

Messaging Analysis: Education Schools

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In the following report, Hanover assesses marketing and advertising methods used by eight education schools in California. This report includes an examination of websites, online advertisements, and social media platforms and activity.



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Key Findings

Hanover analyzed institutional websites and social media activity of eight education schools in California. Analyzed education schools are those at Claremont Graduate University, CSU LA, San Diego State University, Loyola Marymount University, Mills College, UCLA, UC Irvine, and University of San Diego.



Benchmarked California schools of education heavily emphasize their commitments to social justice and diversity across website marketing and social media platforms.

The top two most commonly used phrases are “social justice” and “diversity.” In addition, four out of eight institutions publish the ethnic and racial makeup of its education school’s student body. Some institutions also publish specific percentages of international students. Some of the most commonly used words among individual institutions’ Twitter accounts include “immigrant,” “binational,” and “transborder.”

Other notable marketing themes among benchmarked institutions include alumni achievement, campus location, and buzzwords about program quality.

Four out of eight institutions advertise alumni achievement, and similarly half of the institutions advertise campus location. Common marketing messaging words include “equity,” “excellence,” and “innovation.”



Social media presence and influence varies among benchmarked education schools. Most tend to repeat the same themes on both websites and social media.

Nearly all benchmarked institutions maintain separate Facebook and Twitter accounts for their education schools. Number of Twitter followers range from a low of 506 (Mills College) to a high of 3,499 (UCLA). Some benchmarked institutions mention the same achievements (rise in rankings, funding achievements) on social media platforms as on websites

Common Marketing Topics Among Education Schools

Based on education school website home, about, and admissions pages. Green blocking denotes the presence of a feature.

Institution	Research Centers and Labs	Experiential Learning	National Ranking	School District Partnerships	Urban Education	Alumni Achievement	Campus Location	Faculty Achievement	Other Significant Partnerships	Employment Outcomes	Student Body Race & Ethnicity
Claremont											
CSU LA											
SDSU											
LMU											
Mills College											
UCLA											
UC Irvine											
University of San Diego											
TOTAL	6	5	5	5	5	4	4	4	4	4	4

Benchmarked education schools commonly advertise research centers and labs to market themselves and to reinforce their reputation. They also emphasize the value provided to the surrounding community by mentioning experiential learning, school district partnerships, and a focus on urban education.

The most common features mentioned on website pages were research centers and labs (6), incorporation of experiential learning into curricula (5), national ranking (5), school district partnerships (5), student employment outcomes (5), and emphasis on urban education (5). Common marketing phrases used to describe experiential learning incorporated into curricula include “hands-on approach,” “clinically-based,” and “real-world experience.” CSU San Diego goes into greater detail that other institutions about strategic partnerships on a [webpage](#) that lists and describes all partnerships it currently maintains statewide and nationwide.

Other less common but notable features among benchmarked institutions include descriptions of the education school’s history and funding and grant achievements. CSU Los Angeles in particular details its [history as a charter college](#) to emphasize its dedication to improving education in the surrounding urban community. LMU breaks down total dollars for fundraising, grants, and sponsored research in its [annual impact report](#) that is published on its education school’s homepage.

Marketing Topics Unique to Each Education School

Based on education school website home, about and admissions pages.

Institution	Unique Attribute	Institution	Unique Attribute
Claremont Graduate University	<ul style="list-style-type: none">Advertises accelerated education optionsAdvertises financial assistance offered to studentsPublishes the percentage of international students enrolled in the schoolPublishes the student-to-faculty ratio	Mills College	<ul style="list-style-type: none">Advertises professional development and continuing education opportunitiesPublishes alumni testimonials
CSU Los Angeles	<ul style="list-style-type: none">Advertises its unique charter identityMentions ranking in the WestMentions the percentage of international students enrolled in the schoolPublishes its accreditationsPublishes student testimonials	UCLA	<ul style="list-style-type: none">Advertises ecosystem of K-12 partnership schools
SDSU	<ul style="list-style-type: none">Advertises diversity initiativesMentions rankings within California, among other CSUs, and among public universities nationwide	UC Irvine	<ul style="list-style-type: none">Publishes the number of hours of community service the school has collectively completedPublishes the percentage of students who are first-generation college students
Loyola Marymount University	<ul style="list-style-type: none">Advertises financial assistance offered to studentsAdvertises convenient schedulingMentions ranking within CaliforniaMentions ranking as a Jesuit institution	University of San Diego	<ul style="list-style-type: none">Advertises convenient schedulingAdvertises international experiences and study abroad opportunitiesPublishes its accreditations

Some benchmarked institutions mention more distinguishing attributes on their websites than other competitors. Examples of distinguishing or unique attributes include local rankings, financial assistance, and scheduling convenience.

CSU Los Angeles leads among benchmarked institutions in the number of unique attributes mentioned on its website while UCLA only emphasizes one unique attribute (its ecosystem of K-12 partnership schools). While UCLA offers research centers and partnerships that differ from other education schools, the attributes themselves (research centers and partnerships) are commonly marketed by other institutions.

CSU Los Angeles, SDSU, Loyola Marymount University notably mention other rankings besides national. CSU Los Angeles advertises its [ranking in the West \(#2\)](#) advertise their rankings within California (Loyola Marymount University specifies that it is the [#3 private independent institution](#) in California). Claremont Graduate University and Loyola Marymount University are the only two benchmarked institutions to mention financial assistance as a distinguishing attribute. Similarly, Loyola Marymount University and University of San Diego are the only two institutions to mention scheduling convenience- classes at Loyola Marymount University are [“conveniently scheduled for the evening and late afternoon”](#) while University of San Diego explains that many of its master’s degrees are structured to allow [working professionals](#) to attend class.

Common Marketing Messaging

Based on education school website home, about and admissions pages. Word cloud generated by TagCrowd.

Benchmarked education schools most commonly promote their commitments to “social justice” and “diversity” in their marketing messaging.

Many benchmarked institutions incorporate key phrases and buzzwords as goals or values within their mission statements. Other commonly-used words include “equity,” “engagement,” “excellence,” and “innovative.”

Benchmarked institutions also use notable marketing phrases to promote their education schools such as “cultural and linguistic diversity.” Messaging trends indicate that benchmarked California institutions promote themselves as progressive institutions providing valuable education services to surrounding diverse urban populations.

Other frequent messages emphasize academic quality and rigor using words or phrases such as “critical thinking,” “transdisciplinary” and “high-quality.”



Social Media Platforms

Education school social media accounts

Institution	Facebook	# of Followers	Twitter	# of Followers	LinkedIn	YouTube	Instagram
CSU Los Angeles	X	1,175	X	583			X
SDSU	X	914	X	154	X	X	X
Loyola Marymount University	X	890	X	1,217		X	
Mills College	X	1,039	X	506			
UCLA	X	1,669	X	3,499		X	
UC Irvine	X	855	X	803		X	
University of San Diego	X	2,151	X	2,409	X		X

All except one benchmarked schools of education have Facebook and Twitter accounts (specifically for the education school, rather than for the institution as a whole). Some institutions also have LinkedIn, YouTube, and Instagram accounts for their education schools.

Claremont Graduate School is the only benchmarked institution that does not have separate social media accounts for its education school. University of San Diego has the highest number of Facebook followers and the second highest number of Twitter followers. UC Irvine has the highest number of Twitter followers. The prevalence of media sharing platforms such as Twitter and YouTube suggests a trend towards photos and videos for establishing a social media presence.

Twitter Activity Analysis

Education school Twitter account posts from January 2018 – November 2018

Top 5 Most Prevalent Words

Institution	# of Posts	Total Engagement	Average Potential Impressions (per post)	#1	#2	#3	#4	#5
CSU Los Angeles	295	169	1,736	"students" – 130	"education" – 104	"teachers" – 68	"congrats" – 61	"conference" – 58
SDSU	2	2	274	"students" – 20	"binational" – 19	"program" – 17	"graduate" – 16	"transborder" – 14
Loyola Marymount University	374	356	3,142	"students" – 98	"program" – 87	"graduate" – 68	"teachers" – 62	"proud" – 66
Mills College*	9	14	1,135	"democratic" – 6	"discussion" – 5	"presents" – 5	"conversations" – 5	"fellowship" - 5
UCLA	1,867	918	4,498	"students" – 179	"education" – 114	"new" – 96	"immigrant" – 77	"children" – 75
UC Irvine	337	115	1,084	"research" – 133	"students" – 120	"learning" – 100	"professor" – 84	"teacher" – 82
University of San Diego	739	211	2,735	"leadership" – 166	"students" – 127	"join" – 73	"program" - 66	"new" – 64

*Mills College posts are from January 2017 to December 2017 as the account only made one post in 2018.

- "Students"
- "Education"
- "Teacher"
- "Program"
- "Leadership"

Benchmarked institutions have varying levels of influence on Twitter. Additionally, benchmarked institutions tend to use broad, indirect words to market their positions as leaders in education.

Crimson Hexagon generates the most commonly used words in tweets by each education school’s Twitter account in 2018. According to this metric, benchmarked institutions most commonly focus social media outreach on education programs and benefits for students such as leadership opportunities. Some accounts emphasize immigration issues in California and the United States including how and why education matters in the discussion; notable words among individual institutions include “immigrant,” “binational,” and “transborder.”

Benchmarked institutions repeat major achievements mentioned on their website on Twitter.

As shown in slides 10 and 11, some institutions pin posts about ranking, funding achievements, and annual impact reports to the top of their Twitter feeds. Coordinating marketing across websites and social media accounts suggests a more cohesive message and reminds audiences of the education school’s strengths and value.

Social Media – Sample Posts

Education Schools Messaging Analysis

CSU Los Angeles



CSU San Diego



Social Media – Sample Posts

Education Schools Messaging Analysis

Loyola Marymount University

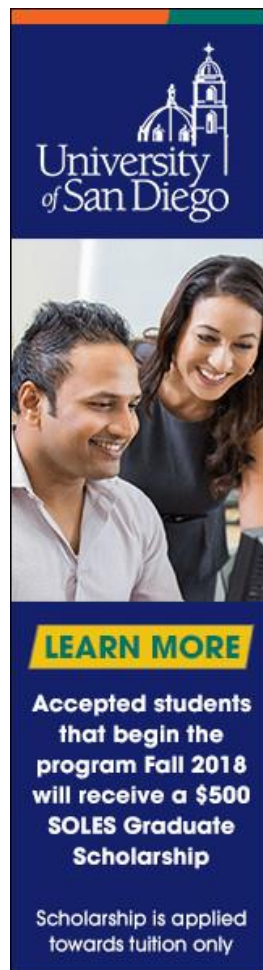


University of San Diego



Online Advertisement Campaigns

Most benchmarked schools of education rarely or never run online banner advertisements. Based on the online database Moat Analytics, only University of San Diego regularly runs online ads; others such as San Diego State University only show advertisements occasionally.



Source: [Moat Analytics](#)

