Regional Campuses
MARCOM
UPDATES
SUMMER 2024
The Regional Campus Marcom Team joined University Communications and Marketing (UCM) in a contract with Fahlgren Mortine, an integrated communications agency to execute a full funnel digital strategy.

WHERE WE ARE
» META (Facebook & Instagram)
» SNAPCHAT
» SXM MEDIA (Pandora & Soundcloud)
» SIMPLI.FI & BIDTELLECT (Native Ads, Targeting, Retargeting)

TRANSFER CAMPAIGN
December 2023 - January 2024
- 3,400,000 impressions
- 33,300 clicks

FALL 2024 CAMPAIGN
February - August 2024
- 19,658,108 impressions
- 88,049 clicks
RC Marcom led the first campaign to actively promote certificate offerings within the university. Thanks to an Ohio Talent Ready grant, the team partnered with Fahlgren to promote nine certificates offered by the College of Applied and Technical Studies.

CAD Manufacturing and Essentials for Business Decision Making were the most successful, accounting for over 85% of impressions and clicks. Paid Search ads have driven over 4,500 clicks to the site.

www.kent.edu/cats/certificates
JOE FAIR CONNECTS BSW STUDENTS WITH AGENCIES TO BRIDGE SOCIAL WORKER SHORTAGE

Ohio – just like other states across the country – struggles with providing access to mental health services, as well as a shortage of social workers. In response to this situation, Kent State University’s College of Applied and Technical Studies last year launched its Bachelor of Social Work (BSW) program, aimed at addressing these significant challenges with a concentration on rural social work – a recognized need in areas

LOCAL STUDENT GRADUATES COLLEGE AT 17

Like most 17-year-olds, Selinda Floss is preparing for her upcoming graduation. But unlike most students her age, her graduation includes a bachelor’s degree in criminology and justice studies from Kent State University at Ashland.

Floss, who participated in the College Credit Plus program and has previously earned an associate degree and plans to attend law school in the near future, was recently featured in The Star Beacon about her upcoming graduation.

ONE FOR THE RECORD BOOKS

History Professor Helps Rewrite the History of Major League Baseball

By Tina Smith, for Kent State Regional Campuses

Leslie Houghty, Ph.D., usually teaches history in her classroom at Kent State University at Stark. Now, this professor is helping to rewrite it at the home of Major League Baseball in Cooperstown, New York.

As a member of the Negro Leagues Statistical Review Committee, she helped spearhead a

REGIONAL CAMPUS CELEBRATES 1,600 GRADUATES WITH SPRING COMMENCEMENT CEREMONIES

Step in. Stand out! That was a common theme among student speakers and graduates at this year’s Kent State University’s Regional Campus spring graduation ceremonies.

From the shores of Lake Erie to the banks of the Ohio River, more than 1,600 Regional Campus students graduated with master’s, bachelor’s and associate degrees, along with certificate programs certifications.
RC Marcom, UCM and Admissions partnered together for the first time to create one university Story Book and Travel Book (previously known as Viewbooks). These books will be used by recruiters across the entire system to promote all Kent State campuses and locations. The inclusion of Regional Campuses is reflective throughout the pieces and indicative of the strides made by the centralized presence of the RC Marcom team.
Meeting a growing need in our region – and in rural communities in general – the Bachelor of Social Work degree at Kent State University is designed for the development of skilled and licensed social work, behavioral and mental health professionals to support underserved areas. With courses offered in a hybrid format, the Bachelor of Social Work program is designed to offer students flexibility between online and in-person classes that fit your schedule. Students at any Kent State Regional Campus can enroll in the program, which is housed in the College of Applied and Technical Studies and offered at the Ashtabula, Salem and Tuscarawas campuses.

TO LEARN MORE
Scan the QR code or visit www.kent.edu/cats/BSW

According to the National Institute of Health, more than 60 percent* of rural Americans live in areas with a shortage of mental health workers and only 20 percent of social workers nationwide are employed in rural areas.

KSU_CATS_BSW_ONE_PAGER_2023.indd   1
KSU_CATS_BSW_ONE_PAGER_2023.indd   1
3/15/2023   11:10:54 AM

BACHELOR OF SOCIAL WORK

KSU_CATS_BSW_ONE_PAGER_2023.indd   1
3/15/2023   11:10:54 AM

STUDENT GIVEAWAYS

BECOME A HOMETOWN HERO

Trumbull
www.kent.edu/trumbull/veterinary-technology

Tuscarawas
www.kent.edu/tusc/veterinary-technology

Employment of veterinary technologists and technicians is projected to grow 21% from 2022 to 2032, much faster than the average for all occupations. Accredited by the American Veterinary Medical Association (AVMA) and approved by the Ohio Board of Regents.

Upgrade from Drupal 9 to Drupal 10 completed.

RC integration into the www.kent.edu/admissions suite to improve the student experience is almost complete. This is the first time prospective students are able to select a Regional Campus from a kent.edu/admissions page.

RC homepages redesigned to elevate Kent State Today and campus stories.

RC webteam continues to build and enhance Regional Campuses and CATS group sites.

RC webmasters continue to purge sites of outdated pages, files and content.

RC webmasters continue to work together to streamline and unify website content within the RC system and with Kent Campus departments.

RC API catalog integration (crosswalk to catalog) for majors and degrees is almost complete.

Psychology - B.A.

The Department of Psychology represents a comprehensive understanding of psychological science. As a Psychology student, you will gain knowledge and skills that are applicable in a wide range of career opportunities, including education, social work, counseling, clinical psychology, law, forensics, and business. You will learn about various topics such as human behavior, mental processes, and the biological basis of behavior. This program is designed to prepare you for graduate studies in psychology or related fields, or for careers in areas that require critical thinking and problem-solving skills. You will have the opportunity to engage in hands-on research and learn from experienced faculty members. This program is highly versatile, allowing you to tailor your studies to your interests and career goals. You will develop a strong foundation in psychological theories and research methods, which will enable you to contribute to the scientific understanding of human behavior and mental processes. You will also gain skills in data analysis, statistical reasoning, and effective communication, which are essential for success in a variety of fields. Completing this program will equip you with the knowledge and skills to pursue a wide range of career opportunities in the field of psychology and related disciplines.