

Measuring the Impact of CU-Boulder's Communications on the University's Reputation

Chancellor's Advisory Council

May 17, 2015

Be Boulder.



Methodology

Statewide Survey of Colorado Voters

The 2015 Colorado Statewide OmniPoll was conducted by Talmey-Drake Research and Strategy, Inc., a public opinion and market research firm in Boulder, Colorado. The results of this survey are based on 512 random telephone interviews with Colorado voters, conducted from January 6 to 13, 2015. A random sample of 512 has a worst-case 95% confidence interval of plus or minus 4.3 percentage points about any one reported percentage.

Additionally, this report cites data from the 2014 Talmey-Drake OmniPoll survey among 508 Colorado voters conducted January 9-16, 2014.

Baseline Perceptions of CU-Boulder: 2014 Talmey-Drake Survey Findings

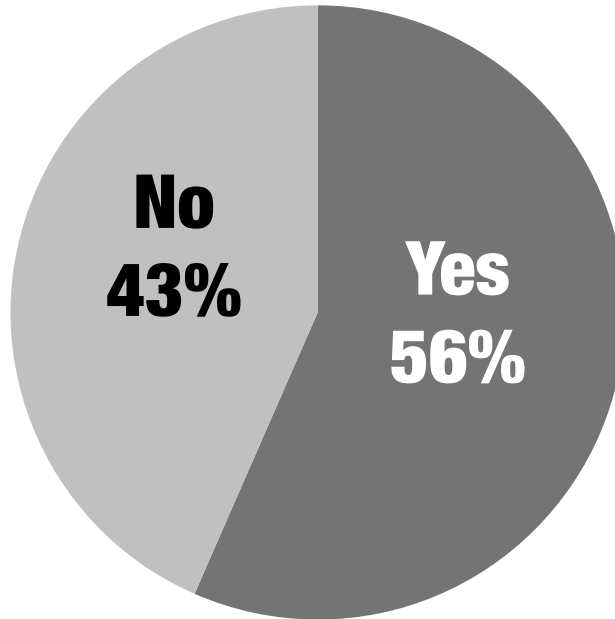
Be Boulder.



In the 2014 benchmark survey, a majority of voters (56%) indicated they saw or heard a news story or an advertisement about CU-Boulder.

Next I will read you those same universities. After I read each one, please tell me if you have seen or heard advertising for, or anything else in the news about that university anytime in the past couple of months.

2014 Seen/Heard Advertising or News about CU-Boulder



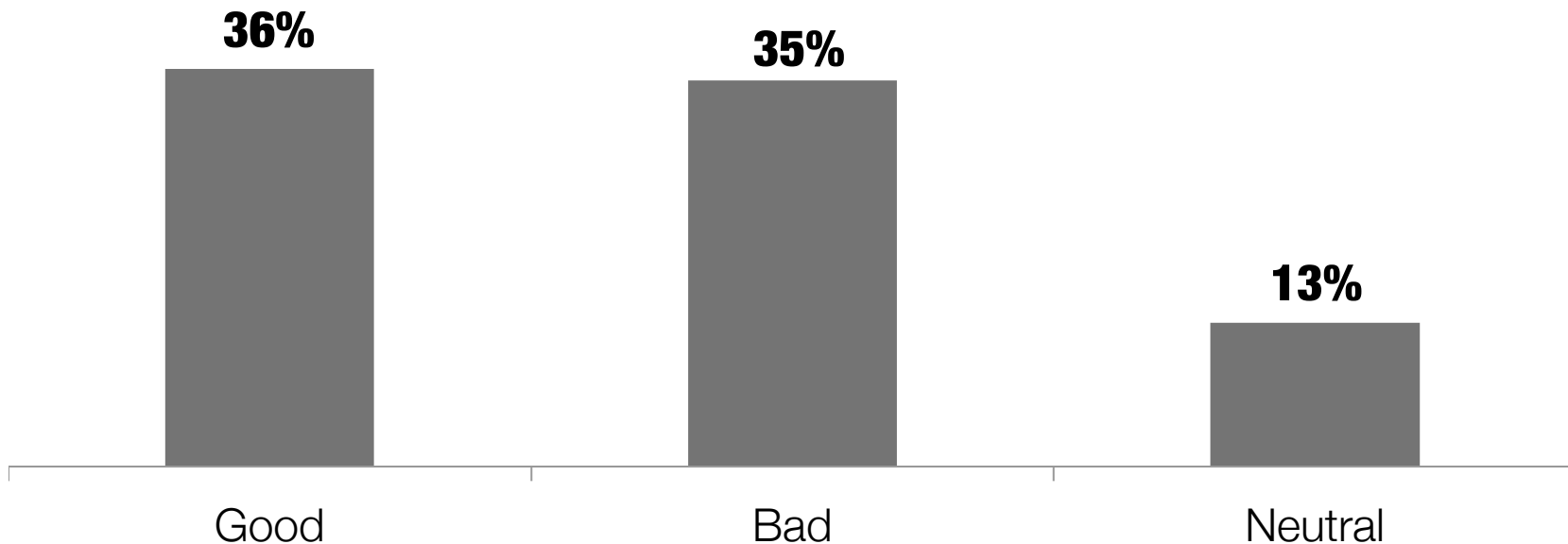
Among those who heard:

Saw/Heard Ad:	24%
Saw/Heard News:	60%
Both:	10%

In 2014, voters who heard news about CU-Boulder were just as likely to say the news was about something bad as they were to say it was about something good.

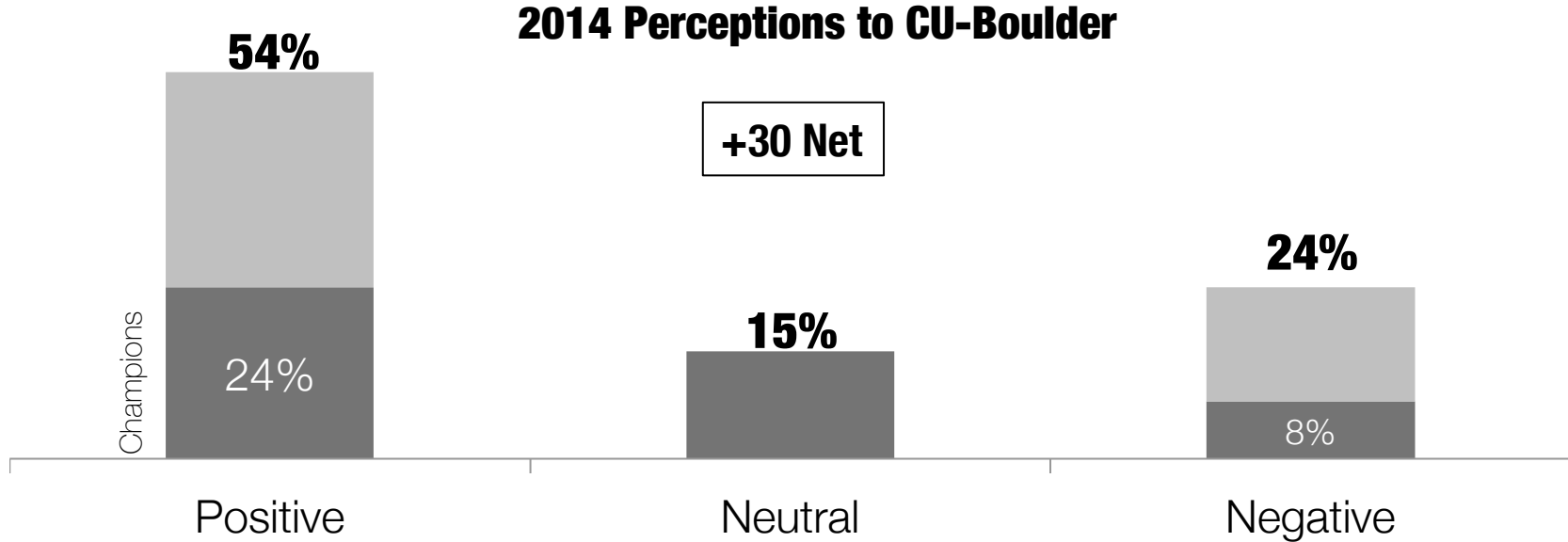
Among those who heard news story: And can you recall whether what you read or saw in the news was something good or something bad about CU-Boulder?

Tone of 2014 CU-Boulder News Coverage



A majority of voters (54%) had a positive impression with one-quarter (24%) with a very positive impression in the 2014 benchmark. Meanwhile, one-quarter (24%) had a negative impression of CU-Boulder.

I will now read a list of several different universities, and after I read each one, please tell me whether you have very positive feelings, somewhat positive feelings, somewhat negative feelings, or very negative feelings about that university. If you don't have any feelings one way or the other, or you haven't heard of that university before just now, just say so.



Darker colors represent intensity (i.e. very positive or very negative.)

Addressing Perceptions of CU-Boulder: Be Boulder. Communications

Be Boulder.



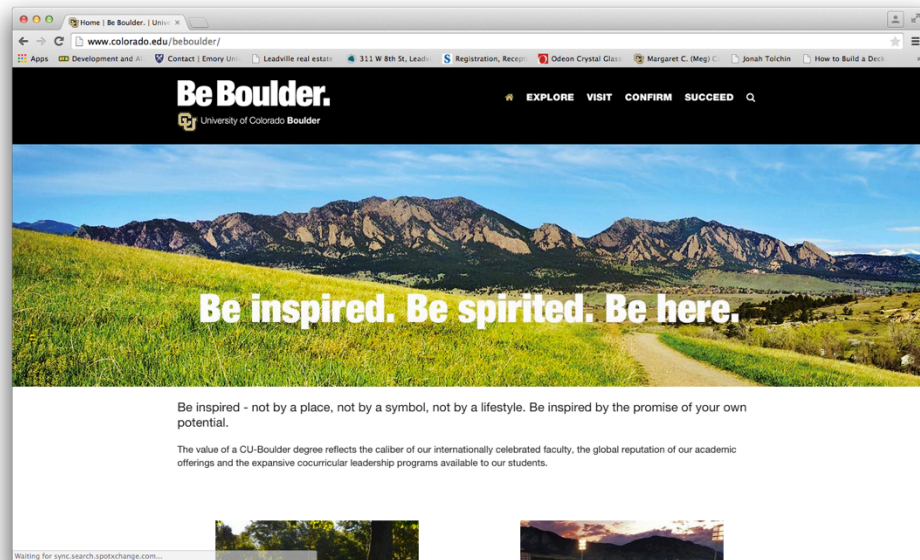
University of Colorado **Boulder**

Review: What is “Be Boulder.”?

Be Boulder. is not our brand. It is our campus messaging platform.

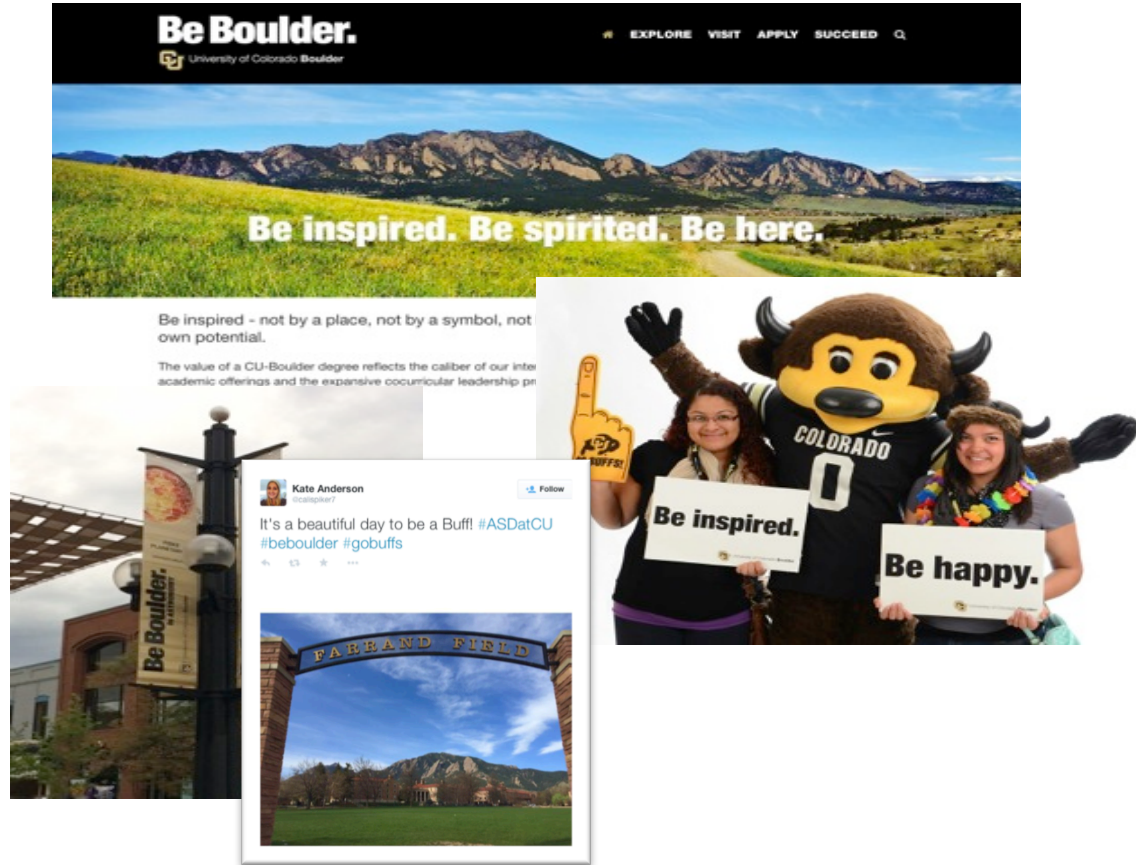
As one faculty member put it, “It is a challenge to be better versions of ourselves.”

As one prospective student put it, “It tells me what CU can do for me.”



Year One Adoption Highlights

- 140+ units have developed messaging utilizing the **Be Boulder.** Platform
- High visibility of **Be Boulder.** both on campus and in town
- Widespread spontaneous adoption/use in social channels
- Launch/external marketing campaign—July 2014-present



Advertising: Integrated Paid Media Strategy

Targeted zip codes* in:

- Northern Colorado
- Southern Colorado
- Western Slope
- Denver metro/diverse
- Boulder
- Northern California
- Southern California
- Suburban Chicago



*Selected in consultation with admissions; Northern VA added in Dec.

Target audiences

Opinion leaders/alumni/parents (Colorado)

Prospective students (by geography)

TACTICS EMPLOYED

1. Digital display
2. Social media display
3. Rich media
4. Pre-roll video
5. Pay per click

Campaign Highlights: Prospective



MyCuBoulder
ACCOUNT PAGE
CREATIONS*

15,000+



TOTAL
VIDEO VIEWS

**4.8
MILLION**

75%

VIDEO
COMPLETION
RATE



TOTAL
"APPLY NOW"

CONVERSIONS*

6,000+

COST PER CONVERSION \$15

3X LOWER

than goal/benchmark \$50



CONFIRM TO ENROLL
BUTTON CLICKS*

3,000+



60 MILLION
IMPRESSIONS SERVED
across all tactics

TOTAL CLICKS

186,000



* via display, FBX

Campaign Highlights: Opinion Leader



21 MILLION
IMPRESSIONS SERVED
across all tactics

TOTAL CLICKS

122,000



OPINION LEADER DEMOGRAPHICS

- Age 45 – 65, \$125k+ HHI
- Professional - corporate office, for profit work, small to mid-size business owners
- Ag/industrial (farmers, ranchers, oil and gas, industrial suppliers, etc.)



TOTAL
VIDEO VIEWS

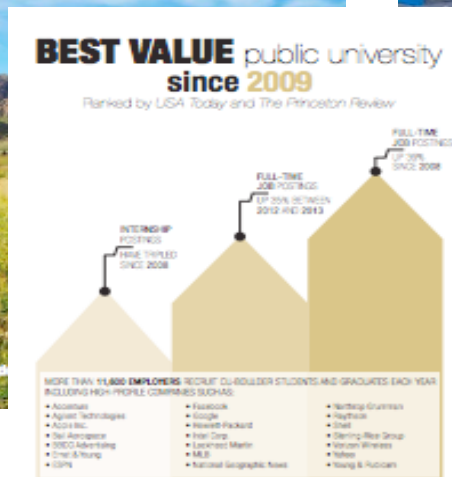
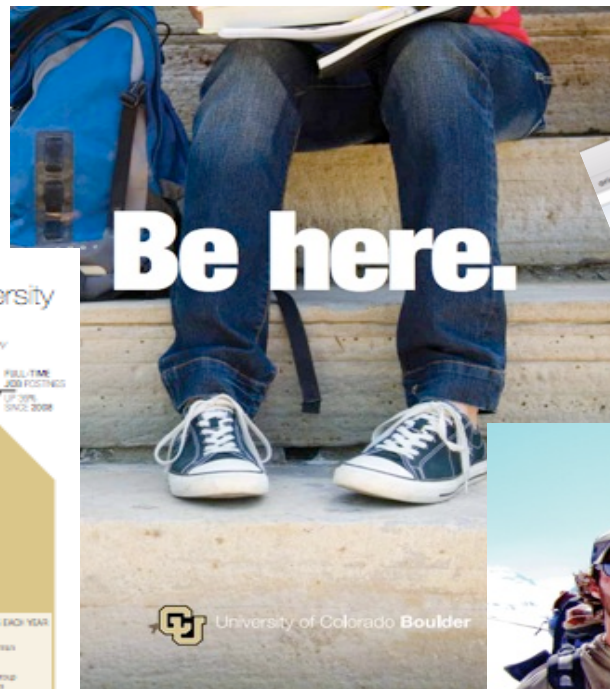
5.3
MILLION

74%

VIDEO
COMPLETION
RATE



Admissions and Be Boulder.



CU-Boulder graduates earn competitive salaries

CU-Boulder students receive higher starting salaries than a median \$46,300

\$46,300

CU-Boulder students receive higher starting salaries than a median \$85,300

\$85,300

Source: Payscale.com, a market leader in global online compensation data



Q1-Q2, 2014-15 News Overview

- 18,196 external stories about CU-Boulder
- 119 releases and expert tip sheets
- 8 news availabilities and media tours



17

The New York Times

20

Los Angeles Times

18

The Washington Post

42

Q1 2014 Top story: Mars orbit insertion

- Over 1,815 stories in national and international media in the month of September.



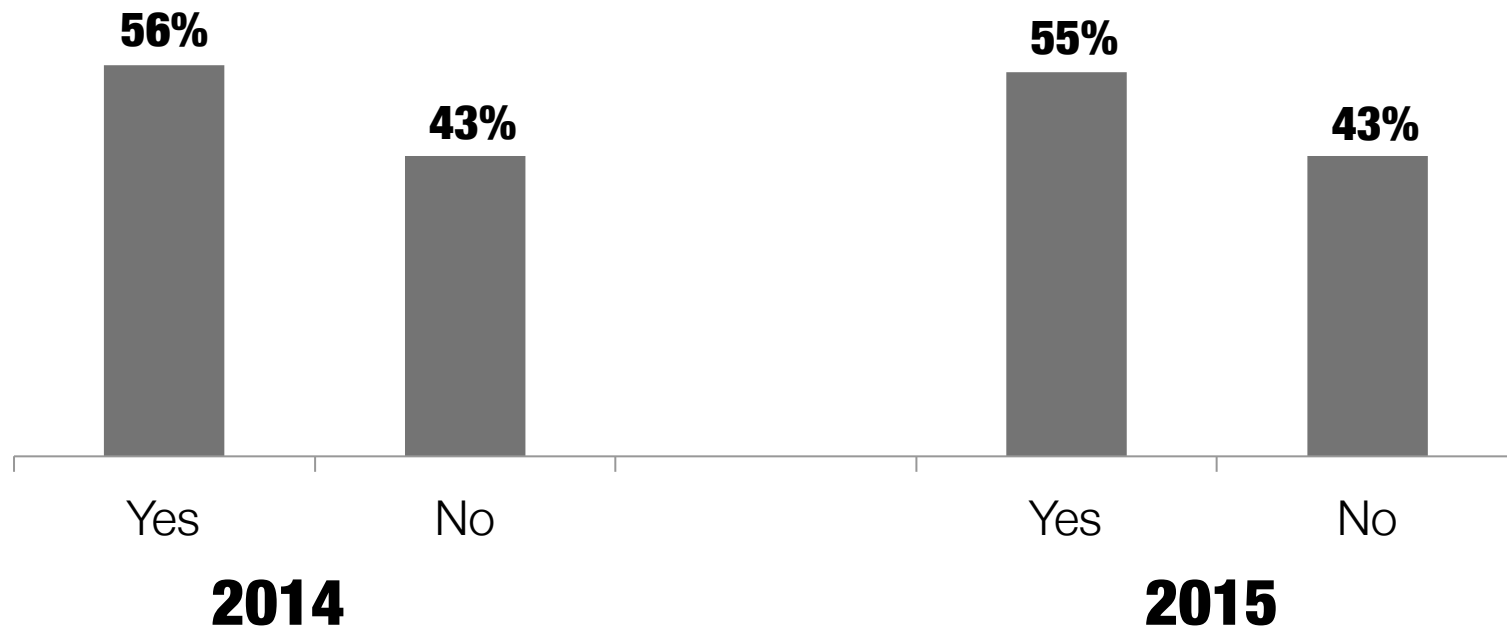
Changing Perceptions of CU-Boulder: Impact of Communications 2015 Talmey-Drake Survey Findings

Be Boulder.



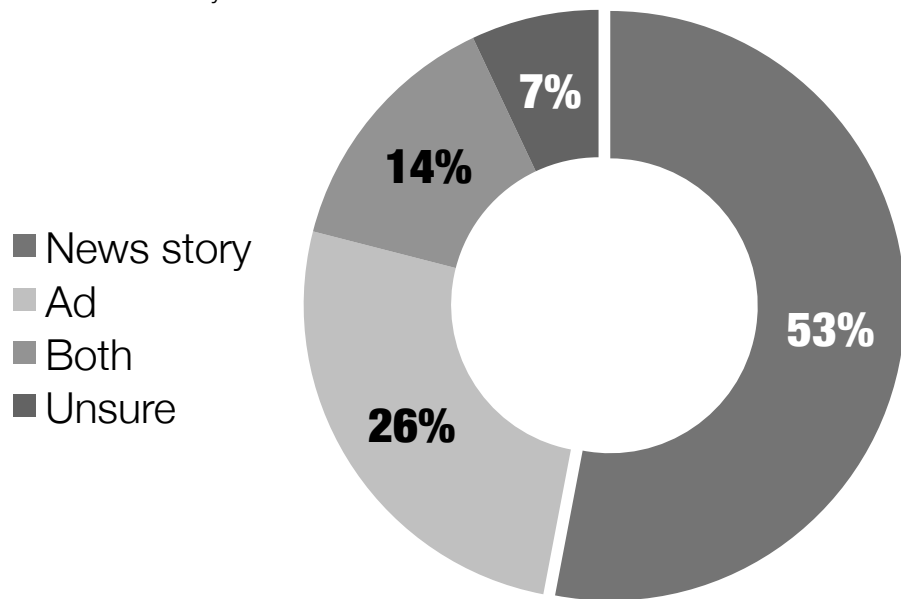
Overall, the same number of Colorado voters report hearing from CU-Boulder as they did in 2014. In other words, the impact of communications is not a matter of quantity as much as it's a matter of quality.

Next I will read you those same universities. After I read each one, please tell me if you have seen or heard advertising for, or anything else in the news about that university anytime in the past couple of months.



A majority of voters (53%) heard about CU-Boulder on the news while one-quarter (26%) saw an advertisement. Specific recall remains generally unchanged from the 2014 baseline survey – again, showing it was not *how much* was provided, but rather, *what* was provided.

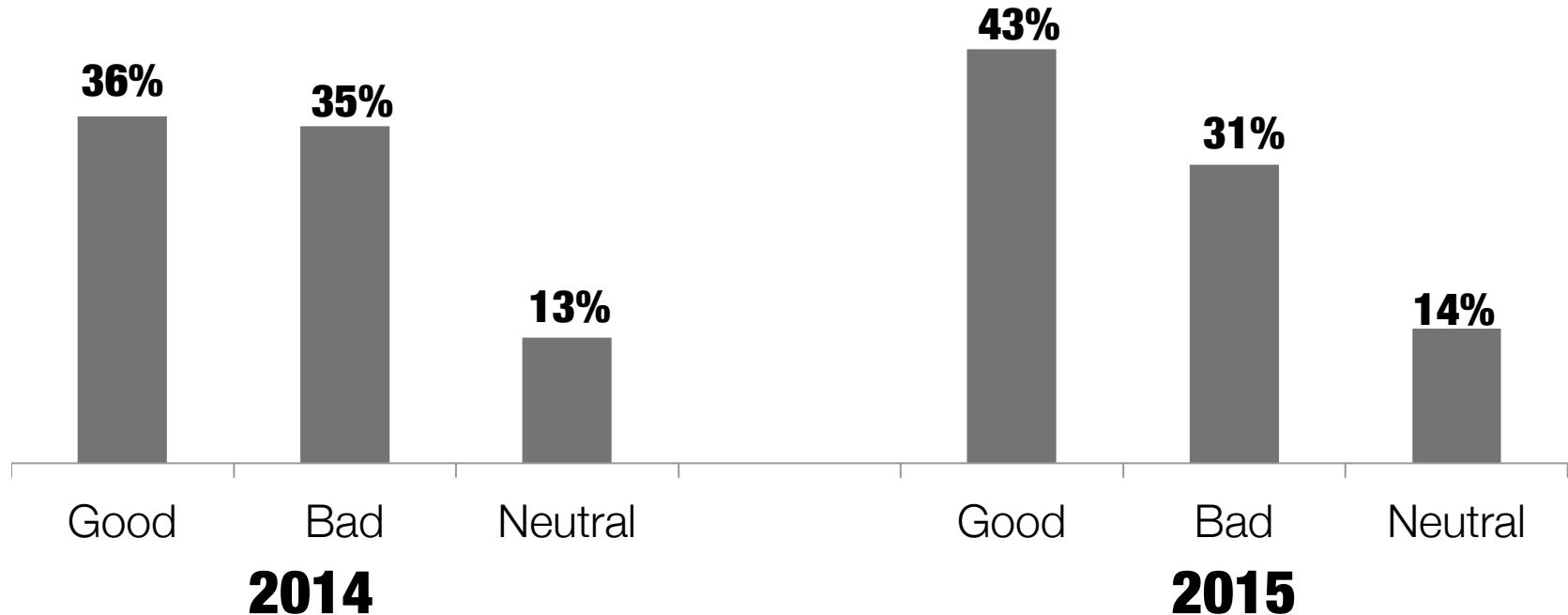
Among those who heard about CU-Boulder: And do you recall whether what you read or saw about CU-Boulder was an ad, or was it a news story about CU-Boulder?



	2014	2015
Advertisement	24%	26%
News story	60%	53%
Both	10%	14%
Not sure	6%	7%

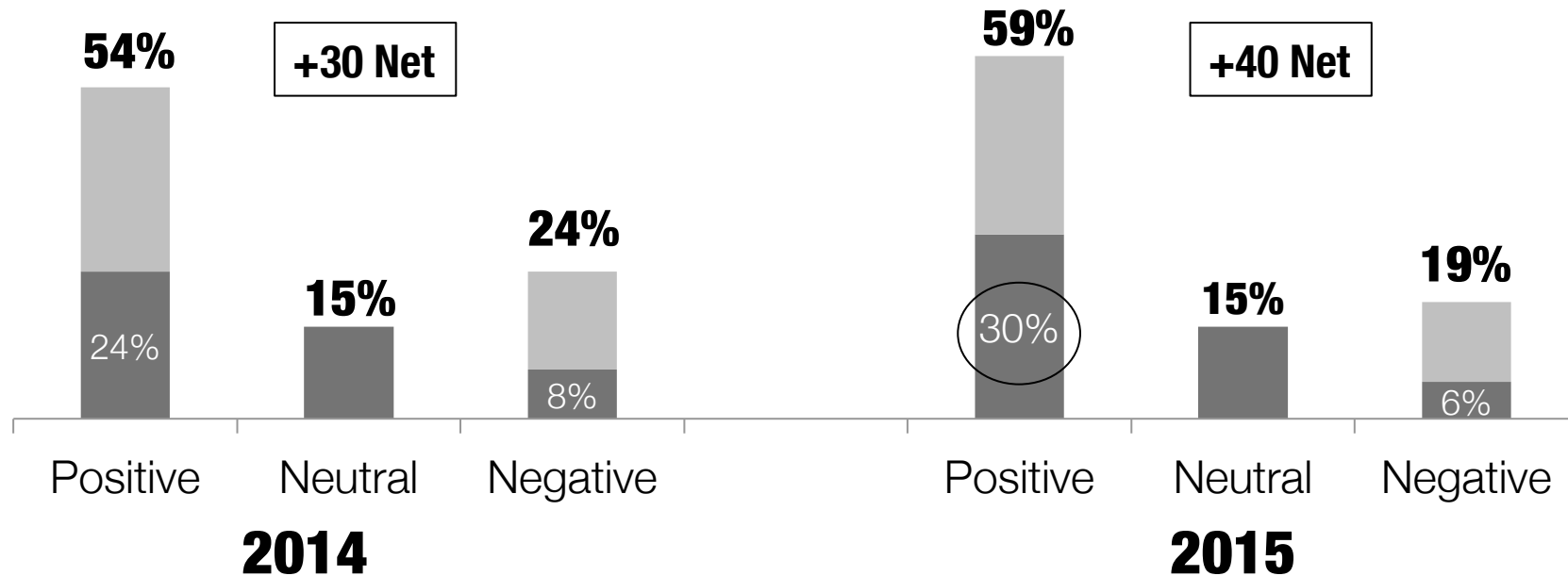
The amount of good news voters heard went up and the amount of bad news went down. There was an increase of 7-points in the amount good news voters heard about CU-Boulder coupled with a 4-point drop in bad news voters saw for a net-improvement of 11-points from 2014.

Among those who heard news story: And can you recall whether what you read or saw in the news was something good or something bad about CU-Boulder?



CU-Boulder saw a net-gain of 10 points on its reputation from 2014 to 2015. Importantly, the greatest reputational gains have been among those with a very positive impression of the University as it increased six-points from 2014.

Change in Perception 2014-2015



CU-Boulder's reputational growth is not driven by environmental shifts in receptivity toward area higher education institutions. Peer universities did not match CU-Boulder's reputational growth over the past year.

	2014 Very Positive Impressions	2015 Very Positive Impressions	Net Increase (2015-2014)
CU-Boulder	24%	30%	+6
CSU	35%	38%	+3
Colorado School of Mines	55%	56%	+1
University of Denver	29%	30%	+1
CU-Colorado Springs	13%	13%	0
ASU	8%	8%	0
CU-Denver	23%	20%	-3

Ranked by Net Increase

confidence interval of plus or minus 4.3 percentage points

Changes to CU-Boulder's Reputation Over Time by Gender, Age, Education

The greatest reputational improvements over the past year have been among voters 18-34, 45-54, and post-graduates.

	CU-Boulder Champions 2014	CU-Boulder Champions 2015	Net Change (2015-2014)
All voters	24%	30%	+6
Men	23%	27%	+4
Women	25%	33%	+8
18-34	25%	37%	+12
35-44	17%	24%	+7
45-54	20%	33%	+13
55-64	26%	26%	0
65 or older	31%	28%	-3
HS education/less	23%	24%	+1
Some college	18%	24%	+6
College graduate	28%	29%	+1
Post-grad education	28%	41%	+13

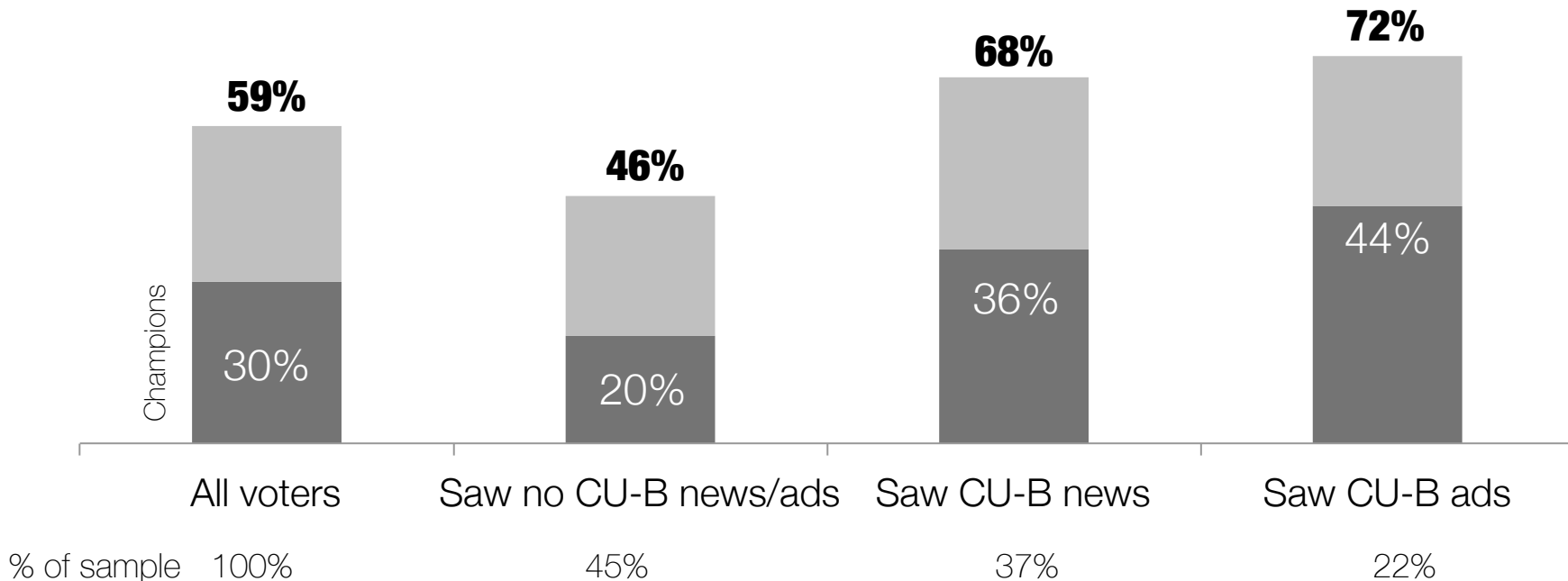
Regionally, CU-Boulder experienced the greatest reputational growth in the North Corridor and Western Slope while it stalled in Denver and Colorado Springs/Pueblo.

Changes to CU-Boulder's Reputation Over Time by Region, Race/Ethnicity

	CU-Boulder Champions 2014	CU-Boulder Champions 2015	Net Change (2015-2014)
All voters	24%	30%	+6
Metro Area	26%	34%	+8
Non-Metro Area	21%	25%	+4
Denver	28%	26%	-2
Colorado Springs/Pueblo	22%	23%	+1
North Corridor	23%	32%	+9
Western Slope	19%	28%	+9
White	25%	30%	+5
Hispanic	33%	35%	+2
Other	37%	37%	0

Paid and earned touch-points have a positive impact on CU-Boulder's statewide reputation. This is particularly true when voters see an advertisement from CU-Boulder as 44% of those adults say they are very positive toward the University – 14-points higher than all voters.

Positive Attitudes Toward CU Boulder



Darker colors represent intensity (i.e. very positive or very negative)