The Division of Marketing and Communication exists to support Samford’s mission and to serve the university community in order to enhance the university’s brand and foster its positive reputation locally and globally.

Services Offered to the Campus Community

- Digital Marketing
- Email Marketing
- Graphic Design
- Licensing Services
- Media Monitoring
- Media Relations and Training
- News and Feature Stories
- Photographic Services
- Print, Electronic and Broadcast Ad Placement
- Promotion Video
- Social Media Training and Support
- University Publications
- Website Development and Maintenance

Samford University
Marketing and Communication
Marketing and Communication Team

Catie Bell, Digital Marketing Manager
Morgan Black, Marketing and Communication Manager, Cumberland School of Law and Brock School of Business
Sarah Cain, Media Relations Manager
Scott Camp, Senior Graphic Designer
Charissa Carnall, Social Media Manager
Todd Cotton, Executive Director of Web and Digital Marketing
Stephanie Douglas, Senior Graphic Designer and Photography Services Manager
Donna Fitch, Digital Communications Specialist
Sean Flynt, Marketing and Communication Manager, Howard College of Arts and Sciences
Laura Hannah, Senior Graphic Designer
Betsy Holloway, Vice President for Marketing and Communication
Sarah Howard, Assistant Director of Creative Services
Ed Landers, Director of Media Center
Kristi Metz, Assistant to the Vice President for Marketing and Communication
BJ Millican, Assistant Director of Broadcast Media
Bill Nunnelley, Senior Editor and University Writer
Kristen Padilla, Coordinator of Marketing and Communication, Beeson Divinity School
Brad Radice, Executive Director of Broadcast Media
Adam Roebuck, Digital Marketing Analyst
Sara Roman, Marketing and Communication Manager, Ida Moffett School of Nursing and School of Health Professions
Ashley Smith, Marketing and Communication Manager, School of the Arts
Katie Stripling, Assistant Vice President, Marketing and Communication
Sarah Waller, Marketing and Communication Manager, McWhorter School of Pharmacy and School of Public Health
Laine Williams, Creative Director

2018-19 National Awards and Recognitions

DuckTales: Devlin Hodges’ Quest for the Walter Payton Award video received first place from the Baptist Communicators Association and a gold award from National Association of Collegiate Marketing Administrators (NACMA).

College of Health Sciences disaster simulation video received second place from the Baptist Communicators Association.

School of the Arts calendar received an award of excellence from the Religion Communicators Council and a gold award from the Higher Ed Marketing Report’s Educational Advertising Awards.

Beeson magazine received a best in class award from the Religion Communicators Council and a silver award from the Higher Ed Marketing Report’s Educational Advertising Awards.

The 2018 university annual report video received third place from the Baptist Communicators Association and the report received a merit award from the Higher Ed Marketing Report’s Educational Advertising Awards.

Two Samford photos received awards in the University Photographers Association of America monthly competitions.

The Division of Marketing and Communication was among seven national nominees for the American Marketing Association 2018 Brand Master Award.

Samford’s social media marketing was ranked 49 out of 338 NCAA Division 1 schools for social media engagement by Up & Up and Rival IQ.

Samford also ranked #4 Most Improved for social media engagement out of 338 NCAA Division 1 schools by Up & Up and Rival IQ.
Social Media

Followers in all primary university accounts* in Sprinklr social media management system

2018-19 Total Followers: 210,118
Twitter: 51,966 followers
Facebook: 69,277 followers
Instagram: 41,938 followers
LinkedIn: 37,982 followers
YouTube: 8,955 followers

2018-19 Total Engagements: 1,951,695

Samford University flagship Twitter account
2017-18: 11,200 followers
2018-19: 11,716 followers
5% increase

Samford University flagship Facebook account
2017-18: 21,010 followers
2018-19: 22,735 followers
8% increase

Samford University flagship Instagram account
2017-18: 9,529 followers
2018-19: 13,076 followers
37% increase

Samford University flagship LinkedIn account
2018-19: 32,187 followers

Web sessions generated via social media
94,448

*65 primary accounts representing the academic schools and other areas of campus.
Broadcast Media

Completed **544** video projects.

**412** social media graphics designed for Samford Athletics.

*Notable events* included Move-in Day, Family Weekend, Homecoming, Hanging of the Green, Step Sing, Samford Athletics Hall of Fame, the Big Give and commencement.

Step Sing livestreams recorded **24,050 connections** in **19 countries**.

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**Total Video Views:** **1,948,457**

- **Facebook:** 607,121
- **Twitter:** 505,910
- **LinkedIn:** 20,907
- **YouTube:** 638,600
- **Instagram:** 163,072

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**Samford YouTube channel**

<table>
<thead>
<tr>
<th>Year</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13</td>
<td>2,596</td>
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<tr>
<td>2013-14</td>
<td>4,718</td>
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<td>2014-15</td>
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<tr>
<td>2016-17</td>
<td>7,754</td>
</tr>
<tr>
<td>2017-18</td>
<td>8,357</td>
</tr>
<tr>
<td>2018-19</td>
<td>8,955</td>
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</tbody>
</table>

**245% INCREASE**

*Most subscribed YouTube channel of any university in the state of Alabama.*

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**Video Views in Social Media**

- **Twitter**
  - 2017-18: 121,799
  - 2018-19: 505,910
  - **315% increase**

- **YouTube**
  - 2017-18: 607,049
  - 2018-19: 638,600
  - **5% increase**

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**Top 3 Videos**

- **DuckTales**
  - 41,000 views

- **Samford Ranks #1 in Alabama by The Wall Street Journal**
  - 27,867 views

- **Samford Move-in Day**
  - 24,707 views
Web and Digital Marketing

Website Statistics

<table>
<thead>
<tr>
<th></th>
<th>2017-18</th>
<th>2018-19</th>
<th>Percentage increase over 2017-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Visitors</td>
<td>1,101,510</td>
<td>1,223,051</td>
<td>11% ↑</td>
</tr>
<tr>
<td>Website Visits</td>
<td>2,603,195</td>
<td>2,739,287</td>
<td>5% ↑</td>
</tr>
<tr>
<td>Visits from Search</td>
<td>1,527,508</td>
<td>1,674,112</td>
<td>10% ↑</td>
</tr>
</tbody>
</table>

Redesigned samford.edu and beesondivinity.com
- Project included 23,920 webpages and involved six months of collaboration among colleagues and students in the design, development and testing the new design.
- Visually aligns our primary web properties with Samford’s brand strategy and reinforces the key dimensions of Samford’s identity.
- Embraces an increasingly visual, social and mobile world.

Initiated new search engine optimization project with BrightEdge
- This software solution allowed us to conduct a nationwide search engine optimization (SEO) campaign to strengthen Samford’s online presence.

Resulted in 54% increase in visits and 57% increase in engagement on our graduate programs webpages.

Managed transition to Emma, our new enterprise-level email marketing solution
- Developed 13 Emma email templates for schools, divisions and Belltower.
- Conducted Emma onboarding training in cooperation with University Advancement for colleagues across campus.

Additional Projects
- Managed the university’s undergraduate search campaign development for the Office of Admission.
- Supported digital advertising initiatives for Academy of the Arts, Beeson Divinity School, McWhorter School of Pharmacy and the School of Public Health.

More than 1.2 million visitors and 2.7 million visits to Samford’s website.

- Launched new MeetMagicCity.com to promote the city of Birmingham to prospective students and employees. This site highlights the top attractions, restaurants, parks and entertainment venues across Birmingham and features recent media and news stories highlighting our Magic City.
- Developed custom digital projects for the Office of Admission, One Stop and digital monitors campus wide.

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University Communication

- Produced and distributed 351 news and feature stories for public distribution, resulting in 31,422 media mentions in 19,224 national and global news outlets.
- Published 3 issues of Seasons magazine (audience of 39,000).
- Published 3 issues of Inside Samford employee magazine (audience of 1,700).
- Published 2 issues of Cumberland Lawyer magazine (audience of 9,000) and 1 issue of Beeson magazine (audience of 4,000).
- Produced and distributed the 2018 university annual report to approximately 45,000 donors, community leaders, higher education leaders and friends of the university.
- Produced and distributed 42 issues of Belltower, the university’s weekly e-newsletter, to a weekly average of 31,000 alumni, parents, donors and friends of the university.
- Distributed 2,414 hometown news stories related to student accomplishments to 210 media outlets and with an estimated social media reach of 4.6M.

News Highlights

12 colleges that give merit aid to the most students
Samford ranks third among top schools in the United States for granting merit-based financial aid.
Noteworthy Outlet: U.S. News & World Report
Publicity Value: $27,537

College coaches took bribes to pass kids off as star athletes, FBI says. The NCAA is investigating.
Quotes Donald Jackson, an adjunct professor in Cumberland School of Law.
Total Mentions: 7
Publicity Value: $107.6K

FDA official says ongoing blood pressure drug investigation will probably uncover more tainted pills
Quotes Maisha Kelly Freeman, a professor and director of Samford University’s Center for Healthcare Innovation and Patient Outcomes Research.
Noteworthy Outlets: CNN, CNN International Online, Business Insider, MSN
Total Mentions: 203
Publicity Value: $230.4K

Tony Hale turned his childhood anxieties into comic relief
Highlights the life and career of Samford alumnus Tony Hale.
Noteworthy Outlet: The Wall Street Journal (print and online)
Publicity Value: $59,500

Samford Bulldogs nearly defeat Florida State University
Noteworthy Outlets: ESPN Online, Washington Post, Bleacher Report, USA Today Online, SB Nation, CBSSports.com, Sports Illustrated
Total Mentions: 3,710
Publicity Value: $8.2M

Samford announces the retirement of Dean Timothy George
Total Mentions: 14
Publicity Value: $28,427
**Creative Services**

1,447 creative projects created and completed.

<table>
<thead>
<tr>
<th>Year</th>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-14</td>
<td>1,175</td>
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<tr>
<td>2014-15</td>
<td>1,317</td>
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<td>2015-16</td>
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<td>2016-17</td>
<td>1,426</td>
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<tr>
<td>2017-18</td>
<td>1,493</td>
</tr>
<tr>
<td>2018-19</td>
<td>1,447</td>
</tr>
</tbody>
</table>

Average of 5.6 projects sent to press each business day.

- Notable projects included School of the Arts annual report, School of the Arts calendar, Career Development wall displays, commencement programs, Hodges Chapel booklet, football and basketball athletics programs, *Forever Samford* campaign materials, Homecoming materials, and undergraduate and graduate recruitment brochures.

- Coordinated and implemented signage and wayfinding standards with the Office of Capital Planning and Facilities Management.

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**Licensing Services**

- Oversee and approve the licensing of all university brand marks and merchandising.

- Provide licensing and brand standards training for student organizations and employees.

- 2018-19 total licensing revenue $73,289 (19% increase since 2017-18).

- 2018-19 total car tag annual revenue $66,821 (5% increase since 2017-18).

- Assisted with onboarding training of Follett Corporation in the new Samford Shop.

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**Photography**

- Implemented online photo shoot request process and Outlook scheduling system.

- Organized Photoshelter archiving software into galleries with online access for campus colleagues.

- Number of photo shoots: 328

- Number of photos in university Photoshelter database: 254,020
Highlights from the Academic Schools

**Cumberland School of Law**
Supported a comprehensive recruitment campaign for the Juris Doctor, including development of a new viewbook and supporting materials, a program video and a targeted digital recruitment campaign to support off-campus recruitment visits. The recruitment cycle resulted in a diverse and academically accomplished class with median LSAT and undergraduate cumulative GPA scores higher than the previous year.

**School of Public Health**
Supported the launch of the online Master of Social Work (M.S.W.) program through the development of an email communication flow, print pieces, a social media campaign and updated webpages. The M.S.W. program was one of the first to implement a new comprehensive email communication flow to prospective graduate students, utilizing a mobile-friendly design template that was created in-house. The M.S.W. communication flow included 29 automated emails and collectively measured an average open rate of 39%.

**Beeson Divinity School**
Celebrated the legacy of Dean Timothy George with a comprehensive farewell campaign including a commemorative issue of Beeson magazine, a tribute video, social media posts, news stories and print pieces supporting events and fundraising appeals. More than 250 guests attended the farewell dinner and more than $500,000 has been raised for The Timothy George Scholarship for Excellence.

**Ida Moffett School of Nursing**
Utilizing data on top feeder schools of potential students with associate degrees in nursing, launched a digital campaign with the goal of driving awareness of the associate degree (A.D.N. or A.S.N.) to Master of Science in Nursing program. The campaign exceeded its impression goal by 757% in seven days.

**School of the Arts**
Launched a new Samford commissioned opera, *Ghosts of Gatsby*, including a comprehensive campaign of news stories, social media posts, video and print pieces. Following its debut at Samford, the Samford Opera performed *Ghosts of Gatsby* in Mobile and Montgomery, Alabama. More than 1,600 patrons enjoyed the performance. The estimated reach of print, online and television news coverage was nearly 180,000.

**Howard College of Arts and Sciences**
The story “Mentors Open Doors to Unexpected Careers” was featured in the college’s e-newsletter, *Seasons* magazine and social media, resulting in significant positive engagement from alumni, prospective students and parents for its intentional focus on transformative mentoring and the unique professional value of Samford’s liberal arts.

**Brock School of Business**
Produced promotional videos for all seven undergraduate majors and two graduate programs in Brock School of Business. The videos are used on the website, in email communication to prospective students, on social media and on digital signs throughout the university.

**Orlean Beeson School of Education**
Effectively promoted the Tom and Maria Corts Distinguished Author Series through paid print and digital advertising, print materials, editorial, promotional videos and news stories. From 2018 to 2019, attendance at the Tom and Marla Corts Distinguished Author Series increased by 64%.

**School of Health Professions**
Supported the launch of the physician assistant studies program including print pieces, social media posts, new webpages, marketing photography and email communications. Through this support, web traffic increased by 183% and website goal completions increased by 255% compared to the previous academic year. The inaugural class of 36 physician assistant studies students will begin in fall 2019.

**McWhorter School of Pharmacy**
Produced the “I am a Pharmacist” campaign video in support of recruitment for the school’s Doctor of Pharmacy and prepharmacy programs. The goal of the campaign, which included not only the video, but also a landing page, social media posts and emails to prospective students, was to increase visibility of the school and the pharmacy profession. The video reached more than 46,500 on social media, with 21,400 engagements and an engagement rate of 900%. Along with its digital results, the video has also become an important asset for in-person recruitment presentations.