

College of Engineering Building Campaign

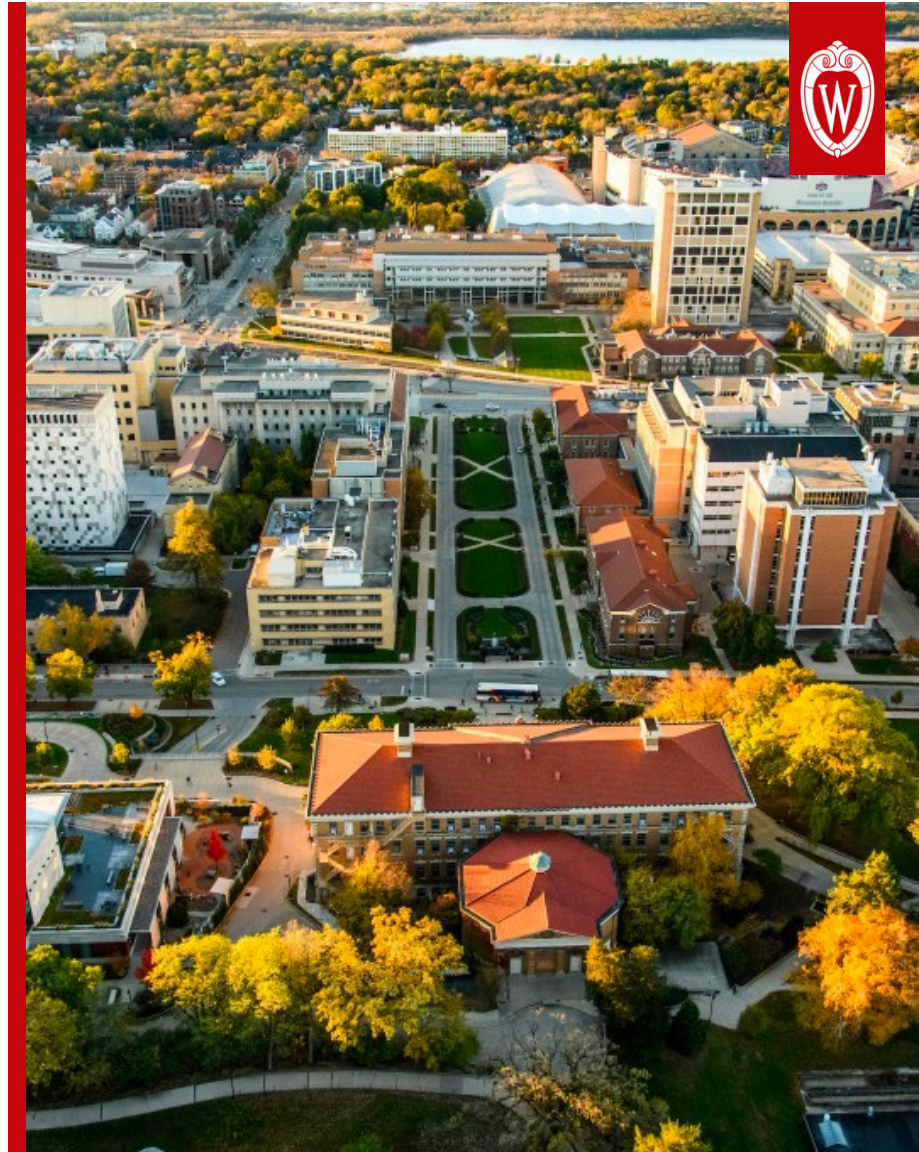


Performance Evaluation and Future Recommendations



Executive Summary

- Launched marketing and communications campaign to support a final push for the College of Engineering building.
- Efforts included paid, earned, and owned, leveraging 3rd party advocates and advocacy opportunities.



Campaign Background



- **Timeline:** *Planning & Development:* mid September – mid October; *Execution:* October 27 – November 22
- **Goals:** 1) Renew awareness among key audiences about the necessity and benefits of a new UW-Madison College of Engineering building, as well as the costs of inaction. 2) Mobilize public support to influence the legislature to fund the project.
- **Audiences:** Business leaders ('advocacy' priority); Legislators ('Influence' priority); alumni and students; general public in key districts
- **Key Messages:** 1) Workforce development and economic growth 2) Future innovation and discovery 3) Risks of inaction 4) Guaranteed ROI
- **Strategic Choices** 1) Get direct 2) Use 3rd party advocates 3) prioritize targeted ads 4) Re-engage supporters 5) Invest in earned and owned media to bolster paid

Key Actions



Paid Media	Owned Media	PR/Earned Media	Advocacy
<p>Copy/creative development and testing to optimize performance.</p>	<p>Updated landing page: engineeringthefuture.org.</p>	<p>Press release distribution around 1) campaign announcement & CEO letter 2) new campaign video.</p>	<p>Re-engaged business leaders to sign letter to legislators.</p>
<p>Ads in WI newspapers, social, industry media, targeted digital, and YouTube.</p>	<p>Two news stories related to campaign announcements, as well as new CoE impact-related stories.</p>	<p>Extensive media relations work with reporters to provide quotes, background and facts for stories.</p>	<p>Updated advocacy pages and letters; stressed calls to action prominently in all paid media.</p>
	<p>Sharing of campaign and CoE-related stories on UW social and across newsletters.</p>	<p>Localized pitches to media about the building and efforts.</p>	<p>Highlighted CoE action opportunities at internal events, the Madison Chamber meeting & through WFAA comms channels.</p>

Goals vs. Key Results



GOAL

Renew awareness



KEY RESULTS (as of 11/29)

5 million+ impressions
100 media/broadcast hits
650 Twitter/X mentions
20k landing page sessions

GOAL

Mobilize public support



KEY RESULTS (as of 11/17)

506 petition signatures
688 emails to legislature/governor
222 unique people taking action
344 contact legislator' clicks from
landing page

Paid Media Performance



Total Impressions: 5,535,092*

Total Clicks: 23,524*

Total Engagement: 224,343*

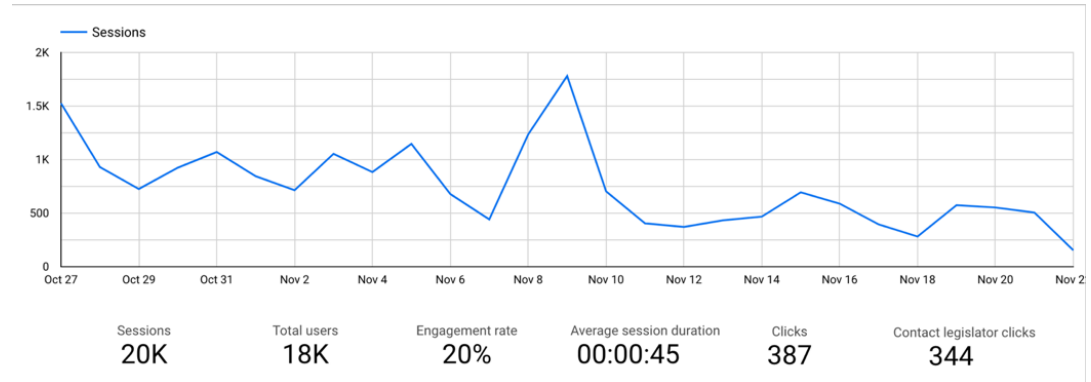
Website Sessions: 20,000 (18k unique users)

Landing Page Contact Legislator Clicks: 344

Landing Page Total In-Page Clicks: 387

Average Session Duration: 45 seconds

15 & 30 Sec. Video Views: 58,884 (42% played to 50% completion; 361 subs added)



**This includes Google Ads, Meta, LinkedIn & Twitter, but not newspaper or trade media ads through 11/22/23*

Paid Media Performance*



Ad Platform	Link clicks	All clicks	Reach	Impressions	CTR (link clicks)	CTR (all)	CPC (cost per link click)	CPC (all clicks)	CPM	CTA conversion rate	Days active
Google Video (YouTube)	1,364	86,152	153,266	757,013	0.18%	11.38%	\$1.85	\$0.03	\$3.33	0.19%	21
Google Display	6,641	73,760	not reported	686,632	0.97%	10.74%	\$0.26	\$0.02	\$2.49		21
Facebook	4,017	23,941	161,715	703,292	0.57%	3.40%	\$1.12	\$0.19	\$6.40	1.12%	26
Instagram	848	860	5,474	32,755	2.59%	2.63%	\$0.50	\$0.49	\$12.98	0.12%	11
LinkedIn	1,265	6,335	35,629	115,325	1.10%	5.49%	\$3.95	\$0.79	\$43.33	6.25%	24
Twitter	9,389	33,295	1,320,287	3,240,075	0.29%	1.03%	\$0.38	\$0.11	\$1.09	0.80%	25
Total	23,524	224,343	1.5 million+	5,535,092	0.42%	4.05%	\$0.46	\$0.20	\$3.19	0.12%	128 (total)

This does not reflect newspaper or trade media placements

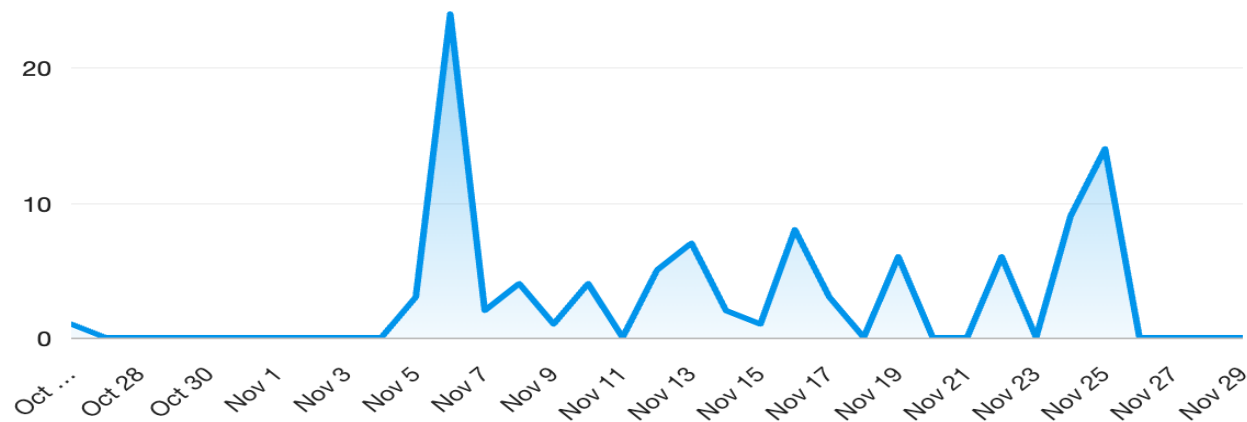


Earned Media (10/26 – 11/29)

Total Media Clips: 100 (includes news and broadcast)

Estimated Reach/Impressions: 13,293,624

AVE (Advertising Value Equivalency): \$122,966*



College of Engineering Building Stories Over Time

*Does not include SpectrumOne mentions

Earned Media: Top Stories



1. Wisconsin Examiner – 11/7: [UW enlists business leaders in push for engineering building](#)
2. Wisconsin State Journal – 11/7 [Alumni amp up pressure for new engineering building](#)
3. WKOW and [WAOW](#) – 11/5 [Business leaders call on legislature to fund new engineering building](#)
4. Daily Cardinal – 11/6 [Private donors may pull support for engineering building without state funding](#)
5. Capital Times – 11/8 [Culture wars imperil Wisconsin's economy](#)
6. Badger Herald – 11/7 [Businesses push for new college of engineering building](#)
7. Wisconsin State Journal Cartoon – 11/8 [Lawmakers a drag on the Wisconsin economy](#)
8. WisPolitics Story (multiple stories on each press release) – 11/6 [CEOs urge republicans to fund engineering building project](#)
9. Governor Press Release: ICYMI – 11/6 [CEOs urge action on engineering building](#)
10. Kenosha News – 11/7 [UW alumni amping up pressure on Legislature to fund new engineering building](#)
11. Daily Reporter – 11/9 [Business titans rally for UW-Madison College of Engineering](#)
12. Wisconsin Public Radio – 11/6 [UW-Madison, business leaders call on state Legislature to fund part of new engineering building](#)
13. Daily Cardinal – 11/14 [Will UW-Madison get its engineering building? Vos open to deal but won't commit to funding the project](#)
14. Insight on Business – 11/14 [CEOs in New North among those supporting UW-Madison Engineering Building](#)
15. WKOW – 11/17 [Fire, flood, funding woes: UW-Madison Engineering's rough couple months](#)
16. BizTimes – 11/19 [Engineers work in many disciplines and sectors; Wisconsin needs more of them](#)
17. WSJ Editorial – 11/19 [If you thought the engineering building was a good deal, get a load of this](#)
18. SpectrumNews – 11/22 [Why state funding for a new UW-Madison engineering building remains in legislative limbo](#)
19. Spectrum News Live – 11/24 [Kelly Meyerhoffer Discusses Engineering Project](#)
20. Capital Times – 11/29 [A new college of engineering project was a 'slam dunk.' Politics intervened](#)
21. WCLO – 11/27 [NorthStar Medical Radioisotopes urges legislature to fund UW-Madison engineering program expansion](#)



Social Conversations: Twitter/X*

Mentions: 650 (418 unique authors)

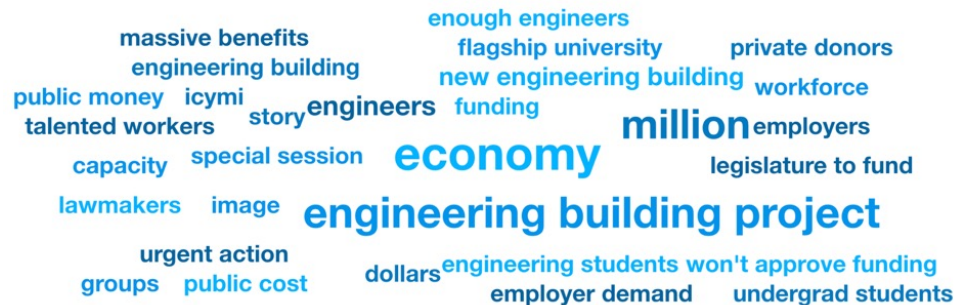
Total Views: 229,000

Estimated Reach: 1.21 million

Estimated Impressions: 2.65 million

Top Tweets: Govt. officials, business leaders, media, influencers (see appendix)

Top Keywords:



*Social listening data is limited on other platforms



Owned Media/Organic Social (10/25 – 11/22)

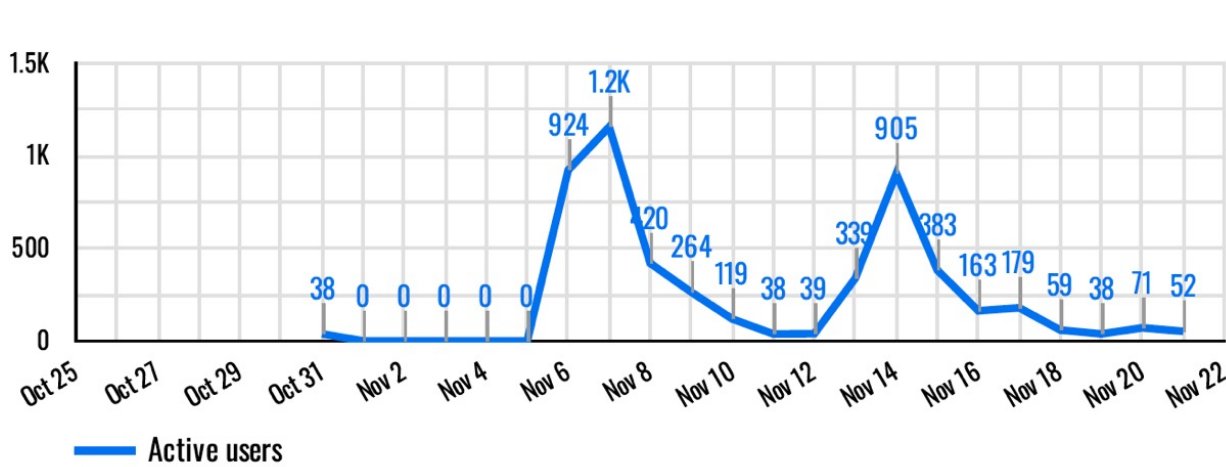
1. **Story:** [Wisconsin business leaders and UW–Madison push for new engineering building with latest campaign.](#)
 - **Views: 4173. Engagement Rate: 49%**
2. **Story:** [UW–Madison announces new campaign video in support of College of Engineering building](#)
 - **Views: 2095. Engagement Rate: 53%**
3. **Story**(Impact Story): [UW–Madison engineering talent critical to state, national economic progress](#)
 - **Views: 467. Engagement Rate: 67%**

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- Organic Social Impressions on main UW channels (3 stories above): **169,916**
 - Organic Social Engagement (3 stories above): **2027 clicks to website**
 - Top Performing Channel: **LinkedIn (77k impressions, 1300+ clicks)**

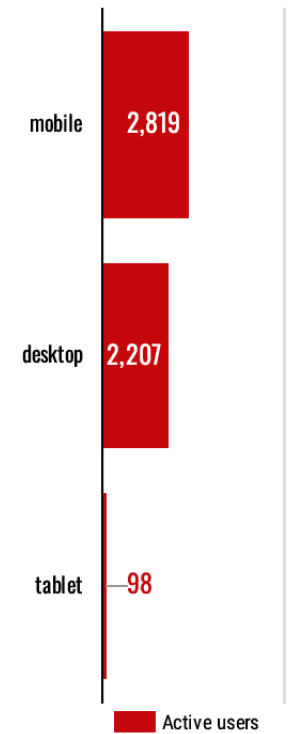
Content also shared in all campus channels, including newsletters and social



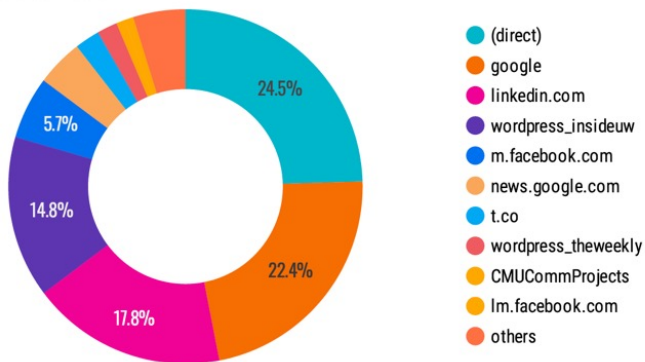
CoE Stories: Wisc.edu Traffic (10/25 – 11/22)



Visitors by device category



Traffic sources



Campaign Takeaways



- **Campaign announcements led to significant media attention:** Media spikes occurred following two campaign-related news releases.
- **3rd party validators were critical for advancing our story:** Using CEOs and other partners to share our message was key for generating press and actions. Consider additional ways have supporters lead on messaging for future efforts.
- **Big-splash, public ads drove earned media and actions:** The newspaper placements and subsequent stories were a big success for PR and legislative actions. The stories about the newspaper ads were likely as powerful as the ads themselves. Consider additional high-visibility options in this space.
- **Channel effectiveness:** Targeted social, especially LinkedIn, led the way on paid conversions.

Campaign Takeaways (cont.)



- **PR Spurred Actions:** Direct links to the landing page – referenced in many stories – while accounting for only 6.8%, resulted in 25% of actions, indicating the power of earned media.
- **Adaptability & Early Adjustments:** Stay nimble and monitor performance. We made landing page and creative adjustments early in the process, improving engagement.
- **Messaging Wins:** Simple, consistent messages around workforce development, employer demand and how the new building addresses business and economic needs were repeated in nearly every news piece.
- **Local PR Challenges:** In smaller markets, it remains challenging to attract interest for UW stories outside of syndicated pickup, although we did connect in a few cases.
- **Audience Segmentation:** Assessing exactly who took the most actions: engineers, business leaders, alumni, etc., remains a challenge. A more detailed analysis using collected audience data could yield greater insights and influence future spend/efforts.

Appendix: A Sample of Social Conversations in Public Support of the CoE Building



Government Officials

 **Governor Tony Evers** @GovEvers  100k+ Nov 17, 2023 

Investing in [@UWMadison](#)'s engineering building is about solving problems and filling jobs in every corner of the state.

It's why 42 CEOs from some of our state's top employers are calling on Republicans to fund this project to support our workforce and our economy.

 **Senator Melissa Agard**  @SenatorAgard 2k+ Nov 6, 2023 

[.@UWMadison](#) is ranked among the best engineering schools in the country & admits outstanding students every year.

A new engineering building would help educate, retain & recruit talented leaders, and play a vital role in addressing Wisconsin's workforce shortage.

 **Representative Lisa Subeck** Nov 15, 2023 

Yesterday, legislative Republicans again refused to fund the new engineering building at **University of Wisconsin-Madison**, despite dozens of business leaders across Wisconsin highlighting the need for more engineers.

 **Representative Greta Neubauer** @RepGreta 2k+ an hour ago 

We must invest in our state's future.

 **Wisconsin Senate Democrats** @SenateDemsWI

While UW-Madison's engineering enrollment stands at 4,500, rivals like Purdue, Illinois, Penn State, Ohio State, Michigan State, and Michigan boast student bodies ranging from 6,000 to almost 9,500.




It's time to keep building our future and invest in our [@UWSystem](#).

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Interest Groups

 **Greater Madison Chamber of Commerce**
Mentioned University of Wisconsin-Madison Nov 6, 2023 [↗](#)

To date, alumni and donors – largely representing the private sector – have committed \$150 million for a new College of Engineering building for the **University of Wisconsin-Madison**, which would cover nearly half the project's cost. The Chamber is part of a coalition of business organizations that has urged approval of the project.

Demand for engineering graduates is soaring, but the College of Engineering can only accept fewer than 20 percent of the students who apply. The expanded facilities will boost annual enrollment to 7,500 engineering students to help meet our growing workforce needs.

The state legislature has so far refused to act on this project. Click here to send a message to our elected officials in support of this much-needed facility:
<https://actnow.io/ND6hqcv>

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 **Wisconsin Technology Council**
Mentioned University of Wisconsin-Madison Nov 14, 2023 [↗](#)

A group of **#Wisconsin** **#business** leaders, hailing from companies such as **Mortenson**, **GRAEF** and **Milwaukee Tool**, put out a call for renewed support of a new **#engineering** building at the **University of Wisconsin-Madison**.

'The response from the business **#community** has been crystal clear: Wisconsin's economic growth and **#innovation** rely heavily on a skilled engineering **#workforce**, and this project is crucial for the state's continued prosperity. At the co...

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 **Wisconsin Technology Council** @WiscTechCouncil 2k+ Nov 21, 2023 [↗](#)
Mentioned @UWMadison

.@UWMadison, **#business** leaders call on the **#Wisconsin** state Legislature to fund part of a new **#engineering** building. ow.ly/5qea50Q9gcz via @WPR



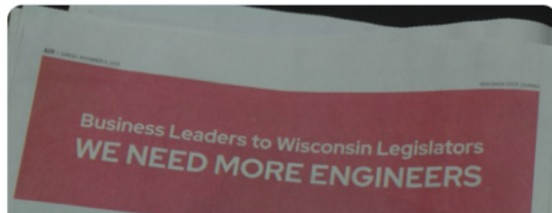
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Media



'Urgent action': Business leaders call on Legislature to fund UW-Madison engineering building | Click the image to read our story. [+](#)



UW-Madison amping up pressure on Legislature to fund new Engineering building | Tap on the picture to learn more [▶](#)



Kelly Meyerhofer @KellyMeyerhofer 2k+
Mentioned @UWMadison

Nov 5, 2023 [↗](#)

42 CEOs in Wisconsin urge GOP-controlled Legislature to approve [@UWMadison](#) engineering building in full-page ads, running in today's [@journalsentinel](#) & [@WiStateJournal](#)



Tyler Katzenberger @TylerKatzen
Quote Tweeted @UWMadison

Nov 13, 2023 [↗](#)

A new campaign video from [@UWMadison](#) highlights engineers as the university pursues state funding for a new engineering building. <https://t.co/73ejQ8n1xd>

UW-Madison @UWMadison

Wisconsin needs more engineers.

Here's why: go.wisc.edu/wnmengr





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Alumni and thought leaders

 [Jeanan Yasiri Moe](#) Nov 14, 2023 [↗](#)
Mentioned University of Wisconsin-Madison

Wisconsin needs more engineers and the **University of Wisconsin-Madison** is prepared to meet that demand. As the following video shares, "A new engineering building at UW-Madison will allow the university to enroll hundreds more engineering students every year. But without support from our Legislature, the project can't advance."


#WisconsinInnovates with a strong University of Wisconsin College of Engineering, faculty, staff and students and the f...

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[↗ Wisconsin needs more engineers](#)



[Wisconsin needs more engineers](#) [Engineeringthefuture.wisc.edu](#) [UW-Madison needs your help to persuade the Wisconsin Legislature to support a new engineering building on Campus. This would replace a facility built in the 1940's, and allow our university to graduate more engineers who...](#)

 [Will Hsu 許恩偉 \(PanaxQ\)](#) [@wphsu](#) 2k+ Nov 6, 2023 [↗](#)
Retweeted @UWMadison

 [UW-Madison](#) [@UWMadison](#)

Wisconsin needs more engineers. A new UW-Madison building will grow the state's engineering workforce by hundreds per year, delivering the talent our businesses need to thrive.

 [Scott Resnick](#) [@sjresnick](#) 2k+ Oct 31, 2023 [↗](#)
Retweeted @UWMadison

 [UW-Madison](#) [@UWMadison](#)

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Universities of Wisconsin & Affiliates

 **University Research Park**
Mentioned University of Wisconsin-Madison Nov 14, 2023 [↗](#)

The **University of Wisconsin-Madison** launched a new campaign #video highlighting the demand for more engineers and the importance of a new **UW-Madison College of Engineering** building.


The video, titled “#Wisconsin Needs More Engineers,” emphasizes the critical role that engineers play in the state’s #economy and argues that a new building is essential to producing and retaining top #engineering talent. The spot underscores the need for legislators t...

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 **Wisconsin Alumni**
Mentioned University of Wisconsin-Madison in a Wall Post Nov 14, 2023 [↗](#)

Check out the **University of Wisconsin-Madison's** new campaign video highlighting the demand for more engineers and the importance of a new College of Engineering building.

You can join us in supporting the New UW–Madison College of Engineering Building Project here: actnow.io/2RdjulX

 **Jay Rothman**
Mentioned University of Wisconsin-Madison Nov 15, 2023 [↗](#)

Supporting a new Engineering Building at the **University of Wisconsin-Madison** is a no-brainer.

I have been saying for months that Wisconsin is in a War for Talent and that the Universities of Wisconsin are the state’s best talent generator. I have also said that if Wisconsin can’t develop the talent for our state’s employers, they’ll look elsewhere.

But don’t take my word for it. Listen to what the leaders of some of Wisconsin’s top employ...

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 **Universities of Wisconsin** @UWSYSTEM 10k+
Mentioned @UWMadison 7 days ago [↗](#)

While calling for the legislature to fund the [@UWMadison](#) College of Engineering building, [@TStillWTC](#) says WI companies “need more engineers to grow and compete” & “failure to do so puts Wisconsin’s economy and the health of its citizens at a disadvantage.” go.uwsa.edu/1120231