



MARKETING AS A MEANS OF CONNECTION

**BRIDGING DIGITAL OUTREACH
WITH LIVE STUDENT ENGAGEMENT**

AUGUST 2026
TONI MARIE PERILLI



**IF NO ONE
KNEW ABOUT
YOUR PROGRAM**

**DID IT REALLY
EVER HAPPEN?**



MARCOMM IS NOT A LUXURY



MEET: FORDHAM CAREER CENTER

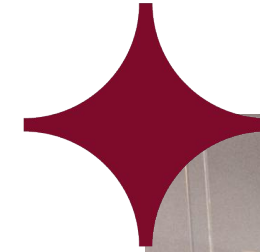
Build meaningful connections. Create exceptional experiences.

+93.1% YouTube Views

+6.4% Web & Blog Visits

+20.2% Live Stakeholder Engagement

FY 2026 YoY





ALIGNING KPIs

57

STUDENTS

39

STUDENTS

41

STUDENTS

63

STUDENTS

**WHAT
COUNTS?**

57

STUDENTS
stopped by a tabling
event and spoke to a
representative

39

STUDENTS
attended a hybrid
workshop

41

STUDENTS
opened a targeted
email (~68% open rate)

63

STUDENTS
interacted with an
educational social
media post

**WHAT
COUNTS?**

WE MEASURE ENGAGEMENT

STUDENT SUCCESS

EVENT ATTENDANCE
APPOINTMENTS COMPLETED
TICKETS CLOSED
DIGITAL RESOURCE UTILIZATION
PROGRAM PARTICIPATION
PERSISTENCE RATE
OUTCOMES

MARKETING

VIEWS
OPEN RATE
CLICK RATE
LIKES
COMMENTS
SHARES
REPOSTS
WATCH TIME
VISITORS
CONVERSION RATE

ARE STUDENTS ENGAGING
WITH WHAT WE OFFER?

MAPPING CONVERSIONS

AWARENESS

1

Example: A student receives and reads an email about an event.
KPIs: Open Rate; Views/Impressions

CONSIDERATION

2

The student clicks on the link provided and saves the event.
KPIs: Click Rate; Registration/Save Count

ENGAGEMENT

3

The student actually attends the event.
KPIs: Event Attendance

LOYALTY

4

Your team uses the data to repeat the cycle and improve performance.

	Students Served	Number of Programs Hosted	Newsletter Open Rate	Newsletter Click Rate
Business	1959	134	77	3.2
STEM	543	19	76.8	3.6
Humanities	430	16	72.6	1.9
Creative	546	7	74.6	2.0

MORE THAN ROI

How do you know if it actually worked?

Can you use metrics from both sides of the aisle to analyze intent and interest?



ACCESSIBILITY & INCLUSIVITY

**ARE WE
TALKING AT
STUDENTS?**

**OR CREATING
SPACES FOR
THEM?**



CORE, NOT TACTIC

Static event reminders

Formal press-release style announcements

Quick, clip art graphics

Every post is a call to action

Posting without planning

Value-first videos with tips for success

Community-written, first person blog posts

Featuring real staff and students

Giving before and between asking

Clear editorial calendar with ideas and tips

REVIEW CHECKLIST

Is there consistent branding so the message can shine?

Does this feel distinct, or could anyone be publishing this?

Is this a strong representation of my team and our offerings?

Are the visuals easy to read? Is anything important cut off?

Is any writing as clear and concise as possible?

If it's a video, did I remember to include captions?

If it's a photo or visual, did I remember to include alt text?

If it's web-based, will this look okay on desktop and mobile?

Does this serve as a genuine extension of our offerings?



TOOLS WE LOVE



EDITS
Free video editing and
auto-captioning



CLAUDE
Alt text generation
Quick editing



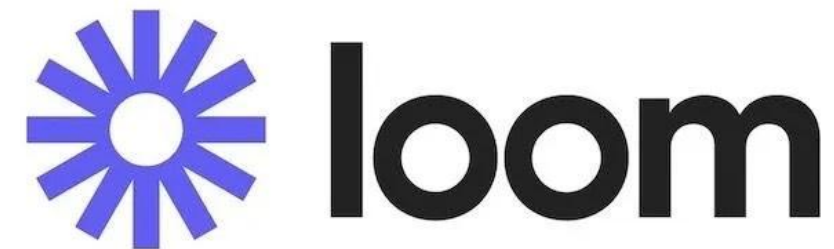
SITEIMPROVE
University-wide
QA & DCI review



**CONTENT
MANAGEMENT**
University-provided
accessible frameworks



CANVA
Magic resize
Accessibility checks



ATLASSIAN LOOM
Simple video recording
with free edu plan



SUSTAINING WORKFLOW

Event Recordings ▶ Play all

Missed a workshop or panel? Catch the rerun here, on-demand!



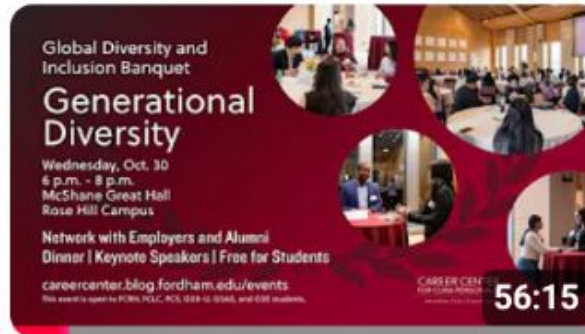
Supporting Our Seniors
Career Preparation Workshop Series for Graduating Students
Gap Year to Grad School
42:18



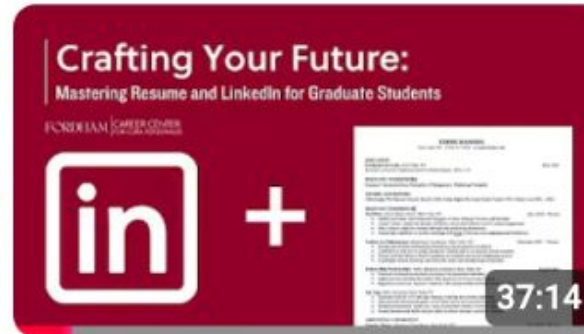
Supporting Our Seniors
Career Preparation Workshop Series for Graduating Students
Navigating Salary Negotiations and Managing Your Budget
48:27



PRE-LAW
INTERNSHIPS AND
OPPORTUNITIES WORKSHOP
26:18



Global Diversity and Inclusion Banquet
Generational Diversity
56:15



Crafting Your Future:
Mastering Resume and LinkedIn for Graduate Students
37:14



Alumni Career Change Workshop
40:08

Supporting Our Seniors: Gap Year to Grad School ...

:

Navigating Salary Negotiations and Managing...

:

Pre-Law Internships and Opportunities Workshop ...

:

Global Diversity and Inclusion Banquet: Generational ...

:

Mastering Resume and LinkedIn for Graduate ...

:

Alumni Career Change Workshop Recording | ...

:

Intro to the Fordham Career Center ▶ Play all



How to Use Handshake
8:07



Resume Basics
5:30



HOW TO WRITE A COVER LETTER
3:23



CAMPUS RECRUITING POLICY
4:13



How to Prepare for a Career Fair
4:07



biginterview
Platform Walkthrough
7:02

How to Use Handshake | Fordham Career Center

:

How to Draft a Resume | Fordham Career Center

:

Cover Letter Basics | How to Write a Cover Letter | ...

:

Campus Recruiting Policy | Fordham Career Center

:

How to Prepare for a Career Fair | Fordham Career Center

:

How to Use Big Interview | Interview Prep & Online ...

:

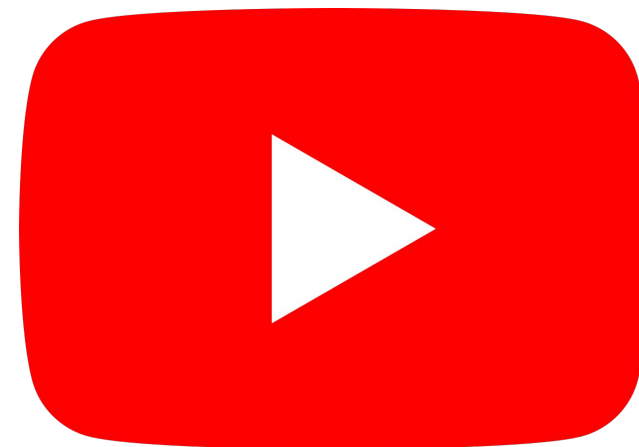
EVERGREEN CONTENT

Build it once. Use it forever.

CONTENT RECYCLING

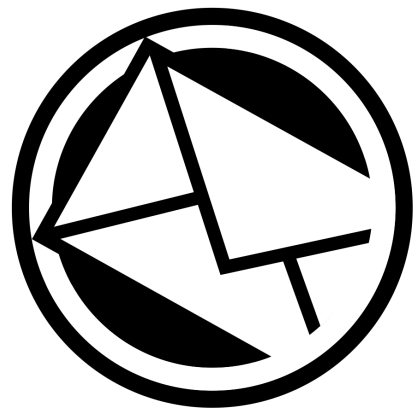
Repurpose what you've already created. Double the production, without double the investment.

**LIVE
EVENT**



HOW WE SAVED

Optimizing budget use and workflow. Sometimes doing more with less is best.

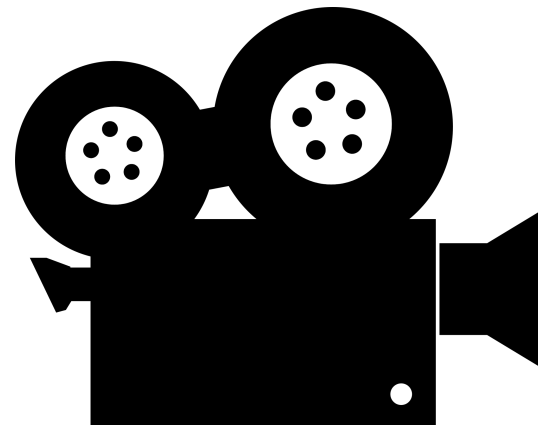


Transitioned to an email system with RSS integration to semi-automate weekly newsletter creation

Formed 5 audience segments to personalize content, with automation

Saved \$700+ annually
More than halved completion time

77.7% open rates
2.56% click rates



Prioritized value-based content, focused on video strategy

Streamlined production and identified most effective tools for each function

Saved \$2,000+ annually
+24.1% total social engagement



Stronger reach and performance in email and digital platforms led to a reduced need for print materials

Saved \$1,000+ in FY26
in printing expenses
+37.8% student engagement

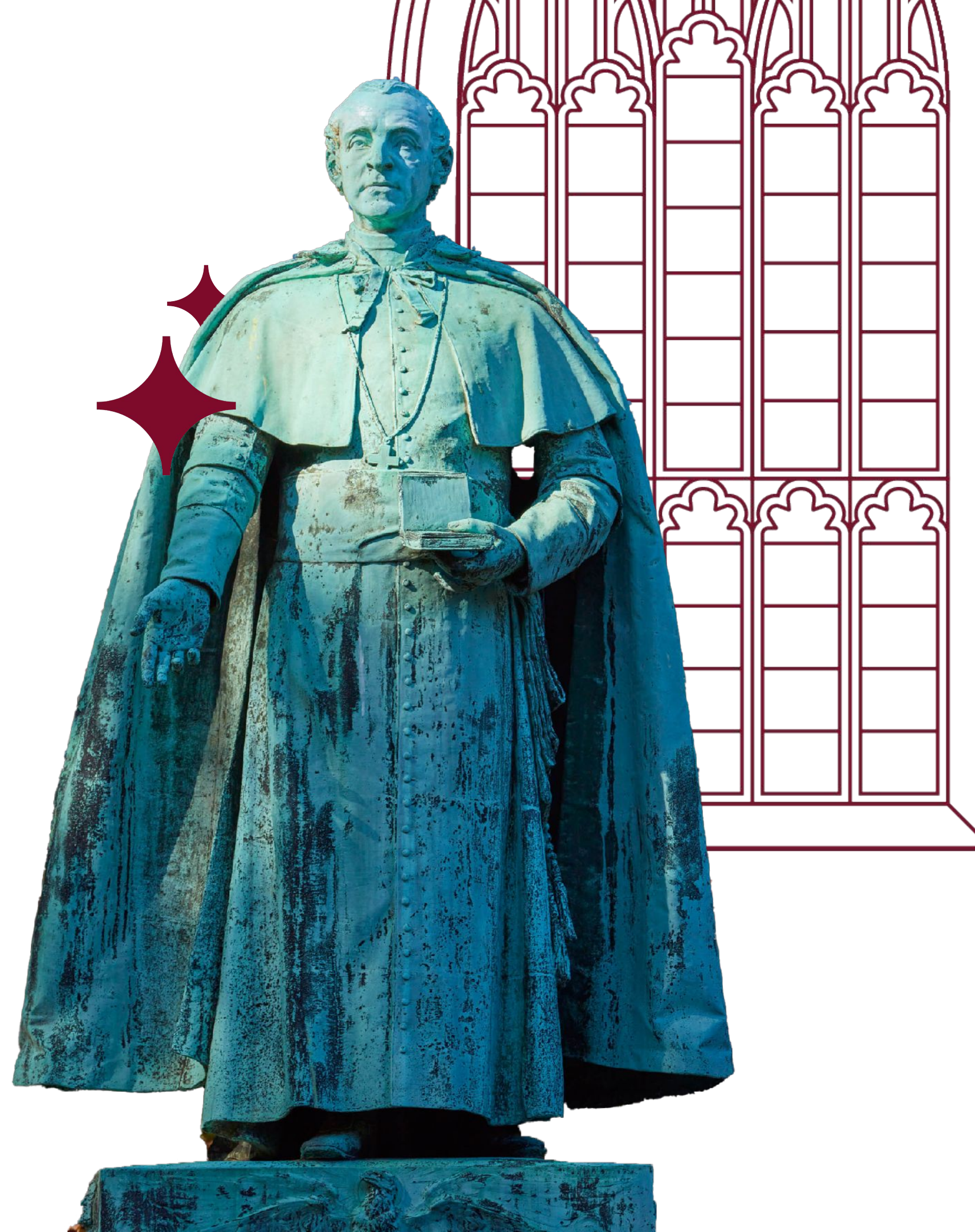


WHAT'S NEXT?

ROOTED IN MAGIS & CURA PERSONALIS

BETTER, NOT MORE

Consider the totality of how your audiences interact with you.



GETTING STARTED

Audit your last period of social media, email, and web

Select a month, quarter, semester, or year – whichever is most aligned with your current measurements
Analyze both quantity and quality of content, plus whatever data you have available

Identify one evergreen content base you can create this fall, then develop three ideas to repurpose it throughout the year

Review your fall communications plan with one core question:
Are we talking at students or expanding our office's footprint into the digital space?

Revisit your KPIs to align traditional and digital engagement

THANK YOU!!!



Toni Marie Perilli

Brand Storyteller & Creative Strategist |
Creative Direction & Integrated Communicat...

