



OFFICE OF ADMISSIONS





OFFICE OF COMMUNICATIONS

ENROLLMENT SUPPORT TEAM

66,318 CALLS ANSWERED

3,752 CHAT REQUESTS

3,000+ OUTGOING CALLS

106 RELEASES & COORDINATIONS

AD EQUIVALENCY: **\$237,088**

106 RAVE NOTICES

68 ENROLLMENT ALERTS

38 KNIGHT ALERTS

MGA FACEBOOK

1216 POSTS

REACHED

1,076,006 USERS

WITH

60,100 USERS ENGAGED

548 ARTICLES POSTED TO **InsideMGA**

WHICH GARNERED

286,759 VIEWS

573 Tweets

@1,189 Mentions

#407,000 Impressions



OFFICE OF MARKETING

431 CREATIVE PIECES FOR 40 OFFICES & DEPARTMENTS ON ALL 5 CAMPUSES

19 LOCAL, STATEWIDE, AND REGIONAL DIGITAL AD CAMPAIGNS

7 MAJOR AD CAMPAIGNS WITH 55 ADS IN TRADITIONAL MEDIA

9 MAJOR CREATIVE PROJECTS

INCLUDING

Georgia Academy • MGA Homecoming • VECTR • Recruitment • Regents' Engineering Pathways Program • Graduate Studies • Robo Bibb Team • President's Annual Report • Magnolia Soapbox Derby • Georgia Academy

22 PARTNERSHIPS IN THE MGA SERVICE AREA

40+ PHOTO / VIDEO PROJECTS ON 3 CAMPUSES

PARTNERSHIPS OR ADVERTISEMENTS WITH

19 HIGH SCHOOLS IN 5 COUNTIES