

IUP Division of Student Affairs

Office of Marketing and Communications

2025-2026



SECTION 1—Executive Overview

1.1 Leadership Summary

During the 2025–26 academic year, the Marketing and Communications office focused on strengthening IUP’s reputation, increasing authentic student storytelling, supporting enrollment growth, and creating more accessible and engaging university communications.

One of the office’s most significant accomplishments was the launch of a new, comprehensive undergraduate and graduate marketing campaign in partnership with idfive, the new agency of record. The holistic campaign repositioned IUP’s messaging to better connect with prospective students (UG and GR) and families while aligning marketing efforts across digital advertising, search, social media, web, and creative strategy.

The campaign generated more than 18.7M impressions across digital advertising platforms.

Bringing social media management in house contributed to:

- 10% increase in engagement on Instagram
- 70% increase in engagement rate (indicates audience engagement)
- 32.2m impressions across social platforms
- 32% increase in net audience growth (+15,677)
- 81% increase in video views across social platforms (due in large part to the addition of TikTok)

The MarCom social team also created more than 183 social posts, reels, and videos throughout the academic year.

- [TikTok](#)
- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)

College of Osteopathic Medicine launch communication generated:

- 7,982 [website](#) visits, July 1, 2025 - May 29, 2026
- 1,543 [program page](#) views, May 11 – 29, 2026
- 212 [video](#) views, May 11 – 29, 2026
- 918 applications received, May 9 – 29, 2026



The COM initiative also expanded partnerships with more than 30 clinical sites and healthcare organizations, 279 percent of the required 120 percent of clinical training spots needed for accreditation.

Through strategic promotion, event communications, social media engagement, and visual storytelling, MarCom helped connect students, alumni, faculty, staff, and community members in celebrating [IUP's 150 year legacy](#).

- over 1,500 IUP 150 Crimson Carnival attendees
- 800+ Homecoming Crimson Huddle attendees
- 52 Throwback Thursday social posts celebrating 150 years
- 6,125 [website](#) views

The digital team partnered with nearly 140 offices, departments, and areas to conduct the web accessibility review, conducted 28 online accessibility training sessions, and made several updates to internal CMS files and templates to improve accessibility. More than 9,000 electronic files were removed from the website, reducing the number of PDFs and MS documents on the live site from 12,486 in June 2025 to 3,220 as of May 2026. Through the efforts of the sitewide review and edits, the site has reached and now maintains an above-[industry-benchmark](#) accessibility score in Siteimprove (our web governance/maintenance tool).

SECTION 2—Programs, Services, and Events

2.1 Key Programs

The MarCom office supported the university's enrollment, engagement, and reputation goals through a variety of integrated programs and initiatives focused on authentic storytelling, experiential learning, digital engagement, and student-centered communications. These efforts combined strategic marketing, collaborative content creation, social media engagement, visual storytelling, and hands-on student involvement to strengthen IUP's institutional narrative and support university priorities. (PG1, PG2, PG4, VSA2a-e, VSA3)

MarCom Student Worker Program

Results & Evidence

MarCom employed 16 student workers representing a wide variety of academic programs during the 2025–26 academic year.

Many student workers remained with the MarCom office throughout their full academic journey at IUP, allowing them to build long-term professional relationships, expand their portfolios, mentor newer student workers, and grow from entry-level contributors into



experienced leaders within the office.

100% of graduating student workers secured employment, internships, graduate assistantships, or graduate school opportunities related to their field of study.

[Student reporters at the Crimson Carnival](#) – Riley and Logan covered the IUP 150 Carnival

Holistic Undergraduate and Graduate Paid Media Campaign

Results & Evidence

The campaign launched across the following platforms:

- Paid Search
- Meta
- Cross-Platform Display
- CTV/OTT
- Snapchat
- TikTok
- LinkedIn
- Audio/Podcast
- YouTube
- OOH Airport Branding
- DOOH

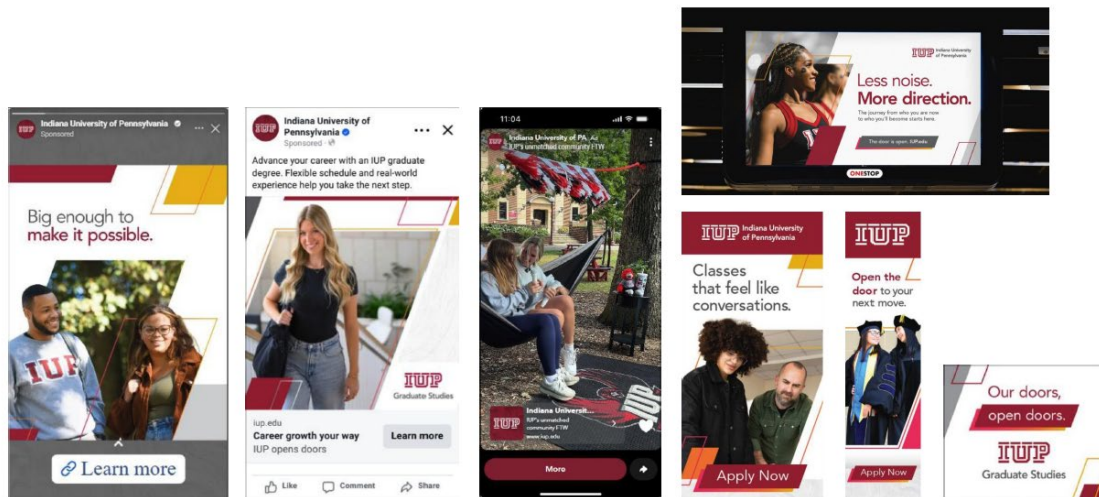
Campaign creative performed above industry benchmarks:

Media Tactic	Industry Benchmark	Performance Q1	Performance Q2	Date Pulled
Paid Search	6.00% CTR	4.83%	8.30%	01.01.2026 – 03.31.2026
Meta	0.50% CTR	0.33%	1.27%	01.01.2026 – 03.31.2026
Cross-Platform Display	0.20% CTR	0.50%	0.23%	01.01.2026 – 03.31.2026
CTV/OTT	95%+ VTR	98.76%	99.15%	01.01.2026 – 03.31.2026
Snapchat	0.50%+ CTR	0.35%	0.95%	01.01.2026 – 03.31.2026
TikTok	0.50%+ CTR	0.81%	0.86%	01.01.2026 – 03.31.2026
YouTube	90%+ VTR	97.79%	95.10%	01.01.2026 – 03.31.2026
Audio Streaming	90%+ LTR	92.98%	98.32%	01.01.2026 – 03.31.2026

The campaign was shaped by a comprehensive discovery process that included 5 interviews, 2 focus groups, and 3 brand studies involving prospective students, current



students, parents, faculty, staff, and alumni, helping ensure the creative direction reflected authentic IUP experiences and perceptions.



Our biggest success in communicating the right things is when the students and parents come to campus. - Academic Affairs Focus Group

Student-Centered Storytelling and Engagement Strategy

Results & Evidence

The MarCom team produced:

- 9 student success stories
- 9 alumni videos
- 15 internship, walkthrough, student org videos
- over 15 events covered

Storytelling initiatives generated the average YouTube views:

- 350+ Student Story views – [A Stage of Discovery – IUP students stage developmental premier in intense five-week sprint](#)
- 400+ Walkthrough views – [Tour the HUB at IUP](#)
- 375+ Alumni Story views – [“I got the World Out of It” Jessica Cochran IUP Alumni Story](#)



SECTION 3—Student Co-Creation & Leadership

3.1 Structures and Co-Creation

Student collaboration remained central to the MarCom office throughout the 2025–26 academic year. Rather than functioning solely as student employees, MarCom student workers actively contributed to the creative direction, storytelling, social strategy, photography, videography, and digital engagement efforts that shaped university communications.

Estimated Student Led Asset Creations:

- Social Media Content — 30–35%
- Design — 25%
- Photography — 60–65%
- Video — 25%
- Writing — 15%

Our digital student worker provided critical support for website maintenance and content management throughout the year. As their skills grew, she took ownership of tasks such as fixing broken links, updating files, implementing redirects, generating reports, and supporting larger web projects. Her contributions helped improve the efficiency of the digital team while providing valuable hands-on experience with IUP's content management system and web operations.

Students participated in approximately 20 brainstorming meetings, content planning sessions, and creative reviews throughout the academic year.

“Being involved in MarCom gave me the opportunity to connect with IUP in a much deeper and more meaningful way. It allowed me to build relationships with students from different departments and majors outside of my own, which broadened my perspective. Through these experiences, I was able to engage not only with fellow students, but also with faculty and the larger IUP community. Overall, MarCom opened the door to a whole new world of interactions and personal growth, and I’m incredibly grateful for the opportunity to see and have experienced the IUP community through a different lens.”

-Monserrat Lopez Villagomez, BS ‘26



SECTION 4—Student Engagement & Support

4.1 Appointments / Interactions

The MarCom office supported student engagement and professional development by creating hands-on experiential learning opportunities that extended beyond traditional student employment. Through mentorship, collaborative project work, creative leadership opportunities, and real-world campaign execution, students gained valuable experience while developing confidence, communication skills, technical expertise, and professional networks.

MarCom staff conducted:

- Weekly student planning meetings
- Daily mentoring/check-in sessions
- 20 collaborative project reviews
- Over 40 student led shoots (video and photography)

4.2 Academic Success

Student workers completed more than 100 professional-level creative projects used in active university campaigns and student communications.

During the 2025–26 academic year, 16 student workers contributed more than 2,800 hours supporting university marketing, communications, digital, design, photography, videography, social media, and storytelling initiatives.

4.3 Post-IUP Success

The MarCom student worker program helps prepare students for success beyond graduation through hands-on experience and professional mentorship. Of the five student workers who graduated during the 2025–26 academic year, 100 percent left the program with employment, graduate school plans, or strong professional recommendations supporting their next steps.

“MarCom was an incredibly valuable part of my college experience, allowing me to develop strong skills in social media marketing, time management, organization, project management, and team collaboration. The experience and knowledge I gained helped me obtain a post-grad job in marketing, and I will forever be grateful for the team, opportunities, and professional growth that came from this role.”

-Skylar Stepien, BS '25, MBA '26, Marketing Coordinator at Aramark



SECTION 5—Storytelling and Reputation

5.1 Authentic Narrative

Authentic storytelling remained a core priority for the MarCom office throughout the academic year. The department focused on elevating student voices and experiences through strategic digital storytelling, social media engagement, visual communications, video production, and paid campaigns that reflected the energy, opportunities, and community found at IUP.

“I am very thankful for my decision to attend IUP. I got the world out of it.” - Jessica Cochran

“The IUP teacher network comes full circle.” – Zack Karcher

SECTION 6—Partnerships, Entrepreneurship, and Culture

6.1 Internal/External Partnerships

The MarCom office continued to strengthen partnerships and collaborative relationships across campus and within the community throughout the 2025–26 academic year. The office worked closely with UG and GR Admissions, Academic Affairs, Advancement, A&F, Student Affairs, Athletics, the College of Osteopathic Medicine, and external partners to support enrollment initiatives, institutional storytelling, accessibility efforts, donor communications, and IUP 150 events.

MarCom collaborated with every campus department and several external partners throughout the academic year.

Specific to Title II, the digital team:

- supported nearly 140 departments
- removed 9,000 webpages
- conducted 28 accessibility consultations or trainings

Beyond their day-to-day responsibilities, MarCom staff and student workers regularly volunteer their time and talents to support major university events, including New Student Welcome, Homecoming, Winter and Spring Commencement, and other campus celebrations. Whether welcoming new students and their families, supporting event logistics, creating event coverage, or helping celebrate student achievements, the MarCom team embraces opportunities to contribute beyond its traditional role. This commitment reflects a shared belief that every interaction matters—from a student's first day on campus to commencement—and that creating a positive, memorable experience is a responsibility shared across the university community.





6.2 Intrapreneurial & Entrepreneurial Spirit

Transitioning social media management in-house resulted in:

- faster response and content turnaround times
- increased real-time engagement
- reduced reliance on external vendors
- expanded student involvement in content creation
- approximately \$25k in operational savings or reallocated resources

“MarCom consistently brought people together across campus to tell stories that reflected the pride, energy, and community at IUP.”

Section 7—Evidence and Artifacts

Supervisors of our student workers picked their favorite project to share.



Video Student Project

[Learning Commons Walkthrough Video](#)

Iya directed this video (blocking, script adjustments, directing talent), Bri filmed it, Joe did the initial rough edit, and I polished the final edit with Iya there to collaborate.

Photography

[IUP WBB NCAA DII National Championship Coverage](#)

Tristian followed the WBB team on their NCAA run to the championship as the lead photographer. A MarCom student covering fellow student success.

Design



Luke created the IUP Branded Canva templates for our campus partners. 852 designs have been created by 26 IUP employees from July 1, 2025-May 29, 2026.

Student Social Team

<https://www.instagram.com/reels/DSCz15CE-aw/>

Keily and the student social team providing some levity to fellow students during finals.

