Office of Admissions

- 72,806 calls, texts, and emails to prospective students
- 2,707 prospective students toured an MGA campus
- 711 on Saturday tours
- 37,221 mail pieces sent to prospective and admitted students
- 58,000 documents scanned
- 8,000 undergrad student applications
- 5,000 students admitted
OFFICE OF COMMUNICATIONS

ENROLLMENT SUPPORT TEAM

- 66,318 Calls Answered
- 3,752 Chat Requests
- 3,000+ Outgoing Calls

106 Releases & Coordinations

$237,088 AD Equivalency

RAVE NOTICES

- 106

Enrollment Alerts

- 68

Knight Alerts

- 38

548 Articles Posted to InsideMGA

- 286,759 Views

MGA FACEBOOK

- 1216 Posts

REACHED

- 1,076,006 Users with
- 60,100 Users Engaged

573 Tweets
@1,189 Mentions
#407,000 Impressions
OFFICE OF MARKETING

431 CREATIVE PIECES FOR 5 CAMPUSES

40 OFFICES & DEPARTMENTS ON 5 CAMPUSES

19 LOCAL, STATEWIDE, AND REGIONAL DIGITAL AD CAMPAIGNS

7 MAJOR AD CAMPAIGNS WITH 55 ADS IN TRADITIONAL MEDIA

9 MAJOR CREATIVE PROJECTS

22 PARTNERSHIPS IN THE MGA SERVICE AREA

40+ PHOTO / VIDEO PROJECTS ON 3 CAMPUSES

19 HIGH SCHOOLS IN 5 COUNTIES