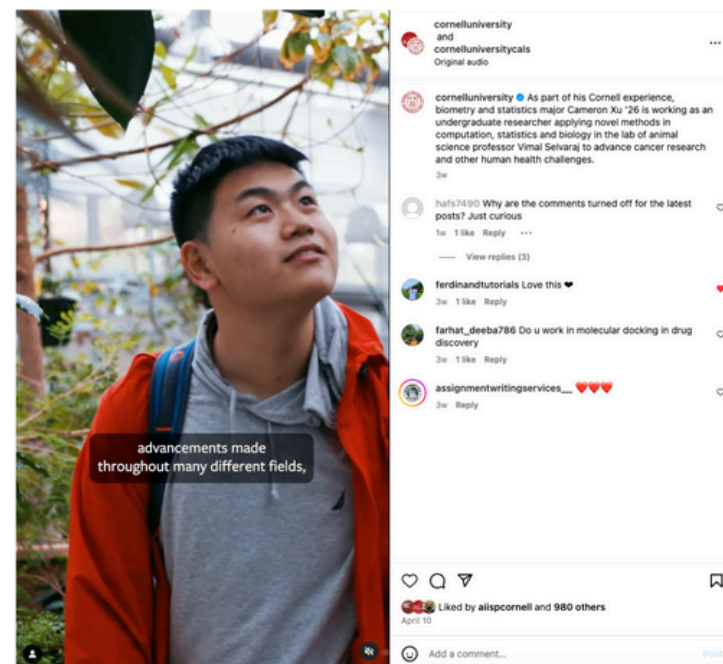
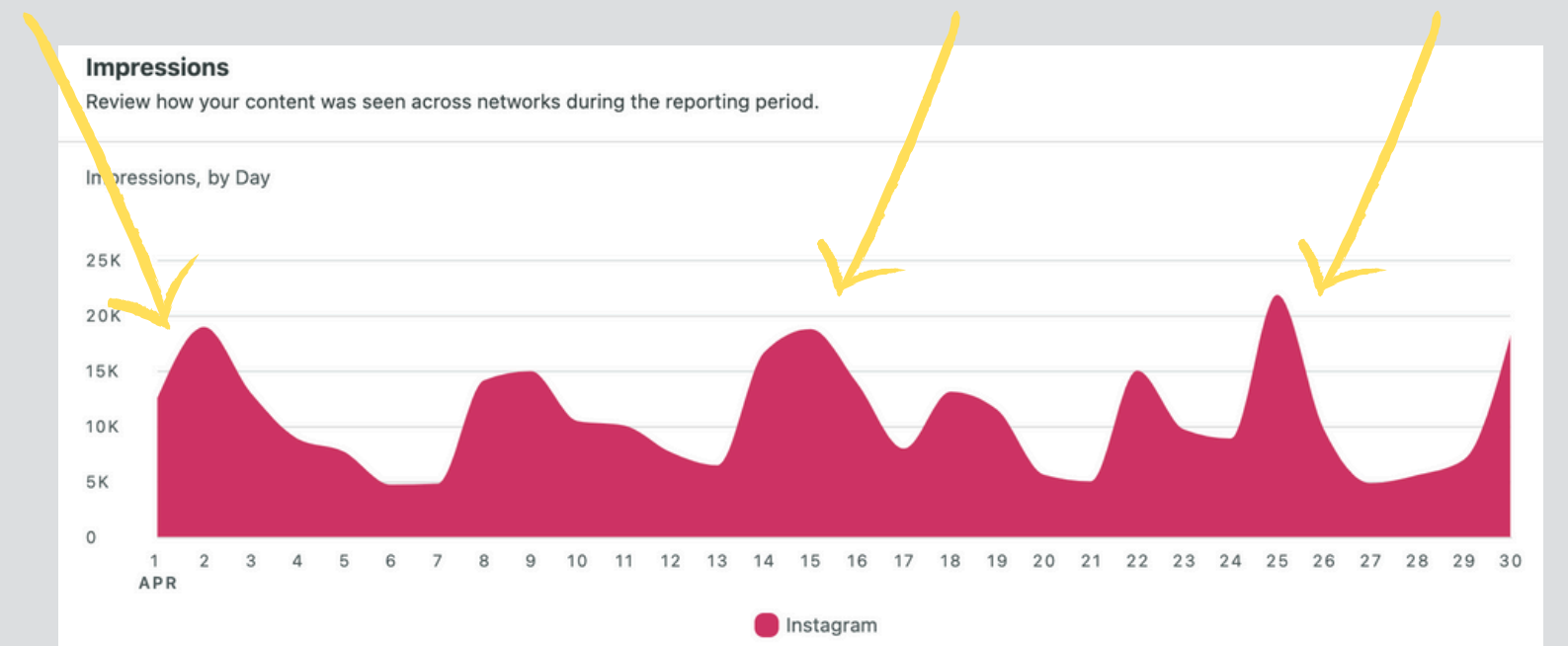
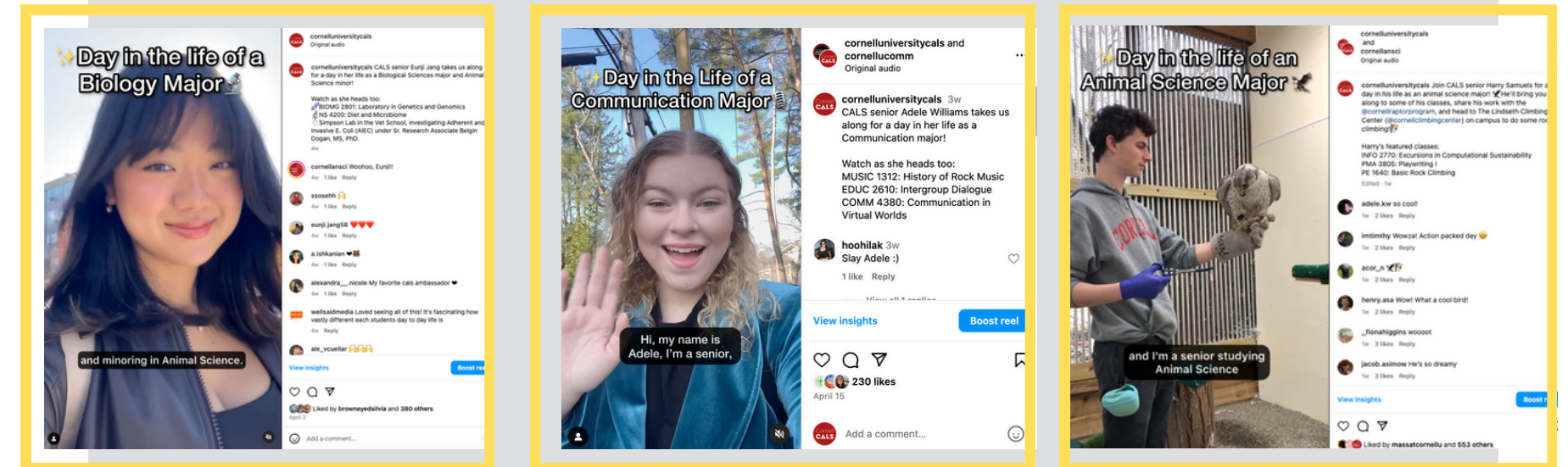
Social Media, continued

In April, we collaborated with the Cornell Instagram account, as well as the Animal Science Dept and Cornell Engineering accounts, to promote the new Reels highlighting undergrad research experiences in synthetic biology. The collaborations resulted in significantly more reach - on average, an independent CALS Reel will have a reach from 4k - 15k. Because of the collaborations, Gaby's Reel had a reach of 26k and Cameron's 27.2k.

The average Instagram Reel watch time is 3 seconds. Gaby's Reel was watched an average of 7 seconds, and Cameron's 6 seconds.

Engagement for Gaby's Reel was 1.2k, while Cameron's was 1k, which are in line with some of the best performing CALS Reels to-date that had no collaborations. This collaboration was very successful in terms of brand awareness because of the higher than average reach.

For yield month, we produced and published several new Instagram Reels highlighting a day in the life of current CALS undergrads. Impressions and engagements spiked each day these Reels were live, confirming that this type of content resonates with our followers.



Newsletters

CALS Snapshot Newsletter

(external audience)

Total subscribers

6.8K

New subscribers

118

Unsubscribe rate

0.4%

Subject: Curing diabetes, curbing cow burps

Sent 4/25

Open rate

45%

Click rate

2.4%

Unsubscribes

32

Most clicked story

- [CALS welcomes three new faculty.](#)

CALS Faculty & Staff Newsletter

Subject: Flexible due dates, AI in the classroom

Sent 4/4

Open rate

44%

Click rate

4.8%

Unsubscribes

1

Most popular news story



Flexible due dates lower stress without loss of rigor

CALS researchers created a system featuring two assignment deadlines: an "ideal" and an "extension without penalty." They found that offering penalty-free extensions resulted in reduced student stress and had no impact on grades.

Subject: Curing diabetes, curbing cow burps

Sent 4/19

Open rate

40%

Click rate

5.6%

Unsubscribes

0

Most popular news story

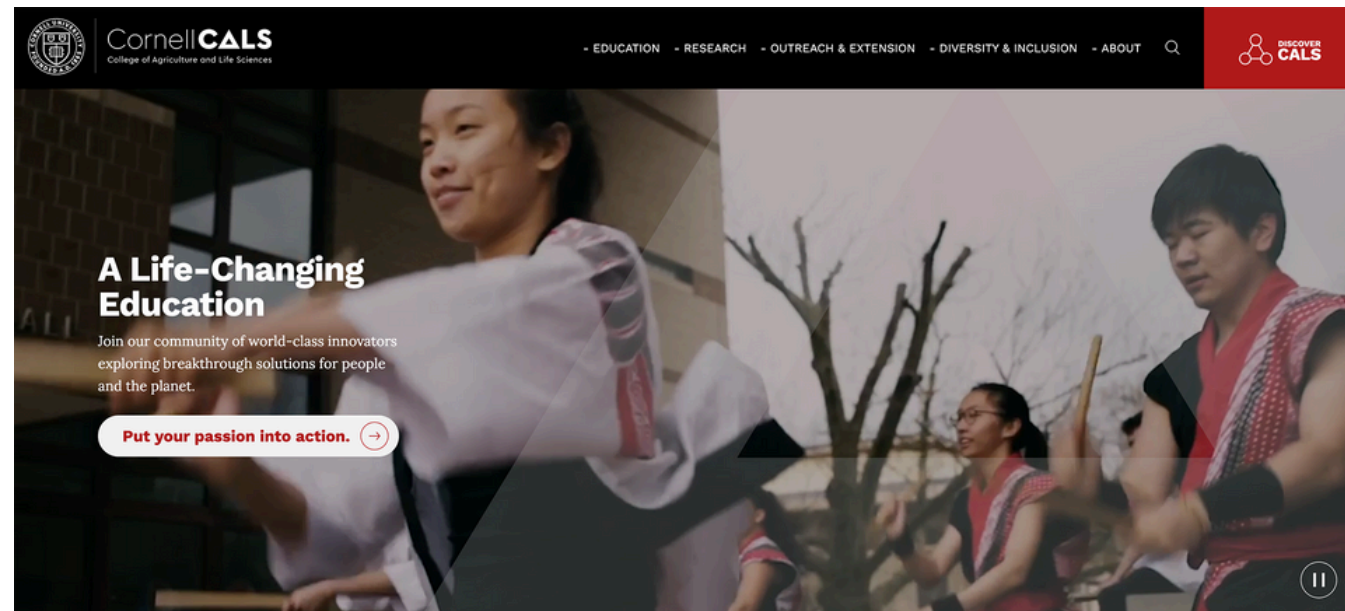
- [Three faculty members elected AAAS fellows](#)

Website

Overview

Due to a web development issue, Google Analytics stopped recording traffic from April 11-21.

Homepage Video Reel



New homepage features:

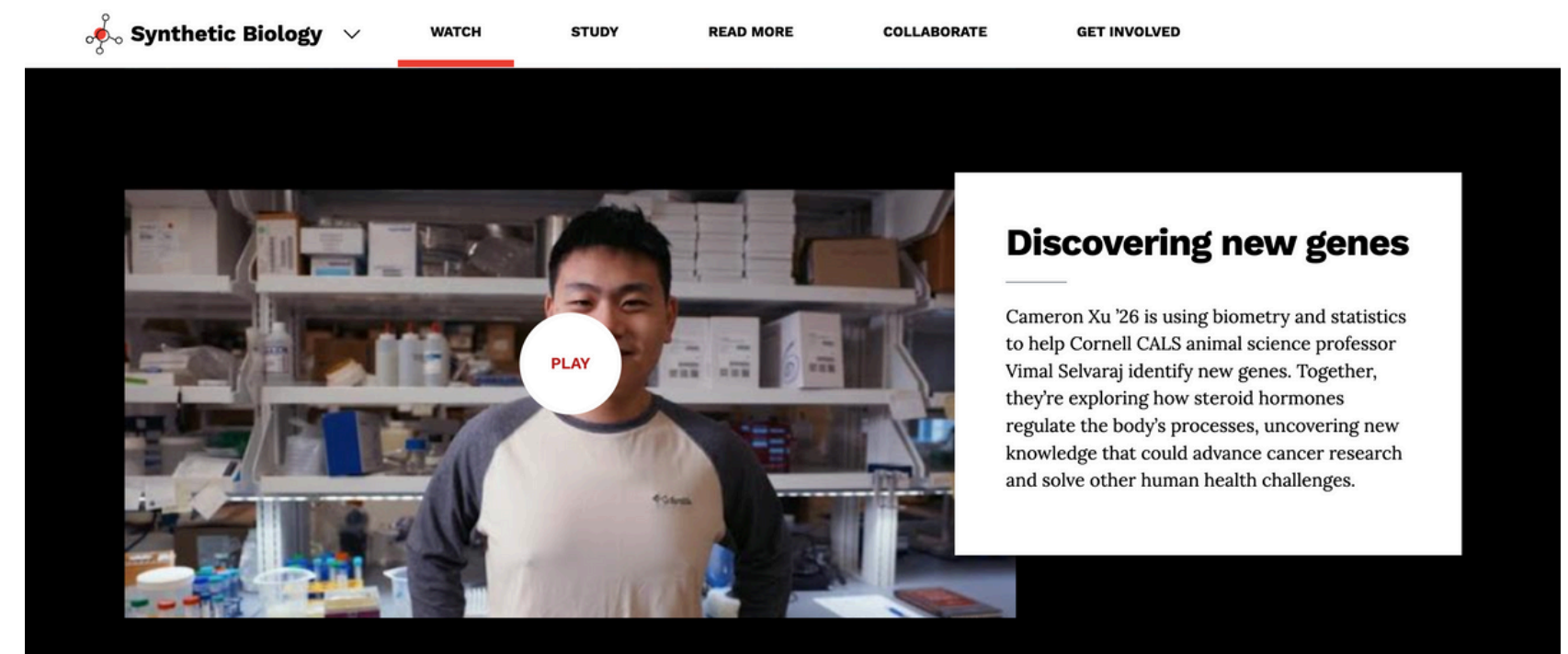
- Video reel showcasing CALS faculty, staff and students participating in teaching, research and outreach in the classroom and beyond.
- Customizable call-to-action (CTA) on the homepage. The CTA will rotate throughout the year to support the admissions cycle and more.

Synthetic Biology Channel Page



New synthetic biology page features:

- Multimedia storytelling
- Related academic programs
- Latest news
- Our experts
- Ways to get involved



Discovering new genes

Cameron Xu '26 is using biometry and statistics to help Cornell CALS animal science professor Vimal Selvaraj identify new genes. Together, they're exploring how steroid hormones regulate the body's processes, uncovering new knowledge that could advance cancer research and solve other human health challenges.

Speech Support

Recent and upcoming events:

Completed in April

- 4/11-12: CALS Advisory Council Meeting
- 4/17: Inclusive Excellence Summit Leadership Panel
- 4/18: Methane Stalls Ribbon Cutting

May-July 2024

- 5/17: Dean + NYS Vatican quote development, promotion planning
- 6/7: Liberty Hyde Baily Lecture
- 6/8: CALS Reunion Breakfast
- 6/13: Lynch Lunch (NYC)
- 6/13: ARC Symposium Opening Remarks
- 6/14: CALS All-Staff Town Hall
- 6/24: National Grape Improvement Center groundbreaking event
- 7/23: CALS Pre-Collegiate Summer Scholars Program Dinner