

## **University Relations Accomplishments 2016-17**

### **Communications and Marketing**

- Converted Delta State University's web site to mobile-friendly site and nearing completion of converting all other secondary pages
- Launched [FeartheOkra.com](http://FeartheOkra.com) as an e-commerce site
- Implemented new online ordering and tracking system for the Copy Center
- Hired new station manager for radio station and will begin live broadcasts in the fall
- Launched new brand awareness initiative
- Implemented new searchable online photo system
- Reached \$3.5 million impressions through social advertising, 1.5 million impressions on Twitter and more than 110,000 likes on Facebook posts

### **Government Relations**

- Secured state line-item funding for the following programs:
  - Department of Commercial Aviation - \$675,000
  - Delta Center for Culture and Learning - \$175,000
  - Delta Music Institute - \$225,000
  - E-Learning Center - \$320,000
- Received unanimous legislative approval to enter into a long-term lease for development of the university golf course property.