



MARKETING & PR REPORT

2025 JANUARY

EXECUTIVE SUMMARY

Central Wyoming College's Marketing and Public Relations Department has had a successful 2024 marketing the college. Our work includes researching, designing and placing ads with Google, Spectrum, Facebook, Co. 10, *Buckrail*, *Outside Magazine*, *Adventures in the Wild*, *Raised in the West*, *Spectrum*, *Riverton Ranger*, *Oil City News*, *Lander Journal*, *Wind River News*, *Jackson Hole News & Guide*. on our socials, and more.

Additionally the full marketing mix, for the team includes driving traffic to our main marketing tool, the website, creating leads for admissions. To view some of our successful ad campaigns, please visit here. Please do not hesitate to reach out to me with any questions, or suggestions.

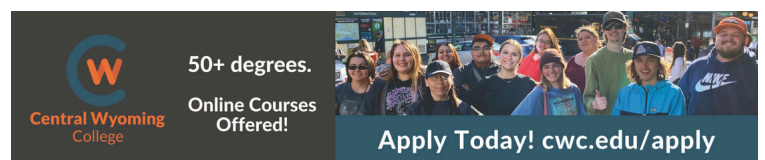
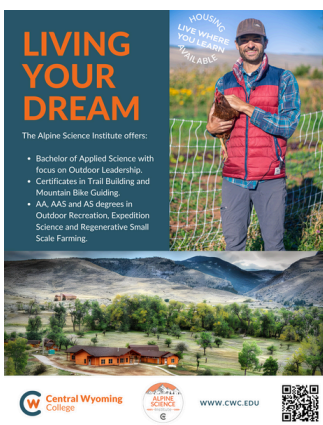
Sincerely,

Jennifer Marshall Weydeveld, Executive Director

Marketing & Public Relations Department

(307) 855-2103/ (505) 231-1776, jennifer@cwcc.edu

2024 CAMPAIGNS



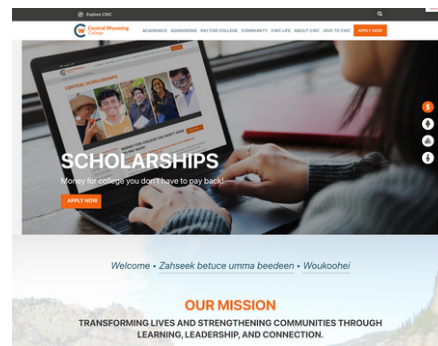
MARKETING & PR REPORT



LUMINA GRANT FOR THE WEBSITE

Lumina awarded a \$150,000 grant to CWC's Marketing Department in 2023. We closed out this grant at the end of November 2024. Highlights of the work for the Marketing team include:

- Migration of 1570 website pages from an expensive and archaic content management system to a WordPress, the world's most used content management system, ensuring the site can be operated without specialized skills and can be updated frequently.
- Prior to the migration, the site speed scored a GTmetrix Grade: C (Performance: 75% / Structure: 74%) taking up to 4 seconds to load on certain devices; Now, the site scores GTmetrix Grade: A (Performance: 89% / Structure: 95%) taking about a second to load.
- More than 900 courses have been migrated to the new site using an automated script.
- A new plugin has been installed to easily operate and update courses to keep the website content updated.
- The Lumina Grant has funded more than 72 hours of video and photography for the website from Jackson, Riverton, Lander, and the Wind River Reservation, many featuring students from Native American backgrounds.
- A 13-minute Central To documentary was created to showcase how Central Wyoming College is benefitting students and the region. In addition, the footage was used to create 20 shorter videos that are in use today in marketing and featured on the website. They are Ag & Equine Complex, Apply Today, Athletics, Automotive, Bachelor Degrees, Bootstrap Collaborative, Culinary, Discovering Excellence, International, Jackson Campus, Math, Nursing, Residential Life, STEM, Thank You, Donors, Thank you, Lumina, Theatre, Tribal Leadership, We are Rustlers, Welding
- The new website features advanced accessibility features to allow users to consume the information on the site to suit their needs.
- The use of video content has helped users spend more time on the site, upwards of a minute most months and access information in a rich audio-visual format.
- All the changes have meant more users are able to find the site, use it, and get a true representation of all of Central Wyoming College's capabilities.
- Finally, the website is used as a foundation for all of the college's marketing efforts and the improvements have allowed this work to be cohesively united by this new and improved website and video and photo assets.



MARKETING & PR REPORT

2025 JANUARY



MEDIA

For all media coverage, please visit our website: <https://www.cwc.edu/about/news/>

Yahoo! Finance
News | US | Jan 3, 2024 · 6:18 PM

ASSOCIATION OF COMMUNITY COLLEGE TRUSTEES APPOINT CENTRAL WYOMING COLLEGE TRUSTEE UNDERWOOD



... believes very strongly in the efforts and actions of **Central Wyoming College**. **Central Wyoming College**'s mission is to transform ...

Central Wyoming Colle... Show more

46.9M Reach 7.64k Views 133 Duplicates Neutral ○

BNN Breaking
News | HK | Feb 28, 2024 · 3:04 PM

Central Wyoming College Launches Teton and Tribal Talks to Bridge Cultural Gaps

... **Central Wyoming College** (CWC) is on a mission to foster deeper connections between the communities of Jackson and the Lander, Riverton, and ...

Central Wyoming College

3.8M Reach 129 Views Positive ○

Jackson Hole News&... · Jeannette Boner
News | US | Aug 30, 2024 · 12:30 AM

CWC breaks ground

... shovels in hand, local, state and educational leaders for **Central Wyoming College** hit the dirt on a parcel that once was part of the ...



Central Wyoming College

498k Reach 3 Social Echo Positive ○

Buckrail
News | US | Jul 25, 2024 · 1:15 PM

Teton Leadership Center announces Fall Summit, Sept. 26-27



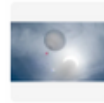
... and innovation more wisely and comprehensively," says **Dr. Brad Tyndall**, President, **Central Wyoming College**. "Teton Leadership ...

Dr. Brad Tyndall, Centra... Show more

207k Reach 2 Social Echo 2.6k Views Positive ○

Yahoo! News
News | US | Apr 4, 2024 · 4:30 AM

4 Eclipses & Counting — How a Ballooning Project Lifts U.S. Students in STEM



New Mexico State University St. Catherine's University **Central Wyoming College** Nationwide Eclipse Ballooning Project **Central Wyoming** ...

Central Wyoming College

21M Reach 881 Views Neutral ○

Cowboy State Daily
News | US | Jan 17, 2024 · 4:59 PM

Central Wyoming College Among Nation's Elite

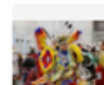
... (Cowboy State Daily Staff) **Central Wyoming College** in Riverton doesn't just excel academically, it defies expectations. Securing a spot ...

Central Wyoming College

1.26M Reach 1 Social Echo 1 Duplicates Positive ○

Oil City News · Julianna Landis
News | US | May 16, 2024 · 9:18 AM

Fourth annual Teton Powwow set for this weekend in Jackson



JACKSON, Wyo. — **Central Wyoming College** and Native American Jump Start will be putting on the fourth annual Teton Powwow in Jackson this ...

Central Wyoming College

239k Reach 17 Social Echo 2.75k Views Neutral ○

Buckrail
News | US | Apr 10, 2024 · 9:00 AM

CWC offers programs to empower future leaders in criminal justice



WYOMING — **Central Wyoming College** 's (CWC) comprehensive programs in Criminal Justice provide students with a variety of education ...

Central Wyoming College

137k Reach 3 Social Echo 1.51k Views Neutral ○

BNN Breaking · Hadeel Hashem
News | HK | Mar 4, 2024 · 8:28 AM

Central Wyoming College Set to Expand, New Building in Jackson Funded by Taxpayer Money

... **Central Wyoming College** (CWC) embarks on an ambitious expansion project, with plans to erect a new building in Jackson, leveraging taxpayer ...

Central Wyoming College

3.8M Reach 129 Views Positive ○

Cowboy State Daily · Leo Wolfson
News | US | Sep 6, 2024 · 6:35 PM

Central Wyoming College Pushes Back On Jeanette Ward's COVID Claims

... **Central Wyoming College** (Wyoming Community College Commission) Some staff at **Central Wyoming College** (CWC) aren't happy with conservative ...

Central Wyoming College

972k Reach 29 Social Echo Neutral ○

Becker's Hospital Review · Paige Twenter
News | US | Jul 16, 2024 · 9:03 AM

Best nursing schools by state



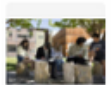
... : Maranatha Baptist University (Watertown) — 100 Wyoming: **Central Wyoming College** (Riverton) — 92.24 ...

Central Wyoming College

648k Reach 1 Social Echo 695 Views 4 Shares 1 Comment ○

Buckrail
News | US | Aug 1, 2024 · 5:00 PM

Central Wyoming College now accepting Fall enrollment



JACKSON, Wyo. — Fall enrollment is now open at **Central Wyoming College** (CWC)! The deadline to register is August 23, and classes begin ...

Central Wyoming College

207k Reach 24 Social Echo 2.6k Views Neutral ○



MARKETING & PR REPORT

2025 JANUARY

VIDEOS

Our top YouTube videos by views in 2024



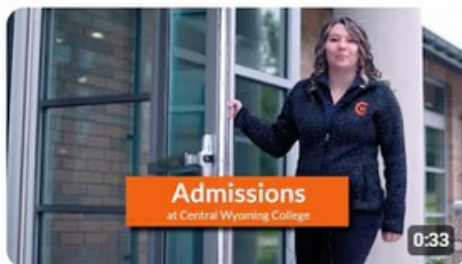
Rustler Ag & Equine Complex Rocky Mt. Power / PacificCorp



Medical Assistant Apprenticeship Program



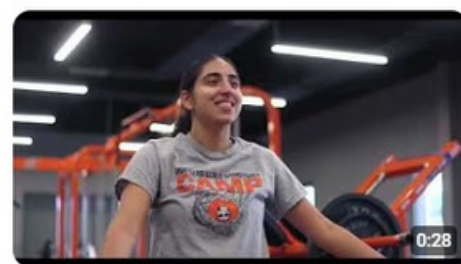
Holiday Greetings from Dr. Brad Tyndall



Apply Today: Explore Central Wyoming College



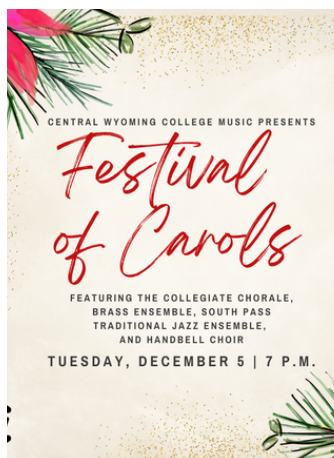
Jackson Hole Campus at Central Wyoming College



CWC: An International Community

CREATIVE

Below are some of our work from December. For all ads done in 2024, click [link to view on our shared drive](#).



Completed numerous campaigns throughout Dec including (Press releases, print/online/radio ads, print, video, business cards, social media and website updates) throughout the month

49 TICKETS in Dec

60 TICKETS in Nov

101 TICKETS in Oct



MARKETING & PR REPORT

2025 JANUARY

DIGITAL

Central Wyoming College's 2024 digital campaigns were incredibly strong, with STEM leading the way as the top performer. These campaigns generated an impressive total of 2,588 leads—a fantastic achievement!

The YouTube Video campaigns (pg 4) also delivered outstanding results. Our video work builds awareness and also drives users back through Google Search ads or organic channels. CWC successfully secured 108 conversions through video throughout the year, which is an excellent outcome as well.

Paid Ads Results across Google & Meta Ads for 2024 overall:

Google Ads							
Campaign	Clicks	Impressions	CTR	Avg. CPC	Cost	Leads	Cost Per Lead
Regional	12,982	60,624	21.41%	\$1.15	\$14,895.89	1125	\$13.24
International	7,692	103,453	7.44%	\$1.22	\$9,752.35	799	\$12.21
Nursing	1436	25,094	5.72%	\$3.31	\$4,757.30	87	\$0.00
Jackson	198	734	26.98%	\$5.05	\$948.56	26	\$36.48
STEM	27,378	190,486	14.37%	\$0.58	\$15,915.88	2505	\$6.35
STEM Video	60,234	167,674	35.92%	\$0.03	\$1,945.30	11	\$176.85
Tribal Leadership Video	18,822	59,598	31.58%	\$0.06	\$1,147.96	3	\$382.65
Central To Video	21,517	49,475	43.49%	\$0.05	\$1,132.65	7	\$161.81
Nursing Video	1,436	25,094	5.72%	\$3.31	\$4,757.30	87	\$54.68
Total	151,695	682,232	21.40%	\$1.64	\$55,253.19	4650	\$93.81
Meta Ads							
Campaign	Clicks	Reach	CTR	Frequency	Cost	Leads	Cost Per Lead
STEM	11,715	397,247	2.95%	2.68	\$5,566.37	72	\$77.31
Central To	6,031	227,393	2.65%	2.84	\$2,749.93	48	\$57.29
Jackson (Old Bills Fun Run)	278	5,223	5.32%	3.06	\$176.53	N/A	N/A
Jackson (Remarketing)	429	1,880	22.82%	5.5	\$257.32	16	\$16.08
Regenerative Farming	7,239	92,723	7.81%	6.2	\$3,067.24	51	\$60.14
Total	25,692	724,466	8.31%	4.056	\$11,817.39	187	\$210.83

CWC.EDU 2024 December Dashboard Highlights (Note: Adjust date range when clicking on the dashboard)

County 10
Dec 2024 Performance Report



Cowboy State Daily
Dec 2024 Performance Report





MARKETING & PR REPORT

2025 JANUARY

WEBSITE Google Analytics for month of December 2024.

We are up by 1K active users compared to December 2023 (14K active users).



MARKETING & PR REPORT

2025 JANUARY



RADIO

KCWC 88.1 FM, Rustler Radio, has been an invaluable asset to Central Wyoming College and the surrounding community with John Gabrielsen leading the station. The station aired an impressive 24,920 promotional spots for the college, created by students from the New Media degree program and Radio Manager John Gabrielsen.



These spots, produced as part of the Audio Production and Radio Practicum classes, highlight the creative and technical skills of talented students under John's guidance. Using fair market equivalency to local radio station spot rates, this airtime is valued at over \$85,000—a testament to the station's significant contribution to the college's visibility and outreach efforts.

In addition to these promotional spots, Rustler Radio has broadcast thousands of local public service announcements and underwriting announcements, further connecting the station with the community it serves. These broadcasts not only keep listeners informed about important events and initiatives but also enhance the station's role as a vital communication vehicle.

By blending education, outreach, and community service, KCWC 88.1 FM exemplifies the mission of Central Wyoming College while preparing students with real-world skills in broadcasting and media production.

Radio campaigns are running on *Rustler Radio*, *WyoToday*, *KMTN*, *KHOL*, *Wyoming Public Media*, and more. Below is a list of Rustler Radio's advertising/promotion for December.

Online Degree - 750

The Grind - 1310

Toast to Monday Library - 260

Fine Art Exhibit - 375

Scholarship Application Open Window - 2190

Wonderful Life Theater - 540

Apply Today: ASI, Film, Culinary, Native - 1806

CWC HISET - 750





MARKETING & PR REPORT

2025 JANUARY

SOCIAL MEDIA

Social Media Report from HubSpot for 2024 Overall

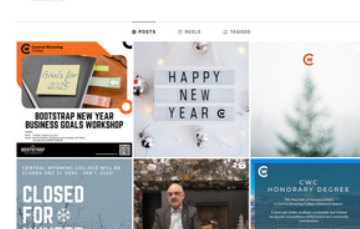
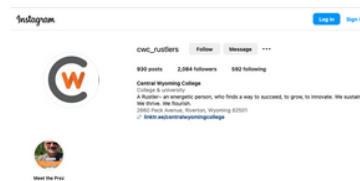
Report generated based on all social media accounts from Facebook, Instagram, LinkedIn and X:

AUDIENCE	PUBLISHED POSTS	INTERACTIONS	TRACKED CLICKS	SHARES	IMPRESSIONS
29,370	1,615	22,853	519	1,528	778,824

Top Facebook Post (Interactions: 224)



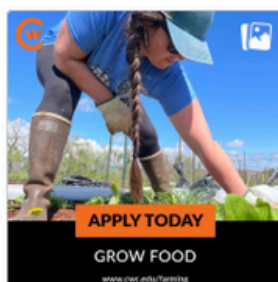
Congratulations to Cody Myers, CWC Director of Campus Security, for receiving the Lifetime Achievement Award from the Wyoming School Resource...
Published Aug 8, 2024 8:34 AM



For the month of December, top viewed posts on CWC's Facebook included: Grow Food, Festival of Carols, Alumni Spotlight, President Tyndall's Christmas video, and CWC Graduate's EMT nation award.

Top content by views

6,289 ▲ +12 Facebook followers



Learn about small-scale vegetable...

Thu Dec 12, 10:07am

5.5K 34
0 9



Join us for a festive evening of...

Thu Dec 5, 3:53pm

1.9K 31
1 14



CWC Alumni Spotlight: Kathy Wells Read...

Mon Dec 9, 2:24pm

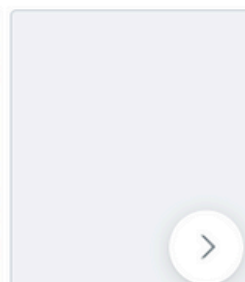
1.9K 63
8 0



Central Wyoming College wishes you a...

Thu Dec 19, 7:29am

1.7K 150
25 12



So well deserved! Congratulations to...

Sun Dec 29, 9:25pm

1.1K 28
1 3

Social Media Report from HubSpot for the month of December

Report generated based on CWC's main social media accounts (X, LinkedIn, Instagram and Facebook)

AUDIENCE	PUBLISHED POSTS	INTERACTIONS	TRACKED CLICKS	SHARES	IMPRESSIONS
12,380	34	372	87	62	15,951

Impressions: This shows the number of views that posts on your LinkedIn, Facebook, and Instagram company pages received. This also includes posts that were published to your connected accounts outside of HubSpot.