



## MARKETING & COMMUNICATIONS DEPARTMENT

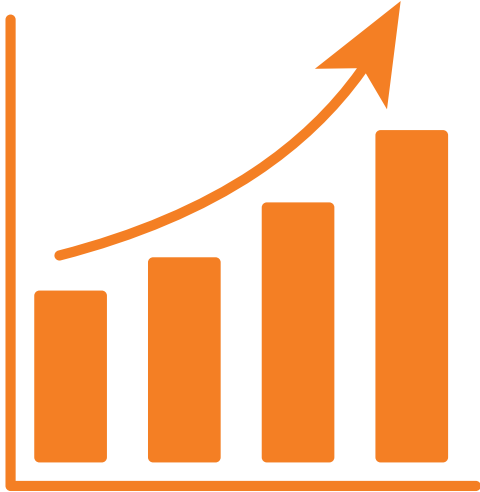
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# 2020 ANNUAL REPORT

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OCTOBER 1, 2019 - SEPTEMBER 30, 2020

# OUR GROWTH



## VCE WEBSITE

**Total Pageviews:** 190K (31.9% Increase)

**New Visitors:** 36K (4.15% Increase)

## FACEBOOK

**New Likes:** 751 (38.6% Increase)

**New Followers:** 900

**Reach:** 370K (29% Increase)

## EMAIL LISTS

**Events:** 6,954 Contacts (52.6% Increase)

**Connection Weekly:** 1,458 Contacts (60% Increase)

**Total Campaigns Sent:** 161

## MEDIA

**Mentions:** 103

**News Releases:** 17

**New Media Contacts:** 182



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New Team  
Members

42

Virtual  
Events

161

New Project  
Request

# THE STATS

## EVENTS

**Total:** 85

October 2019: 11

November 2019: 8

December 2019: 1

January 2020: 9

February 2020: 14

March 2020: 6 (16 cancelled)

April 2020: 4 (15 cancelled)

May 2020: 3 (10 cancelled)

June 2020: 5 (9 cancelled)

July 2020: 5 (1 postponed)

August 2020: 7

September 2020: 12

## THE BLOG (LAUNCHED NOV. 2019)

**Total:** 17 Articles

4H: 1

ANR: 10

Aquaculture: 1

FCS: 5

## SOCIAL FOLLOWERS

**Facebook:** 4,273

**Twitter:** 686

**Instagram:** 774

## PROJECT REQUESTS

**Total:** 161

4H: 24

Academics: 1

ARS: 10

Agency 234 General: 27

ANR: 28

Aquaculture: 17

FCS: 12

SFOP: 42

## EDITING

**Total:** 30 Assignments

# THE STATS

## VIDEO PRODUCTION

- 4 videos for black history month. Used on social media, shared on Instagram and Facebook
- 3 program highlight videos for display at VESA conference
- iCongress Promotional video filming and editing (in person turned virtual)
- VSU VCE specialist video for Fall Conference ~ 400 participants
- 7 video scripts
- Various videos/post-edits for VCE virtual programming

## PROFESSIONAL DEVELOPMENT TRAININGS OFFERED

- VCE Program Leadership Forum -- Delivering virtual Extension Programming
- Association for Communications Excellence (national) -- Delivering Virtual Extension Programming
- VCE 4-H Youth and 4-H Youth Leaders -- Social Media
- University of Maryland Eastern Shore -- Facebook Live
- West Virginia State University -- Marketing & Communications Processes & Procedures Best Practices

# BEYOND THE SCOPE

## CONTINUED SUPPORT PROVIDED TO ADDITIONAL AGENCIES AND ORGANIZATIONS

- Association of 1890 Extension Administrators
- Association of 1890 Research Directors
- Southern Region Program Leadership Network
- Virginia State University

## ADDITIONAL MAJOR PROJECTS

- Judged the National Association of Extension 4-H Youth Development Professionals Regional Awards
- Developed new VCE Emergency Preparedness webpages
- Directed Agency 234 and Co-Directed Virginia Cooperative Extension System-Wide COVID-19 Internal Communications
- Co-Chaired the Marketing & Communications Committee of the Virginia Cooperative Extension System-Wide Organizational Effectiveness Initiative
- Provided Leadership and Video Support for the National Celebration of the 130th Anniversary of the Signing of the 2nd Morrill Act
- Developed and Managed VSU's Role in the National Celebration of the 130th Anniversary of the Signing of the 2nd Morrill Act

# BEYOND THE SCOPE

## ADDITIONAL MAJOR PROJECTS

- Developed a Comprehensive Timeline of the History of Virginia Agriculture (Multi-Purpose)
- Developed Communications and Marketing Efforts for New VSU Food and Agri-Science Scholarship Program
- Published Two Issues of Connection Magazine
- Organized COA presence at following TRADE SHOWS:
  - AgriBiz Council Legislative Banquet
  - VABF Annual Conference
  - VDACS Food & Beverage Expo

