FALL 2015 ENTERING CLASS
150 STUDENTS • 151 MEDIAN LSAT • 3.23 MEDIAN GPA
18 STATES REPRESENTED • 24 MEDIAN AGE • 51% MALE/49% FEMALE
• MORE THAN $1.8 MILLION IN SCHOLARSHIPS AWARDED TO ENTERING STUDENTS

BY THE NUMBERS

6th IN TRIAL ADVOCACY, U.S. News & World Report’s Best Grad Schools, 2015

THREE TYPICAL NUMBER OF YEARS TO COMPLETE ANY OF OUR JOINT-DEGREE PROGRAMS

8 JOINT-DEGREE PROGRAMS, INCLUDING THE MOST POPULAR J.D./M.B.A.

1847 THE YEAR CUMBERLAND SCHOOL OF LAW WAS FOUNDED, MAKING IT ONE OF THE OLDEST LAW SCHOOLS IN THE NATION

1949 THE YEAR CUMBERLAND SCHOOL OF LAW WAS ACCREDITED BY THE AMERICAN BAR ASSOCIATION

SEVENTH IN BEST QUALITY OF LIFE, The Princeton Review, 2014

IN BEST PROFESSORS, The Princeton Review, 2014

9th FULL-TIME FACULTY MEMBERS

30+ STUDENT ORGANIZATIONS

20 LAW SCHOOLS REPRESENTED BY FACULTY MEMBERS, INCLUDING THOSE WITH DEGREES FROM HARVARD, YALE AND COLUMBIA

91% AVERAGE BAR PASSAGE RATE FOR THE PAST 3 YEARS (FEBRUARY AND JULY 2011, 2012 AND 2013) FOR FIRST-TIME TEST TAKERS

NUMBER OF STUDENTS IN SMALLEST CLASS, FALL 2015

THE MAGAZINE OF SAMFORD UNIVERSITY SUMMER 2016

College of Health Sciences Newsletter Pages 17–36
Take a Ride Through Alabama’s History
Marion
Newbern
Greensboro
Selma
April 12, 2014
Sponsored by Howard College of Arts and Sciences Samford University
Ride starts at Judson College at 9 a.m. Go to howard.samford.edu/oldhoward or call 205-726-2071 for information.

MAKE CROSS-CULTURAL FRIENDSHIPS THROUGH ENGLISH CONVERSATION.
BDSGlobalCenter beesondivinity.com/international-lunch-club global@samford.edu • 205-726-2170 WHERE GLOBAL CENTER INTERNATIONAL LUNCH CLUB Teach others about your own culture, learn about American culture and enjoy a free lunch! Friday: Sept. 2, 16, 30 Oct. 14, 28 Nov. 11 Dec. 2 12:10–1:10 p.m. Free lunch provided.

THE INTERDISCIPLINARY LATIN AMERICAN STUDIES PROGRAM AT SAMFORD UNIVERSITY OFFERS INSIGHT INTO THE LANGUAGE, GEOGRAPHY, BUSINESS, POLITICS AND CULTURE OF CIVILIZATIONS PAST AND PRESENT.

LEARN MORE ABOUT SCHOLARSHIPS, TRAVEL AND THE BACHELOR OF ARTS DEGREE IN LATIN AMERICAN STUDIES AT http://howard.samford.edu/las OR CONTACT DR. CARLOS ALEMÁN, DIRECTOR, AT calemans@samford.edu.

Produced by Samford Office of Marketing and Communication Samford University is an Equal Opportunity Institution that complies with applicable law prohibiting discrimination in its educational and employment policies and does not unlawfully discriminate on the basis of race, color, sex, age, disability, veteran status, genetic information, or national or ethnic origin.
THE JOB of Marketing and Communication is to tell the Samford story by promoting the remarkable achievements of our faculty, staff, students and programs. The work is essential to advancing Samford University and its mission.

Last year, we once again experienced an unprecedented level of productivity in our operations. Some highlights include:

- Recorded 9,858 external media placements, an 11% increase over 2014–15 and an 86% increase over 2013–14.
- 955,202 visitors to the university website, a 13% increase over 2014–15 and a 22% increase over 2013–14.
- Produced 569 promotional videos, an 88% increase over 2014–15 and a 155% increase over 2012–13.
- Produced 1,391 creative projects, representing a 18% increase over 2013–14 and a 45% increase from 2012–13.
- Developed and launched Alert Samford for emergency readiness, Inside Samford magazine for employees, a new app for university communications and new media monitoring software systems (NUVI and Cision).

This report is intended to summarize all of the good work we’ve accomplished in the past year on behalf of you, our campus community. I hope you’ll take the time to peruse the pages of this report to see the many ways our colleagues in Marketing and Communication advanced our university in the 2015–16 academic year. As we look to the year ahead, we welcome your suggestions and ideas for how we may continue to improve our operations and do everything we can to share the Samford story and promote your good work near and far.

Betsy Bugg Holloway
Vice President, Marketing and Communication
Professor of Marketing, Brock School of Business

THE UNITS

Broadcast Media
Creative Services
Social Media
University Communication
Web and Digital Marketing

SERVICES OFFERED

Graphic Design
Licensing Services
Media Monitoring
Media Relations and Training
News and Feature Articles
Photographic Services
Print, Electronic and Broadcast Ad Placement
Promotional Video
Social Media Training and Support
University Publications
Website Development and Maintenance
WEB SERVICES

TODD Cotton
director of web and digital marketing

DONNA Fitch
communications specialist

ADAM Roebuck
web specialist

CHANDRA Splond
director of content marketing

ANALYTICS

Website Visitors 785,489 847,107 955,202 +22%
Website Visits 1,993,562 2,146,368 2,305,339 +16%
Search Engine Visits 880,736 1,148,827 1,273,081 +45%
Google Visits 727,598 961,818 1,105,205 +52%
Social Visits 62,373 69,527 78,959 +27%

ALMOST 1 million VISITORS
AND 2.3 million VISITS TO OUR SAMFORD WEBSITE

Designed and developed Alert Samford app with 3,134 users
4,279 installs

MIGRATED THE UNIVERSITY WEBSITE TO A NEW CONTENT MANAGEMENT SYSTEM (CMS), CASCADE SERVER. TRAINED 86 EMPLOYEES TO USE THE NEW CMS.

Automated display of RAVE alerts on samford.edu

REDUCED BROKEN LINKS BY 96%

100% OF THE UNIVERSITY WEBSITE IS MOBILE-FRIENDLY

100% OF THE WEBPAGES ARE SEARCH OPTIMIZED
Broadcast Services

Brad Radice
Director of Broadcast Media

Ed Landers
Director of Media Center

BJ Millican
Assistant Director

Andy Parrish
WVSU General Manager

Produced 569 Promotional Videos

Videos Produced Over the Years
2013–14 247
2014–15 303
2015–16 569

+130% from 2013

Total estimated market value for video production, media center production and radio content in 2015–16 $1,039,745

Samford University YouTube Channel

2016 • 7,095 Subscribers (+173% from 2013)
2013 2,596 subscribers
2014 4,718 subscribers
2015 6,275 subscribers

Live-Streamed Events
Christmas Around the World • Step Sing (Preshow, Show, Intermission and Postshow) • Fall Commencement
Spring Commencement • Pharmacy Pinning Ceremony • Hanging of the Green

Most Subscribed YouTube Channel of Any University in the State of Alabama.

Set new record for 2016 Step Sing live-stream broadcasts. More than 20,000 viewers across 20+ countries.
2015 ARBITRON WVSU LISTENERSHIP REPORT

- Average number of unique listeners each week: more than 16,000 people
- Number of online connections to WVSU per month: 10,000 on average from the U.S. and 2,200 internationally
- Peak listening time: 10 a.m.-3 p.m.
- 50.6% of online listeners are in Birmingham; 25% of online listeners are in the United States, outside of Birmingham; 20% of online listeners are international

WVSU COMMUNITY PARTNERS:

AARP
Alabama Department of Human Resources
Alabama Department of Transportation
Alabama Housing Finance Authority
Alabama Jazz Hall of Fame
Alabama Law Enforcement Agency
Alabama National Guard
Alzheimer’s Research and Care Society of Alabama
American Diabetes Association
Autism Society of Alabama

Birmingham Boys Choir
Centers for Disease Control and Prevention
HIV Prevention Network of Birmingham
Holy Family Christo Rey
Red Cross
Southern Museum of Flight
St. George Catholic Church
St. Mark’s Episcopal Church
Three Hots and a Cot
VoteRide Alabama
Workforce Development of Jefferson County

The Bulldog Conversation series produced 36 unique interviews for 99.5 FM and 91.1 FM, which featured university leaders and faculty across campus.

A RECORD NUMBER OF BROADCAST ATHLETIC EVENTS.

Expanded our coverage to football, baseball and men’s and women’s basketball in 2015-16.

Partnered with McWhorter School of Pharmacy to bring 21 unique episodes of Healthy Dose with Dr. Anthony Bolus.
CREATIVE SERVICES

LAINE Williams creative director

STEPHANIE Sides senior graphic designer

JULIE Beckwith assistant director

LAURA Hannah graphic designer

SCOTT Camp senior graphic designer

1,391 CREATIVE PROJECTS CREATED AND COMPLETED

 Which is an 18% increase over the 2013–14 academic year

Average of 5.5 projects sent to press each business day

99% Client survey satisfaction feedback score for the quality of the final product received and for the overall satisfaction with the project

HIGHLIGHTED PROJECTS

175th logo
Admission recruitment orientation and preview day materials
Arts calendar
Cumberland Lawyer
Divinity chapel guides
Fundraising material for Art Lofts
Homecoming pieces
Law viewbook
Pharmacy annual report
Redesign of Beeson Magazine
Redesign of Inside Samford
Samford’s annual report
Seasons
University Center displays
Wright Center promotional materials

Published two issues of Cumberland Lawyer that were distributed to 8,250 people per issue. Published one issue of Beeson Magazine that was distributed to 5,500 donors, alumni, students and employees.
Produced 346 news stories and recorded 9,858 external media placements resulting in an 11% increase in recorded media attention over the previous year.

Distributed 4,463 hometown news stories related to student accomplishments to 4,709 media outlets with 26,898 social media impressions.

Published four issues of Seasons, the university’s primary news magazine mailed to a per issue average of 48,000 alumni, parents, employees, donors, community leaders and other university friends.

Published 49 issues of Belltower, the university’s e-newsletter, with an audience of approximately 32,000 constituents weekly.

Published the 2014-15 university annual report, mailed to over 7,000 donors, leaders in higher education and community leaders.

Produced 759 photography projects.

Photographic Services completed 759 PHOTOGRAPHY PROJECTS.
SOCIAL MEDIA

KARA Kennedy
director of external affairs for Brock School of Business and social media strategist

Integrated all primary university social media properties into NUVI enterprise social media monitoring system

Developed campus-wide social media team of 14 LEAD USERS ACROSS CAMPUS

<table>
<thead>
<tr>
<th>Account</th>
<th>2013-14 Followers</th>
<th>2014-15 Followers</th>
<th>2015-16 Followers</th>
<th>Growth from 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samford University main Twitter account</td>
<td>5,934 followers</td>
<td>7,377 followers</td>
<td>9,061 followers</td>
<td>+53% from 2013</td>
</tr>
<tr>
<td>Samford University main Facebook account</td>
<td>11,751 followers</td>
<td>13,442 followers</td>
<td>16,402 followers</td>
<td>+40% from 2013</td>
</tr>
<tr>
<td>Samford Sports Facebook account</td>
<td>23,586 followers</td>
<td>29,115 followers</td>
<td>+23%</td>
<td></td>
</tr>
<tr>
<td>Samford Alumni Facebook account</td>
<td>6,174 followers</td>
<td>11,291 followers</td>
<td>+83%</td>
<td></td>
</tr>
</tbody>
</table>

SOCIAL MEDIA GROWTH

INCLUDES THREE ACCOUNTS:
SAMFORD UNIVERSITY
SAMFORD SPORTS
SAMFORD ALUMNI
MARKETING AND COMMUNICATION AROUND CAMPUS

Samford has a distributed model for marketing and communication in each academic unit. We are grateful to have these talented individuals to help coordinate all projects through their schools, Office of Admission, Advancement and Athletics.

Kara Kennedy
director of external affairs for Brock School of Business

Scott Schlabow
assistant athletics director for marketing and digital media

Katie Stripling
executive director of external relations for the College of Health Sciences

Katie Stewart
coordinator of marketing for the Orlean Bullard Beeson School of Education

Sean Flynt
executive director of external relations for Howard College of Arts and Sciences

Kristen Padilla
marketing and communications coordinator for Beeson Divinity School

Polly Manual
coordinator of marketing and communication for Cumberland School of Law

Ashley Smith
coordinator for marketing and communication for Samford Arts

Kristi Metz
assistant to the vice president, marketing and communication

Eleanor Stenner
recruitment marketing and communication coordinator for the Office of Admission

Polly Manuel
coordinator of marketing and communication for Cumberland School of Law

Sarah Waller
coordinator of marketing for the Office of Alumni and Annual Giving