



University of Nevada, Reno

#Vermontfor50

An emerging university is drawing students from across the nation, and finds a creative way to say so



2016 Sierra Nevada PRSA Silver Spike Award Entry
Category: Program #1 – Overall Campaign

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University of Nevada, Reno

I. Program Summary

#Vermontfor50

Program Summary: An emerging university is drawing students from across the nation, and finds a creative way to say so

Student diversity, including geographic diversity, is a key factor in recruiting new students to the University of Nevada, Reno, ranked in the top tier of “best national universities” by the *U.S. News and World Report*. An unusual enrollment statistic presented the opportunity to generate awareness of the University’s status as a national university, one that is – more and more – drawing students from across the nation.

Research/Planning:

The University’s fall 2015 enrollment provided us with the genesis for the #Vermontfor50 campaign once we recognized that the only U.S. state not represented in our student body was Vermont. The Marketing and Communications Department partnered with the Office of Prospective Students during the fall 2015 and Spring 2016 semesters to find out why Vermont was the only state not represented in the University’s student body. The University set out to invite five academically qualified students from Vermont to visit the campus, providing airfare and accommodations through a [creative marketing campaign](#).

Budget/Resources:

As earned media and social media engagement were the overarching goals for the campaign, we managed the entire campaign on a limited budget of \$3,000, of which \$1,500 came from the Marketing and Communications budget and \$1,500 came from the Office of Prospective Students (OPS). Nine administrative faculty were involved in the project, including seven full-time employees, one intern and one temporary faculty.

Goal/Action:

Our primary goal with the #Vermontfor50 campaign was to generate awareness of the University’s status as a national university – one that draws students from across the nation – through earned and owned/social media.

Our secondary goal was to host five Vermont high school students, Vermont being the only state missing from the enrollment roster, for a Nevada Bound campus visit, the University’s recruiting program designed to bring prospective students to explore campus. Nevada Bound includes a campus tour, visits with representatives from each of the University’s academic units and student services offices and a meal at the campus’ premiere eatery.

Objectives:

- Increase web sessions by 200 and page views by 500 to the University’s main website, unr.edu., during the campaign’s phase 1 timeframe, September 2015 through January 2016
- Increase time on page from the average 1:31 minutes, to more than 2 minutes
- Use Google Analytics to determine where prospective students, parents and stakeholders were entering the site
 - Drive web traffic primarily through boosted Facebook ads, reach 100 sessions through Facebook
 - Drive web traffic through Instagram posts and the use of the hashtag #Vermontfor50, reach 200 engagements on Instagram
 - Drive web traffic through Twitter posts and engagement, reach 50 interactions on Twitter
 - Drive web traffic through a full-page newspaper ad, track traffic through unique tracking url

Target Audiences:

Target audiences were identified for each arm of the campaign. With regard to earned media, our audience included nationwide news and media sources outside of our local area. For our secondary audience, we wanted to reach families with juniors or seniors in high school who were considering college. And with social media, we wanted to engage our students, our alumni base and local community, to ask them to like, share and retweet to their networks, as well as Vermont residents, businesses such as Ben and Jerry’s Ice Cream and Lake Champlain Chocolates, and dignitaries including the Governor and Lt. Governor of Vermont and the Burlington Mayor.

Execution:

The University purchased a full-page print ad in the form of a letter from the University’s Director of Admissions, quite handily named Steve Maples, placed both in the Burlington Free Press newspaper on Sunday, Sept. 27, 2015 (phase 1), and its sister publication, [the College Edition](#) in print and online two weeks later (phase 2), along with a coordinated social media campaign, #Vermontfor50, covering both phases.

We reached out to the currently enrolled out-of-state student base and asked them to write on either a white board or chalkboard why they chose the University, then compiled them into a video, which was shared on YouTube, Facebook and Twitter. Photos, including photos of students, campus and campus life, were shared on Facebook, Twitter and Instagram. All social media tags and web links were campaign tagged for tracking purposes and monitored through Google Analytics.

The University's Marketing and Communications Department had two e-newsletters, Nevada Today, which targeted internal audiences of faculty and staff, and University Weekly, which distributed to nearly 35,000 alumni, donors, members of the media and other stakeholders. A news story was also posted on Nevada Today, the University's main site for news and information, which captures more than 21,500 sessions per month.

Evaluation/Impact:

We had quite the response with this campaign. More than 48 prospective students from Vermont initially applied for the Nevada Bound trip, and 32 students continued to email the University with high interest. Once the Office of Prospective Students contacted the first five, they awaited responses, with little to no follow-through with the students. They ended up communicating with 15 potential Vermont students total, receiving four total transcripts to verify admissibility, verified three, and sent approval to travel to all three. Unfortunately, after several attempts to schedule flights, not one student took the University up on the travel offer. The issue being that a parent was needed to accompany and lodge with the student in Reno. Many families said the offer was cost prohibitive.

Although the campaign did not garner an enrolled student from Vermont, the #Vermontfor50 campaign helped expose the University in a number of communication channels and to a variety of audiences nationwide and in our primary recruitment markets. It made quite a mark in Nevada and helped our priority and regional audiences understand this is now a national university.

Earned media:

Earned media garnered publication in more than 38 local and national outlets, most notably the [Wall Street Journal](#) (10/13/15), the [New York Post's Weird but True](#) section (9/27/15) and USA Today's [News from across the USA](#) (9/29/15) news briefs. The Associated Press and the Gannett network of news outlets also picked up and distributed the story. According to Cision reports, earned media value topped \$503,000.

Student applicants:

More than 48 prospective students from Vermont applied for the Nevada Bound trip. Three students received verified admissibility to the University, but not one student satisfied the travel offer, nor enrolled.

Digital highlights:

The campaign drove 394 web sessions with a total of 925 page views, and time on page from readers who came from the Twitter post outperformed the average time on page for www.unr.edu, staying an average of 3:11, which is typically 1:31.

Facebook posts drove the most traffic to the home page, with 168 sessions and an average of two page views (336) per visit, with 1:30 average time on page. Twitter had 123 sessions and 265 page views per session (2.15 average), and drove the longest time on page, at 3:11. The print ad garnered the highest average of page views (3.34) for its 93 sessions and 311 page views, with 1:40 time on page. Curated content drove the fewest sessions and page views, at 10 and 13 respectively.

Instagram:

#Vermontfor50 was the second most used hashtag monitored on University social media channels for the reporting period of 9/24-10/20/15 with four uses, the second most engaged hashtag with 795 engagements, and the top Instagram post with 358 engagements. #GreenMountainState was the University's 10th-most engaged with 53 engagements.

Twitter:

Engagements increased by 81.6% over previous date range.



University of Nevada, Reno

II. Supporting Materials

Print and Online Ads

We have students from
49 different states
– but not a single student
from Vermont.

Not. A. Single. One.

Having just one Vermont
student would be sweet.

unr.edu/Vermontfor50



University of Nevada, Reno



#Vermontfor50

AN OPEN LETTER TO THE GOOD PEOPLE OF **VERMONT**

From Dr. Maples. (Seriously.)



Steve Maples, Ph.D. • Director, Admissions
University of Nevada, Reno

Dear Vermonter,

We just welcomed our largest freshman class ever — bringing a total of just under 21,000 of the best and brightest students we've ever had on campus.

We now have students from 49 different states and Washington, D.C. — but not a single, solitary student from the great state of Vermont. Not. A. Single. One.

Can you believe it?

Neither can we. After all, we understand that Vermonters like to ski and snowboard. (We have a dozen world-class resorts within an hour of campus, including Squaw Valley, Heavenly and Alpine Meadows.)

And, we gather that Vermonters like water sports — and water monsters. (You have amazing Lake Champlain and “Champ.” We have gorgeous Lake Tahoe and our own “Tahoe Tessie” — just 45 minutes from campus.)

We've also heard that some Vermonters are famously frugal — which is great, because tuition at the University of Nevada, Reno is one of the best values among U.S. News & World Report's top tier national universities.

We'll Fly Out The First 5 Students Who Make The Grade.

So do us a favor. Tell one of your favorite bright, adventurous high school juniors or seniors about the University of Nevada, Reno. If he or she is qualified (our entering freshmen have an average high school GPA of 3.37; SAT Math 540, SAT Reading 525), we'll fly out the first five students who respond to this offer for a Friday Nevada Bound™ campus visit.

Here, they'll tour our lush, 250-acre campus, have lunch with other students, talk with faculty and advisors, and be back in Vermont in time for Saturday dinner. For details, or to be one of the first five, please email asknevada@unr.edu and put “#Vermontfor50” in the subject line.

Having just one Vermont student to round out our list would be sweet. Just like that Vermont Maple Creemee we all love so much.

Thanks for your help in making us truly a national Tier 1 university.

Sincerely,

Steve Maples, Ph.D.
Director, Admissions

#Vermontfor50



University of Nevada, Reno
unr.edu/vermontfor50

Burlington Free Press, Sunday, Sept. 27, 2015 print only.

Burlington Print Ad website analytics:

9/24/15 – 10/7/15 Ranked by sessions and page views by ad content

Total sessions = 68; page views = 196; average page views per session = 2.73

Visitors from Vermont sessions = 14; page views = 52

Curated content (unr.edu/visit, unr.edu/tour and unr.edu/Nevada-bound): 2 sessions, 2 page views

Average session duration: 4:05 minutes; average time on page 2:21 minutes

2016 Sierra Nevada PRSA Silver Spike Award Entry - #Vermontfor50: Overall Campaign

Burlington Free Press COLLEGE EDITION Fall 2015

University of Nevada, Reno

Are you ready for four years of full tilt academic adventure? Hold on to your backpack, because here we go.

The University of Nevada, Reno is Nevada's leading university and is ranked by U.S. News & World Report in the top 100 of best national universities.

Over the past decade, we've grown steadily in enrollment, attendance and reputation, thanks to our focus on student success, work and learning centers, and faculty that benefits communities and businesses across our state, region, and world.

This fall, we launched our Undergraduate and graduate students in campus, including students from 49 different states, Washington, D.C., and around the world.

Located where the high Sierra and Lake Tahoe meet the high desert, you may have heard of Burning Man? The Reno-Tahoe region is an outdoor sports lover's dream, with a wide, dry climate, easy access to a calendar filled with amazing special events, including the Reno Rodeo, Arroyo Fire & Light Night, the Great Sierra Ballroom Race, the National Championship Air Show, the Nevada Chamber Music Festival and much, much more.

Students here seek a truly transformative opportunity and find it here at the University of Nevada, Reno. Here, there appears to be an endless array of research, awards — and student success stories. In fact, in the past five years, we've been named a "New York Times Best Buy" in higher education.

Reno is offering a rigorous education, and our students describe the University as fun, beautiful, friendly, and welcoming. They graduate in four years, with little to no student debt — and higher starting salaries than peer institutions. Add in that 100% of students, on average, find a job or continue their education within six months of graduation, and you can see why the majority of freshmen choose the University of Nevada, Reno as their #1 choice, their parents' #1 choice, and their high school counselor's #1 choice.

University of Nevada, Reno By The Numbers

- 90% of students are employed or in graduate school within one year of graduation
- \$200 million in new state-of-the-art facilities since 2007
- 24th in the nation for best online Executive MBA program, as recognized by Princeton Review
- 17 authors in Congress, five governors and three U.S. Senators
- 5th fastest growing research university
- 14 average incoming freshmen GPA
- 121 average student faculty ratio
- 42% of 2014 incoming freshmen students made underrepresented students
- 2nd undergraduate major
- 45 academic programs in pipeline
- 250+ clubs, organizations and activities
- 167 days a year, get your adrenaline on in the Reno-Tahoe region
- 250+ online up courses for a number of areas (online magazine, 2015)
- National Geographic named Reno as a top 10 amazing city to visit in the nation

Three Ways to Visit Campus

1. **Virtual Tour:** Get an entire look at the University of Nevada, Reno in just 10 minutes. Visit our virtual tour on the right for an interactive and virtual tour look at our dynamic and growing campus.
2. **Walking Tour:** The University offers year-round walking tours of campus. Student Ambassadors guide prospective students, parents and other visitors around the
3. **Discovery's 2014 Best Campus during the 90-minute tour, allowing you to explore the campus in person.**

Financial Aid and Scholarships: <http://www.unr.edu/scholarships>

Admissions: <http://www.unr.edu/admission>

AN OPEN LETTER TO THE GOOD PEOPLE OF VERMONT
From Dr. Maples. (Seriously.)

Dear Vermonters:

We just welcomed our largest freshman class ever — bringing a total of just under 21,000 of the best and brightest students and we even had one campus.

We now have students from 49 different states and Washington, D.C. — but not a single, solitary student from the great state of Vermont. Not a single one.

Can you believe it?

Neither can we. That's all, we understand that Vermonters like to ski and snowboard. (We have a dozen work class resorts within an hour of campus including Sugarloaf Valley, Heavenly, and Alpine Meadows.)

And we gather that Vermonters like water sports — and water members. (We have amazing Lake Champlain and "Champ". We have gorgeous Lake Umbagog and our own "Yahaw Lake" — just 45 minutes from campus.)

We've also heard that some Vermonters are fairly shy. (which is great, because tuition at the University of Nevada, Reno is one of the best values among U.S. News & World Report's top ten national universities.)

We'll Fly Out the First 5 Students Who Make The Grade:

So do us a favor. Tell one of your favorite bright, achievement high school juniors or seniors about the University of Nevada, Reno. If he or she is qualified (our entering freshmen have an average high school GPA of 3.37, SAT Math 540, SAT Reading 525) we'll fly out the first five students who respond to this offer for a Friday Nevada Bound™ campus visit.

Here, they'll tour our 10th, 250-acre campus, have lunch with other students, talk with faculty and advisors, and be back in Vermont in time for Saturday dinner. For details or to become one of the first five, please email asknevada@unr.edu and put "Vermontfor50" in the subject line.

Having just one Vermont student to send out this list would be great, just like that Vermont Maple Cheesecake we all love so much.

Thanks for your help in making us truly a national Tier 1 University.

Sincerely,
Steve Maples, Ph.D.
Director, Admissions

#vermontfor50

University of Nevada, Reno
unr.edu/vermontfor50

Burlington Free Press College Edition insert, Sunday, Sept. 27, 2015 print edition

Burlington Free Press College Edition, Thursday, Oct. 8, 2015 online edition and email blast to households in the Burlington area with income >\$65,000

10/8/15 – 10/20/15 Ranked by sessions and page views by ad content

Total sessions = 23; page views = 111; average page views per session = 4.37

Visitors from Vermont sessions = 5; page views = 9

Curated content (unr.edu/visit, unr.edu/tour and unr.edu/Nevada-bound): 1 session, 1 page views

Average session duration: 2.31 minutes; average time on page 45 seconds

2016 Sierra Nevada PRSA Silver Spike Award Entry - #Vermontfor50: Overall Campaign

Earned Media

We have students from
49 different states
– but not a single student
from Vermont.

Not. A. Single. One.

Having just one Vermont
student would be sweet.

unr.edu/Vermontfor50




University of Nevada, Reno

#Vermontfor50

Earned Media Coverage 9/24/15 – 10/20/15

Earned media garnered publication in over 38 local and national outlets, most notably the [Wall Street Journal](#) (10/13/15), the [New York Post's Weird but True](#) section (9/27/15) and USA Today's [News from across the USA](#) (9/29/15) news briefs. The Associated Press and the Gannett network of news outlets also picked up and distributed the story. According to Cision reports, earned media value topped \$503,000.

News Headline	News Date	Outlet Name
UNR launches campaign to attract a Vermonter	9/25/2015	Reno Gazette-Journal Online
UNR campaigns to attract Vermonters	9/26/2015	Reno Gazette-Journal
Washoe key in Nevada elections	9/26/2015	Reno Gazette-Journal
Washoe key in Nevada elections	9/26/2015	Reno Gazette-Journal
WEIRD BUT TRUE	9/27/2015	New York Post
University of Nevada, Reno seeking Vermont students	9/27/2015	Associated Press
University of Nevada, Reno seeking Vermont students	9/27/2015	Associated Press
University of Nevada, Reno seeking Vermont students - News - KRXI Nevada News"> University of Nevada, Reno seeking Vermont students - Local News - KRXI-TV">	9/27/2015	KRXI-TV Online
University of Nevada, Reno seeking Vermont students	9/28/2015	Globble
University of Nevada, Reno seeking Vermont students	9/28/2015	Houston Chronicle Online/chron.com
University of Nevada, Reno seeking Vermont students	9/28/2015	KTVN-TV Online
University of Nevada, Reno seeking Vermont students	9/28/2015	My informs
University of Nevada, Reno seeking Vermont students - SFGate	9/28/2015	San Francisco Chronicle Online
University of Nevada, Reno seeking Vermont students	9/28/2015	Beaumont Enterprise Online
University of Nevada, Reno seeking Vermont students KSL.com	9/28/2015	KSL-TV Online
University of Nevada, Reno seeking Vermont students	9/28/2015	WCAX-TV Online
University of Nevada, Reno Seeking Vermont Students	9/28/2015	KOLO-TV Online
University of Nevada, Reno Seeking Vermont Students	9/28/2015	KOLO-TV Online
#Vermontfor50: University of Nevada seeks students from the Green Mountain State	9/28/2015	My News 4 - Online
News 9 at Five	9/28/2015	News 9 at 5 - WMUR-TV

News 4 at Four	9/28/2015	News 4 at Four - KRVN-TV
University of Nevada, Reno Seeking Vermont Students	9/28/2015	KOLO-TV Online
University of Nevada, Reno seeking Vermont students	9/28/2015	KRVN-TV Online
UNR WANTS GREEN MOUNTAIN STUDENTS - KKOH	9/28/2015	http://www.kkoh.com/
#Vermontfor50: University of Nevada seeks students from the Green Mountain State	9/28/2015	KRVN-TV Online
University of Nevada, Reno seeking Vermont students	9/29/2015	Orleans Record, The
University of Nevada, Reno seeking Vermont students	9/29/2015	Orleans Record, The
Vermontfor50: University of Nevada, Reno	9/29/2015	Nevada News
Channel 2 News 5:30PM	9/30/2015	Channel 2 News at 5:30 - KTVN-TV
Channel 2 News 6:30PM	9/30/2015	Channel 2 News at 6:30 - KTVN-TV
Sweet Deal for Students from Vermont to Come to UNR - KTVN	10/1/2015	http://www.ktvn.com/
Hot Commodity: Students From Vermont	10/12/2015	Topix
Hot Commodity: Students From Vermont	10/12/2015	Wall Street Journal Online
Hot Commodity: Students From Vermont	10/12/2015	Wall Street Journal Online
#Vermontfor50: Dozens of Vermont students respond to University of Nevada campaign	10/17/2015	My News 4 - Online
#Vermontfor50: Dozens of Vermont students respond to University of Nevada campaign	10/18/2015	KRVN-TV Online

Social Media

We have students from
49 different states
– but not a single student
from Vermont.

Not. A. Single. One.

Having just one Vermont
student would be sweet.

unr.edu/Vermontfor50



University of Nevada, Reno



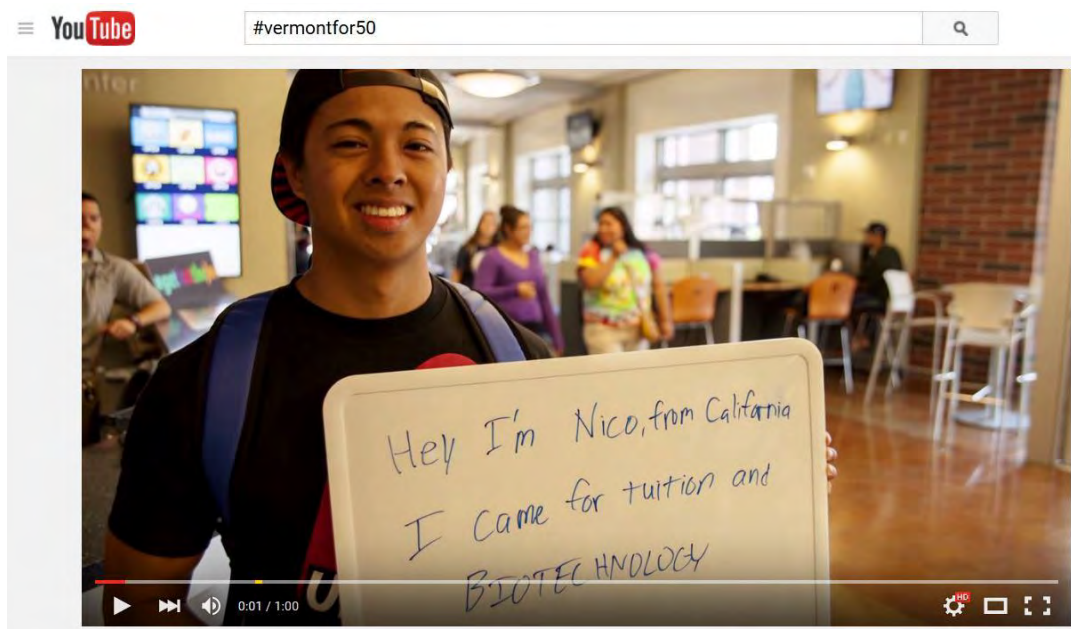
#Vermontfor50

YouTube: Video

As part of the grassroots, earned media arm of the campaign, we created [a one-minute video](#) featuring out-of-state students communicating why they chose to attend the University of Nevada, Reno. The concept was to keep it simple and authentic by letting students choose the way they wished to convey their message in a written format. We offered paper, chalkboard and white board options and photographed them in various locations around campus. We stitched the photos together with our own message sprinkled throughout.

We embedded the video in a Facebook post, and tweeted the link. Facebook engagement was tremendous, with 79 shares, 328 likes, 40,275 people reached and 24 comments.

Twitter received two favorites, and YouTube had 117 views as of Oct. 7.



Facebook



Facebook 9/24/15 – 10/7/15 Ranked by sessions and page views by ad content

Facebook total sessions = 151; page views = 271; average page views per session = 1.79

Facebook visitors from Vermont sessions = 10; page views 17

Facebook average session duration: 1:24 minutes; average time on page 1:45 minutes

Message	Date	Reach	Clicks	Likes, Comments Shares	Event
 This ad ran in the Burlington Free Press today. Know anyo... <i>September 27, 2015 11:15 am</i>	9/27/15	7.5k	964	236	BFP print ad
 Got #PackPride? Help us get #Vermontfor50 by r... eaching out to anyone and everyone you know i	9/25/15	7.7k	405	103	
 The University of Nevada, Reno is offering high s... chool students in Vermont the opportunity to get	9/28/15	8.9k	609	255	
 Hey Wolf Pack - What would you call a new Ben... & Jerry's ice cream flavor to support our hunt for	9/28/15	8.6k	478	76	
 #GreenMountainState - Here is why our students... come to the University of Nevada, Reno from all o	9/29/15	40.8k	2.8k	629	Video
 #GreenMountainState, the Burlington Free Press... online College Edition shows why The University	10/8/15	4.2k	265	52	College Edition online
 The Wall Street Journal picked up the University's... #Vermontfor50 efforts! #PackPride	10/13/15	23.8k	965	294	Wall Street Journal
Totals		101.5k	6,486	1,645	

Rank		Rank	
1		3	
	<p>Facebook 2 – 80 sessions; 150 page views 1 share; 89 likes; 7,398 people reached 4 comments</p>		<p>Facebook 3 – 43 sessions; 77 page views 47 shares; 152 likes; 8,458 people reached; 1 comment</p>

5

University of Nevada, Reno With Sally LeDuc
Published by Kathie Taylor (7) · September 27 at 11:15am · Edited (1)

This ad ran in the Burlington Free Press today. Know anyone in Vermont? Tag them in this photo or share! #Vermontfor50 <http://ow.ly/SAWHY>



7,233 people reached

Boost Post

Like Comment Share

Natalie Savidge, Patty Anderson Hartley, Linda Johnston and 98 others like this.

53 shares

Write a comment...

- Lisa DenBleyker Amazing marketing! You will get Vermont represented!
Unlike Reply Message 1 · September 28 at 7:53am
- Christopher Cauchon What a great campaign! Shared.
Unlike Reply Message 1 · September 28 at 8:22pm

View 12 more comments

Facebook 5 – 27 sessions; 43 page views
53 shares; 102 likes; 7,233 people reached; 14 comments

University of Nevada, Reno
Published by Kathie Taylor (7) · September 29 at 9:04am · Edited (1)

#GreenMountainState - Here is why our students come to the University of Nevada, Reno from all over the country and the world. Vermont high school students, get #NevadaBound! #vermontfor50



40,275 people reached

Boost Post

13k Views

Like Comment Share

Natalie Savidge, Tiffany Dobbyn, Brianna Hughes and 325 others like this.

79 shares





Write a comment...

- Nicolé Allen I was born and raised in Vermont and attend UNR, but I guess since I moved to and graduated from a Nevada high school that I don't count? That kinda stinks.
Unlike Reply Message 1 · October 1 at 8:45am
- University of Nevada, Reno We love that you are from Vermont! Even though it's not officially on the books, you totally count. Thanks for raising your hand!
Like Reply Commented on by Kathie Taylor (7) · October 1 at 11:44am

Honorable mention –
79 shares; 328 likes; 40,275 people reached; 24 comments

Twitter

Twitter 9/24/15 – 10/7/15 Ranked by sessions and page views by ad content
 Twitter total sessions = 120; page views = 262; average page views per session = 2.18
 Twitter visitors from Vermont sessions = 2; page views 3
 Twitter average session duration: 3:45 minutes; average time on page 3:10 minutes

<p>Rank 4</p>  <p>Univ. of Nevada Reno @unevadareno - Sep 26 Almost every state in the country has #PackPride. Almost. #Vermontfor50 #greenmountainstate ow.ly/SxW5W</p> <p>RETWEETS 2 FAVORITES 10</p> <p>9:48 PM - 26 Sep 2015 - Details</p>	<p>Rank 6</p>  <p>Univ. of Nevada Reno @unevadareno - Sep 26 @unevadareno has students from 49 states. Who's missing? #GreenMountainState #Vermontfor50 ow.ly/SxVbN</p> <p>We have students from 49 different states - but not a single student from Vermont. Not. A. Single. One. Having just one Vermont student would be sweet. unr.edu/Vermontfor50</p> <p>RETWEETS 5 FAVORITES 3</p> <p>3:24 PM - 26 Sep 2015 - Details</p>
<p>Twitter 8 – 35 sessions; 92 page views 2 RT; 10 favorites</p>	<p>Twitter 5 – 22 sessions; 64 page views 5 RT; 3 favorites</p>
<p>Rank 7</p>  <p>Univ. of Nevada Reno @unevadareno - Sep 25 Know anyone in Vermont? Show your #packpride and give them a shoutout. #Vermontfor50 ow.ly/SxW5W</p> <p>RETWEETS 3 FAVORITES 6</p> <p>Univ. of Nevada Reno @unevadareno - Sep 25 @unevadareno has students from 49 states. Who's missing? #GreenMountainState #Vermontfor50 ow.ly/SxVbN ow.ly/Idg7hX</p> <p>RETWEETS 3 FAVORITES 2</p>	<p>Rank 8</p>  <p>Univ. of Nevada Reno @unevadareno - Sep 26 Are there wolves in #Vermont? We think there should be! #Vermontfor50 ow.ly/SxYA6</p> <p>RETWEETS 1 FAVORITES 16</p>
<p>Twitter 1 – 13 sessions; 24 page views 3 RT; 7 favorites</p>	<p>Twitter 3 – 11 sessions; 17 page views 1 RT; 16 favorites</p>

<p>9</p>		<p>10</p>	
	<p>Twitter 11– 10 sessions; 19 page views 14 RT; 19 favorites</p>		<p>Twitter 20 – 5 sessions; 6 page views 4 favorites</p>

Instagram

Instagram ranked by likes with comments

<p>Rank 1</p>	<p>Top Instagram post for the time period</p>	<p>Rank 2</p>	
	<p>Instagram 4 – 358 likes, 9 comments</p>		<p>Instagram 1 – 257 likes, 1 comment</p>
<p>Rank 3</p>		<p>Rank 4</p>	
	<p>Instagram 2 – 120 likes, 6 comments</p>		<p>Instagram 3 – 98 likes, 6 comments</p>

Fun ideas

We have students from
49 different states
– but not a single student
from Vermont.

Not. A. Single. One.

Having just one Vermont
student would be sweet.

unr.edu/Vermontfor50



University of Nevada, Reno



#Vermontfor50

Fun ideas that gained traction!

Ben and Jerry's Ice Cream has more than 2 million Twitter followers. We suggested a new flavor, Wolf Pack Snack Attack, which would be vanilla ice cream with Lake Champlain Chocolates (also made in Vermont) mixed in. We included the idea in our media pitch to the Reno Gazette-Journal, and tweeted and posted on Instagram in the hopes Ben and Jerry's would engage. Ben and Jerry's did not, but Lake Champlain Chocolates retweeted our tweet, and local media picked up the story. The RGJ ran it in their online story Friday, Sept. 29.

UNR launches campaign to attract Vermonters

12:38 p.m. PDT September 29, 2015

The University of Nevada, Reno is hoping Dr. Maples can woo a few students from the Green Mountain State.

With an advertising campaign that launches Sunday with an ad in Vermont's Burlington Free Press, UNR's Director of Admissions Steve Maples offers the first five high school juniors or seniors from the state famous for Ben and Jerry's ice cream who meet academic criteria, a free trip to campus.

"We now have students from 49 different states and Washington, D.C. but not a single, solitary, student from the great state of Vermont. Not. A. Single. One," writes Maples in the full-page advertisement.

"Having just one Vermont student to round out our list would be sweet. Just like that Vermont Maple Creemee we all love so much," the ad reads.

According to a June article in the New York Post, a creemee is "served in towering swirls in a cup or a waffle one...and is the simple union of soft-serve ice cream and maple sugar and/or maple syrup."

We have students from 49 different states but not a single student from Vermont.

Not. A. Single. One.

Having just one Vermont student would be sweet.

unr.edu/Vermontfor50

#Vermontfor50

UNR will launch a campaign to attract Vermonters to UNR using #Vermontfor50 on social media. (Photo: Provided to the RGJ)

Playing on Vermonters' affinity for skiing and snowboarding, the letter name-drops Squaw Valley, Heavenly and Alpine Meadows.

"You have amazing Lake Champlain and 'Champ (a legendary sea creature). We have gorgeous Lake Tahoe and our own Tahoe Tessie—just 45 minutes from campus," Maples writes.

The newspaper advertisement launches a social media campaign using #Vermontfor50 on Twitter, Facebook and Instagram.

UNR said it is also contacting dignitaries and alumni to reach out to students from Vermont and plans to suggest a new ice cream flavor to Ben and Jerry's to promote the campaign.

Income	Expenses
\$3,044.00 GROSS INCOME	\$8,158.00 GROSS EXPENSES
\$1,750.00 OPERATING	
\$9,598.00 NET GAIN OR NET LOSS	

Easily track sales and expenses.

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TOP VIDEOS

- Majority Leader Kevin McCarthy quits speaker race 00:50
- 'Snake burglar' crawls on ground during break-ins 01:27
- Obama apologizes after deadly bombing on hospital 01:52
- Woman wins \$327K after harassed by bill collectors

Local Reno NBC affiliate KRNV-TV ran the story on the air, on Facebook and online at mynews4.com with a one-question poll on whether the University should have an ice cream named after it.

KRNV.com

#Vermontfor50: University of Nevada seeks students from the Green Mountain State

Images



Print Story Published: 9/28 3:42 pm
 Share Updated: 9/28 4:12 pm
 Recommend You and 2 others recommend this.
 Tweet 0

RENO, Nev. (MyNews4.com & KRNV) – The University of Nevada hosts students of every state from sea to shining sea, except one: Vermont.

In an effort to draw Vermont students to the Silver State, university officials launched an advertising and incentive campaign offering five seniors or juniors – who meet certain criteria – a free trip to tour the campus.

The “Vermont for 50” campaign now appears in several publications across the Green Mountain State.

To extend the olive branch further, the University of Nevada has reached out to famed Vermont ice cream company Ben and Jerry’s in hopes of creating a Pack-themed pint.

The ice cream would be called the Wolf Pack Snack Attack and would feature vanilla-flavored ice cream swirled with Vermont-made sea salt-almond caramels from Lake Champlain Chocolates.

Do you think Ben and Jerry’s should name an ice cream flavor after the University of Nevada? [more]

- Yes
- No

Vote Now

Join the campaign on social media by using hashtag #Vermontfor50 on Facebook, Twitter, and Instagram.

Facebook



University of Nevada, Reno

Sep 28, 5:15pm

Hey Wolf Pack - What would you call a new Ben & Jerry’s ice cream flavor to support our hunt for a student from Vermont to get #Vermontfor50? We thought Wolf Pack Snack Attack. Tell us what you think below, and then be sure to vote on KRNV News 4’s poll of the day.



#Vermontfor50: University of Nevada seeks students from the Green Mountain State
www.mynews4.com

8 shares 63 likes 7 comments

Twitter

LCChocolates retweeted



unevadareno

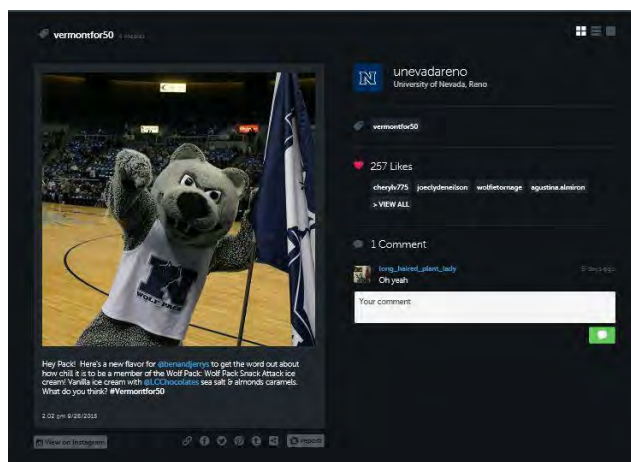
Sep 28, 2:09pm via Twitter Web Client

@benandjerrys New flavor: Wolf Pack Snack Attack! Vanilla with @LCChocolates #vermontfor50
ow.ly/SxYnD



1 retweet 1 favorite

Instagram



Campaign Analytics

We have students from
49 different states
– but not a single student
from Vermont.

Not. A. Single. One.

Having just one Vermont
student would be sweet.

unr.edu/Vermontfor50




University of Nevada, Reno

#Vermontfor50

Vermont for 50 Campaign, Phase 1 Analytics – 9/24/15-10/7/15

Phase 1 is defined by the first Facebook post on 9/24/15 through the day before the online Burlington Free Press College Edition broke.

Launched 9/24/15 at 6 p.m. on Facebook

Source	Number of posts	Session total	Page view totals	Pages by session	Session duration	Average time on Page
Facebook	5	151	271	1.79	1:24	1:45
Twitter	24	120	262	2.18	3:45	3:10
Print Ad	1	68	196	2.73	4:05	2:21
Curated Content	1	2	2	UNK	UNK	UNK
Instagram	4					

Campaign performance by date:

Date	Sessions	Event	Media
9/24	8	First social media post on Facebook	
9/25	70	Twitter, Instagram	RGJ
9/26	44	Facebook, Twitter, Instagram	
9/27	44	Ad broke, Facebook, Twitter, Instagram	Burlington Free Press full page ad and College Edition
9/28	66	Facebook, Twitter, Instagram	KRNV – Ben & Jerry's evening news and Facebook poll; KOLO 5:30 p.m.; WMUR Manchester, NH; The Reno Memo; New York Post – Weird but True; Orleans County Record – Montpelier, VT (AP)
9/29	37	Facebook (video), Twitter	KTVN 5 a.m. and 6 a.m.; 8:25 a.m. 99.1 FM 9:30 a.m.; :30 p.m.; Nevada Today
9/30	30	Facebook, Twitter, Instagram	KTVN 5:30 p.m.
10/1	11	Twitter	Wall Street Journal request, pitch letters sent to Today Show, GMA, Ellen
10/2	14		
10/3	1		
10/4	8		
10/5	9	Twitter post re: Amtrak derailment, no hashtag included	
10/6	3		
10/7	2		
10/8		Facebook, Twitter	Begin Phase 2: Burlington Free Press online College Edition dropped

Where did campaign traffic originate?

We watched to see where we were driving the most traffic. It made sense that we got the most sessions from Nevada, as we were reaching out via social media and asking our network to forward, share and retweet our information to people they might know in Vermont. California sends as many students to the University as Las Vegas does, so it also made sense that California's numbers were high. We were excited to see Vermont in the number 3 slot, as well as a few other eastern states in the mix.

Region

Region	Sessions	Pageviews
Nevada	192	434
California	62	110
Vermont	29	71
District of Columbia	7	9
Washington	7	11
Massachusetts	4	4
New York	4	4
Texas	3	3
Arizona	2	3
Florida	2	3

Landing pages for visit

Landing Page	Sessions	Pageviews
/	98	606
/admissions	32	122
/nevada-today/news/2015/vermontfor50	29	35
/targetx/inquiries/create	9	11
/academics	8	25
/about/thanks?source=inquiry	3	7
/geology/people/stacia-gordon	3	4
/student-engagement/about-student-engagement/principles-of-good-practice	3	3
/about	2	29
/about/reno-and-lake-tahoe	2	4

Vermont for 50 Campaign, Phase 2 Analytics –10/8/15 – 10/20/15

Phase 2 is defined by the launch of the online Burlington Free Press College Edition. Social media was curtailed at this point.

Launched 9/24/15 at 6 p.m. on Facebook

Source	Number of posts	Session total	Page view totals	Pages by session	Session duration	Average time on Page
Facebook	2	17	65	3.82	2:32	0:54
Twitter	2	3	3	1.0	0:31	0:00
Online Ad	1	23	111	4.37	2:31	0:45
Curated Content	1	7	2	UNK	UNK	UNK

Campaign performance by date: 10/8/15 – 10/20/15

Date	Sessions	Event	Media
10/8	22	Online College Edition breaks; Facebook, Twitter with link	Burlington Free Press
10/9	5		
10/10	0		
10/11	3		
10/12	5	Wall Street Journal online and print stories break	Wall Street Journal and Topix online
10/13	9	Facebook – WSJ story, Twitter	
10/14	1		
10/15	0		
10/16	1		
10/17	1		KRNV Channel 4 news and online
10/18	0		
10/19	0		
10/20	0		

Campaign traffic origination

Region

Region	Sessions	Pageviews
Nevada	30	155
California	7	9
Vermont	5	9
Ohio	2	4
Oregon	2	2
New Hampshire	1	14
Texas	1	1
Cork City	1	1

Landing pages for visit

Landing Page	Sessions	Pageviews
/	37	209
/nevada-today/news/2015/vermontfor50	21	38
/admissions	4	44
/counseling/virtual-relaxation-room/releasing-stress-through-the-power-of-music	3	3
/geology/people/stacia-gordon	2	2
/365/courses/online-courses/details/EDUC/761/104822	1	1
/about/visit-campus	1	1
/academics/online-learning	1	4
/around-campus/facilities	1	4
/biology/people/dennis-murphy	1	1

University Communications

We have students from
49 different states
– but not a single student
from Vermont.

Not. A. Single. One.

Having just one Vermont
student would be sweet.

unr.edu/Vermontfor50



University of Nevada, Reno



#Vermontfor50

UNIVERSITYWeek

Weekly Briefing • University of Nevada, Reno

September 30, 2015

ON THE HUNT FOR A STUDENT FROM VERMONT

This fall the University welcomed its largest enrollment ever with students from across the country, all 17 Nevada counties and many countries around the world. The University has students from 49 U.S. states; however, not a single, solitary student from Vermont is in the rolls. Through a fun campaign, the Wolf Pack is on the hunt for a Vermonter to join us in fall 2016.

[Full story >>](#)

[Video >>](#)



STATE OF THE UNIVERSITY: 'A TRANSFORMATIONAL MOMENT'

President Marc Johnson detailed a rapidly growing present and a "transformational" future for the University during his annual address Sept. 29 in the Milt Glick Ballroom of the Joe Crowley Student Union.

[Full story >>](#)

[Video >>](#)

TRUE COLLEGE EXPERIENCE MORE THAN POSSIBLE FOR RECOVERING STUDENTS

Assimilating into college life can be a challenge for any student. For one in recovery from a substance use disorder, these lifestyle adjustments can present additional challenges.

[Full story >>](#)

[unv.edu](#)

UNIVERSITYWeek

Weekly Briefing • University of Nevada, Reno

October 14, 2015

ROBOTS OUTNUMBER SCIENTISTS IN UNIVERSITY LAB

They haven't taken over, but with 34 of them in all, robots outnumber the imaginative and innovative robotics researchers in the University's Computer Science and Engineering Department. The robots include the new, 5' 5" tall, advanced PR2 humanoid robot that students and faculty are programming to complete complex interactions. In some cases, the robot is programmed to watch a human's actions and then determine and complete the correct response.

[Full story >>](#)



University Week:

University Week is distributed to nearly 35,000 email addresses, which includes alumni, donors, elected officials, media and other University stakeholders. The weekly update contains University news, found at the [University's Nevada Today](#) news page, an events calendar and media highlights.

We ran #Vermontfor50 as the lead story on University week Sept. 30 and in the media highlights for the week of Oct. 14 when the story hit the [Wall Street Journal](#).

MEDIA HIGHLIGHTS

WALL STREET JOURNAL: A NEVADA UNIVERSITY, JUST SHY OF STUDENTS FROM 50 STATES, WOOS VERMONTERS

"Colleges like to boast of having a diverse student body, both ethnically and geographically. So officials at the University of Nevada, Reno, scratched their heads recently after taking a close look at their 20,898 enrollees: There wasn't one student from Vermont."

[Full story >>](#)

KUNR: TESLA EXEC ANNOUNCES INTERNSHIP FOR NEVADA GIGAFACTORY

"A top Tesla executive stopped by the University of Nevada, Reno, Sunday to talk about the future of transportation and battery technology. As Reno Public Radio's Julia Ritchey reports, the company is ramping up construction at its new gigafactory in northern Nevada."

[Full story >>](#)



September 25, 2015

Watch this week's recap video to catch up on the Innovation Center opening, the University of Nevada College of Business's Business Week and much more! #PackPride

[Full Story\[youtu.be\] >>](#)



[\[youtu.be\]](#)

Nevada Today E-Newsletter

The Nevada Today e-newsletter is distributed to all University staff and faculty, numbering around 4,000 email addresses.

#Vermontfor50 was featured in the Sept. 25 weekly recap video, which is posted on [YouTube](#) and Facebook.

The Oct. 2 weekly briefing included the Nevada Today story posted on the [University's Nevada Today news page](#).



October 2, 2015

[THE WOLF PACK IS ON THE HUNT FOR A STUDENT FROM VERMONT](#)

Fall 2015 student census reveals Vermont is the only state missing from enrollment roster.

[Full Story >>](#)

