

---

# The Importance of Data-Driven Decision Making

Board of Trustees

University Strategic Communication

5.9.2025



# Understanding our foundation

Understanding our *WHY*.

Accelerating Impact.

*WHERE* do we currently stack up?

Categorical benchmarking/The use of AI

*WHAT* is currently in place?

Optimizing the resources at hand – both internal and external

The essence of *WHO* we are?

What it means to be a Screaming Eagle - professionally and personally

*HOW* do we want to be perceived?

What is our image?

# How we "benchmark"

## Regional Category

Western Kentucky University

University of Evansville

SIUE

SEMO

Brescia University

Murray State

## State Category

Indiana University

Purdue University

University of Evansville

Ivy Tech

Butler University

UIndy

Ball State

IUI

Indiana State

## Demographic Category

Ball State

Western Washington

Univ of Northern Iowa

Murray State

Bellarmino

Minn. State, Mankato

Lindenwood

Western Illinois

# What we "benchmark"

## Identifiable categories

State

City

City population

Enrollment

Public or Private

Athletic division

Alumni population

Distance\*

## Why these categories?

Regional: Provides direction in "hands-on" approach to a direct and achievable audience

State: Leading platforms maximize the resources available to them, along with implementing recruiting tactics for prospective students

Demographic: Must match very specific criteria with our category list, possibly allowing for strategies not yet exposed to our regional and state audience

*\*Specific to regional list*

# Demographic Benchmark

Ball State

Western Washington

Univ of Northern Iowa

Murray State

Bellarmine

Minn. State, Mankato

Lindenwood

Western Illinois

# Process leads to progress

## Social media platforms

- Through the use a third-party platform (Sprout) we have been able to optimize reporting features providing reflective analysis and proactive planning
- < Slide 7-10 >

## Internal communications

- Supporting our internal communications with various resources such as Google Analytics and Constant Contact provides direction in our approach to delivering content
- < Slide 11-12 >

# Prioritizing quality over quantity

*In collaboration with Kaylee Johnson...*



Refine the content specific to individual platforms



Balance the shared content to promote increased engagement



Implement new concepts and narratives across various platforms

Performance Summary

View your key profile performance metrics accrued during the selected time period.



Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
3,208,587 ↗ 27.5%	34,258 ↗ 14.4%	3,976 ↗ 65.8%	1.1% ↘ 10.5%

Profiles

Review your aggregate profile and page metrics from the selected time period.



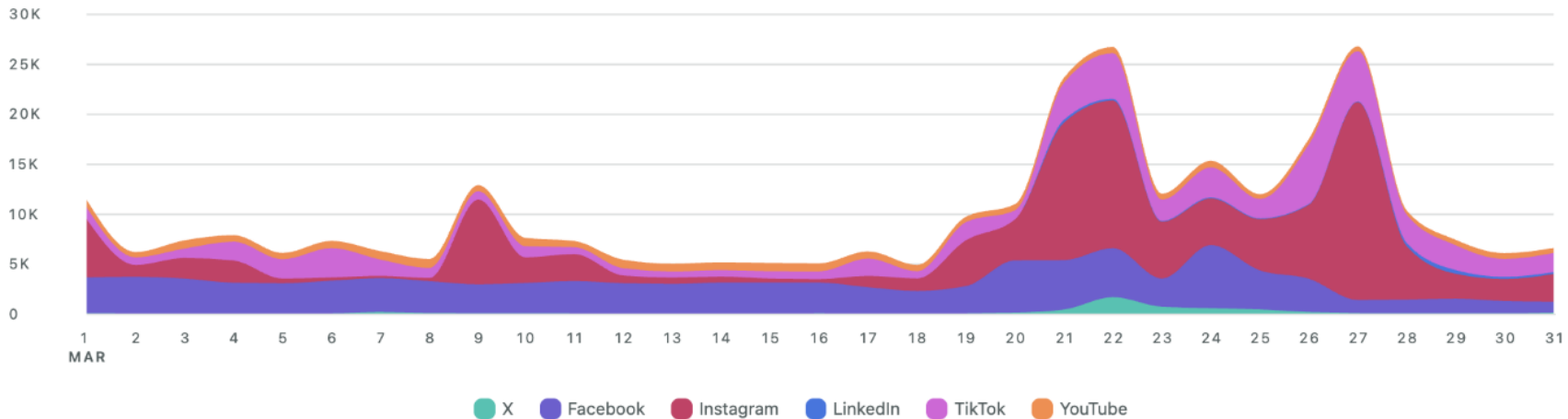
↑ Ascending by Profile

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	120,820	966	321	3,208,587	34,258	1.1%	306,129
Mar 1, 2025 – Mar 31, 2025	↗ 7.6%	↗ 18.8%	↘ 40.6%	↗ 27.5%	↗ 14.4%	↘ 10.5%	↗ 68.8%
Compare to	112,274	813	540	2,516,683	29,950	1.2%	181,407
Mar 1, 2024 – Mar 31, 2024							
@USledu	13,284	1	40	30,155	928	3.1%	4,114
University of Souther...	37,249	213	66	1,462,021	21,466	1.5%	96,536
University of Souther...	47,227	550	25	51,974	2,416	4.6%	1,954
University of Souther...	1,450	6	8	N/A	101	N/A	20,440
University of Souther...	4,918	52	26	58,972	3,292	5.6%	58,972
usiedu	16,692	144	156	1,605,465	6,055	0.4%	124,113



Video Views

Review how your videos were viewed across networks during the selected time period.



Video Views Metrics	Totals	% Change
<b>Video Views</b>	<b>306,129</b>	<b>↗ 68.8%</b>
X Video Views	4,114	↗ 54.7%
Facebook Video Views	96,536	↗ 21.1%
Instagram Post Video Views	124,113	↗ 122.9%
LinkedIn Video Views	1,954	↗ 2,773.5%
TikTok Video Views	58,972	↗ 37.3%
YouTube Video Views	20,440	↗ 6,409.6%



# Understanding "our people"

*In collaboration with Trista Lutgring...*



Develop targeted formats for USI Today



Evaluate current and future engagement strategies



Friday, March 21, 2025

## Inaugural TEDxUSI talks photo gallery



The first TEDxUSI event on Thursday, March 20 brought together students, employees, and community members for an evening of stories, information, connection and more. More than 200 people registered for the event, which featured six speakers taking the stage in the USI Performance Center. Participants also had a chance to participate in different break-out sessions during the intermission to expand their knowledge of various topics or try a fun activity. Peruse photos of the night in [this photo gallery](#) from USI Photography and Multimedia!

## Parsons selected as USI Director of Undergraduate Admissions

Koryn Parsons has been named Director of Undergraduate Admissions at USI, effective Tuesday, April 1. She has served as Associate Director of Undergraduate Admissions since 2020. Parsons will report to Rashad Smith, Assistant Vice President for Undergraduate Admissions.

In this role, Parsons will oversee and lead the day-to-day operations of the recruitment team and visit coordination teams in Undergraduate Admissions. She will work collaboratively across campus to enhance recruitment efforts for traditional new freshmen and transfer student enrollment.

[More about Parsons](#)



## IT Advisory: Banner downtime Sunday, March 23

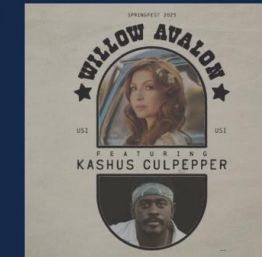
Banner and related systems will be unavailable from 8 to 10 a.m. Sunday, March 23 to install some required web server upgrades. While the estimated downtime is expected to last until 10 a.m., it could go shorter or longer than expected. See messages in [myUSI](#) for latest downtime info.

## SpringFest set for April 9-11

SpringFest is just weeks away! This year, the Friday, April 11 concert will feature country and americana rising star Willow Avalon in Liberty Arena and is open to USI students, employees and the public!

SpringFest T-shirts are now available for purchase for \$10. Shirts are expected to arrive the week of March 31.

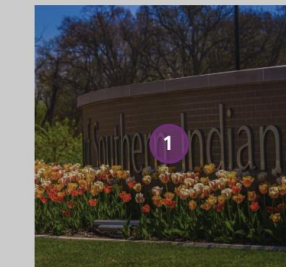
[SpringFest details](#)



## USI Staff Council nominations

USI Staff Council is currently seeking nominations for representatives to fill open spots for the 2025-27 term. Nominations are open until Monday, March 31.

[How to nominate](#)



## Employee updates

Welcome to our new USI employees, and congratulations to those who have been promoted or who have transferred to another department on campus!

[Full list of updates](#)

# Where do we go from here?

Actionable next steps:

- Plan of action to grow our work
- Transition beyond my graduation date
- How this position has prepared me for what's next
- Establish best-practices and SOP templates for future graduate assistants
- Continue to let data guide the direction, not the product

