

FIVE YEARS FORWARD

*Bucknell University's
Division of Marketing
& Communications*

2019-2024

INTRODUCTION

Over the past five years, Bucknell University's Division of Marketing & Communications has undergone a purposeful transformation. This evolution, marked by strategic reorganization and an unwavering commitment to excellence, has amplified our capabilities, expanded our impact and redefined our role from a division of "communications" to one of "marketing and communications." Our efforts have been guided by a clear focus on advancing Bucknell's strategic priorities. We've built a dynamic marketing team, fostered strategic partnerships across campus, and implemented innovative strategies that reflect the University's aspirations. These initiatives have positioned us to not only achieve our objectives but to exceed them, creating a lasting impact on Bucknell's growth and success.

We have an essential role in advancing the University in a multitude of ways, helping to shape its future, and inspiring pride and engagement among all who call Bucknell home. This report illustrates how our work continues to tell Bucknell's story — and connect its mission to meaningful impact.



A handwritten signature in black ink that reads "Heather Johns". The signature is fluid and cursive.

Heather Johns P'27

*Vice President for
Marketing & Communications*

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MARKETING STRATEGY

The Division of Marketing & Communications combines innovation, strategy and storytelling to deliver bold, data-driven initiatives that advance the University's mission. Our work is defined by results, and our comprehensive approach positions Bucknell as a leader in higher education while connecting deeply with its community.

At the heart of our efforts is the By Way of Bucknell brand, a unifying framework that captures the transformative power of the Bucknell experience. This brand informs everything we create, ensuring that our messaging resonates across diverse audiences while maintaining a consistent and compelling narrative.

Our strategy focuses on five pillars of excellence

Attracting Top Students: Through highly targeted admissions campaigns, personalized digital experiences and compelling storytelling, we've achieved record-breaking application numbers and expanded Bucknell's reach to attract diverse, talented students worldwide.

Elevating Reputation: Year-round rankings strategies, targeted communications to academic leaders and hosting the annual Presidents Dinner have reinforced Bucknell's standing as a thought leader in higher education.

Fostering Engagement: From internal communications that connect and inspire the campus community to alumni campaigns that build long-term affinity, we ensure that every message strengthens Bucknell's relationships with its stakeholders.

Advancing Philanthropic Goals: We create compelling content that inspires donor support, highlighting the impact of giving to connect alumni with Bucknell's mission and build a strong foundation for its future.

Innovating Across Platforms: Using cutting-edge tools like virtual reality campus experiences, short-form social media content and high-impact digital advertising, we engage audiences with creative solutions that deliver measurable results.

This strategy isn't just about maintaining Bucknell's presence — **it's about leading the way.** Every initiative is aligned with the University's strategic goals, delivering results that amplify Bucknell's story, inspire trust and pride, and position the University for continued success.

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ADMISSIONS MARKETING

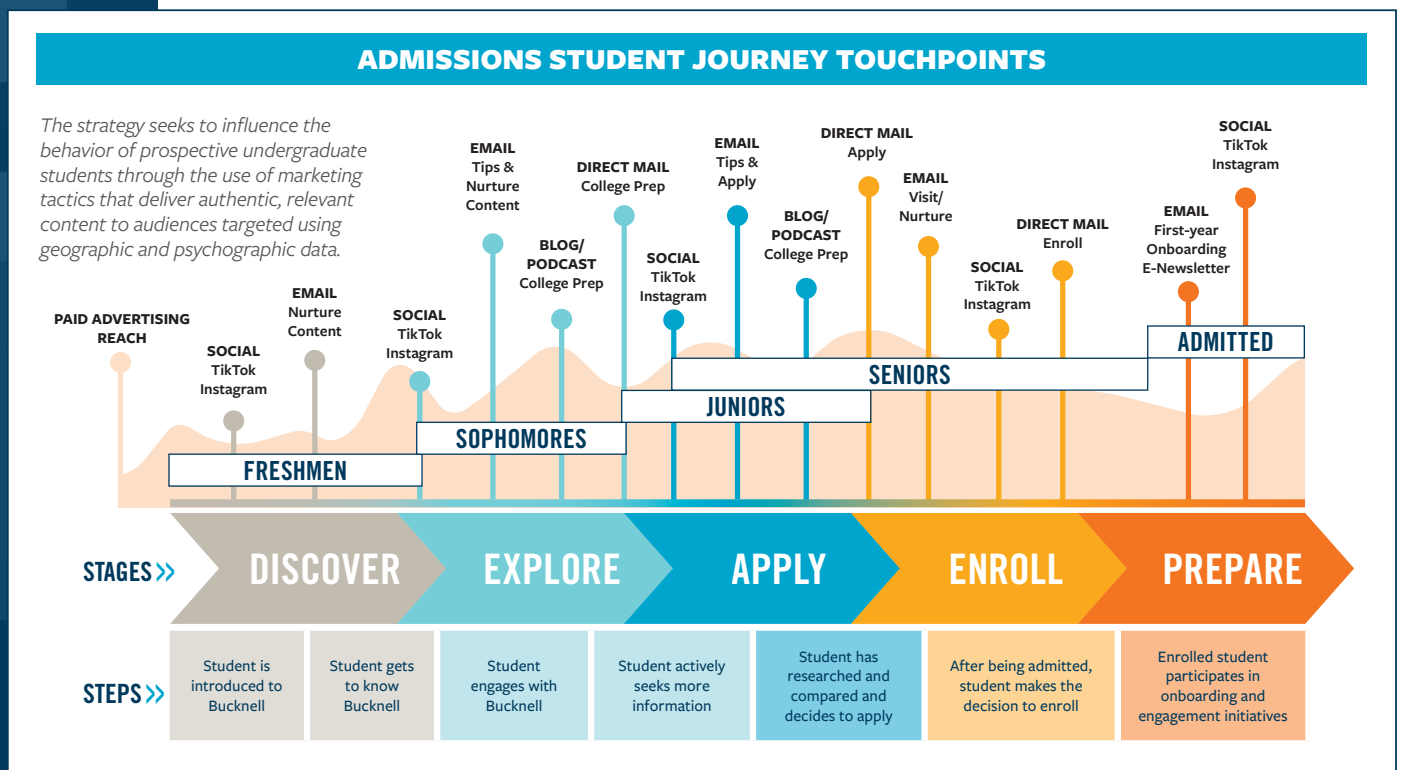
Engaging Future Bucknellians

Over the past five years, Bucknell's Division of Marketing & Communications has implemented a dynamic admissions marketing strategy, designed to increase applications and engage prospective students and their families at every stage of the college search process. These efforts have contributed to record-breaking application numbers and strengthened Bucknell's position as a leader in higher education.

STRATEGIC INNOVATIONS

Comprehensive Admissions Marketing Strategy: In 2019, the division introduced the University's first formal admissions marketing strategy, aligning all outreach efforts to focus on influencing prospective students' decisions with authentic, data-driven content across multiple channels.

Journey Mapping: By identifying key touchpoints in the prospective student journey, the division strategically placed marketing content across email, social media, digital and traditional print platforms to engage students and their families at every stage of the college search process.



255,254
NEW WEBSITE USERS

5,387
GOAL COMPLETIONS
INCLUDING REQUESTS
FOR INFORMATION AND
APPLICATION SUBMISSIONS

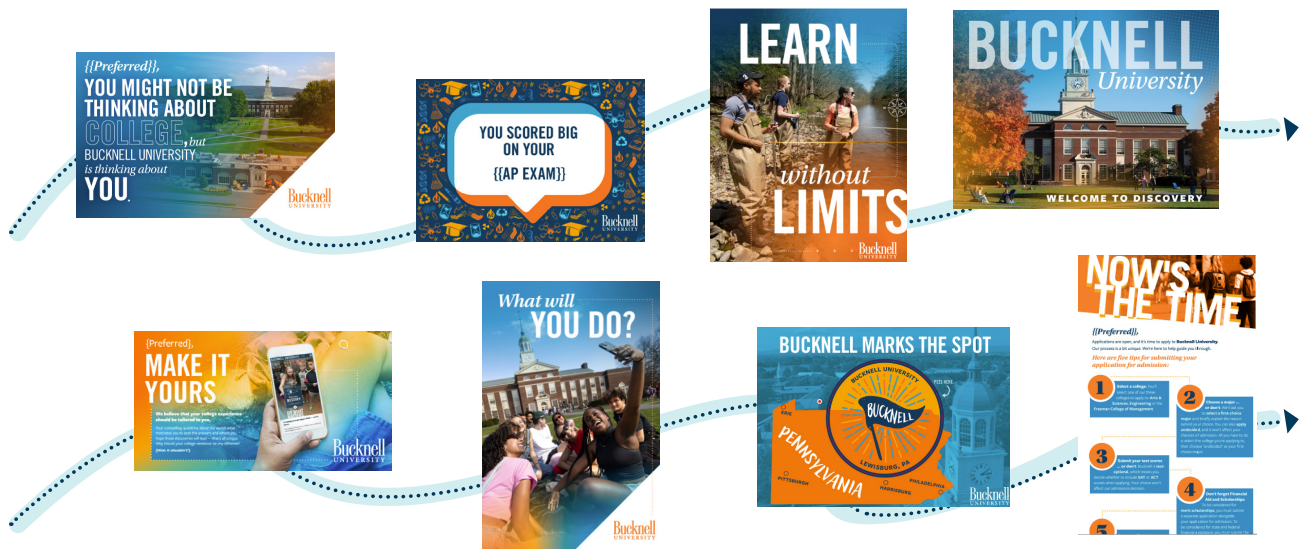
KEY INITIATIVES AND ACHIEVEMENTS

Record Applications: Strategic efforts have directly contributed to record-breaking application numbers over the past five years, reflecting the strength of the University's expanded outreach.

Website Transformation: A redesign of bucknell.edu in 2019 optimized the site for prospective students and their families, integrating features like personalization and a Virtual Welcome Center. These innovations ensure the website provides an enjoyable, tailored user experience.

Expanded Outreach: Bucknell's admissions email marketing strategy now engages prospective students as early as their first year of high school, positioning the University as a trusted guide in the college search process.

PROSPECTIVE STUDENT DIRECT MAIL JOURNEY



Refreshed and Expanded Print Materials: Bucknell produces a comprehensive suite of physical marketing materials, including redesigned print viewbooks, postcards and admissions lobby resources. Over a two-year period, eight direct mail pieces are delivered to prospective students, reinforcing Bucknell's brand and encouraging campus visits and applications.

INNOVATIVE TOOLS AND EXPERIENCES

Bucknell Virtual Experience: Launched in 2020, this immersive virtual reality platform enabled students worldwide to explore Bucknell's campus and academic offerings. With nearly **2 million marketing impressions** and national media coverage, the initiative demonstrated Bucknell's commitment to innovation before being retired in 2024 as virtual reality technologies evolved.

Custom Viewbook: A dynamic digital platform allows prospective students to create personalized viewbooks featuring academic and student life programs of interest. Since its launch in 2020, it has generated more than **6,000 leads** and continues to provide valuable insights into student preferences.

cvb.bucknell.edu

College Admissions Insider Podcast: Launched in 2020, this podcast has been downloaded more than **77,000 times** across **90 episodes**, building trust and rapport with prospective students and their families by demystifying the admissions process.

go.bucknell.edu/AdmissionsPodcast

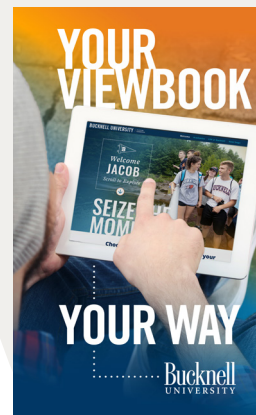
Admissions Blog: Designed to rank for both branded and unbranded keywords, the blog has driven more than **73,000 new users** to the website, connecting Bucknell with students exploring the college search process.

go.bucknell.edu/AdmissionsBlog

FRESH SOCIAL MEDIA STRATEGY

Authentic Student Voices: The @iamraybucknell Instagram account, featuring weekly takeovers by Bucknell students, has had **262 unique student contributors** since 2019, providing prospective students with an authentic look at campus life.

Engaging Campaigns: Initiatives like the annual Instagram Q&A with the dean of admissions receive hundreds of questions and foster direct connections with prospective students and their families.



SOCIAL MEDIA

Sharing Bucknell Voices

The Division of Marketing & Communications manages Bucknell University's official social media channels — including Facebook, LinkedIn, X, YouTube, Instagram and TikTok — as well as the student-run Instagram account, @iamraybucknell. Each platform is guided by a tailored strategy designed to align with its unique audience, content formats and engagement goals, ensuring a resonant and cohesive online presence.







Bucknell's social media efforts have seen remarkable growth and innovation in recent years:

LinkedIn: In 2019, management of the Bucknell University LinkedIn account transitioned to the Marketing & Communications team. Since then, a targeted content strategy has grown the channel's following to more than 50,000 professionals.

TikTok: In 2021, Bucknell launched its official TikTok account, positioning itself ahead of many peer institutions in engaging prospective students through creative, short-form video content.

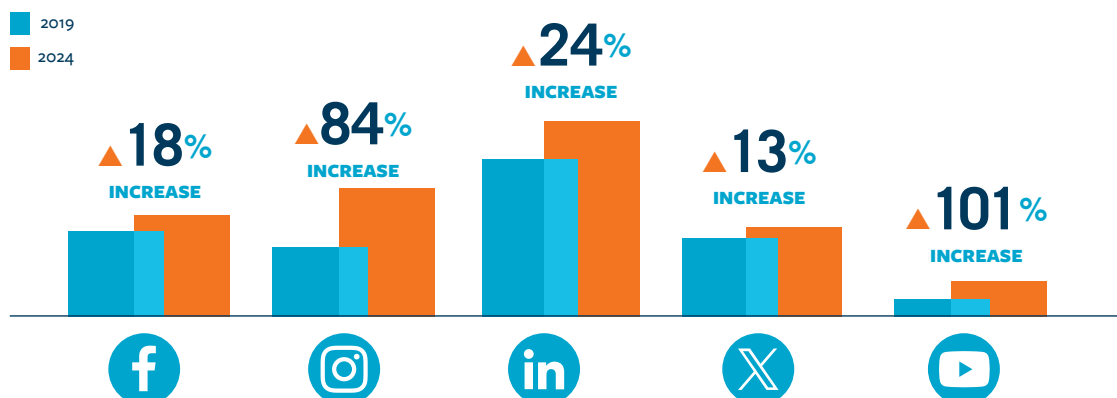
Instagram: Bucknell has nearly doubled its follower count since 2019, with strategic investments in student-focused and authentic content that recognize Instagram's importance as a vital channel for reaching prospective students.

SOCIAL MEDIA FOOTPRINT

						
	33K	33K	52K	23K	3K	3.2K
AUDIENCE	parents/families, alumni & community	prospective & current students	alumni, students & prospective staff/faculty	alumni, peers & prospective staff/faculty	prospective students & families	prospective & current students
CONTENT THEMES	magazine campus beauty web story podcast	student stories campus beauty campus life classroom	magazine campus beauty web story podcast	magazine campus beauty web story podcast	tours campus beauty classroom	events campus beauty classroom campus life
METRICS	lead generation & post performance	post performance & channel growth	channel growth & post performance	post performance	channel growth	video views & channel growth

Across all platforms, Bucknell's social media channels now collectively reach more than 150,000 followers and generate millions of impressions each quarter. These efforts not only amplify the University's voice but also foster meaningful connections with diverse audiences, from prospective students and their families to alumni and academic peers.

FOLLOWER GROWTH BY CHANNEL, 2019-24



MEDIA RELATIONS

Raising Bucknell's Profile

Over the past five years, Bucknell's media relations efforts have strategically positioned the University as a thought leader in higher education, generating national media coverage that highlights faculty expertise, student achievements and institutional priorities. These initiatives have elevated Bucknell's visibility, enhanced its reputation and reinforced its standing among peer institutions.

STRATEGIC APPROACH

Proactive Story Development: We collaborate with faculty, staff and external partners to identify and promote Bucknell's most compelling stories, emphasizing research breakthroughs, innovative programs and institutional achievements.

Targeted Pitching: Leveraging a partnership with the RW Jones Agency, Bucknell delivers focused pitches to national and regional outlets, ensuring coverage aligns with strategic goals.

Engaging Faculty Expertise: Faculty members are positioned as experts in their fields through op-eds, interviews and placements in top-tier outlets. Media training ensures they represent the University effectively in a variety of media opportunities across multiple channels.

KEY INITIATIVES

National Media Exposure: Significant placements in outlets like *The New York Times*, *The Wall Street Journal*, *National Geographic* and *The Washington Post* have amplified Bucknell's national profile.

Annual Presidents Dinner: This flagship event, hosted by President John Bravman at the National Press Club in Washington, D.C., brings together leaders from private, prestigious colleges and national journalists to discuss higher education trends. Now in its seventh year, the dinner has become a vital platform for advancing Bucknell's thought leadership.

go.bucknell.edu/PresidentsDinner

Media Booklets: Annual media relations booklets summarize Bucknell's most influential placements and are distributed to executive leaders at peer institutions. These booklets highlight the University's achievements and showcase its expertise, supporting reputation-building efforts tied to rankings.



25.8B

TOTAL EDITORIAL
REACH 2023-24

\$240M

AD-VALUE EQUIVALENCY
2023-24

▲67%

AD-VALUE EQUIVALENCY
INCREASE 2019-24

IMPACT AND METRICS

Media Reach:

- Total editorial reach increased to 25.8 billion views in 2023-24, reflecting significant expansion of Bucknell's media footprint.
- Annual ad-value equivalency climbed from \$37 million in 2019-20 to \$240 million in 2023-24, underscoring the growing value of media coverage.

Top Placements:

- *The New York Times* published a feature profile of economics professor Nina Banks and her research on Black women's labor contributions.
- *The Wall Street Journal* featured Lisa Keegan, vice president for enrollment management, in an article highlighting Bucknell's innovative admissions tools.
- A *National Geographic* cover story spotlighted Bucknell biology professors' Ebola research, reaching a global audience.

BRAND & REPUTATION

By Way of Bucknell

At the heart of Bucknell's identity is the By Way of Bucknell brand, a unifying framework that reflects the transformative journeys of Bucknellians and the contributions they make in the world. As stewards of this brand, the Division of Marketing & Communications ensures every initiative, campaign and communication reflects the University's commitment to excellence. Through consistent messaging and visual identity, we amplify Bucknell's story, inspire connection and elevate its reputation on national and global stages.

BY WAY OF BUCKNELL: A COHESIVE BRAND EXPERIENCE

The By Way of Bucknell brand emphasizes academic excellence, innovation and community. It drives every aspect of Bucknell's storytelling, ensuring a consistent and inspiring message across all platforms.

Campaigns and Messaging: Showcasing student and alumni achievements, institutional milestones and academic excellence through cohesive, memorable narratives.

Campus Environment: Extending the brand across Bucknell's 450-acre campus and enhancing campus facilities to create a welcoming atmosphere for current and prospective students through banners, environmental graphics and other visual elements that inspire pride and reflect the University's identity.

Digital Engagement: Integrating personalized content on the website and social media platforms to connect with prospective students, alumni and academic leaders in meaningful ways.



REPUTATION STRATEGIES: TAILORED APPROACHES FOR DISTINCT AUDIENCES

University-wide Strategy

Our comprehensive rankings and reputation strategy enhances Bucknell's visibility and influence across higher education. By targeting peer institutions, alumni and key influencers such as university leaders and evaluators, we highlight Bucknell's position as a leader in liberal arts education.

U.S. News & World Report: Campaigns focus on Bucknell's strategic priorities, including sustainability, the Bucknell Forum, and Centers of Excellence, to engage evaluators and peers. Tactics include:

- **Reputational Emails:** Strategic emails from senior leaders deliver compelling narratives about Bucknell's achievements and initiatives, ensuring year-round engagement beyond the traditional rankings cycle.
- **Targeted Mailings:** Tangible, branded materials highlight Bucknell's distinctive academic profile, resonating with key audiences.
- **Sponsored Content and Digital Ads:** Campaigns in publications like *Inside Higher Ed* and *The Chronicle of Higher Education* reinforce Bucknell's thought leadership and accomplishments.
- **Personalized Website Experiences:** Custom digital content for rankings audiences, including pop-ups and dedicated landing pages, enhances user engagement and provides key information.

Thought Leadership: Through podcasts, social media campaigns and reputation-enhancing efforts, we amplify Bucknell's role in shaping higher education. Examples include:

- **Podcast Campaign:** Featuring faculty experts on niche podcasts to position Bucknell as a hub of thought leadership in specialized areas.
- **LinkedIn Outreach:** Leveraging the University's LinkedIn account and senior leaders' personal profiles to share accomplishments and foster connections with academic influencers.



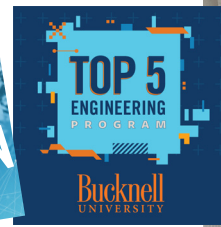
Freeman College of Management Strategy

The Freeman College reputational strategy focuses on elevating its rankings in *Poets&Quants* and *U.S. News & World Report*. Tactics include:

Alumni Engagement: Encouraging survey participation through strategic outreach, highlighting the college's influence and alumni outcomes.

Storytelling Excellence: Showcasing the Freeman College's leadership in business education through targeted campaigns and success stories.

Recognition Campaigns: Promoting milestones and student achievements to strengthen the college's standing among business school deans and prospective students.



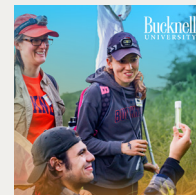
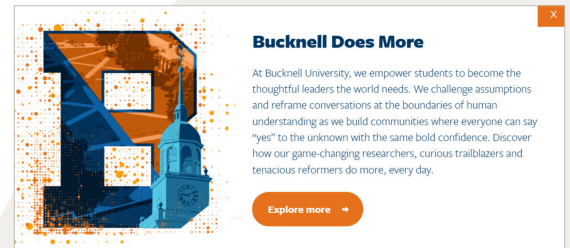
College of Engineering Strategy

The College of Engineering's reputational strategy prioritizes maintaining its top-tier position in *U.S. News & World Report* rankings for undergraduate engineering programs. Key initiatives include:

Peer Engagement: Engaging engineering deans through targeted communications that emphasize academic innovation and leadership.

Highlighting Impact: Showcasing research, student achievements and contributions to the field to engage donors, alumni and academic peers.

Strategic Sponsorships: Creating unique opportunities to connect with peers while reinforcing the college's goals of advancing engineering education and innovation.



DIGITAL MARKETING

Driving Engagement, Reporting Results

Bucknell's digital marketing strategy, launched in 2019, harnesses data-driven insights and cutting-edge tools to engage target audiences, amplify the University's brand and support strategic goals such as admissions and reputation-building. By continuously refining tactics and leveraging analytics, the Division of Marketing & Communications ensures Bucknell remains at the forefront of digital innovation in higher education.

➡ *Strategic Framework*

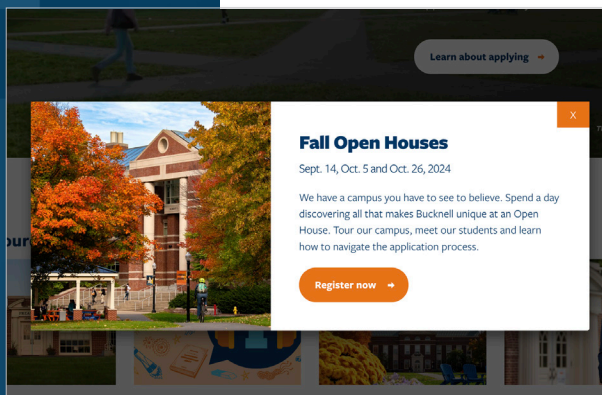
SEARCH ENGINE OPTIMIZATION (SEO)

1,300+
KEYWORD
RANKINGS
IN SEARCH
ENGINE RESULTS

Through ongoing optimization of website content and technical infrastructure, Bucknell secures strong visibility in search engine results for both branded and unbranded keywords.

Results: Bucknell ranks for more than **1,300 keywords**, including high-impact terms like “why go to a liberal arts college” and “what to do after getting accepted into college.”

Impact: Organic search traffic drives thousands of prospective students to explore bucknell.edu each year, ensuring the University is visible during key stages of the college search process.



WEBSITE PERSONALIZATION

By tailoring website experiences to individual user behaviors and interests, Bucknell maximizes engagement and encourages meaningful actions, such as completing applications or requesting information.

Engagement Boost: Personalized content has increased time spent on the site by **105%**, with users in admissions-specific segments spending an average of 1:35 compared to 46 seconds for general users.

Outcomes: Nearly **200 students** who enrolled in fall 2023 or 2024 interacted with personalized content on bucknell.edu, highlighting its effectiveness in influencing decisions.

105%
INCREASE IN VISITOR
ENGAGEMENT TIME



190.5M+
IMPRESSIONS
ACROSS ALL CAMPAIGNS

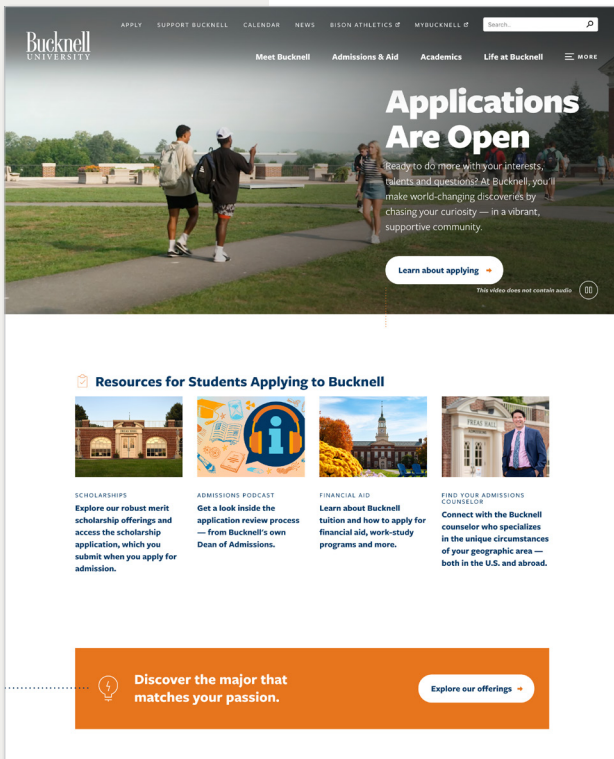
DIGITAL ADVERTISING

Targeted digital campaigns extend Bucknell's reach and strengthen its brand through diverse formats, including video ads, over-the-top TV placements and audio campaigns.

Results: More than 190 million impressions across campaigns have driven awareness and engagement among prospective students, families and influencers.

Strategic Focus: Digital ads are designed to complement admissions and reputation-building efforts, ensuring consistent messaging across platforms.





WEBSITE

Bucknell.edu plays a critical role in delivering information and showcasing the University's strengths to diverse audiences.

Innovative Design: The 2019 website redesign prioritized prospective students and parents, transforming the site into a strategic marketing tool. Subsequent enhancements, such as a major-finding tool launched in 2024, provide tailored experiences for key audiences.

65M
PAGE VIEWS
2023-24

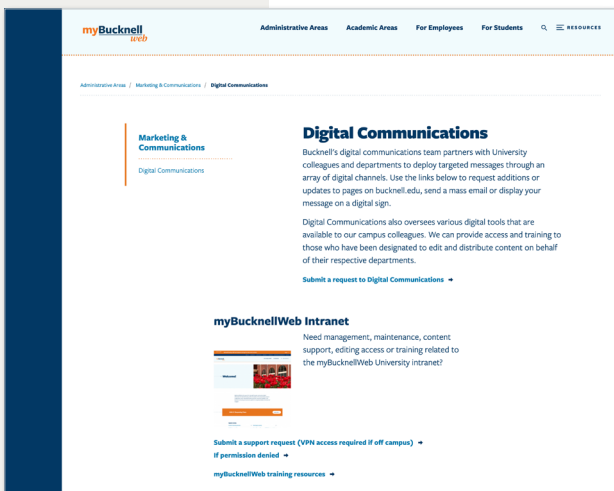
1.5M
USERS
2023-24

Traffic and Reach: From July 2023 to July 2024, the website attracted **6.5 million page views** from **1.5 million users**, demonstrating its importance as a primary touchpoint.

Efficiency through Workday

Integration: Faculty and staff profiles are now seamlessly synced with Workday, the University's centralized human resources and data management system, ensuring that titles and roles are accurate and current.

Enhancing Community: Integrating NameCoach into faculty and staff profiles allows users to hear name pronunciations, fostering an inclusive and welcoming environment for all members of the Bucknell community.



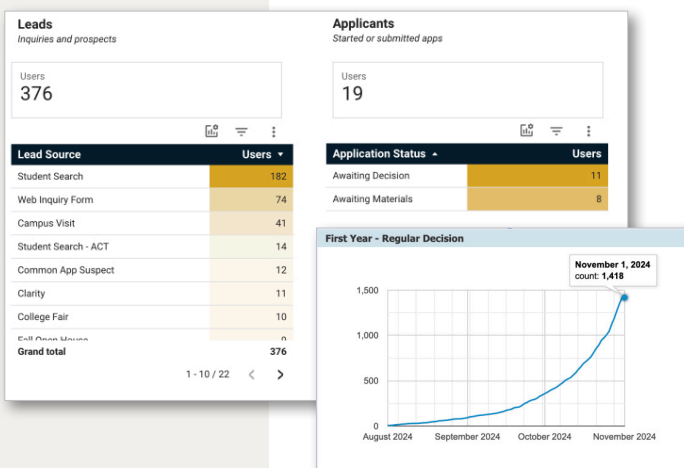
INTRANET

The myBucknell Web intranet is a vital resource for internal communication and campus operations.

Streamlined Operations: A major restructuring in 2022 enhanced navigation and usability, enabling faculty, staff and students to access essential resources quickly and efficiently.

Sustainability through Digital Efficiency: By creating publicly accessible pages for short-term initiatives, such as the selection of a new dining partner and conducting the University's Culture, Engagement & Well-being Survey, the intranet minimizes reliance on printed materials and supports Bucknell's commitment to sustainability.

A Centralized Hub for Campus Engagement: With steadily increasing traffic, the intranet remains a trusted source of information, reinforcing community connections and supporting operational excellence.



➡ THE POWER OF DATA-DRIVEN INSIGHTS

Bucknell's digital marketing efforts are guided by rigorous analysis of key performance indicators, ensuring tactics are optimized for maximum effect. Regular evaluation of audience engagement and campaign performance drives continuous improvement, allowing the team to adapt to changing trends and priorities.

BUCKNELL MAGAZINE

Telling Stories of Excellence

For more than a century, *Bucknell Magazine* has been the University's flagship publication, connecting alumni, students, faculty and peers through stories that reflect the institution's mission and achievements. Recent years have brought a renewed editorial focus and innovative updates, ensuring the magazine remains a powerful tool for engagement and reputation building.



EDITORIAL STRATEGY & AUDIENCE

Over the past five years, *Bucknell Magazine* has evolved to highlight stories that align with the University's strategic priorities and future plans. This shift is most evident in the winter edition, which, since 2022, has doubled as the University's annual report, reinforcing its role as a cornerstone of institutional storytelling.

The magazine currently reaches approximately **50,000 print subscribers** and **4,000 digital subscribers**, while engaging the on-campus community through eye-catching displays. Strategically placed magazine racks, featuring posters of students highlighted in recent issues, distribute **1,600 copies across campus**, fostering student pride and engagement.

To extend its reach, since 2021, both print and digital editions have been sent to leaders at peer institutions within Bucknell's *U.S. News & World Report* cohort. These digital editions, shared through emails from senior leaders, are tailored to showcase the University's achievements and strategic priorities. The approach has yielded a **39% open rate** and a **7.44% click rate**, reflecting the publication's resonance with this influential audience.



IN THIS ISSUE

Dream Funding

SPRING 2024

For nearly a decade, the Nifty Idea Fund has driven innovation on Bucknell's campus. Recipients of the fund's \$500 microgrants gain the financial support to purchase essential supplies and equipment that enable them to transform their imaginative concepts into tangible products.

[READ LATEST ISSUE](#)

78K
PAGE VIEWS

26K
UNIQUE USERS

DIGITAL EDITION

Bucknell Magazine was among the first higher education publications to adopt an innovative vertical scrolling platform for its digital edition, designed to better engage younger, digital-first alumni audiences. Incorporating an interactive, mobile-first design, the digital edition offers a dynamic and accessible experience for readers. This forward-thinking approach has also contributed to cost savings by reducing print volume.

➔ DISTRIBUTION

50,000 print subscribers

4,000 digital subscribers

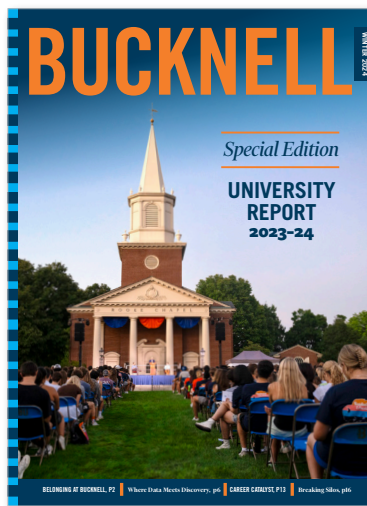
1,600 copies distributed throughout campus, connecting with the student community

39% open rate / 7.44% click rate
for content specific emails to senior leaders and peer institutions

UNIVERSITY & COLLEGE REPORTS

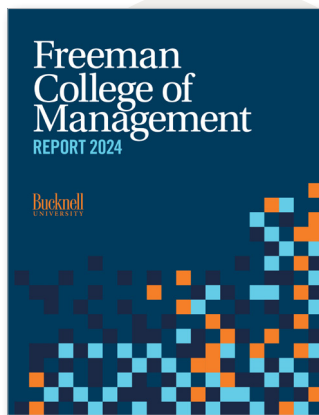
Reflecting Success, Inspiring Action

Annual reports are essential tools for advancing Bucknell's strategic goals, offering a platform to highlight achievements, communicate priorities and inspire action among key stakeholders. Developed in close partnership with the University's leadership and its colleges, these reports demonstrate a shared effort to align messaging with institutional objectives. By capturing and celebrating the transformative impact of Bucknell's mission, they strengthen institutional reputation, foster alumni and donor pride, and build meaningful connections within the academic community.



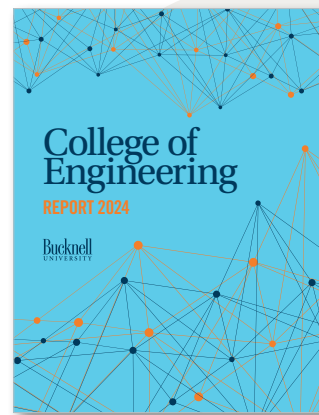
UNIVERSITY REPORT

In 2021, Bucknell introduced its first-ever University Report, now published annually as a special winter edition of *Bucknell Magazine*. This 24-page publication spotlights the University's strategic priorities, key achievements and exciting opportunities for growth. Designed to resonate with alumni, donors and peers in higher education, the report strengthens Bucknell's reputation, builds pride and inspires meaningful support for the University's mission.



FREEMAN COLLEGE OF MANAGEMENT

The Freeman College report, launched in 2021, celebrates the college's milestones and strategic initiatives while showcasing its leadership in business education. Distributed annually to business school deans, alumni, and donors, this report serves as both a vital component of the college's rankings strategy and a powerful tool for donor relations and alumni pride. By illustrating the impact of alumni and donor contributions, it strengthens connections and fosters ongoing support for the Freeman College's continued excellence.



COLLEGE OF ENGINEERING

Debuting in 2023, the College of Engineering report highlights the college's accomplishments and contributions to the field of engineering. This annual publication not only supports the college's rankings strategy but also plays a critical role in donor stewardship. By sharing stories of achievement with alumni and donors, as well as with engineering deans, the report reinforces the College of Engineering's reputation for cutting-edge education and transformative student outcomes.

PHOTOGRAPHY & VIDEO

Connecting Through Imagery

The Division of Marketing & Communications photography and video teams produce high-quality, on-brand content that strengthens the University's marketing strategies, enhances external communications and elevates Bucknell's brand identity. Through innovative visual storytelling, these teams play a pivotal role in showcasing the Bucknell experience to diverse audiences.

PHOTOGRAPHY: STRATEGIC VISUAL STORYTELLING



Bucknell's photography team creates and manages visual content that aligns with the University's marketing and communications goals while maintaining consistency in branding and operational efficiency.

Content Creation: Over the past five years, the team has captured more than **300,000 images**, with nearly **55,000 edited photos** uploaded to the division's data asset management system. These visuals elevate the University's marketing efforts by authentically portraying campus life, events and initiatives.

Brand Consistency: The team curates a robust library of on-brand images that reflect Bucknell's priorities, ensuring all content aligns with the University's visual identity.

Asset Management: A comprehensive data asset management system with detailed metadata and keyword tagging enables seamless searching, providing long-term value and accessibility for strategic use.

Campus Service: The division provides professional headshots for all full-time and some part-time University employees, transitioning in recent years from outsourced solutions to in-house production. This shift has not only achieved significant cost savings but has also made the process more accessible for employees.

VIDEO: DYNAMIC CONTENT FOR MODERN AUDIENCES

Bucknell's video marketing strategy has evolved over the past five years to meet the changing needs of audiences and platforms, focusing on both long-form branding videos and short-form content for social media.

Polished Branding Videos: High-quality, professionally produced videos designed for YouTube and advertising campaigns highlight Bucknell's strengths and support its branding and reputation goals.

Short-form Social Content: Trendy, vertical videos for platforms like Instagram and TikTok engage prospective students and younger audiences in a format they love.

Brand Anthem Success: In 2023, Marketing & Communications debuted Bucknell's first-ever brand anthem video, a visually compelling piece widely used in advertising campaigns. With more than **7.8 million views** and **16.5 million impressions**, the video has been instrumental in strengthening Bucknell's reputation and expanding its reach.



Video Integration Across Strategies

Video content is seamlessly woven into Bucknell's broader marketing strategies:

Advertising: Direct video ads feature prominently in campaigns on Instagram, YouTube, Facebook and LinkedIn.

Event Coverage: From signature events like Homecoming and New Student Orientation to admissions preview sessions, videos bring Bucknell's most important moments to life for on- and off-campus audiences.

Admissions Marketing: Videos, including virtual campus tours, showcase Bucknell's academic and campus life offerings to prospective students and families.

Advancement Goals: Story-driven videos highlight donor impact and University initiatives, inspiring support from alumni and stakeholders.

SIGNATURE UNIVERSITY EVENTS

Showcasing Tradition

Major events at Bucknell serve as pivotal opportunities to engage the campus community, elevate institutional prestige and amplify the University's brand. The Division of Marketing & Communications plays an integral role in promoting and supporting these experiences, ensuring they align with Bucknell's mission and strategic priorities.



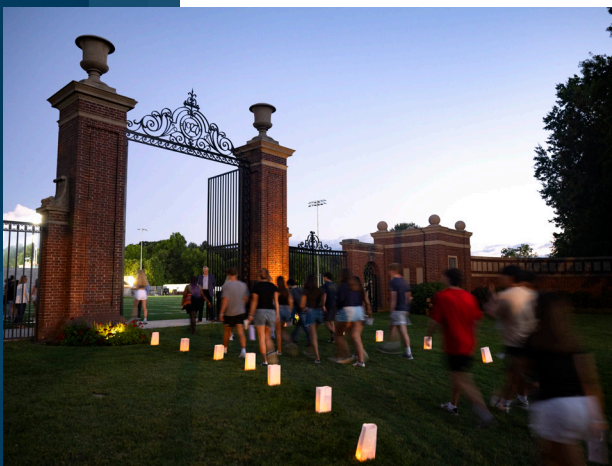
THE BUCKNELL FORUM

Since 2007, the Bucknell Forum has served as the University's premier speaker series, featuring nationally renowned leaders, scholars and commentators who explore critical issues from multidisciplinary perspectives. Recent distinguished speakers include Condoleezza Rice, former U.S. Secretary of State and National Security Advisor; Academy Award-winning actor and activist Jane Fonda; entrepreneur and investor Kevin O'Leary; pioneering actor and civil rights activist George Takei; and CNN broadcast journalist and political commentator Jake Tapper. The Division of Marketing & Communications oversees every aspect of this signature event, from convening and leading a task force of students, faculty and staff to select speakers to managing event logistics, talent coordination, media relations, promotional campaigns and post-event coverage.



THE JANET WEIS FELLOW IN CONTEMPORARY LETTERS

This prestigious award celebrates excellence in writing, reflecting Bucknell's commitment to intellectual achievement. In September 2024, the Fellowship was presented to two-time Pulitzer Prize winner Colson Whitehead. Marketing & Communications strategically amplified the event's reach through targeted promotional efforts, including a feature in *Bucknell Magazine*, digital signage and newspaper advertisements. These efforts not only highlighted the event but also reinforced Bucknell's reputation for fostering academic and literary excellence.



COMMENCEMENT AND NEW STUDENT ORIENTATION

Commencement and New Student Orientation are two of the most significant events in the Bucknell experience, marking key milestones for students and families. The Division of Marketing & Communications collaborates with senior class officers to select and secure the Commencement speaker, and guides the student Commencement speaker throughout their preparation. Additionally, the division supports every stage of these events, from pre-event promotions to live coverage and post-event storytelling.

GRAPHIC DESIGN

Creativity with Purpose

To support an increased focus on marketing, the Division of Marketing & Communications has evolved its design efforts from a strict service-provider model to a strategic-resource model. The design team actively partners in the visioning and creative development process, working closely with data analytics and digital strategy teams to ensure that campaigns align with the University's strategic goals for reputation, admissions and fundraising. In addition to their strategic role, the team provides a full suite of design services to campus partners, ensuring consistent, high-quality materials that reflect Bucknell's brand.



VISUAL STRATEGY

Working within the guidelines of Bucknell's brand architecture, designers employ distinct visual strategies, including strategic use of color, fonts and imagery, to tailor messaging and enhance engagement for specific target audiences.

Reputation and Rankings: Impactful visuals and design language showcasing academic excellence and innovation.

Enrollment and Retention: Engaging materials tailored for prospective and current students with visuals that inspire curiosity and convey a sense of belonging.

University Advancement: Visually sophisticated materials that evoke trust, legacy and nostalgia among alumni.

STRATEGIC DESIGN

While supporting the visual communications needs of partners campuswide, the design team's strategic shift has strengthened alignment with University priorities. By moving from task execution to informed collaboration, the design team ensures that all design work — whether in service of fundraising, academic activity or University-wide initiatives — contributes directly to the institution's reputation, engagement and overall success.



CAMPUS DESIGN SERVICES

The design team collaborates with departments across the University to produce engaging materials for a wide range of needs, including academic programs, campus events and branding physical spaces. These services include creating brochures, event signage, invitations, environmental graphics and other materials that reflect the University's brand and strategic priorities. By offering expert design consultation and execution, the team ensures that all University communications are professional, cohesive and effective.

7K+
PROJECTS COMPLETED
2019-24

620+
CAMPUS PARTNER
COLLABORATORS
2019-24

STRATEGIC COLLABORATIONS

Committing to Alignment

The Division of Marketing & Communications works in partnership with departments and divisions across the University to amplify institutional priorities and deliver effective communication strategies that drive results and foster meaningful engagement across our community.



PARTNERING WITH UNIVERSITY ADVANCEMENT

Our work with University Advancement strengthens alumni, family and donor engagement while supporting key fundraising initiatives.

Campaign and Stewardship: We develop compelling case statements, proposals and stories to help secure funding for transformational initiatives, including access programs and new academic centers that enrich the Bucknell student experience.

Annual Fund: We create engaging web content, produce monthly Alumni and Family Connection e-newsletters, and deliver materials for key fundraising efforts like One Herd, One Day and Bucknell Gives. We also produce the annual University calendar, a beautifully designed print piece mailed to donors to foster pride and connection.

Signature Events & Engagement: We provide design, print and mail support for major events like Reunion, Homecoming and Family Weekend, as well as strategic initiatives such as Alumni and Parents Board meetings. Additionally, we partner with the Center for Career Advancement to highlight its impact through storytelling and outcomes reporting.

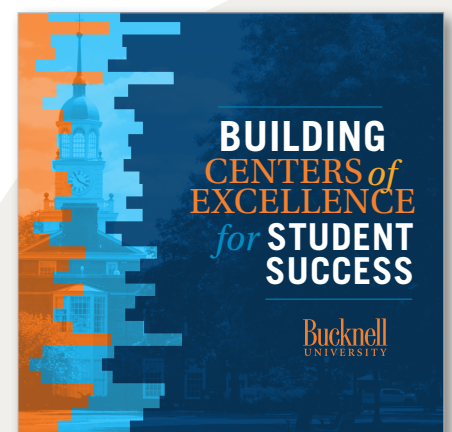


COMMEMORATING INSTITUTIONAL MILESTONES

We celebrate Bucknell's most significant achievements through dynamic campaigns that elevate visibility and inspire pride.

Center for Access & Success Launch: A multichannel campaign highlighted this initiative's role in advancing equity and supporting a diverse student body.

New Academic Centers: Strategic communications for the Dominguez Center for Data Science and the Perricelli-Gegnas Center for Entrepreneurship & Innovation showcased their transformational effect on student success and innovation at Bucknell.



PUBLICATIONS, PRINT & MAIL

Service-driven Solutions

Publications, Print & Mail (PP&M) serves as Bucknell's hub for high-quality printing, mailing and campus mail services, ensuring that communications are visually consistent, cost-effective and compelling. By aligning its services with the University's strategic goals, PP&M supports institutional priorities across campus.

86K

PACKAGES PROCESSED
THROUGH LOCKERS, 2020

107K

PACKAGES PROCESSED
THROUGH LOCKERS, 2024

131K

PACKAGES
DELIVERED, 2024

6,392

USPS PACKAGES, 2024

69,657

USPS LETTERS, 2024

\$110K

AVERAGE ANNUAL
POSTAGE SAVINGS

81%

OF PACKAGES PROCESSED
THROUGH SELF-
SERVICE LOCKERS

STRATEGIC OBJECTIVES

Streamlining Operations: Optimize workflows and adopt innovative technologies to improve efficiency and service delivery.

Cost Effectiveness: Provide affordable, high-quality solutions to meet campuswide communication needs while maintaining fiscal responsibility.

Visual Consistency: Ensure that all printed materials reflect Bucknell's branding and uphold its professional standards.

KEY INITIATIVES AND RESULTS

Updated Business Model: In FY24, PP&M transitioned to a partially funded model that allows departments to pay direct costs without additional overhead, reducing prices and making services more accessible.

- **Result:** Lower project costs for campus departments and greater utilization of in-house services.

Modernized Equipment and Processes: Significant upgrades include the acquisition of advanced digital printers, streamlined mail sorting systems, and the replacement of outdated equipment.

- **Result:** Enhanced production speed and quality while reducing operational costs.

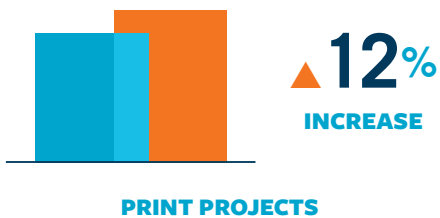
Student Mail Services Transformation: In 2020, traditional combination mailboxes were replaced with 498 self-service package lockers, significantly improving delivery efficiency.

- **Result:** By FY24, 81% of student packages were processed through self-service lockers, leading to increased convenience and user satisfaction.

Campus and Student Mail: Campus mail services distributed more than 6,000 USPS packages and nearly 70,000 letters in FY24, saving an average of \$110,000 annually through presorting outgoing mail.



PRODUCTION LEVELS



COMMITMENT TO INCLUSION AND SUSTAINABILITY

Through innovative practices, strategic partnerships, and a commitment to sustainability and inclusive excellence, PP&M continues to enhance Bucknell's communication efforts while providing reliable, cost-effective services to the campus community.

Diversity and Inclusion Enhancements

- Partnered with the Office of LGBTQ Resources to implement logic for displaying preferred names on student mail labels, fostering a more inclusive campus environment.
- Introduced the option to include pronouns on name tags and business cards.

Sustainability Efforts

- Transitioned name tag production to UV printing for greater efficiency and reduced waste.
- Collaborated with campus partners to minimize paper use and promote digital-first communication when appropriate.

INTERNAL COMMUNICATIONS

Fostering Connection and Clarity

Bucknell's internal communications strategy ensures that students, families, faculty and staff remain informed, connected and aligned with the University's priorities. By delivering clear, consistent messaging and fostering strong campus partnerships, we support institutional goals and enhance the campus experience. Tailored communications resonate with specific audiences, providing relevant and accessible information to meet their unique needs. Through collaboration with departments and offices, we craft messaging that advances their objectives while maintaining alignment with University-wide priorities. By emphasizing transparency and consistency, our communications strengthen trust in Bucknell's leadership, particularly during dynamic or challenging situations.

➡ Strategic Objectives

ENGAGING STUDENTS AND FAMILIES

Internal communications play a vital role in welcoming and supporting new students and their families during their transition to Bucknell.

First-year Student E-newsletter: A monthly e-newsletter provides guidance and resources to newly enrolled students and their families, achieving open rates of 60-70%. Strategic enhancements include:

- Engaging early-decision students and student-athletes earlier in their journey to reduce “melt.”
- Introducing distinct editions for transfer students to address their unique needs.
- Extending publication through the first semester to ensure continued support for student retention.
- Implementing tactics like resending unopened emails and conducting surveys to refine content based on recipient feedback.

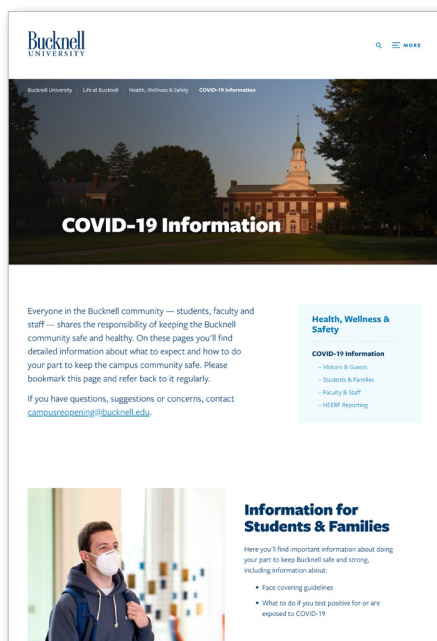


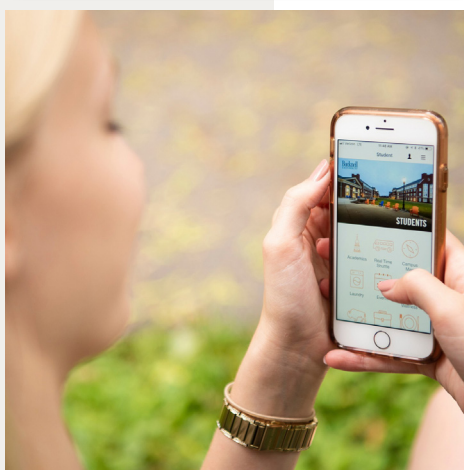
DELIVERING RESPONSIVE CRISIS COMMUNICATION

In times of crisis, internal communications serve as a lifeline to keep the campus community informed and aligned.

COVID-19 Response: During the pandemic, our team ensured timely and accurate communication by:

- Sending regular email updates detailing health protocols and operational changes.
- Creating a dedicated COVID-19 website with audience-specific resources and a dashboard tracking infection and vaccination rates.
- Designing campus signage to reinforce safety measures and provide directional guidance.





REASONS TO 'ray!
Bucknell stories to share

Bucknellians gathered in Walls Lounge on Friday for the University's First-Gen Festival, held in honor of national First-Generation College Celebration Day.

» NOV. 12, 2024 «

Reasons to 'ray is a weekly roundup of content produced by the **Division of Marketing & Communications**. Each Tuesday, we deliver the latest stories, videos and social media highlights to keep you informed. Reach us at communications@bucknell.edu.

FEATURES

[Bucknell Reimagines Dining to Enhance the Student Experience](#)

Bucknell's dining partner offers diverse cuisines while promoting inclusivity, fostering community and supporting sustainability.

→ [Read more features](#)

BUCKNELL MAGAZINE

[From ROTC to the South Dakota National Guard](#)



AMPLIFYING KEY INITIATIVES

Our team collaborates with departments and divisions to develop campaigns that align with institutional goals and enrich the campus experience. Recent initiatives include:

Promoting Student Wellness and Retention: Partnering with Student Affairs to promote wellness programs and retention strategies that holistically address student needs.

Supporting Sustainability Efforts: Collaborating with Facilities to create targeted messaging for environmental stewardship efforts, including Earth Day events.

Advancing Diversity and Inclusion: Supporting the Division of Equity & Inclusive Excellence in promoting initiatives that foster a welcoming and inclusive campus environment.

Fostering Campus Pride: Elevating the campus environment with branded banners displayed across the University's 450 acres. Featuring students, alumni and the By Way of Bucknell brand, these banners reinforce Bucknell's identity, pride and vibrant community.

STRENGTHENING ENGAGEMENT THROUGH INNOVATIVE TOOLS

We leverage technology and creative solutions to enhance communication and engagement across the Bucknell community.

Message Center: We moderate faculty and staff posts on the University's internal message board, ensuring content aligns with established guidelines and meets the evolving needs of the campus community. By reviewing and refining the platform's guidelines, we aim to ensure its relevance and utility as a communication tool for faculty, staff and students.

Bucknell App: Launched in 2019, the app offers tailored content for seven key audiences, including faculty, staff, students and parents. A dedicated persona for new students, introduced in 2020, provides Orientation resources and real-time updates. Usage has more than doubled since its launch, from 8,000 unique visitors in 2019 to 19,000 in 2024.

Reasons to 'ray E-newsletter: This weekly opt-in newsletter curates recent Bucknell stories for colleagues across campus, particularly those in Admissions and University Advancement, to support their roles as brand ambassadors. Since its launch in 2018, circulation has grown steadily, reaching 484 subscribers.

Sign up at go.bucknell.edu/ReasonsToRay

EXECUTIVE COMMUNICATIONS

Advancing Institutional Priorities

Bucknell's executive communications strategy is centered on advancing the University's mission, safeguarding its reputation, and fostering trust and engagement among internal and external stakeholders. The strategy is designed to ensure leadership messaging is clear, consistent and aligned with institutional priorities while adapting to dynamic challenges and opportunities. Projects that have reinforced transparency and strategic direction in the past five years include the communication of milestones for the University's strategic plan: *The Plan for Bucknell 2025*; crafting messaging for the Culture, Engagement & Well-being Survey; and supporting the president's annual University Address.

STRATEGIC PILLARS

Proactive Messaging: We deliver communications that highlight Bucknell's strategic goals and milestones, building a shared sense of purpose across the community. By anticipating key moments in the academic and institutional calendar, we proactively share updates that resonate with stakeholders.

Responsive Leadership: We focus on crafting timely and thoughtful responses to emerging issues, crises or societal challenges, maintaining flexibility to adapt messaging as circumstances evolve.

Stakeholder-centric Communication: We tailor communications to meet the unique needs and expectations of Bucknell's diverse audiences, including students, families, faculty, staff, alumni and the local community. Our messaging reinforces transparency, inclusion and accountability, aiming to inspire confidence in the University's direction.

Reinforcing Institutional Mission: We amplify Bucknell's commitment to equity, sustainability and academic excellence, ensuring that messages align with the University's strategic plan. By showcasing institutional achievements, we help to foster pride and loyalty among the community.

Consistency and Alignment: We coordinate leadership messaging across initiatives and channels, ensuring cohesion and clarity. Collaboration with internal teams aligns executive communications with broader institutional efforts to avoid mixed signals.

Thought Leadership and Reputation Building: We position Bucknell's leaders as authorities on critical issues in higher education through op-eds, speeches and media engagement. These efforts elevate the University's profile and reinforce its reputation among peers and prospective stakeholders.

ISSUES MANAGEMENT

Partnership and Crisis Response

Bucknell's issues management strategy is designed to anticipate, assess and respond to emerging challenges that could impact the University's reputation, operations or community trust. By fostering collaboration and thoughtful communication, the strategy ensures Bucknell is prepared to navigate complex situations with transparency and care.

Collaborative Approach: We work closely with campus partners, including the President's Office, Public Safety, Risk Management and others, to ensure alignment and consistency in messaging during sensitive situations.

Clear and Transparent Communication: We prioritize clear, accurate and timely communication to maintain trust with internal and external audiences.

Reputation Stewardship: Our responses are crafted to protect Bucknell's brand and uphold its reputation, balancing transparency with strategic messaging tailored to various stakeholders.

AWARDS

Celebrating Five Years of Honors

Over the past five years, Bucknell's Division of Marketing & Communications has earned more than 100 national and international awards, showcasing leadership in creative excellence, digital innovation and strategic storytelling. These accolades highlight the division's commitment to advancing Bucknell's mission while setting a standard for excellence in higher education communications.

CREATIVE EXCELLENCE

Recognized for compelling design and branding initiatives:

Council for Advancement and Support of Education (CASE): 1 Platinum Award, 1 Grand Gold Award and multiple silver and bronze honors.

University & College Designers Association (UCDA): 5 Excellence Awards and 6 Honorable Mentions for innovative print and digital materials.

DIGITAL INNOVATION

Honored for groundbreaking campaigns that connect with key audiences:

Education Digital Marketing Awards (EDMA): 8 Gold, 1 Silver and 1 Bronze Awards for digital campaigns and web design.

Educational Advertising Awards (EAA): 5 Gold, 1 Silver and 6 Bronze Awards for creative and strategic advertising.

STORYTELLING AND PHOTOGRAPHY

Celebrated for compelling storytelling that captures Bucknell's spirit in words and images:

Society of Professional Journalists (SPJ): 1 First Place for education writing and 1 Second Place for feature writing.

University Photographers' Association of America (UPAA): 1 Silver Award for exceptional photography.

EXCELLENCE IN PRINT AND MAIL

Acknowledged for outstanding in-house production and service:

Association of College and University Printers (ACUP+): 7 Platinum Awards, 6 Gold Awards and multiple honors for innovative print and mail solutions.



