

College of Agriculture, Health and Natural Resources

Office of Communications

ANNUAL REPORT



UConn
COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL
RESOURCES

2021



TELLING THE CAHNR STORY

Over the last year, CAHNR's Office of Communications has developed and implemented strategies to elevate the College's profile with internal and external stakeholders. We have realigned resources to better communicate the College's value, vision, and victories in 2021.

To achieve this, we eliminated certain functions that weren't helping reach the College's communications goals and focused on several key areas:

- **Branding**
- **News**
- **Social Media**
- **Websites**
- **Advancement**

These strategies are already showing significant returns, including doubling pageviews on CAHNR stories, increasing traffic to CAHNR's digital channels, and establishing processes and resources to serve faculty and staff within the College.

Bringing CAHNR's stories to life through strategic marketing and communication.

In the report that follows, we provide a summary of the strategies implemented and share data underscoring our Office's success. This baseline data gives us a launchpad to work from for 2022 and beyond.

CAHNR BRAND IDENTITY

From internal presentations to external marketing materials, it is critical to have consistent messaging and design to amplify the CAHNR brand over time. In 2021, the CAHNR Office of Communications completed several fundamental elements to formalize the College's brand identity.



CAHNR BRAND

- Visual identity toolkit
- Branded templates
- Tagline and messaging platform
- Thematic one-pagers
- Expanded graphic design support

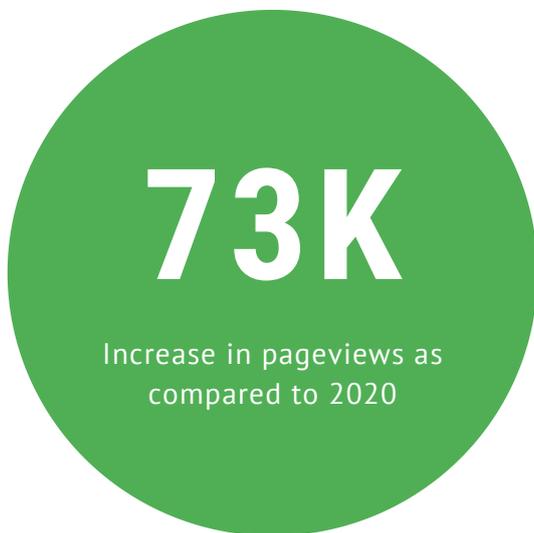
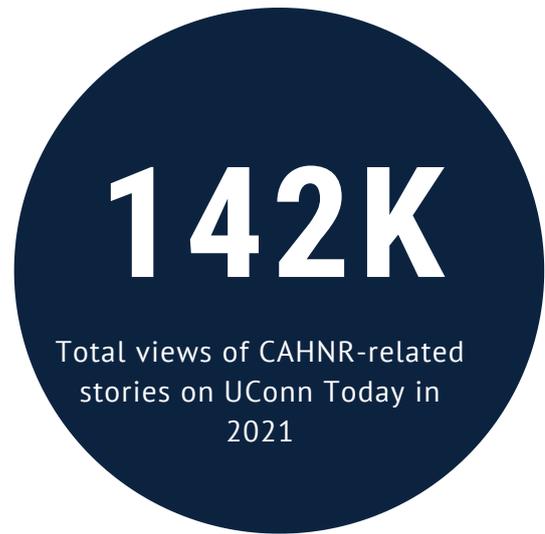
2022 GOALS

Developing the elements of the College's brand identity is a critical first step, but activities will now shift to educating the CAHNR community and implementing the messaging and visual identity in all of CAHNR's communications and marketing.

In 2022, we'll focus on specific marketing/collateral materials that can significantly increase CAHNR's visibility with key stakeholders. These include the Research Highlights targeted at legislators, promotional materials that can be shared with national peers, aspirants, and partners, print and digital marketing to support enrollment efforts within the departments, and the development of thematic messaging to ensure the CAHNR community uses consistent language to highlight the College's strengths, goals, and Strategic Vision areas.

UConn TODAY

In 2021, the Office of Communications shifted all CAHNR stories to the University's official news site, UConn Today. This strategy more than **doubled total pageviews** and brought CAHNR stories to a broader, more diverse audience.



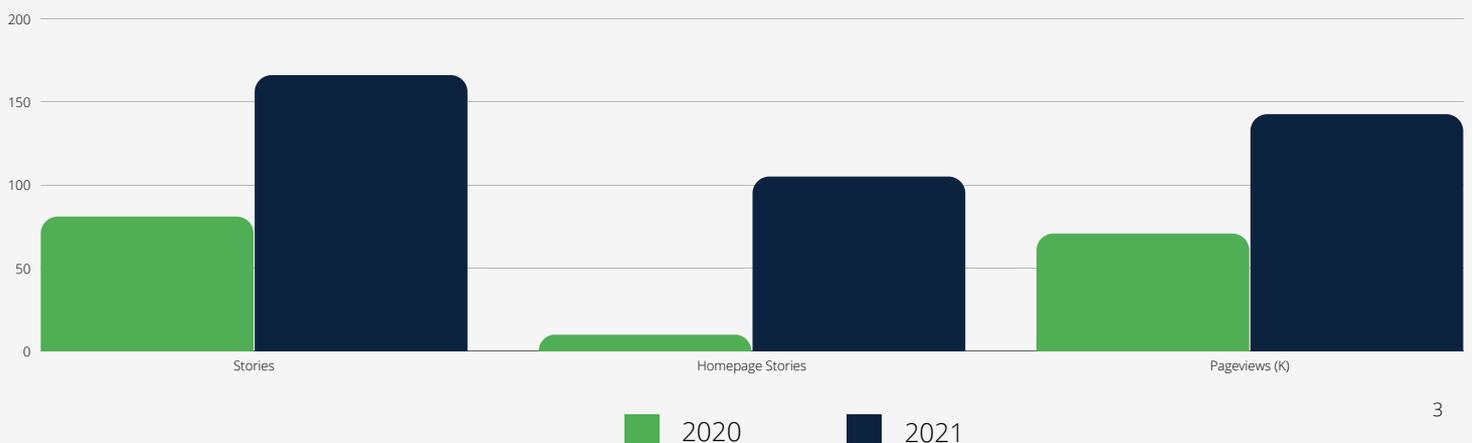
LEVERAGING CHANNELS

A big part of our strategy was to better utilize this highly visited channel and access a broader audience through UConn Today's homepage. As a result, CAHNR stories were featured **more than 100 times** on the UConn Today homepage as compared to 10 times in 2020.

TOP STORY OF 2021

UConn Professor Advises Hallmark Channel Holiday Movie

9,399 pageviews



EXTERNAL COVERAGE

CAHNR stories gained traction with external news outlets in 2021, thanks in part to our increased coverage in UConn Today, releases on the AAAS platform EurekAlert, increased pitching support from University Communications, and the expertise of our faculty.



REACHING NATIONAL PRESS

CAHNR Faculty Featured in:

- USA Today
- BBC
- Associated Press
- Wall Street Journal
- National Public Radio
- Women's World
- Science Daily
- Martha Stewart Living
- Many local channels

2022 GOALS

In 2022, we will continue to leverage the high-traffic channels at our disposal. This allows us to reach external audiences that are important to the College's growth, such as legislators, the general public, industry, alumni, and prospective students.

In addition to the UConn Today homepage, we will also aim to grow our share of coverage through increased CAHNR presence in The Conversation, an international research-based commentary publication, and close collaboration with University Communications to pitch CAHNR stories. The CAHNR Office of Communications will offer regular trainings to encourage faculty to serve as experts in the media and gain additional attention for the College's strengths and Strategic Vision.

SOCIAL MEDIA

CAHNR's social presence increased on existing channels and on the new LinkedIn account launched in 2021. Data was not tracked in previous years, but each quarter saw gains in 2021, with plans for more consistent, engaging content in 2022.

| |  |  |  |  |
|-----------------------|---|---|---|---|
| Followers | 1,025 (+125) | 1,100 (+407) | 685 (+685) | 1,010 (+126) |
| Posts | 359 | 126 | 247 | 391 |
| Reach | 79,980 | 59,160 | 48,430 | 128,710 |
| Engagement (%) | 5,360 (1.8%) | 6,950 (14.8%) | 1,540 (3.4%) | 2,040 (1.6%) |



2022 GOALS

Social media continues to be an important tool to reach key audiences, specifically current and prospective students, alumni, and the science community. In 2022, we will focus on continuing to produce engaging content through more short videos, stunning photography, and student-generated messaging through the Gavitt Multimedia Interns and the CAHNR Ambassadors program.

WEBSITES

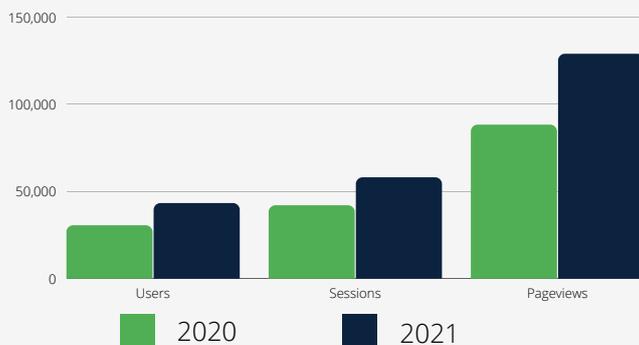
A robust digital presence is critical to raising awareness about CAHNR's programs, people, and strengths. In 2021, the Office of Communications launched new pages and sites that underscore high priority initiatives, assure quality and accuracy in staff-managed websites, and drive additional traffic to the College's site.

43K

Total users visited
cahnr.uconn.edu in 2021,
compared to 30,549
in 2020

CAHNR.UCONN.EDU

128,863 pageviews



NEW SITES/PAGES LAUNCHED

- Cannabis
- Natural Resource & the Environment Department Page
- Justice, Equity, Diversity & Inclusion (JEDI)
- Faculty & Staff Hiring
- Office of Communications
- Commencement Photo Gallery

AURORA TRANSITION

The College had previously begun transitioning away from custom websites in favor of the University's preferred platform, Aurora. This decision will facilitate content management, ensure ADA compliance, and automatically address security concerns. The CAHNR Office of Communications has continued to make significant progress and will be able to fully decommission the outdated server by Fall 2022.

2022 GOALS

Continuing to improve CAHNR's digital footprint through the creation of thematic websites that highlight the College's strengths and Strategic Vision will support all other aspects of our communications and marketing goals in 2022. In addition to fully retiring the outdated web server, we will launch several sites and/or pages, such as alumni, innovation/technology commercialization, and the Strategic Vision areas. These sites will showcase how CAHNR supports our stakeholders and the progress made towards our goal of improving quality of life for a sustainable future.

ADVANCEMENT

In 2021, the CAHNR Office of Communications and CAHNR representatives from the UConn Foundation began to strategically collaborate to support our joint mission in advancement. Efforts focused on alumni relations, development, and fostering community for current and prospective students, all of which will ensure a strong pipeline of CAHNR support.

| EMAIL NEWSLETTERS | 2020* | 2021 |
|-------------------|---------------|----------------|
| Sent | 30,666 | 70,676 |
| Open (%) | 4,771 (15.5%) | 14,935 (19.5%) |
| Click (%) | 522 (4.8%) | 1,447 (1.9%) |
| Unsubscribe (%) | 26 (0.1%) | 64 (0.1%) |

COORDINATED APPROACH

- Improved "skimmable" email marketing
- Joint story selection
- Increased support for UConn Gives campaign
- Content campaigns, My CAHNR Experience and My CAHNR Summer
- Assistance with targeted appeals
- Collaboration on College-wide events
- Focus on Strategic Vision areas
- Increased coverage of industry partnerships

*Represents two quarters



INDUSTRY PARTNERS

Collaboration with Eversource Energy Center on joint video and news coverage

2022 GOALS

In 2022, the CAHNR Office of Communications will continue to strategically collaborate with the UConn Foundation, with a larger focus on highlighting gifts and initiatives that align with the College's Strategic Vision, student experience that is enriched through philanthropy, and industry partnerships that support research, scholarships, and workforce development.

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