



STRATEGY *meets* STORY

Bucknell University's Division
of Marketing & Communications

2024-25 REPORT

Bucknell
UNIVERSITY



INTRODUCTION

Over the past year, Bucknell's Division of Marketing & Communications elevated the University's reputation, inspired record-breaking applications, strengthened philanthropic support, and engaged Bucknellians across generations and around the world. *Strategy Meets Story* reflects the heart of this work, which unites bold, data-driven strategies with authentic storytelling that captures what makes the Bucknell experience so distinctive.

This philosophy inspired us to expand our reach through innovative digital platforms and pioneer ethical storytelling principles that guide our work with sources. These efforts reflect our team's commitment to sharing Bucknell's spirit and success in ways that embrace technology and humanity. We're proud to position Bucknell for sustained success through this approach — now and for generations to come.



Christina Masciere Wallace P'22

Interim Vice President

Marketing & Communications

Interim Vice President Christina Masciere Wallace P'22, **Executive Assistant** Shana Ebright • **Marketing Strategy Assistant Vice President** Brandy Kift, **Strategist** Brooke Thames, **Digital Strategist** Stevie Blyler, **Social Media Manager** Kira McNally, **Videographer** Justin Sucre, **Coordinator** Sherri Smith P'19 • **Executive & Internal Communications Director** Christina Masciere Wallace P'22 • **Media Relations Director** Mike Ferlazzo • **Content Strategy Director** Matt Hughes, **Associate Director & Bucknell Magazine Editor** Katie Neitz, **Writers** Matt Jones, Kate Williard, **Web Content Specialist** Stephanie Zettlemoyer, **Photography Supervisor & Bucknell Magazine Photography Editor** Emily Paine, **Photographer** James Giffen, **Assistant** Kim Faulk • **Graphic Design Associate Director & Bucknell Magazine Creative Director** Barbara Wise, **Designers** Donna Glass, Debbie Hirsch • **Web & Digital Communications Associate Director** Shawn Preisz, **Developers** Richard Ford, Tristan Scott • **Publications, Print & Mail Director** Tom Lydon • **Graphic Services Team Leader** Wanda Feese, **Specialist** Heather Thomas • **Print Production Team Leader** Dean Fisher, **Technicians** Catherine Shawley, James Trautman • **Mail Services Team Leader** Monica Brink P'24, **Coordinator** Dana Kemberling, **Assistants** Mindy Yost P'21, Kelly Shiffer, **Couriers** Jeff Halkowicz, Jim Harman, Jonathan Livengood

MARKETING STRATEGY

The Division of Marketing & Communications blends creativity, strategy and data to craft bold, integrated initiatives that move Bucknell forward. Our work doesn't just support the University's mission — it positions Bucknell as a top-tier institution in higher education while nurturing authentic connections with those we serve.

At the center of our efforts is By Way of Bucknell, the brand platform that expresses the transformational nature of the Bucknell experience. It guides everything we produce — from campaign messaging to digital storytelling — ensuring our work resonates across audiences while maintaining a strong, unified voice.

OUR WORK IS ANCHORED IN FIVE STRATEGIC PILLARS

- Attracting Top Students:** We design smart, high-performing campaigns to inspire the next generation of Bucknellians. With messaging tailored to individuals and their place within the college admissions journey, we've expanded our reach and elevated interest — helping Bucknell welcome its most talented and diverse applicant pools ever.
- Elevating Reputation:** We take a proactive approach to shaping how Bucknell is perceived — across the academic community and beyond. Through reputational outreach, thought leadership and marquee events like The Presidents Dinner, we build visibility and strengthen the University's position as a national leader in higher education.
- Fostering Engagement:** From the campus to the broader Bucknell community, our communications create connections that last. Whether through internal communications, social channels or alumni engagement initiatives, we focus on strengthening relationships and building lasting affinity for Bucknell.
- Advancing Philanthropic Goals:** Our storytelling sparks action. We develop powerful narratives that highlight impact, demonstrate momentum and drive support — connecting alumni and donors to Bucknell's vision and encouraging lifelong investment in its success.
- Innovating Across Platforms:** We meet audiences where they are — and where they're going. Through immersive tools like interactive campus tours, dynamic social media and performance-driven digital advertising, we deliver experiences that are creative, accessible and measurable.

This strategy isn't about keeping pace — **it's about leading.** Every Marketing & Communications project aligns with the University's overarching goals and reflects our commitment to results. Our work builds pride, earns trust, and most importantly, keeps Bucknell at the forefront of higher education.

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ADMISSIONS MARKETING

Digital Innovation & Personalized Engagement to Drive Results

During the 2024–25 academic year, Bucknell advanced its admissions marketing strategy through innovation in digital advertising, personalization and technology integration.

APPLICATION FEE WAIVER

For the first time, Bucknell launched a targeted email campaign offering application fee waivers to students based on income, geography and academic interest. The effort removed a key barrier for prospective students and drove strong results.

2,813
APPLICATIONS
GENERATED

22.9%
ENROLLMENT
YIELD FROM
PENNSYLVANIA
APPLICANTS



13.3%
ENROLLMENT
FROM ENGINEERING
PROSPECTS

1,754
APPLICATIONS FROM
MEDIAN-INCOME
STUDENTS

THE HIGHEST-VOLUME SEGMENT

AI RECRUITER

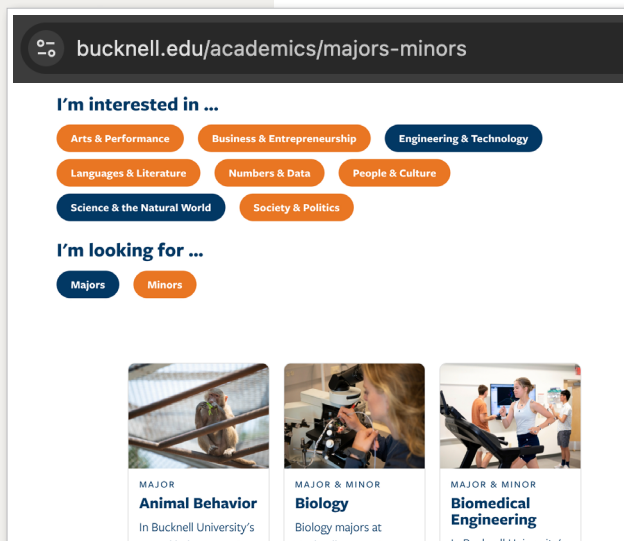
In partnership with CollegeVine, Bucknell introduced its first artificial intelligence-powered virtual recruiter, branded by the marketing team to enhance prospective student engagement and scale outreach. **The tool delivered impressive early results:**

16,000+
CONVERSIONS
GENERATED

2,700
AI RECRUITER
CALLS

33,000+
PERSONALIZED
EMAILS SENT

~3,800
STAFF HOURS
SAVED

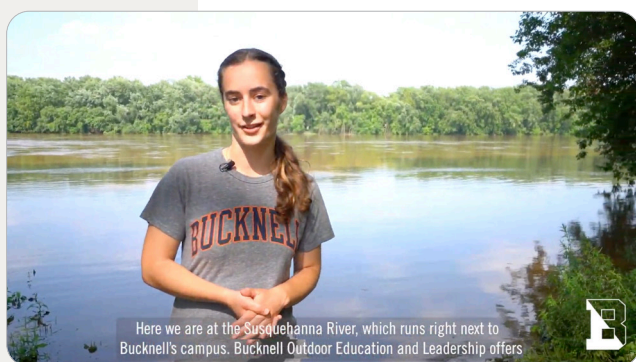


INTERACTIVE MAJOR FINDER

Bucknell launched a new online tool designed to help prospective students explore academic options and find the right major for them. This feature enhances the student recruitment experience with personalized, engaging content.

123,000+
PAGEVIEWS

▲ 22%
INCREASE IN
ENGAGEMENT TIME



VISITOR EXPERIENCE ENHANCEMENTS

To enrich both on-campus and virtual visits, Bucknell introduced new features to engage prospective students and provide seamless access to information.

- » A new preview session video with interactive elements prepares visitors before their arrival.
- » QR code integration enables visitors — whether on-site or virtual — to easily access supplemental content, maps and resources.

INTERNATIONAL AWARENESS CAMPAIGN

Bucknell expanded its global outreach through a new international awareness campaign in partnership with Study International.

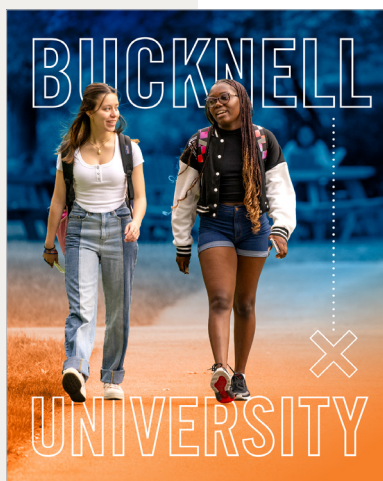
The campaign drove strong engagement across key markets.

33M
IMPRESSIONS

38K
EDITORIAL PAGEVIEWS

6,690
AD CLICK-THROUGHS

6,000+ CLICKS
FROM A TARGETED WECHAT
CAMPAIGN IN CHINA



OTHER STRATEGIC ADVANCES

Alongside major campaigns, Marketing & Communications implemented several tactical initiatives to strengthen outreach and better understand prospective student interests.

- » New, focused marketing efforts for the College of Engineering contributed to a **15% increase in engineering applications overall**, underscoring the impact of personalized messaging.
- » Support for pre-college programs was enhanced through targeted Journey to Bucknell advertisements, raising awareness among high school students preparing for college.
- » A comprehensive survey was launched to further refine recruitment strategies that accurately capture audience sentiment and preferences, providing actionable insights to guide future outreach.

SOCIAL MEDIA

Building Community & Driving Conversation

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 distinct strategy designed to align with its unique audience, content formats and engagement goals, ensuring a resonant and cohesive online presence.

AUDIENCE GROWTH AND ENGAGEMENT INSIGHTS ACROSS CHANNELS

In the past year, Bucknell's social media channels collectively achieved:

22M+
TOTAL IMPRESSIONS

1M+
TOTAL
ENGAGEMENTS

~5M
VIDEO VIEWS

▲97%
VIDEO VIEWS
INCREASE

LinkedIn: This channel **gained nearly 6,000 followers and 370,000 engagements**, fueled, in part, by targeted efforts encouraging senior Bucknell leaders to reshare institutional content to boost the University's reputation.

TikTok: Bucknell's TikTok audience reach **increased by 109%**, driven by increased frequency of posting authentic video content — including student-produced pieces that resonated strongly with the prospective student audience.

Instagram: By prioritizing student-centered and trending video content, Bucknell's Instagram channel **surpassed 4 million video views**, marking an impressive **106% increase** compared to the prior year.

SOCIAL MEDIA FOOTPRINT

Followers by Platform

f 34K

@ 35K

in 54K

X 22K

▶ 3K

🎵 3K



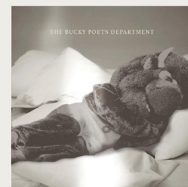
Remember that you make it special



EDUCATION DIGITAL MARKETING AWARDS

Bronze: "Letter to a Future Bucknellian" reel

Merit: "Bucky in His Taylor Swift Era" post



VIDEO

Visual Storytelling That Resonates

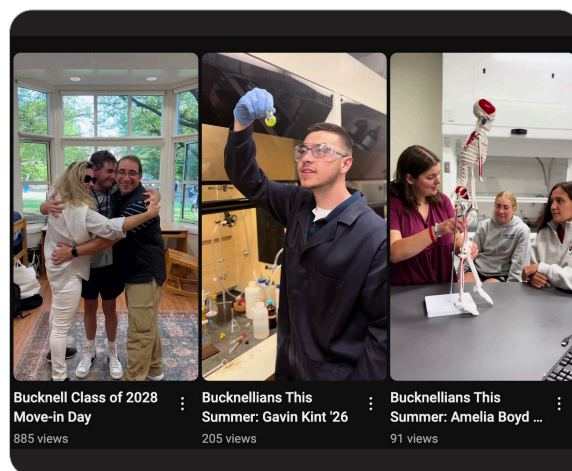
In 2024–25, Bucknell’s video strategy emphasized search-engine optimization (SEO), admissions-focused content and platform-specific video experiences to increase engagement and visibility.

YOUTUBE SEO SUCCESS

Bucknell’s YouTube SEO strategy enhanced video discoverability by targeting high-volume search terms, refining metadata and optimizing video structure for viewer retention.

SHORT-FORM VIDEO GROWTH

The Division of Marketing & Communications broadened Bucknell’s social video presence by adopting platform-specific formats such as YouTube Shorts and Instagram Reels. These short videos played a key role in eight advertising campaigns, generating over **2.1 million impressions** with a strong **1.64% engagement rate** and **35,416 high-intent interactions** (clicks and verified visits). Reels notably reached many non-followers, who accounted for more than **90% of interactions** with Reels content, expanding Bucknell’s audience and brand visibility.



YOUTUBE RESULTS

88.9K
VIEWS

.....

447.5K
ORGANIC
IMPRESSIONS

.....

233+
NEW SUBSCRIBERS

.....

23%
MONTHLY VIEWS
FROM YOUTUBE SEARCH

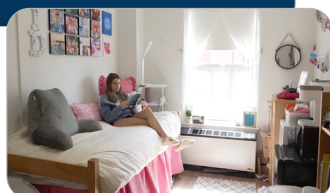


ANNUAL TRADITIONS

Video storytelling captures, celebrates and commemorates the most important milestones in the Bucknell journey in order to reinforce touchpoints and build affinity with students, parents and alumni. Celebratory videos, including the annual Welcome to Bucknell, Reunion and Commencement videos, garnered **12,014 total views** in 2024–25, with the *Welcome to Bucknell, Class of 2028* video leading at **3,909 views**.



HOUSING



ADMISSIONS-FOCUSED CONTENT

To support recruitment goals, Marketing & Communications produced new video tours, a preview session video and captive advertisements for in-person visitors. The team also updated 360-degree videos of first-year residence halls for use in the new Concept3D map and virtual tour platform. These tools enhanced virtual campus visits and helped prospective students connect with Bucknell remotely.

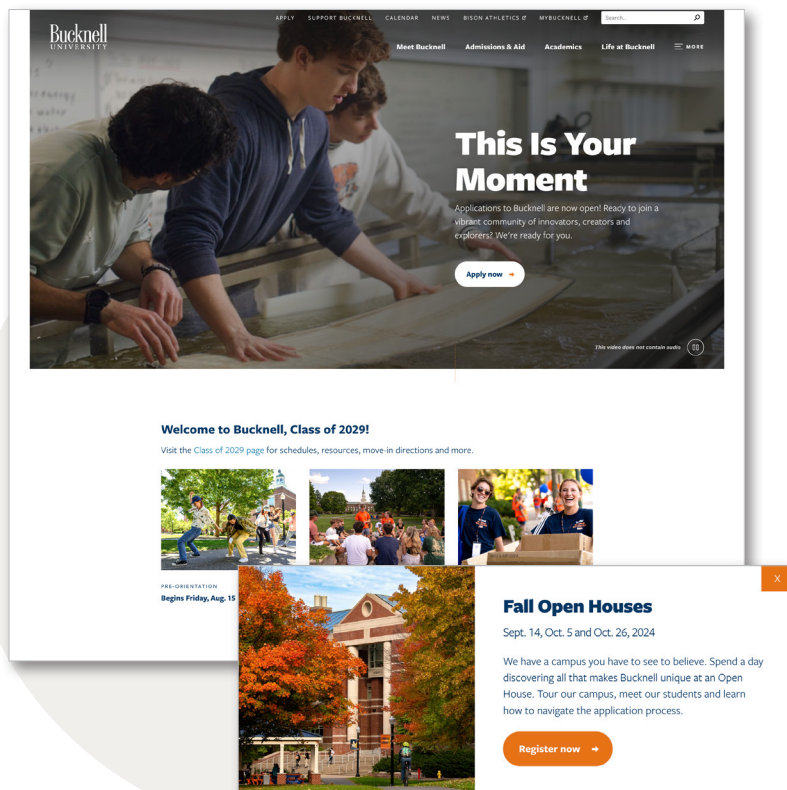
DIGITAL MARKETING

Building Connections with Digital Outreach

Bucknell's digital marketing strategy leverages data-driven personalization, targeted advertising and innovative technology to engage prospective students and broader audiences.

WEBSITE

Bucknell.edu is a central pillar of the University's marketing and communications efforts, providing diverse audiences with timely, relevant information. From July 2024 to July 2025, the site recorded **6.4 million page views from 1.4 million unique visitors — roughly a 5% gain over the preceding year** — demonstrating its importance as a primary touchpoint.



▲ **6,410,886**
PAGEVIEWS
(+5.5%)

▲ **1,437,402**
TOTAL USERS
(+4.5%)

▲ **1:43**
ENGAGEMENT TIME
PER ACTIVE USER
(+9%)

▲ **1,390,837**
NEW USERS
(+2.6%)

WEBSITE PERSONALIZATION

Personalization was a key focus this year. Efforts concentrated on enhancing email and website experiences by incorporating student interest data and engagement patterns in messaging. On bucknell.edu, dynamic calls to action and pop-ups supporting enrollment goals are served to potential prospective students. In fiscal year 2025, 381 students who interacted with personalization campaigns received an admissions decision status — a **35.6% year-over-year increase** — and 150 of those students enrolled. Program-specific visit buttons and Admitted Student Day promotions saw **conversion rates as high as 46%**, confirming the effectiveness of relevant, timely messaging.

EYE ON ACCESSIBILITY

Bucknell's website meets WCAG 2.1 Level AA standards, regularly **scoring above 99%** on internal accessibility tests. However, legacy PDFs remain a challenge for screen readers. Since fall 2024, over 30 high-priority PDFs — including the Student Handbook and Course Registration Instructions — have been converted or remediated to improve accessibility.

DATA-DRIVEN INSIGHTS

The marketing team continues to refine strategy through detailed analysis of campaign and audience data. A custom marketing dashboard tracks cost-per-lead and performance metrics, benchmarking results against higher education industry standards. This data-driven approach enables ongoing optimization and informed strategic decisions.

DIGITAL ADVERTISING

Targeted campaigns across social media and streaming platforms — including “Apply” ads and College of Engineering awareness efforts — delivered strong results that highlight the effectiveness of data-informed advertising strategies:

- » **9.3 million+** impressions
- » **107,000** clicks
- » **44.3%** increase in request for information (RFI) form completions year over year
- » **15.2%** increase in applications to the College of Engineering
- » **1.6%** increase in total undergraduate applications
- » **4.9%** year-over-year increase in enrolled students

SEARCH ENGINE OPTIMIZATION (SEO)

Ongoing SEO efforts improved Bucknell’s visibility for both branded (keywords containing “Bucknell”) and unbranded keywords. Strong click-through rates of both types of keywords underscore the website’s visibility and trustworthiness.

~53.5M
GOOGLE IMPRESSIONS

~2.24M
GOOGLE SEARCH CLICKS

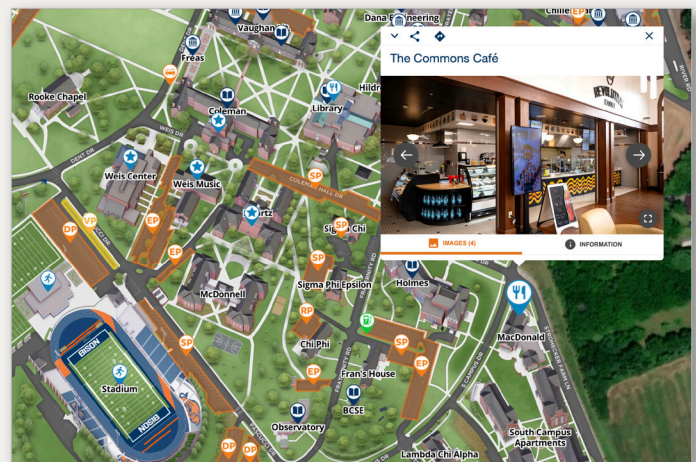
- » **4.2%** click-through rate for branded keywords
- » **1.3%** click-through rate for unbranded keywords
- » **75.6%** increase in Admissions Blog and Podcast pageviews
- » **106** RFI form completions directly from blog content
- » **27,400** total keywords now ranking for the site
 - **1,346** keywords tied to Admissions Blog and Podcast content
 - **3,446** keywords triggering AI search features

3D MAP AND VIRTUAL TOUR

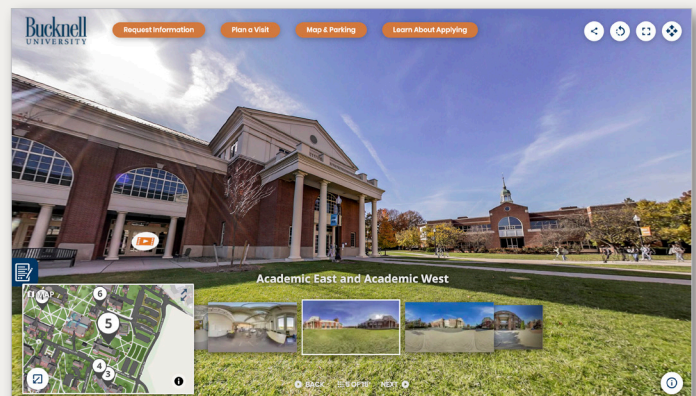
In 2025, Bucknell launched a new 360-degree virtual campus tour and digital campus map, supporting admissions goals with fresh ways to experience Bucknell from afar.

Immersive tour: features 360-degree views of 15 campus locations enhanced with photos, videos and text, replacing an outdated 2D tour. RFI form completions from the virtual tour rose dramatically: 268 (Dec. 2024–July 2025) versus 33 the previous year — a **712% increase**.

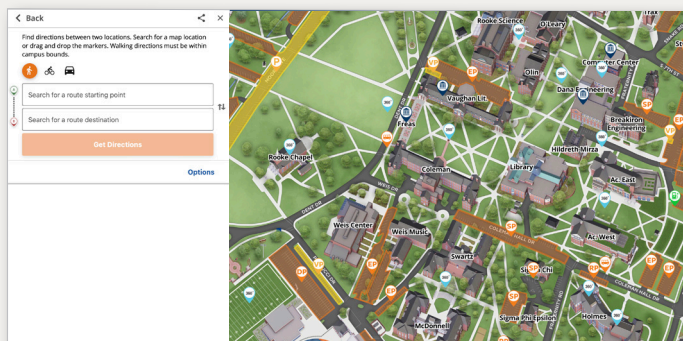
Digital campus map: offers an interactive view of campus with integrated wayfinding and content filtering tools, photo galleries and 360-degree panoramas. The map provides a powerful, visual communication platform for reaching a variety of core audiences, including students, employees and visitors to events like Commencement, Reunion and New Student Orientation. See it at map.bucknell.edu.



Easy-to-filter information



Immersive 360 views

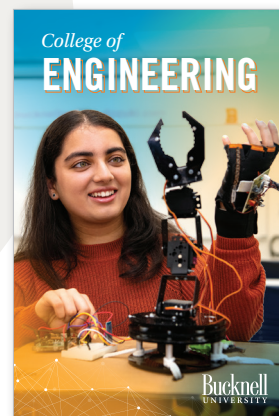


Turn-by-turn walking directions

BRAND & REPUTATION

Strengthening Bucknell's Identity & Influence

At the core of Bucknell's character lies the By Way of Bucknell brand — a guiding narrative that captures the meaningful experiences of Bucknellians and the lasting impact they make across the globe. As the brand's guardian, Marketing & Communications ensures that every message, campaign and creative effort upholds the University's standard of excellence.



REPUTATION & RANKINGS STRATEGY

Reputational efforts position Bucknell as a thought leader among liberal arts institutions through sustained, year-round outreach, which distinguishes our approach from shorter-term, rankings-driven efforts common in higher education marketing. The core audience of this strategy includes presidents, provosts and vice presidents of enrollment management — the individuals who participate in the *U.S. News & World Report* **peer assessment that accounts for 20%** of the overall rankings score.

Strategic Pillars

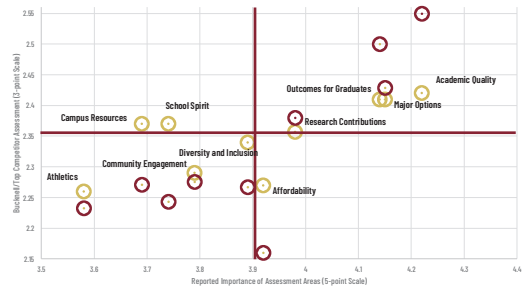
- » Thought leadership campaigns showcasing Bucknell's distinctive academic strengths
- » Content that is practical, relevant and easily actionable for peer institutions
- » Messaging around themes that resonate with higher education leadership, including innovation, strategic vision and academic excellence

Q2 What is the overall reputation of these colleges and universities? (All Markets)

OVERALL RANK	POOR	BELOW AVG	AVERAGE	ABOVE AVERAGE	EXCEPTIONAL	SCORE	TIER*	2022 WEIGHTED
#1 University of Pennsylvania	0%	3%	20%	35%	42%	579 (UP)	1st	535
#2 Boston College	1%	4%	20%	46%	30%	569	2nd	472
#3 Cornell University	1%	4%	23%	36%	36%	500 (DOWN)	2nd	567
#4 Bucknell University	1%	4%	23%	39%	33%	480 (UP)	2nd	388
#5 Northeastern University	0%	7%	24%	38%	29%	458 (UP)	3rd	357
#6 Colgate University	1%	5%	31%	37%	26%	444 (UP)	4th	374
#7 Villanova University	1%	5%	24%	52%	18%	409	4th	404
#8 Franklin & Marshall College	0%	0%	30%	44%	27%	408 (UP)	4th	362
#9 Wake Forest University	1%	5%	26%	49%	19%	399 (UP)	5th	368
#10 University of Richmond	1%	6%	29%	40%	23%	397 (UP)	5th	338
#11 Lehigh University	1%	4%	29%	43%	21%	381 (UP)	5th	322
#12 Lafayette College	1%	7%	27%	46%	19%	387 (UP)	6th	296
#13 College of the Holy Cross	1%	5%	26%	52%	16%	386 (UP)	6th	355

*Institutions within the same tier scored statistically similarly on reputation, thus grouping comparable institutions.

Q7 Here are some common areas to assess a college. How much weight do you put on each when considering the reputation of an institution? How does this university compare to the average college in each of these areas, if familiar? (Top Competitor Scores)



* Scores in **GREEN** are Bucknell University scores, while scores in **RED** are top competitor scores.

BENCHMARKING STUDY INSIGHTS

A benchmarking study conducted by a third party established a baseline of peer perception prior to the debut of the reputation and rankings initiative in fall 2022, enabling future measurement of the strategy's impact. A follow-up study was conducted in fall 2024 and benchmarked against the 2022 study, with remarkable results attesting to the initiative's efficacy:

- » Bucknell's familiarity score rose from **115** to **167**, the highest improvement among its competitor set
- » Bucknell's "exceptional" rating rose from **21%** to **32%**, the largest gain in its peer group
- » Overall reputation score increased from **386** to **490**, moving Bucknell from a **Tier 4** to a **Tier 2** institution, alongside Cornell and Boston College
- » Increased, unaided associations with terms like "elite," "excellence" and "trustworthy" were used to describe Bucknell with significantly higher frequency in the follow-up assessment

ELEVATING EXPERIENCE & EXPERTISE

The 2024-25 reputation and rankings initiative included two comprehensive campaigns centering on *U.S. News & World Report* rankings subcategories that align with core institutional strengths of Bucknell: undergraduate research and faculty teaching excellence. Its goal was to improve esteem for Bucknell among the target audience by highlighting Bucknell's excellence in areas that are both central to the academic experience and included in the peer-assessment survey.

These campaigns featured a mix of print and digital tactics designed to reach the initiative's target audience, including direct mail, a digital publication, email and digital advertising across multiple platforms, including *Inside Higher Ed* and *The Chronicle of Higher Education*.



From the Provost
WENDY STERNBERG

Dear Colleagues,

At Bucknell University, teaching excellence is not only a liberal arts tradition — it is a commitment to adapting, innovating and meeting students where they are. As rapid shifts in student engagement and the use of AI present opportunities and challenges across the higher education landscape, our dedication to great teaching has never been more important or valuable.

At Bucknell, exceptional teaching is a high-impact, intentional practice that is deeply tied to an institutional focus that holds intellectual discovery and inspired pedagogy in equal esteem. All of our classes are taught by faculty whose curiosity and research motivate students to ask bold questions. Our undergraduate focus gives students unparalleled opportunities to work side-by-side with those faculty and make real contributions to vital scholarly conversations.

In the pages that follow, you'll meet Bucknell professors who embody our teacher-scholar model, and learn how their drive to explore the unknown translates to unique classroom and mentorship experiences for students. Most of all, you'll see how our faculty's commitment to teaching excellence advances Bucknell's mission of educating students for a lifetime of critical thinking and intellectual exploration, creative problem-solving and success.

Best wishes,
Wendy Sternberg
Wendy Sternberg

TEACHING EXCELLENCE
Thrives Here
Bucknell University

Bucknell University Supports Excellence in Undergraduate Teaching

As rapid shifts in student engagement and the use of AI present opportunities and challenges across the higher education landscape, impactful classroom experiences — grounded in great teaching — have never been more important or valuable.

At Bucknell University, which recently received Research Colleges and Universities designation from the Carnegie Foundation, exceptional teaching is a high-impact, intentional practice that is deeply tied to an institutional focus holding intellectual discovery and inspired pedagogy in equal esteem.

Click below to meet professors who embody Bucknell's teacher-scholar model, and learn how their drive to explore the unknown translates to unique classroom and mentorship experiences for students.

[Learn how Bucknell supports teaching excellence](#)

Teaching Excellence Thrives Here

At Bucknell University, teaching excellence thrives thanks to an institutional focus that holds intellectual discovery and inspired pedagogy in equal esteem.

All classes at Bucknell are taught by faculty whose curiosity and research motivate students to ask bold questions. And thanks to our undergraduate focus, students gain unparalleled opportunities to work side-by-side with their professors and make real contributions to vital scholarly conversations.

Meet our teacher-scholar faculty by clicking below for more information, and [submit your comments](#) today.

TEACHING EXCELLENCE
Thrives Here
Bucknell University

[LEARN HOW](#)

1,239,630
OVERALL
CAMPAIGN REACH

MEDIA RELATIONS

Expanding Bucknell's National & Global Media Presence

Bucknell's media outreach elevates faculty research, academic excellence, innovation and student success. Pitches reflect institutional priorities and public interest, resulting in relevant, compelling stories.

TARGETED PITCHING

Media outreach focuses on journalists and outlets whose editorial scope aligns with Bucknell's expertise. This targeted approach consistently secures placements across national and international platforms.

ENGAGING FACULTY EXPERTISE

Faculty serve as expert sources across a range of topics and are frequently quoted and featured in major media, which enhances the University's visibility and authority.

NATIONAL MEDIA EXPOSURE

Significant placements were secured in such outlets as *The New York Times*, *The Wall Street Journal*, CNN, NPR and *National Geographic*, amplifying faculty research and institutional milestones globally.



MEDIA BOOKLET

The annual media booklet summarizes key newsmakers, influential placements and media events such as The Presidents Dinner. Distributed to executive leaders at peer institutions, it supports reputation-building efforts tied to rankings. In 2025, the booklet received a prestigious national CASE Circle of Excellence Award in recognition of its impact in advancing institutional reputation.

See it at go.bucknell.edu/media

EDITORIAL REACH

During fiscal year 2025, Bucknell earned more than 13,000 news mentions, with total editorial reach increasing more than 16% to 30 billion potential views across 50 states and 57 countries. Annual ad-value equivalency rose from \$240 million to \$280 million.



AWARDS

Media Booklet: *Expanding Global Media Reach*

Council for Advancement and Support of Education (CASE), **Silver**

College and University Public Relations Association of Pennsylvania (CUPRAP), **Gold**

TOP PLACEMENTS

- » *The New York Times* featured Professor DeeAnn Reeder P'16, biology, in a story about a newly identified fungus causing white-nose syndrome in bats.
- » ABC News featured Professor Matías Vernengo, economics, director of the Bucknell Institute for Public Policy, in two stories on the state of the U.S. economy.
- » The Associated Press, ESPN and other outlets covered former Major League Baseball star Alex Rodriguez making a half-court shot at a Bison men's basketball game following his Bucknell Forum appearance. He won a student \$10,000.



11

HIGHER-ED
INSTITUTIONS

30

NATIONAL
MEDIA
OUTLET
MEMBERS

THE PRESIDENTS DINNER

The Presidents Dinner has become a respected forum for national higher education dialogue, and on Sept. 5, 2024, its seventh gathering once again convened prominent university presidents and members of the national media at the National Press Club in Washington, D.C., for an in-depth, on-the-record conversation about the current and future state of higher education.

Leaders from the following institutions joined President John Bravman in a dialogue that affirmed Bucknell's leadership role in elevating higher education discourse:

Agnes Scott College	Davidson College	Kalamazoo College	Pomona College
Amherst College	DePauw University	Oberlin College & Conservatory	Willamette University
Carleton College	Furman University		

Participating journalists represented these leading national outlets:

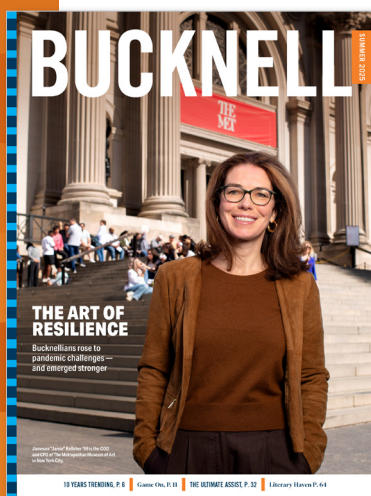
The Associated Press	Higher Ed Dive	POLITICO	USA TODAY
The Boston Globe	Inside Higher Ed	Trusteeship Magazine	The Wall Street Journal
The Chronicle of Higher Education	MarketWatch	U.S. News & World Report	The Washington Post
The Economist	The New York Times	University Business	Washington Monthly

The eighth annual Presidents Dinner was held Sept. 4, 2025.

BUCKNELL MAGAZINE

Engaging Readers, Elevating Reputation

Bucknell Magazine plays an essential role in shaping how alumni, peers and higher education leaders perceive and connect with the University. While alumni engagement remains central to its mission, the magazine also serves as a dynamic platform for showcasing Bucknell's distinctive educational experience and strategic priorities to peer institutions.



DIGITAL SHIFT

To better serve evolving reading preferences, in 2025 Marketing & Communications launched a new online edition of *Bucknell Magazine* and created unique digital content to encourage reader exploration. The shift was grounded in data showing strong audience interest: A reader survey generated more than **5,000 responses**, of which **68% expressed interest in receiving the magazine digitally**. As a result of these efforts, the magazine's **digital-only subscriber base nearly doubled, from about 4,000 to 7,600**.

Marketing & Communications selected eMagazines, an industry leader that collaborates with national titles such as *Fortune*, *TIME* and *Sports Illustrated*, as its digital-publishing partner. The new digital edition is dynamic, easy to navigate and optimized for modern reading habits. These combined efforts also cut digital production fees in half and have reduced print and postage costs, ensuring the publication's fiscal responsibility.

DISTRIBUTION

36,400

PRINT
SUBSCRIBERS

7,600

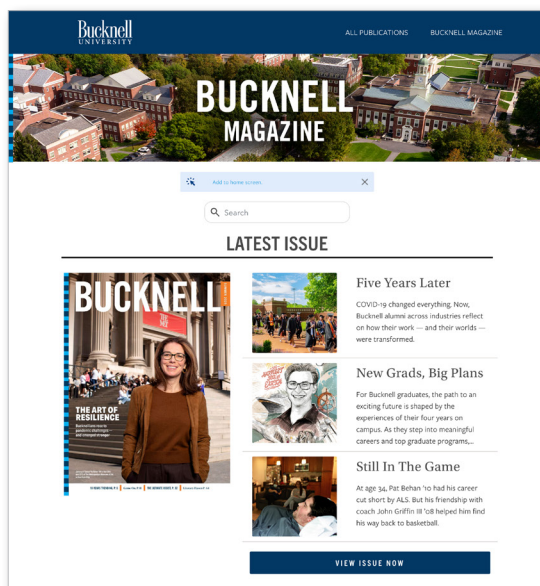
DIGITAL
SUBSCRIBERS

3,350

ANNUAL CAMPUS
DISTRIBUTION

66%

DIGITAL-SUBSCRIBER
EMAIL OPEN RATE



ALUMNI ENGAGEMENT

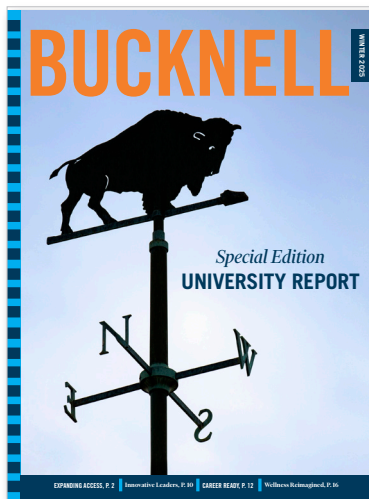
The magazine's alumni audience continues to invest a strong interest, connection and value in the digital edition, with email-driven traffic showing an average **session duration of 3 minutes, 37 seconds** and an average **engagement time of 2 minutes, 41 seconds** — significantly higher than typical web pageviews.

INSTITUTIONAL REPORTS

Showcasing Impact, Inspiring Support

At Bucknell, compelling storytelling is more than a celebration of success — it's a strategic tool for advancing the University's mission. Through its University and college reports, Bucknell delivers polished, purposeful publications that spotlight recent strategic achievements, outline upcoming institutional priorities, and invite alumni, donors and peers to remain connected and engaged.

The editorial team partners closely with academic leadership and University Advancement to produce publications that are informative, inspiring and action-oriented. Together, these reports capture the energy, excellence and ambition of Bucknell today while helping to shape the future the University is building for tomorrow.

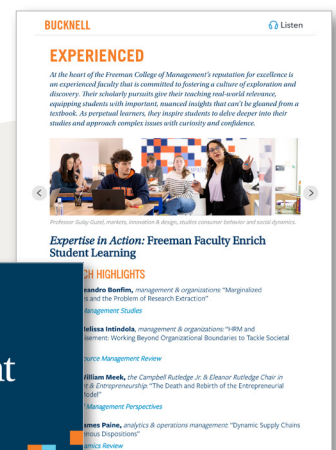
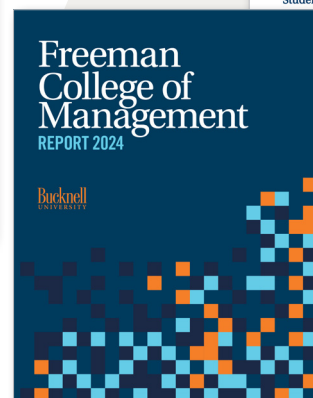
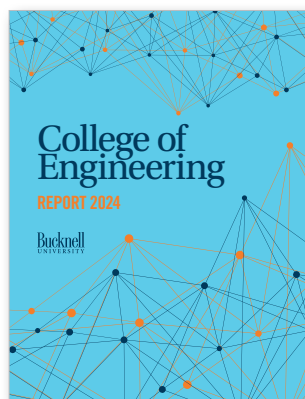


UNIVERSITY REPORT

The *University Report*, introduced in 2021, is published annually as a special edition of *Bucknell Magazine*. This 24-page publication highlights the University's strategic priorities and shares opportunities for alumni and donors to engage with and support Bucknell's future. Developed in collaboration with the Office of the President and University Advancement, the *University Report* informs readers about key institutional initiatives while celebrating the community's collective impact.

COLLEGE REPORTS

The editorial team develops annual reports for the Freeman College of Management and the College of Engineering. Produced in partnership with each college's dean, these reports celebrate student and faculty achievements, reinforce each college's commitment to innovation and experiential learning, and support outreach efforts to engage donors and elevate each college's national profile. College reports are now also presented digitally with eMagazines, amplifying their impact by enabling college leadership to share their reports widely. This dynamic, reader-friendly format helps expand audience reach while generating meaningful cost savings.



AWARD

**2024 Freeman College of Management
Report (Digital Edition)**

Educational Digital Marketing Awards (EduAD), **Silver**



SIGNATURE UNIVERSITY EVENTS

Celebrating Moments Of Impact

Marketing & Communications supports and elevates the University's most important annual events and traditions, including Commencement, New Student Orientation and the Bucknell Forum speaker series. The 2024-25 Bucknell Forum addressed the theme "World in Transition" and included appearances by four speakers: Yamiche Alcindor, W. Kamau Bell, George Takei and Kevin O'Leary. A special Forum appearance by entrepreneurs Marc Lore '93, Jordy Leiser '06 and Alex Rodriguez of New York Yankees fame generated a viral moment on social media.



MAKING THE MOST OF "THE SHOT"

After his Feb. 23 appearance at the Bucknell Forum, Major League Baseball superstar Alex Rodriguez nailed a half-court shot during a Bison men's basketball game halftime challenge, winning a Bucknell student \$10,000. Marketing & Communications acted quickly to capture the moment and partner with Rodriguez in sharing it, creating Bucknell's most successful social media post of the year.

The post earned:

998.5K
IMPRESSIONS

81.4K
ENGAGEMENTS

15.9K
POST LINK CLICKS



A MORE INCLUSIVE COMMENCEMENT

At the request of Bucknell Student Government, Marketing & Communications partnered with Events Management to make the Class of 2025's Commencement more accessible to non-English speakers, including parents and families of international students. Translations of the order of ceremony were posted to the Commencement page on bucknell.edu and linked via QR codes placed on signage where programs were distributed.

Translations were posted in six languages identified by International Student & Scholar Services:

Arabic | Dari | Mandarin Chinese | Spanish | Turkish | Vietnamese

Commencement Day Traffic

Translations Page

» 123 page views

» 100 unique viewers

» **Peak traffic:** 10 a.m.

» **Avg. session duration:** 05:25

4,488
COMMENCEMENT
MAIN PAGE VIEWS

STRATEGIC COLLABORATIONS

Amplifying University-wide Initiatives

The Division of Marketing & Communications partners across campus to support key strategic initiatives, operations and marquee events. Recent collaborations with University Advancement and Student Affairs demonstrate the role of creative strategy, storytelling and design in advancing institutional priorities.

CAMPAIGN SUPPORT

In collaboration with University Advancement and higher-ed marketing agency SimpsonScarborough, Marketing & Communications is establishing the brand identity for Bucknell's upcoming comprehensive campaign. The division also provides strategic support for principal gift proposals — refining vision, editorial direction and design — which contributed to more than \$38 million in outright and endowed principal gifts in fiscal year 2025.

Outcomes & Career Support

Marketing & Communications supported the Center for Career Advancement's transition to a new online student portal in 2025, in addition to ongoing work promoting post-graduate outcomes to highlight student success and the value of a Bucknell education.

Annual Fund

In collaboration with Advancement Marketing Strategy & Outreach, Marketing & Communications supported annual campaigns including One Herd One Day, which **raised a record \$2 million in 2025**, and developed the annual Bucknell wall calendar, which is offered as an incentive to support end-of-year Annual Fund giving.



STUDENT AFFAIRS

Environmental Graphics

A visual refresh of the hallways in the Elaine Langone Center created a welcoming space for students and received gold in the 2025 In-Print Awards.

Civic Engagement

The Bison Votes initiative supported student voter turnout, helping 365 students register for the 2024 election.

Student Support

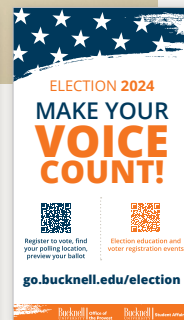
A quick-reference guide (the Orange Folder) was developed to help faculty, staff and student leaders recognize, respond to and refer students in distress.



AWARD

Wide Format/Specialty Printing

2025 In-Print Awards (IPMA), **Gold**



GRAPHIC DESIGN

Elevating Bucknell's Image Through Design and Print

Marketing & Communications integrates strategic design and expert print production to shape how the University is seen and remembered. Collaborating closely with the University's Publications, Print & Mail team, designers deliver communications that are brand-aligned, audience-informed and results-driven, ensuring every visual expression of Bucknell is clear, consistent and impactful.

BRINGING BUCKNELL'S BRAND TO LIFE — AT EVERY LEVEL

The Marketing & Communications design team serves as the University's central creative partner, actively shaping visual storytelling that advances Bucknell's reputation, drives enrollment, and deepens alumni and donor engagement.

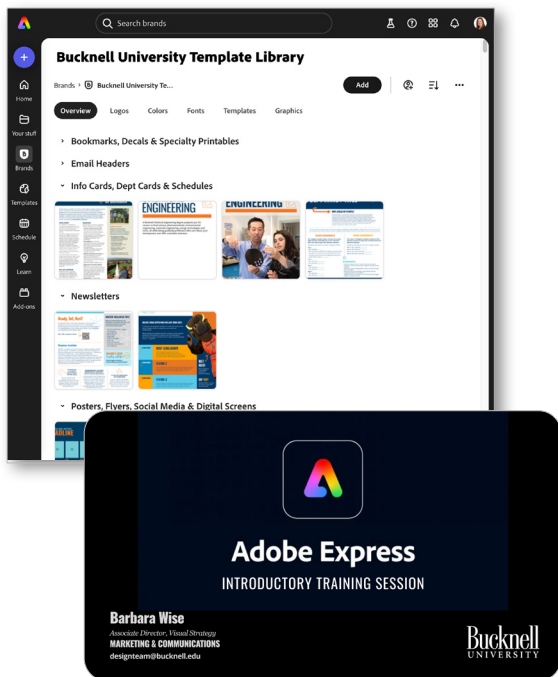
Designers are involved from the outset of major initiatives, collaborating with teams across marketing, digital strategy and analytics to ensure every campaign is visually compelling and that each design aligns with its initiative's goals and audience interests. This year's work included bold creative for enrollment campaigns, dynamic visuals for reputation-building and emotionally resonant materials for advancement. Across projects, designers moved beyond layout to help shape messaging, interpret data and translate strategy into compelling visual communication.



AUDIENCE-FOCUSED VISUAL STRATEGY

Bucknell's design approach is grounded in the University's brand architecture and tailored to specific audiences:

- » **Reputation & Rankings:** Polished, dynamic visuals that reflect academic strength and innovation
- » **Enrollment & Retention:** Student-focused materials that convey energy and belonging
- » **University Advancement:** Sophisticated design that evokes pride, nostalgia and trust



DESIGN SUPPORT MODEL

To meet campus demand and expand options, the team has introduced a two-tiered model that balances creativity with scalability.

Full-service Design: The division supports high-impact projects such as campaigns, strategic publications and branded environments. These efforts are led by professional designers and grounded in brand alignment, audience insights and creative exploration.

Direct Design: The division empowers campus partners to independently create everyday materials using brand-approved templates. Available through Adobe Express and the Bucknell website, these resources enable the creation of flyers, cards, social media graphics and more, efficiently and on brand. Training sessions led by the design team are available year-round.

870+
PROJECTS

65+
CAMPUS
PARTNERS

200+
DIRECT DESIGN
TEMPLATES
CREATED

PRINT PRODUCTION: A SEAMLESS CREATIVE PARTNERSHIP

The Print Production team remains a trusted partner in executing Bucknell's visual identity in print. Their precision and expertise ensure high-quality delivery of signature publications, campaign materials and mailings. In fiscal year 2025, they modernized workflows, enhanced inclusivity in offerings, and helped save the University significant costs through efficient mail presorting and distribution.

Additionally, they partner with the design team to produce and install environmental graphics and wayfinding solutions across campus.



4,906
PRINT JOBS

4,500+
LINEAR FEET OF WIDE-
FORMAT PRINTING

35%
PROJECTS SOURCED
VIA ONLINE
STOREFRONT

382
UNIQUE BUDGETS
CHARGED

87%
PAPER CONTAINS
SOME POST-
CONSUMER WASTE
OR IS FSC CERTIFIED

~100K
USPS PACKAGES
AND LETTERS
RECEIVED FOR
FACULTY AND STAFF

\$66K+
POSTAGE SAVED
THROUGH ADDRESS
LIST CLEANSING

54
UNIQUE BUDGETS
CHARGED FOR
MAILINGS

107K+
PACKAGES DELIVERED
VIA SELF-SERVICE
LOCKERS

88%
PACKAGES DELIVERED
THROUGH LOCKERS

122K+
TOTAL PACKAGES
DELIVERED VIA
STUDENT MAIL

4,016
STUDENTS SERVED
AT STUDENT MAIL

3,830
STUDENTS SERVED
VIA STUDENT
LOCKERS

126
NEW PACKAGE
LOCKERS ADDED

624
TOTAL LOCKERS

EXECUTIVE COMMUNICATIONS & ISSUES MANAGEMENT

Strengthening Leadership Communication & Crisis Response

EXECUTIVE COMMUNICATIONS

Transparency & Strategic Direction

Bucknell's executive communications strategy promotes the University's mission, protects its reputation, and builds trust and engagement with internal and external audiences. It aims to deliver leadership messages that are clear, consistent and aligned with institutional priorities while remaining flexible enough to respond to emerging challenges and opportunities.

Projects that have reinforced transparency and strategic direction in the past year include:

- » Sharing results of the campuswide Culture, Engagement & Well-being Survey
- » Clarifying the impact of federal executive orders for the campus community
- » Communicating changes to employee benefit programs
- » Supporting the president's annual University Address

STRATEGIC PILLARS

Proactive Messaging

Highlighting strategic goals and milestones to build a shared sense of purpose.

Responsive Leadership

Creating and delivering timely and thoughtful communications around emerging issues, crises or societal challenges.

Stakeholder-centric Communications

Tailoring messaging to meet the needs and expectations of Bucknell's diverse audiences, including students, families, faculty, staff, alumni and the local community.

Reinforcing Institutional Mission

Amplifying Bucknell's commitment to equity, sustainability and academic excellence in alignment with the University's strategic plan.

Consistency and Alignment

Coordinating leadership communications across initiatives, channels and teams to ensure cohesion and clarity.

Thought Leadership and Reputation-building

Positioning Bucknell's leaders as voices of authority on key issues through op-eds, media engagement and public remarks.

ISSUES MANAGEMENT

Consistent, Coordinated Strategy

Coordinating an issues management strategy that anticipates, assesses and responds to crisis situations and emerging challenges, helping the University navigate potential threats to its operations, reputation or community trust with transparency and care.

Collaborative Approach

Working closely with campus partners — including the President's Office, Public Safety and Risk Management — to ensure accurate, consistent messaging.

Clear and Transparent Communication

Prioritizing clear, accurate and timely communication to maintain trust with internal and external audiences.

Reputation Stewardship

Crafting responses to protect Bucknell's brand and uphold its reputation, balancing transparency with strategic messaging tailored to various stakeholders.

INTERNAL COMMUNICATIONS

Keeping Bucknell Informed & Engaged

Internal communications serve the University's core campus audiences: current students and their families, faculty and staff, and newly enrolled students and families. In addition to distributing high-priority announcements and messages from University leadership, Marketing & Communications advises campus partners on internal communication strategies and manages the creation of digital and print materials to support their goals. Highlights from the past year include:



FIRST-YEAR COMMUNICATIONS

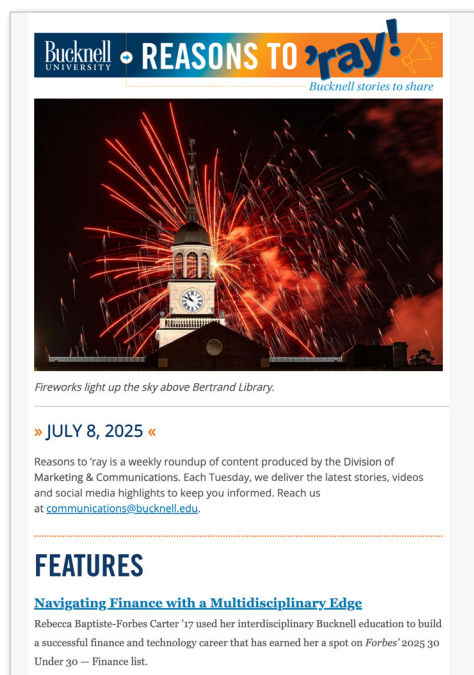
The division produces a monthly e-newsletter for newly enrolled students and a separate edition for their families. Beginning in January with Early Decision admits, and continuing through December, the newsletters deliver essential information for the transition to University life. A separate segment for transfer students ensures tailored onboarding support.

PORTAL ENHANCEMENTS

In preparation for the 2025 onboarding cycle, Marketing & Communications partnered with Information Technology to upgrade the student onboarding portal. Students now receive a complete list of all onboarding tasks shortly after accepting their offer of admission, creating a clearer, more transparent process. Updates to the first-year portal, myBucknell dashboard and Bucknell App align with the newsletter schedule, ensuring consistent, accessible information across platforms.

REASONS TO 'RAY

The weekly Reasons to 'ray internal e-newsletter highlights campus stories, media mentions and original content produced by the Division of Marketing & Communications to keep faculty and staff informed of Bucknell news and accomplishments.



MESSAGE CENTER

The Message Center, Bucknell's internal message board for students and employees, underwent a platform upgrade in 2024. Developed in partnership with Information Technology, the modernized platform introduced improved navigation, submission processes and moderation tools. Marketing & Communications continues refining content guidelines to meet evolving campus needs.

BUCKNELL APP

The Bucknell App remains a vital campus communications tool, providing timely, relevant information for seven distinct audiences: faculty and staff, current students, parents and families, prospective students, alumni, campus guests and new students. In fiscal year 2025, the app saw **38,400 unique visitors**.

PHOTOGRAPHY

Sharing Bucknell's Story Visually

The photography team plays a vital role in advancing Bucknell's marketing and communications goals by producing high-quality, brand-aligned visual content that captures the spirit of the University.



50K
PHOTOS SHOT

9K
PHOTOS EDITED

EXPANDED TEAM

In 2024, the department welcomed a second full-time position — a communications photographer & production assistant — significantly increasing capacity and reducing reliance on freelance photographers for campus coverage.

GLOBAL STORYTELLING

To showcase the reach and impact of the Bucknell community, freelance photographers were commissioned to capture students and alumni across the world, from Los Angeles to Milan. These images help illustrate the University's global connections and experiential learning opportunities.

CONTENT CREATION

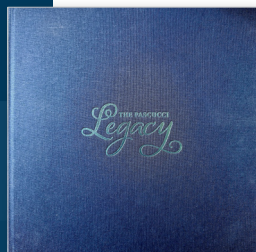
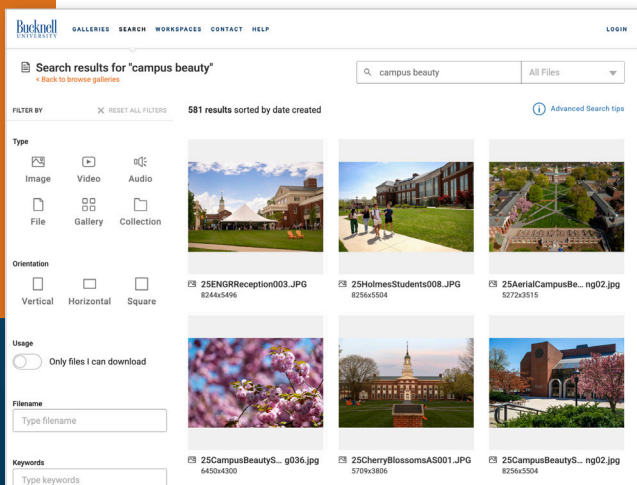
Throughout fiscal year 2025, the team produced more than 50,000 images, with nearly 9,000 edited and uploaded to the University's digital asset management system. These visuals authentically reflect campus life, key initiatives and the distinctive Bucknell experience.

VISUAL IDENTITY AND BRAND CONSISTENCY

A curated, ever-expanding image library ensures consistent, brand-aligned storytelling across print and digital platforms, reinforcing Bucknell's messaging and visual identity. The division's digital asset management system, supported by detailed metadata and keyword tagging, allows for efficient searching and long-term strategic use. The image library is accessible to the entire University and serves as a valuable resource across campus.

PROFESSIONAL HEADSHOTS

The team continues to provide professional headshots for all full-time employees and many part-time staff, supporting internal communications and public-facing needs.



UNIVERSITY PHOTOGRAPHERS' ASSOCIATION OF AMERICA (UPAA) AWARDS

1st Place: Specialty Books

2nd Place: Posters



ETHICAL STORYTELLING

Telling Stories With Accuracy, Integrity & Respect

The Division of Marketing & Communications believes that how Bucknell tells its stories matters just as much as what stories are told. In 2024, the division adopted a set of ethical storytelling principles to ensure that every individual featured in University communications is treated with care, dignity and respect — and that their stories are portrayed with accuracy and integrity. These practices were fully implemented during the 2024–25 academic year.

The principles represent a commitment to:

- » Prioritize the academic experience
- » Maintain transparency about the division's mission and work
- » Reflect Bucknell's diversity
- » Ensure informed participation in storytelling
- » Use source review to confirm accuracy
- » Support institutional goals through storytelling
- » Recognize and address personal biases

These values shape every decision the team makes — from the stories chosen to the way they're captured and shared. **To bring these principles to life, the division launched several key initiatives:**



ORIENTATION VIDEO

A new video shown during New Student Orientation introduces the division, explains how and why students may appear in photos or videos, and emphasizes that participation is always optional.

OPT-OUT PROCESS

A user-friendly form allows students to opt out of having their image or story used, with the option to change their preference at any time. Full guidelines are available on Bucknell's website.



STORYTELLING SHOWCASE

This first-ever event, held in March 2025, welcomed past story subjects to connect with the team, explore how their stories were used, and offer feedback on how Bucknell can continue to tell stories ethically and inclusively.

“Working with this team has been one of the highlights of my time at Bucknell. They made me feel comfortable, kept open communication and listened to my feedback. What stood out was their genuine kindness, dedication to representing me well, and understanding of both my academic and personal journey. I loved that they made sure I gave the final approval before anything was published. I felt really respected. Their belief in me made the entire experience feel personal and uplifting.”

Lyric Abdul-Rasheed '26, chemical engineering

“I’ve really enjoyed working with the Bucknell Marketing & Communications team. Everything is thoughtfully organized, and they always take my feedback seriously — even small things like rewording a quote. They’ve also been incredibly welcoming to my students. One photo shoot turned into so much fun that the students framed the story for their parents! I’m grateful for the team’s talent, professionalism and care.”

Samuel Gutekunst, John D. and Catherine T. MacArthur Professor of Data Science and Assistant Professor of Computer Science and Mathematics & Statistics

