

University Communications



2021

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HIGHLIGHTS



SACRAMENTO STATE

The mission of University Communications is to raise awareness and build a positive perception of Sacramento State with local, regional, state, and national audiences through news, stories and visuals, while boosting campus and community pride.

With the anxiety and uncertainty of the COVID-19 pandemic, the need to foster familiarity and maintain trust with all of the University's audiences was clear.

The following highlights several of the ways University Communications accomplished this in 2021.



Recipient of two Telly Awards for the 2020 video, "Professor Andonia Cakouros Shares Her Story of Struggle and Hope."



For more news stories:

In the News

Little-known gems among Sac State's eye-catching landmarks offer plenty of reasons to visit

Sac State's campus is a garden spot in the capital. Along with the high-profile Guy West Bridge and the Planetarium, it boasts many other lesser-known but significant points of interest. (Published 12/16/21)

523 page views
67,193 social media impressions
sacstate.me/hiddengems

Path leading to where monkeys roam was set early for Sac State Anthropology professor

Clara Scarry roams the forests of Argentina to study the behaviors of capuchin monkeys. Now she is bringing students into the fold in a powerful example of educational collaboration and creativity. (Published 1/10/22)

487 page views
25,550 social media impressions
sacstate.me/ClaraScarry

Sac State celebrates 25 years of students giving back to their community

Through the Community Engagement Center, thousands of Hornets annually give their time and efforts to support and advance the missions of local nonprofits and other agencies. (Published 10/12/21)

778 page views
12,386 social media impressions
sacstate.me/CEC25anniversary

csus.edu/news/newsroom

158 byline stories written



400+ stories & news clips

900 million total audience reach

\$2 million publicity value

Data from 2021 Cision report.

Top Viewed Stories

1 CSU, UC to require COVID-19 vaccinations for people returning to campuses in the fall (3,074 views)

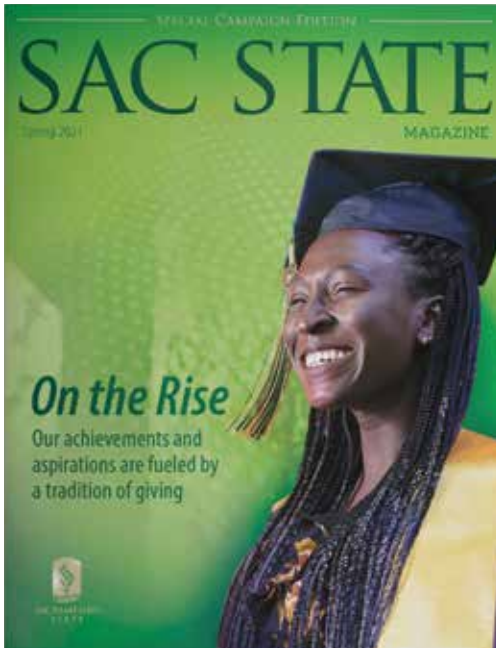
2 Ceremony marks addition of Hornet Commons to Sac State student-housing options (2,529 views)

3 "CARmencement" salutes 2020, 2021 graduates with unconventional and joyous celebration (2,071 views)

4 Sac State prepares to safely welcome the Hornet Family back to campus (2,050 views)

5 Top students of 2021 honored with Deans' Awards and President's Medal (2,020 views)

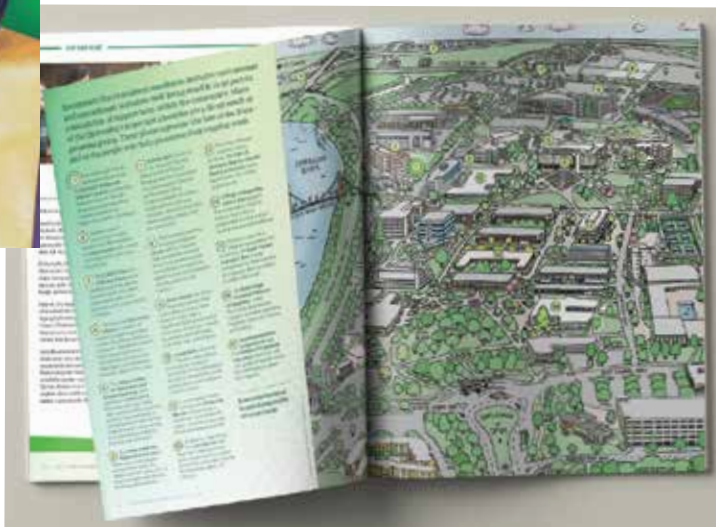
Signature



Sac State Magazine

The Spring 2021 edition of Sac State Magazine became a significant vehicle for telling the public about *On The Rise: The Campaign for Sacramento State*. Production and publication were undertaken and completed through broad collaboration between University Communications and Advancement, resulting in content that reflects the best of the University and the community's support for students and important programs.

Mailed to 27,352 homes
csus.edu/news/magazine



Unified News Platform

In collaboration with Information Resources & Technology, an updated version of the newsroom pages and enhanced search capabilities were developed. This presentation of news stories, magazine stories, *Made at Sac State* features, and the Beyond J podcast allows great content to be more easily found and cross-promoted.

csus.edu/news/newsroom

[illegible]

Projects



COVID-19 Communications

It was critical to keep the campus community updated during the lockdown. One way was through a set of web pages linked from the University's home page, which were updated regularly with news and information, images, and FAQs. When appropriate, the University Communications team also produced stories and videos and worked with the media to share important news with the greater Sacramento region.

60,258 page views
csus.edu/return-to-campus



Beyond J Podcast

Beyond J is a podcast that highlights Sacramento State's connections to our region through the personal stories of people connected to the University. It can be enjoyed on most major podcast platforms, including: Anchor.fm, Apple, Google, and Spotify.

640 page views
 20,366 social media impressions | 181 engagements
csus.edu/news/beyondj



The Hub logo

Symbolic of the urban and industrialized area in which this innovation park is located, this logo was designed by University Communications to represent interconnected spaces, with a feeling of sustainability and a visual tie to the University.

Signature

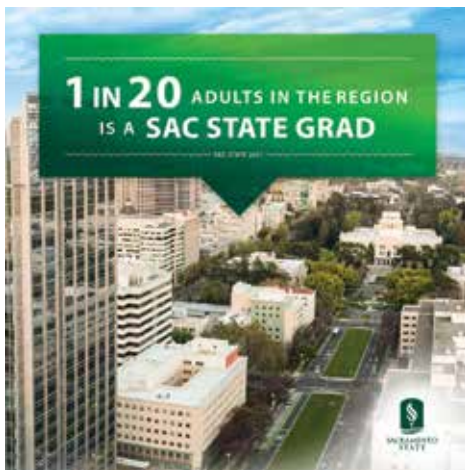


2021 Sacramento State Fact Book

The Fact Book includes the statistics and figures from the calendar year 2020, including enrollment and graduation numbers, student demographics, among others, as well as other highlights, achievements, and rankings. It was distributed to various campus locations, and select statistics were shared through social media and on the Highway 50 billboard.

3,445 page views

csus.edu/experience/fact-book



47,777 social media impressions
2,176 likes | 27 comments
36 shares
sacstate.me/factbook1in20



78,283 social media impressions
364 likes | 8 comments
45 shares
sacstate.me/factbookdiversity



46,641 social media impressions
1,525 likes | 22 comments
98 shares
sacstate.me/factbookgradrate

Featured videos:

On the Rise

8,431 social media impressions
162 views

sacstate.me/OntheRise



Holiday Card

40,229 social media impressions
10,194 views
1,124 engagements

sacstate.me/HolidayCard

Projects



CARmencement Media Highlights

Sacramento Bee

[sacstate.me/SacBeeCarmencement](https://www.sacstate.me/SacBeeCarmencement)

CBS 13

[sacstate.me/CBS13Carmencement](https://www.sacstate.me/CBS13Carmencement)

FOX40

[sacstate.me/FOX40Carmencement](https://www.sacstate.me/FOX40Carmencement)

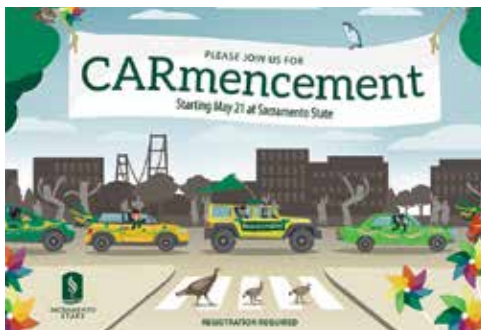
CARmencement Celebration

University Communications helped to promote and cover the unique CARmencement celebration for the graduating classes of 2020 and 2021, including the development of the artwork, sharing via social media, coordinating media outreach and coverage, and video highlights.

31,690 social media impressions

8,385 views | 1,868 engagements

[sacstate.me/CARmencement_Video](https://www.sacstate.me/CARmencement_Video)



Points of Pride

73,398 social media impressions

13,205 views

2,539 engagements

[sacstate.me/PointsofPride](https://www.sacstate.me/PointsofPride)



Campaigns &



Made at Sac State: Lisa Wrightsman and Tiffany Fraser, Street Soccer USA

One of the most popular *Made at Sac State* profiles in 2021 featured Lisa Wrightsman and Tiffany Fraser. These grads, and former Sac State soccer players, use the sport to build community through Street Soccer USA. This story included a video, billboard, and shares via social media.

785 page views | 46,922 social media impressions

Video: sacstate.me/StreetSoccerUSA_Video

Story: sacstate.me/StreetSoccerUSA



Made at Sac State, Hired by: the Sacramento Kings

As part of our official partnership with the Kings, the Kings multimedia team worked with us to create a day in a life video featuring 11 alumni currently employed by the Kings. The video was shared by both Sac State and the Kings on their respective social media networks. A billboard also was featured on Highway 50.



1,046 page views

69,561 social media impressions (via Sac State)

93,915 social media impressions and 15,082 views (via the Kings)

Video: sacstate.me/HornetKings_Video

Story: sacstate.me/HornetKings

Sacramento Business Journal's 40 Under 40:



1,105 page views

66,231 social media impressions

sacstate.me/40Under40_2021

Seven of our alumni were recognized in the *Sacramento Business Journal's* 40 Under 40 list, including:

Juliana Almanza '11, Chief of Staff, Associated General Contractors of California

Michael Casper '10, Co-Founder and COO, Improve Your Tomorrow Inc.

Mariah Davis '09, President, Oakview Insurance Services Inc.

Maritza Davis '07, Vice President of Experiences and Social Responsibility, Sacramento Kings

Kara Greene '08, MA '14, Sr. Manager, Strategic Communications, Western States Petroleum Association

Carter Todd '14, Assistant Nurse Manager, Kaiser Permanente Roseville

Any-Jael Woods '16, Strategic Business Planner, Sacramento Municipal Utility District

Partnerships



Wide Open Walls

As a wall sponsor of the annual festival in 2021, we supported McClatchy High School—one of Sac State's largest feeder schools. Sacramento State is recognized on the permanent signage. The project was covered by *Good Day Sacramento* and *The Sacramento Bee*.

sacstate.me/WOWMcClatchy_GoodDay
sacstate.me/WOWMcClatchy_SacBee



Sacramento Republic FC

During the course of the pandemic, the opportunity for in-person presence at Sacramento Republic FC games was not available, but we continued to show our support and have visibility with the community through signage on the sidelines and on the scoreboard.



Sacramento Kings

Signage also was our primary Kings connection in 2021. We had courtside branded signage, visible on televised games, and we leveraged the external-facing Golden 1 Center digital signage to communicate our support of our community. Using Herky, of course.



For Our Community



More Made at Sac State alumni in 2021:

Beatriz Aurelio-Saguin '16, Co-Founder, Tuk Tuk Box

Sean de Guzman '10, MS '14, Chief, California Department of Water Resources' Snow Survey and Water Supply Forecasting Section

Ann Edwards '91, MS '93, County Executive, Sacramento County

Brandon Henry '07, Physician, Riverside Medical Clinic

Nicole Hill '13, Contact Tracer, Department of State Hospitals

Shadi Khattab '18, Founder, Onit Coffee

Jon Patane '11, Physician, Kaiser South Sacramento

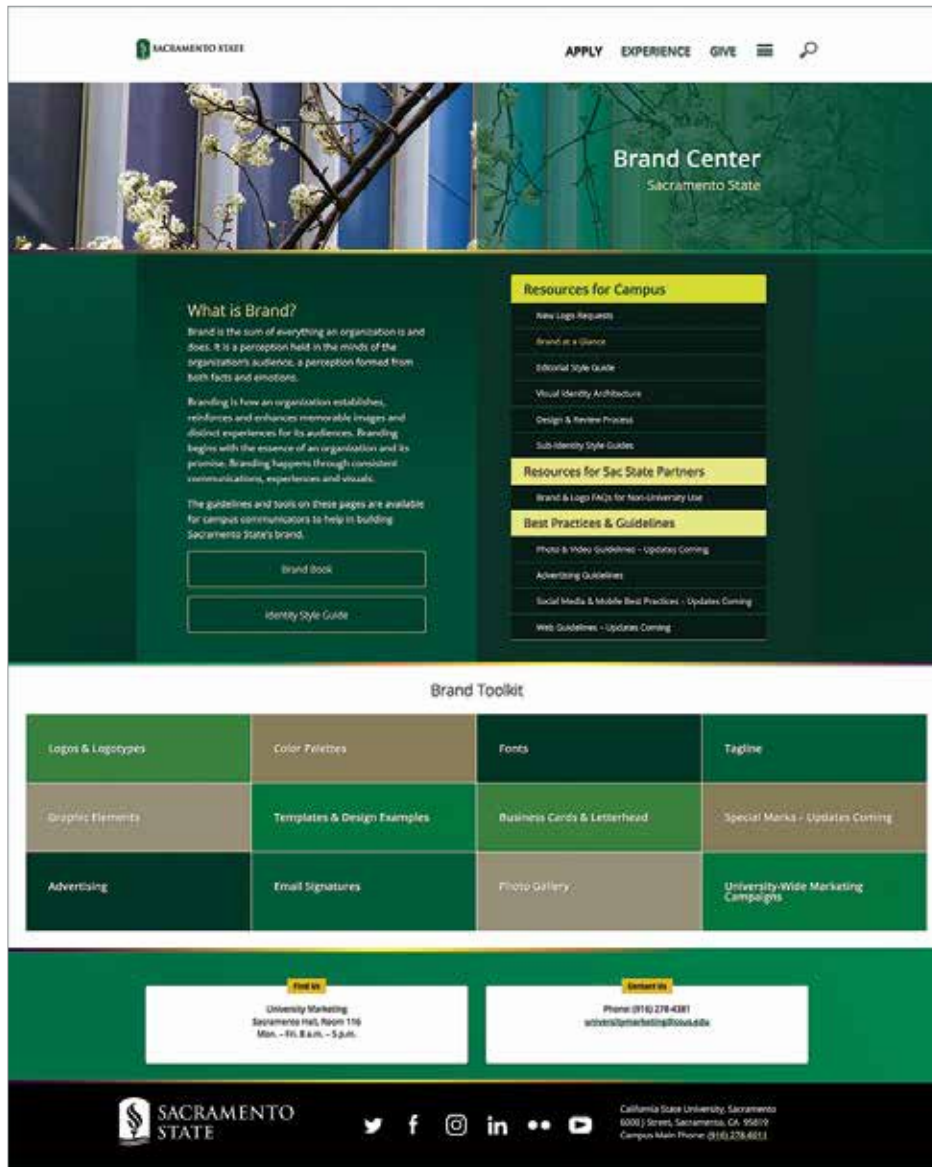
Tiffani Sharp '97, Attorney and Founder, Willow Tree Roots

Bryan Valenzuela '03, Visual Artist



csus.edu/made

Resources & Support



Brand Center Update

The online brand center is a campus-wide resource for identity style guidelines and assets, including logos, colors, fonts, graphic elements, templates, and more. It received a face lift and improved functionality with a move into the University's content management system. These brand elements now require the use of single sign-on (SSO) to be accessed and downloaded. Assets and guidelines will continue to be updated in 2022.

800+ unique page views per month
csus.edu/brand



Support by the numbers:

91
logo
requests

136
branding
consultations

448
brand identity
reviews

Top Social Posts



Sac State's newest student housing complex started filling its 284 apartments and 1,100 beds on Thursday, July 29.

115,948 impressions
5,793 likes | 127 comments
656 shares



We Love Move-In Day because it means our Hornets are back on campus!

70,727 impressions
3,831 likes | 32 comments
120 shares



Diana Contreras and DeAndre Wiltz met during "Frosh Night" at the Sac State Aquatic Center, the location where Wiltz proposed.

174,756 impressions
4,686 likes | 66 comments
169 shares



At Homecoming, the Hornets football team shut out Northern Arizona 44-0!

75,319 impressions
3,756 likes | 41 comments
162 shares



We're having a blast celebrating the Classes of 2020 and 2021 at CARmencement!

103,860 impressions
6,497 likes | 110 comments
233 shares



"It started with two of us entering Sac State and now there are three of us leaving." (Instagram only)

43,896 impressions
7,815 likes | 64 comments
603 shares



facebook.com/sacstate
59K followers



youtube.com/user/SacStateVideo
2K subscribers



instagram.com/sacstate
47K followers



linkedin.com/school/sacstate
174K followers



twitter.com/sacstate
40K followers

University Communications

Jeannie Wong	Senior Associate Vice President
Becky Repka	Director of Marketing & Strategic Communications
Brian Blomster	Director of News & Communications
Jessica Vernone	Interim Director, Multimedia & Digital Communications



Ahmed Ortiz	Writer and Content Editor
Andrea Price	Media Production Specialist
Angela Andrews	Administrative Support Coordinator
Anita Fitzhugh	Public Information Officer & Senior Writer
Cynthia Hubert	Senior Writer
Dixie Reid	Senior Writer
Hazart Sanker	Multimedia Student Assistant
Hrach Avetisyan	Visual Communications Specialist
Jody Helm	Graphic Designer
Jonathan Morales	Senior Writer & Content Editor
Kannon Phipps	Student Assistant
Karen Booth	Senior Brand Officer
Phillip Altstatt	Senior Digital Media Specialist
Robert Neep	Photographer & Multimedia Coordinator
Sam Churich	Digital Communications Specialist
Sam Macapagal	Graphic Designer

csus.edu/president/university-communications

Campus committees and task forces on which University Communications served:

Administrative Council
 Anchor University Advisory Council (AUAC)
 AUAC Communications Subcommittee (Lead)
 Asian Pacific Islander Desi American (APIDA) Center Steering Committee
 APIDA Faculty and Staff Association
 Building Emergency Team (Sacramento Hall)
 California Mobility Center Marketing Group
 Clery Committee
 Commencement Planning Committee
 Communications and Marketing Council (Lead)
 COVID Team
 Computer Security Incident Response Team (CSIRT)
 Critical Response Team
 CSU Communicators / Public Affairs Leaders
 CSU Social Media
 Division of the President Executive Leadership Team
 Emergency Operations Center (EOC) Team
 Homecoming Planning Committee
 Honorary Degrees Committee (Non-Voting)
 Hornet Brand Refresh
 Hornet Social (Lead)
 Information Resources & Technology (IRT) Advisory Board
 Minor Design Change Committee (MDCC)
 Placer Center Identity Working Group
 President's Cabinet
 Ramona Master Plan Working Group
 Sac State Scholars
 Sacramento State Strategic Planning Task Force
 Voter Engagement Working Group
 Web Advisory Committee
 Web Publishers Work Group



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