Capitalizing on the historic visit of Pope Francis









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Origin of Pope Francis / #JesuitEducated Campaign

- VPs of marketing and communication at Jesuit institutions met at Loyola University Maryland last spring for their annual summit
- The last session focused on Pope Francis' upcoming visit to the U.S. and ways that Jesuit institutions might be able to capitalize on his Jesuit connection and appeal
- Volunteers stepped forward to serve on a steering committee led by AJCU that would plan a campaign over the summer in advance of the Pope's visit in September 2015



Game Plan: Summer 2015

- Once we got our committee in place, we had several teleconferences over the summer to plan our marketing campaign
- The focal point was a banner that was featured in Philadelphia's 30th Street
 Train Station and multiple venues and news outlets across the country, as
 well as social media
- As a group, our committee came up with the tag line "Transformational Leaders Are Jesuit Educated" and the hashtag #JesuitEducated
- Banner was designed by Brian Hatcher of Loyola University Maryland and scaled to accommodate print and online ad spaces



Major Ad Placements (Sponsoring Institutions in Parentheses)

- 30th Street Train Station in Philadelphia (AJCU / Saint Joe's); Syracuse International Airport (Le Moyne); Madison Square Garden (Fordham); *The Chicago Tribune* (Loyola Chicago)
- Google Ads, Facebook and Twitter
- Roll Call, RollCall.com, NYTimes.com
- Billboards and radio ads in Milwaukee and Cincinnati (Marquette, Xavier)

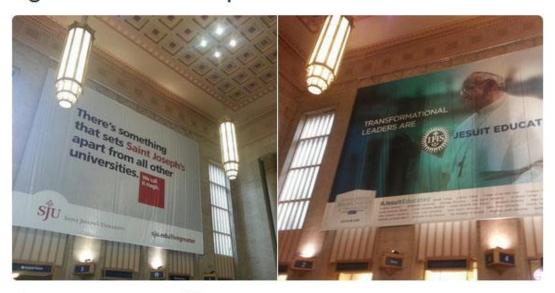


Major Ad Placements (continued)



SJU Alumni @AlumniSJU - 10 Sep 2015

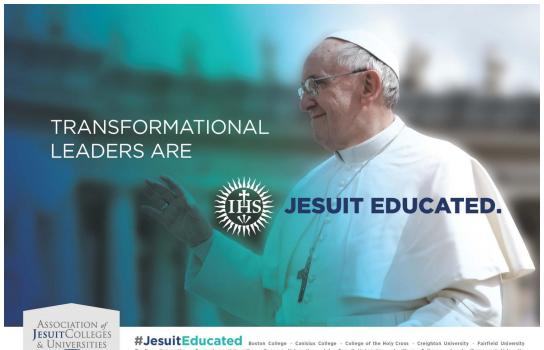
30th Street Station is looking pretty good right now in our opinion!



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"Transformational Leaders Are Jesuit Educated"



ajcunet.edu

FJESUILECUICATEO

Boston College - Canisius College or the Holy Cross - Creighton University - Fairfield University

Fordham University - Georgetown University - Gonzaga University - John Carroll University - Le Moyne College - Loyola Marymount University

Loyola University Chicago - Loyola University Maryland - Loyola University New Orleans - Marquette University - Rockhurst University

Saint Joseph's University - Saint Louis University - Saint Peter's University - Santa Clara University - Seattle University - Spring Hill College

University of Detroit Mercy - University of San Francisco - The University of Scranton - Wheeling Jesuit University - Xavier University



Pope Francis Microsite / JesuitEducated Blog

- We created a microsite (<u>popefrancis.ajcunet.edu</u>) that featured a list of all 28 Jesuit colleges and universities with hyperlinks to their websites; a TINT board with posts on social media that were tagged with #JesuitEducated; and links to related Pope Francis events on campuses across the country
- We also set up a blog on Medium (https://medium.com/jesuit-educated)
 that featured new reflections on Jesuit education every week from alumni, students, faculty, administrators, etc. These were promoted by our schools on social media and shared in AJCU Higher Ed News every week; to date, we've received over 65 reflections and they keep coming!



By the numbers

- The purpose of the digital ad campaign was to draw traffic to each institution's website through the Pope Francis microsite; all 28 schools received referrals to their homepages that originated from the microsite
- Between July 31 and October 15, #JesuitEducated made
 3.4 million impressions on social media
- Across all platforms, the click-through rates for this campaign were at or above industry average



Outcomes... Jesuit 2.0

- We are very proud of this campaign, which made a real impact across the nation. Our goal was to teach audiences that transformational leaders like Pope Francis are Jesuit educated. Millions of people had exposure to the advertisement through traditional and social media, and our institutions benefitted from extra traffic to their websites. With backing from the AJCU Board of Directors, this campaign came together in a very short period of time and was brought to life on a national scale with help from the very talented marketing and communication staff at Jesuit colleges and universities.
- What's next? Jesuit 2.0...stay tuned!



Jesuit Educated: Collaborating among Jesuit elementary, high school and university











- Marquette capitalizing on the historic moment
- In-house studio, backpack camera set up
- Trial new technology: Transmit live footage to media outlets across the United States



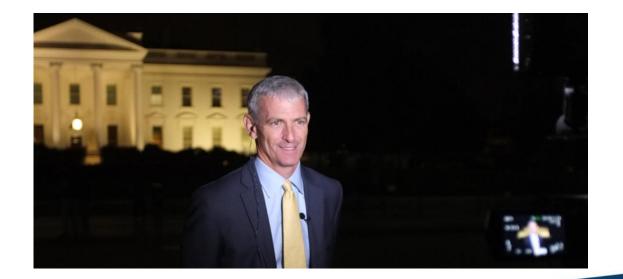








- Meet your guinea pig
- Feed stories in real time
- Live interview on the eve of historic visit







- Hometown hero stories
- TV affiliates in Green Bay, Chicago, Honolulu
- Live interview on the eve of historic visit





- Pope Zone back home
- 153 total media stories placed (134 on TV or radio)
- 19 of the 153 stories were published in print or online.
- 15.1 million viewers and readers, \$142,372 media value









- Applying the technology post-Francis
- Marquette University Law Poll
- Presidential election



Leading up to the Weekend





I ask you to join me in praying for my trip to Cuba and the United States. I need your prayers.













SJU Alumni @AlumniSJU · 26 Sep 2015

WMOF Volunteers manning the call center in Duperreault Hall @saintjosephs #AlumniSJU #PopeInPhilly













SJU Alumni @AlumniSJU - 27 Sep 2015

Fr. Gillespie '72 and Fr. Frain '86 give communion at the Papal Mass #PopeInPhilly #AlumniSJU

















SJU Alumni Retweeted

SJU

Saint Joseph's @saintjosephs · 27 Sep 2015

.@Pontifex waves to students in Villiger Hall. #PopeInPhilly #FranciSJU



SJU Alumni Retweeted

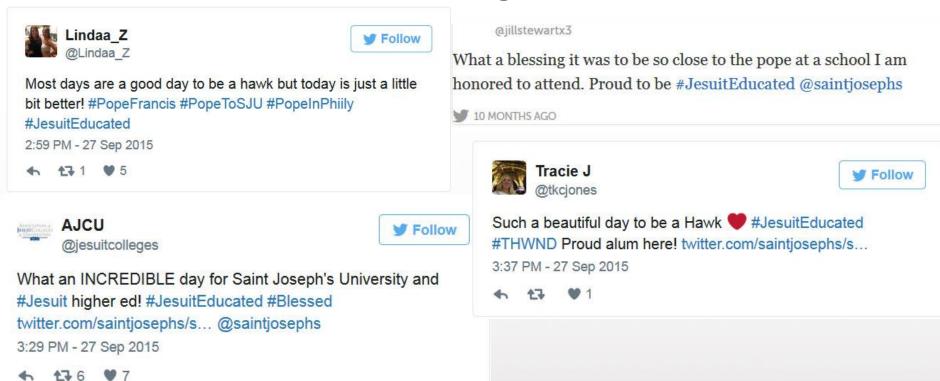


Saint Joseph's @saintjosephs · 27 Sep 2015

.@Pontifex is on our campus? Is this real life?



The Afterglow





live greater.

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