2016 Western Illinois University-Quad Cities

Marketing

Annual Report

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

WIU-QC Marketing Goal

- Tell the story….

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QC Marketing Initiatives and Campaigns

- Digital, Mobile, Web
- Broadcast
- Print
- Sponsorships
- Exterior Building Branding
- Internal Messaging/Promotion

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Key Advertising Schedules
WIU-QC

- July/August
- October
- End of November
- Mid to end December
- January
- March (near mid-terms)
- May

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Challenges

- Advertising is $$
- Measuring Outcomes
- Return on Investment (ROI)
- Effectiveness
- Awareness vs. Higher Enrollment
- Audience Confusion
- Other Barriers-Once in the door (or at web) do we offer what is needed

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It Costs How Much?

- 1 week at 6 p and 10p news in QC = $2200
- 1 full page print ad reduced rate remnant ad = $2200
- 1 month billboard = $3500
- 1 month digital = $1,500
- 2 weeks radio =$3000
- 1 month pre-roll ads $300-1,500

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Challenges

- Digital, Mobile, Web-Few standard for mobile ads. Ensure your ad is well perceived.
  - Privacy or annoyance ads
- Broadcast-Expensive $ and not as easy to target to niche audiences, production costs
- Print-Broad demo, takes long to create print ad, audience correlation to target
- Sponsorships-Difficult to track impact and response
- Exterior Building Branding-audience perception
- Internal Messaging/Promotion-clutter vs. viable way to receive information

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Advantages

- Digital, Mobile, Web-Cost and immediacy of ad-cost increases the more specific your audience
- Broadcast-We have good videos!
- Print-Older demo who ‘clip and share’ have $
- Sponsorships-low cost, easy production
- Exterior Building Branding-semi permanent
- Internal Messaging/Promotion-Easily updated

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Process changes in QC Marketing

- All ads, campaigns, promotions, collateral must be approved by more members of WIU Administration
- QC Marketing Advisory Group has disbanded
- All design, production, ad/publication creation occurs in University Relations
- QC Budget was dramatically reduced this FY
- News releases come from a centralized location

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Roll with the Changes

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Audiences

- High School Seniors {Juniors}
- Parents of students going to college
- Non "traditional"- Working female with some college experience living in QC's - 60%
- Graduate students – 28-45 yr old working adults
- Military students
- Community Partners and supporters-anyone who wants to see us succeed

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Marketing to the high school student/parent

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Web {and Sponsorship}
June, July, August-2015 *

ICAN
Iowa College Access Network

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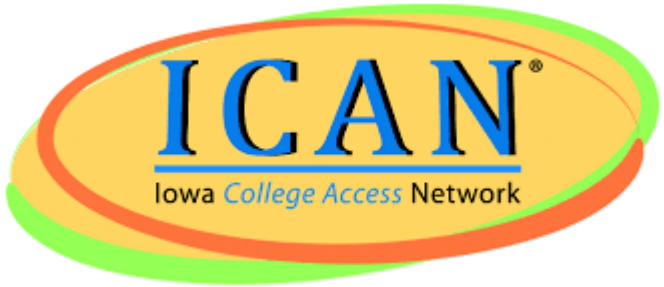
*Bonus months through Dec. 15



- ICAN helped more than 600,000 Iowa students, parents and education professionals prepare for college last year
- Over 32,000 unique page visits from residents in Iowa and Illinois
  - Iowans from 49 different counties
  - Majority from Des Moines, Cedar Rapids, Johnston, Iowa City, Waterloo, Cedar Falls, Dubuque, Davenport and Bettendorf

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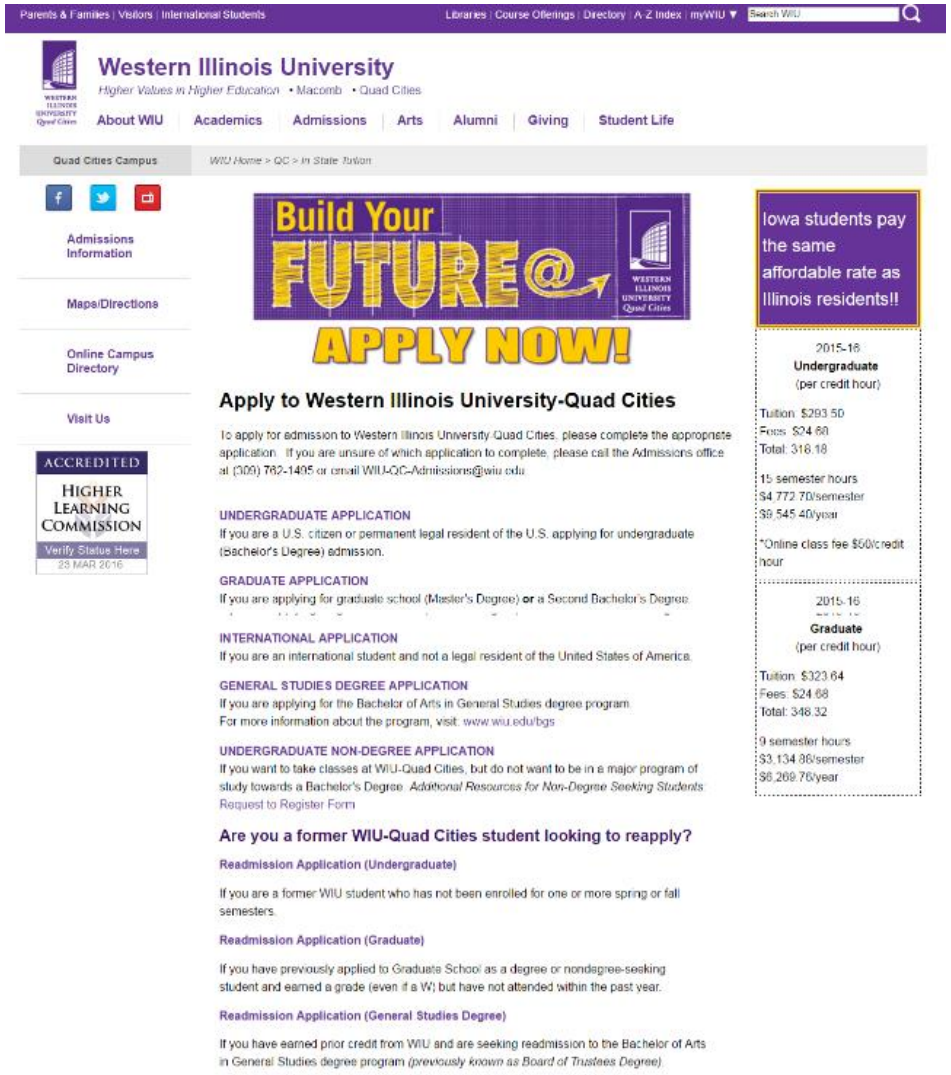

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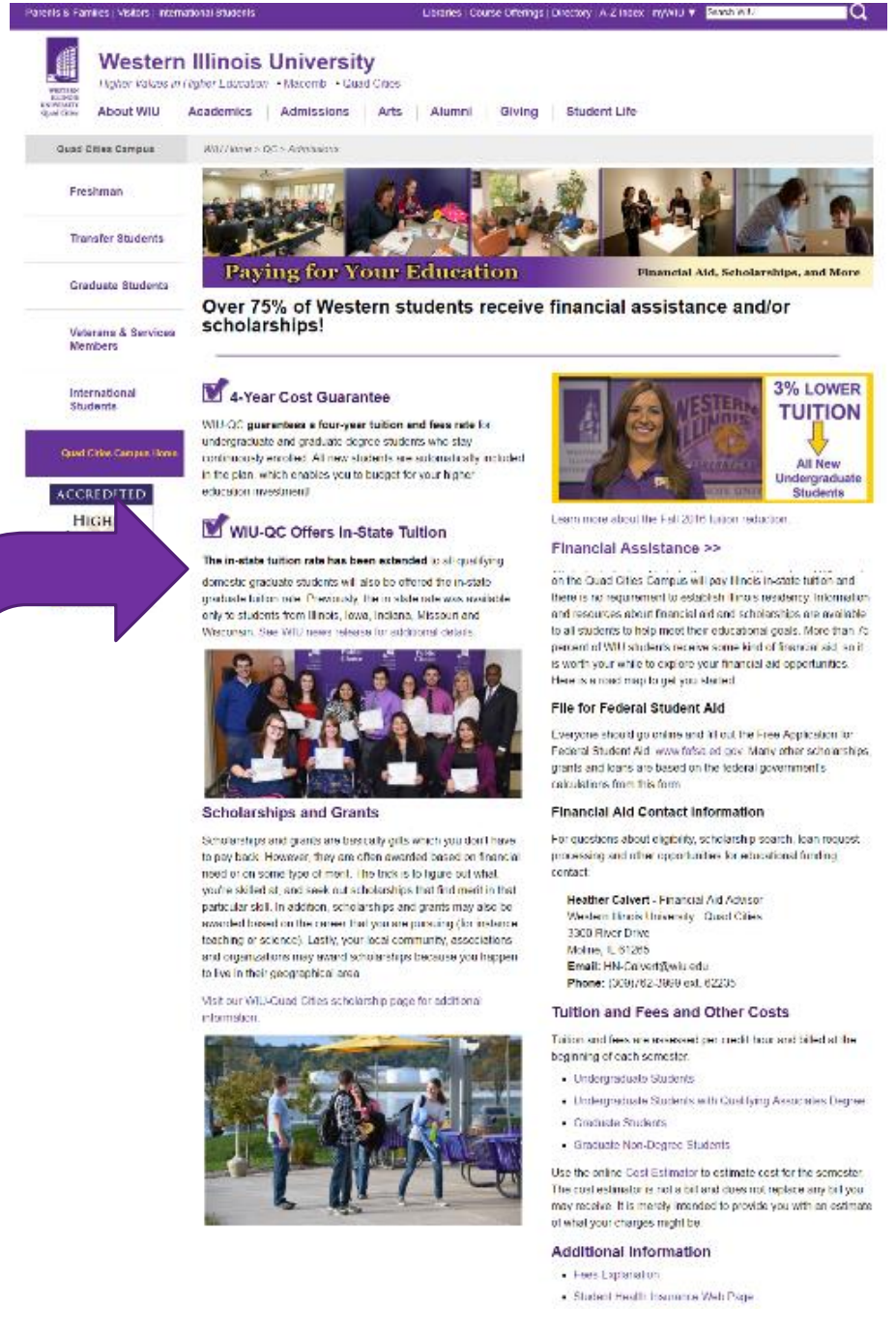

Parents & Families | Visitors | International Students

Libraries | Course Offerings | Directory | A-Z Index | myWIU ▼ | Search WIU

Western Illinois University

Higher Values in Higher Education • Macomb • Quad Cities

About WIU | Academics | Admissions | Arts | Alumni | Giving | Student Life

Quad Cities Campus

WIU Home > QC > Admissions

Freshman

Transfer Students

Graduate Students

Veterans & Services Members

International Students

Quad Cities Campus Home

ACCREDITED

HIGH

Paying for Your Education

Financial Aid, Scholarships, and More

Over 75% of Western students receive financial assistance and/or scholarships!

4-Year Cost Guarantee

WIU-QC **guarantees a four-year tuition and fees rate** for undergraduate and graduate degree students who stay continuously enrolled. All new students are automatically included in the plan, which enables you to budget for your higher education investment.

WIU-QC Offers In-State Tuition

The in-state tuition rate has been extended to all qualifying domestic graduate students will also be offered the in-state graduate tuition rate. Previously, the in-state rate was available only to students from Illinois, Iowa, Indiana, Missouri and Wisconsin. See WIU news release for additional details.

Scholarships and Grants

Scholarships and grants are basically gifts which you don't have to pay back. However, they are often awarded based on financial need or on some type of merit. The trick is to figure out what you're skilled at, and seek out scholarships that find merit in that particular skill. In addition, scholarships and grants may also be awarded based on the career that you are pursuing (for instance teaching or science). Lastly, your local community, associations and organizations may award scholarships because you happen to live in their geographical area.

Visit our WIU-Quad Cities scholarship page for additional information.

3% LOWER TUITION

All New Undergraduate Students

Learn more about the Fall 2016 tuition reduction.

Financial Assistance >>

on the Quad Cities Campus will pay Illinois in-state tuition and there is no requirement to establish Illinois residency. Information and resources about financial aid and scholarships are available to all students to help meet their educational goals. More than ¾ percent of WIU students receive some kind of financial aid, so it is worth your while to explore your financial aid opportunities. Here is a road map to get you started.

File for Federal Student Aid

Everyone should go online and fill out the Free Application for Federal Student Aid, www.fafsa.ed.gov. Many other scholarships, grants and loans are based on the federal government's calculations from this form.

Financial Aid Contact Information

For questions about eligibility, scholarship search, loan request processing and other opportunities for educational funding, contact:

Heather Calvert - Financial Aid Advisor
Western Illinois University - Quad Cities
3300 River Drive
Moline, IL 61265
Email: HN-Calvert@wiu.edu
Phone: (309) 762-3669 ext. 62235

Tuition and Fees and Other Costs

Tuition and fees are assessed per credit hour and billed at the beginning of each semester.

- Undergraduate Students
- Undergraduate Students with Qualifying Associates Degree
- Graduate Students
- Graduate Non-Degree Students

Use the online Cost Estimator to estimate cost for the semester. The cost estimator is not a bill and does not replace any bill you may receive. It is merely intended to provide you with an estimate of what your charges might be.

Additional Information

- Fees Explanation
- Student Health Insurance Web Page

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- Results

Google Analytics

http://www.wiu.edu - http://www.wiu.edu Go to this report
External Audience Stats

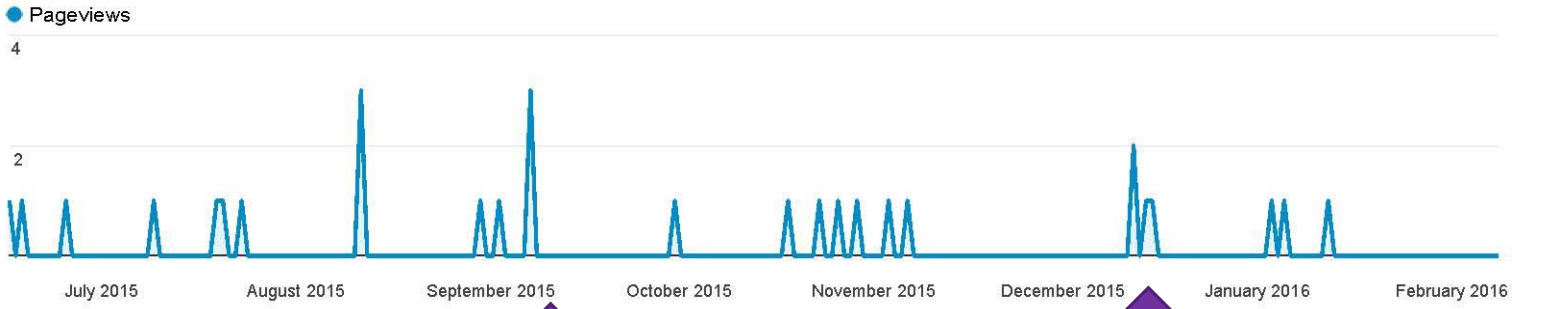
Content Drilldown

Jun 16, 2015 - Feb 8, 2016

ALL » PAGE PATH LEVEL 1: /qc/ » PAGE PATH LEVEL 2: /in_state_tuition/

All Sessions
0.00%

Explorer



Page path level 3	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	29 % of Total: 0.00% (9,770,096)	25 % of Total: 0.00% (7,291,354)	00:03:52 Avg for View: 00:01:27 (1 %)	81.82% Avg for View: 41.42% (97.55%)	58.62% Avg for View: 32.54% (80.15%)
1. /index.php	**29(100.00%)**	25(100.00%)	0 2		58.62%

Rows 1 - 1 of 1

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What can we learn?

- High bounce rates
  - Number of visitors who leave your page and site
    - Increasing rate can mean your page is boring, complicated, text heavy, not pleasing
    - Review bounce rates often
    - Be flexible with redesign

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More terms and things to learn

- **Page views**-each time a page is loaded, same visit, refreshed
- **Unique page views-** doesn't count the same viewer refreshing browser; new users
- **Average time on the page-** could be an indicator that visitors are staying to read or "bouncing" and leaving if the don't see the information they want or are not enticed
- **% Exits-** The exit rate does not take into consideration how many pages the visitor looked at. It only looks at the exits compared to the total visits.

  Viewer may have looked at other pages before leaving the site.

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Marketing in the classrooms

- Rivermont Collegiate
  - banners
- Rock Island High School and more
  - Banners, pencils, give away items
  - Initiative to have a presence in as many classrooms as we can in the QC and surrounding areas.

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- Direct Mail
  - Summer initiative
  - Sent to homes of all eligible QC high school juniors/seniors

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Ready To ROCK the School Year Sunday, July 31

Mark your calendar for the **2016 Ready to Rock the School Year** back-to-school bash! The date is Sunday, July 31, 2:00-5:00 p.m. and it will be held again in Schwiebert Park. Each school will have a booth at the event and the first 2000 visitors will receive a goody bag filled with items from the community! The Rock Island-Milan BOOSTERS will also offer free hot dogs, chips, cookies and water. **It's a great way to kick off the new school year!**

School Registration

Registration for the 2016-2017 school year will be held July 20, 21 & 22.

- **Rock Island High School**
  July 20, 11 a.m. - 7 p.m.
  July 21, 11 a.m. - 7 p.m.
  July 22, 8 a.m. - 1 p.m.
- **Elementary & Jr. High School**
  July 21, 11 a.m. - 7 p.m.
  July 22, 9 a.m. - 12 p.m.

The first day of school for the 2016-2017 year is Wednesday, August 3. For more details regarding school registration, visit rockislandschools.org

2

Rocky's Best of the Best

Thirty-two Rock Island High School seniors were named as Charles O. Austin Jr. Scholars for 2015-16. The designation is reserved for students who consistently earned a 3.5 GPA since their freshman year at Rocky. Pictured are: Sabrina Alt, Jake Aunan, Andres Bennett Terronez, Matthew Benson, Mya Bragg, Adam Cady, Thi Minh Dang, Margaret Flowers, Taylor Greko, Jason Griego, Melissa Hagerty, Dylan Hart, Myranda Horton, Iris Johnson, Shelby Krug, Aldair Matias, Katelyn McCullough, Virgie McGhee, Elizabeth Moore, Asya Morrison, Kiersten Nichols, Destiny Rasmussen, Samantha Roberge, Meredith Sanders, Kylee Sierra-Spurgetis, Haley Sigel, Daria Taylor, Ro Sung Tha, Evan Wignall. Students not present in photo: Melissa Gomez-Lopez, Betty Hall and Mackenzie Stone. Also pictured are Superintendent Dr. Mike Oberhaus, RIHS Principal Tim Wernentin, Board of Education President Linda Dothard and Retired RIHS Teacher Chuck Austin.

Bright Futures Possible with RIHS Career Courses

Junior High and High School students are raving about **AVID - Advancement Via Individual Determination.** AVID is a college readiness system designed to transform schools, and that is exactly what it is doing in RIMSD. "AVID is more than a class," said Rock Island High School teacher Jennifer Johnson. "It includes college field trips, service projects, Entrepreneurial Fridays, guest speakers, parent nights, grade conferences and tutorials." AVID is a big hit with the students at the Junior High level as well. Washington Jr. High student Hannah Dale writes that AVID is "better than any popular clique or any club. It is a chance to increase your knowledge and college readiness. As a student I can make a difference."

Students work on bridge design in Civil Engineering & Architecture.

Rock Island High School is a **Project Lead the Way (PLTW)** school which provides focus on courses that are based in STEM - science, technology, engineering and mathematics. The high school used PLTW to develop courses in engineering — from Introduction to Engineering Design, to Principles of Engineering, to Civil Engineering & Architecture. A new course is available in Fall 2016: Engineering Design and Development (EDD) Capstone. The Capstone course will round out the RIHS Engineering program and give students a great start to further their engineering career in college. PLTW is generously funded by John Deere.

Environmental Careers is a hot topic with youth, and now Rocky students can explore future possibilities in a variety of environmental fields through a new **Advanced Placement (AP) Environmental Science** course. The course is designed to provide students with the scientific background needed to understand how the earth works and how we, as human beings, fit into that process. "We have had more students graduate and go on to careers in environmental science," said RIHS Environmental Science Teacher Nancy Wolber. "This course fits right in with the types of careers students want to pursue."

RIHS Welding room

Rock Island High School has a **Welding Certification** program for the high demand field of manufacturing and welding. Students are trained in a state of the art welding room located at the high school with specific equipment that current manufacturers work with.

The **Certified Nursing Aide (CNA)** program is also a popular track for students who want to branch into a career in the health care field. Students who complete the CNA coursework are eligible to take the state exam after graduation. Last year the Class of 2015 graduated 24 CNA students who passed the state exam with flying colors!

College Cost Savings

More Dual Credit Courses Offered

Rock Island High School continues to expand college dual-credit course offerings not only to help students prepare for the college experience, but to also offer a cost-saving measure for parents who are preparing for their child's college education. New this fall, Rock Island High School students will be able to take courses on the campus of **Western Illinois University-Quad Cities (WIU-QC)** through the WIU Partnership Special Admission for High School Students. Rock Island High School students may take any course offered in the WIU Undergraduate Catalog as long as the student meets the prerequisite requirements. The cost for students is 1/3 the cost of the rate of the current tuition plan and that tuition plan will be reduced 3% for new students this fall.

There are also two new Dual Credit courses at Rocky offered through **Black Hawk College** that will help students prepare for college math and help students get ahead to enroll in 100 level math course at the college level. Two Math Literacy courses (Math 092 and Math 094) are worth three credit-hours each and are offered in sequence over the course of two semesters. Completion (Grade C or better) of the two courses will allow enrollment in credit bearing Math 110 (General Education Math) or Math 108 (General Education Statistics) at Black Hawk College or Illinois 4 year colleges.

Parents with questions about dual-credit courses or the Western Illinois University-Quad Cities (WIU-QC) partnership can call the RIHS Counseling Office at 309-793-5950 x2010.

College Testing

SAT Replacing ACT

The Illinois State Board of Education recently announced a new contract with the College Board to provide the Scholastic Aptitude Test (SAT) college entry assessment exam to 11th graders in Illinois. This contract will replace the ACT test.

While the there is a State of Illinois approved contract with SAT, there is currently no funding in place to pay for the test, or specific details as to when the testing will take place. Due to this uncertainty, the Rock Island High School administrative team developed a contingency plan to provide junior students access to a college entry assessment in the event the State does not administer the SAT test this spring. April 9 is the testing date at Rock Island High School and June 11 is the testing date at Black Hawk College.

ACT, as a one-time courtesy, agreed to waive the late fee and the phone registration fee for all students of Rock Island/Milan School District 41 for the April 9 National ACT test. **Students must have contacted ACT by March 18 for the fee waiver.** A letter was sent home to RIHS parents the week of March 7 that outlined the offer. For more information visit the Rock Island High School Web site at www.rockislandschools.org/riec/rihs .

3

- Rock Island Community School District
  - Spring newsletter

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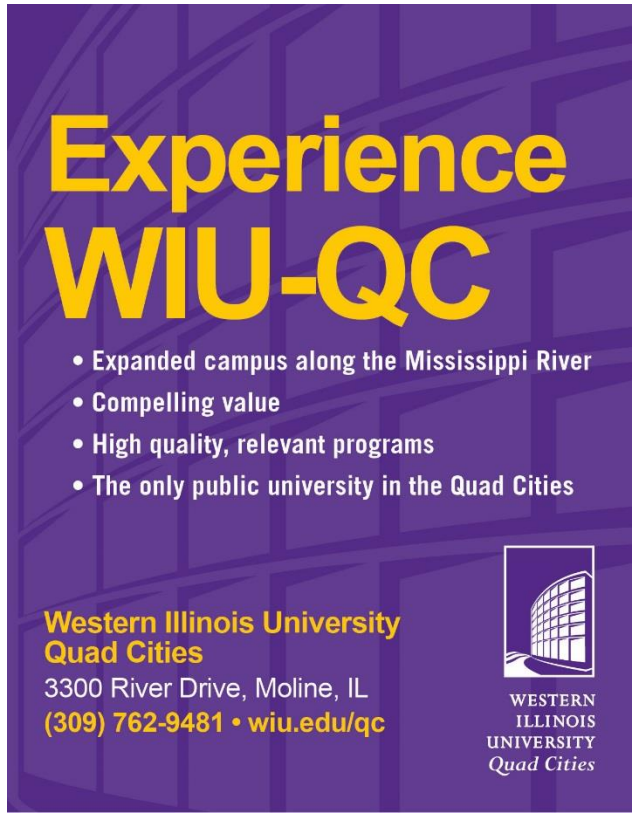
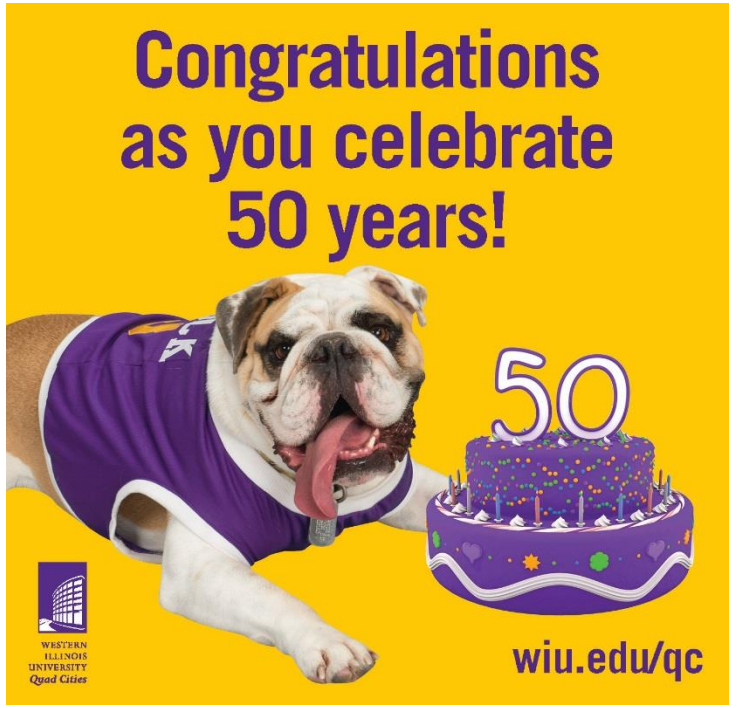
Print





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Rationale

- In support of community partners
- College Guide puts us among our target audience

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Broadcast

- Video
- Reaches a more general audience, but still reaches parents and our audience
- When we align with educational or military sub-campaigns we reach a more specialized audience

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Sub-campaigns

- WQAD
- 20-:30 spots 2/3 during peak times-Oct. 15, March, Jan., August 2016
  - 20-:30 commercials on Antenna TV 8-2 and My TV 8-3
- "The Pledge"- August/September 2015
- My Favorite Teacher-March 2016
- Holiday and Military Greetings 2015-Nov. Dec
- Live Full Newscasts-pre-roll-desk top-July 2015-July2016
- Desk top 'Native' articles on WIU related topics

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“The Pledge”-WQAD

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“It All Begins Here”

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“It All Begins Here…v2”

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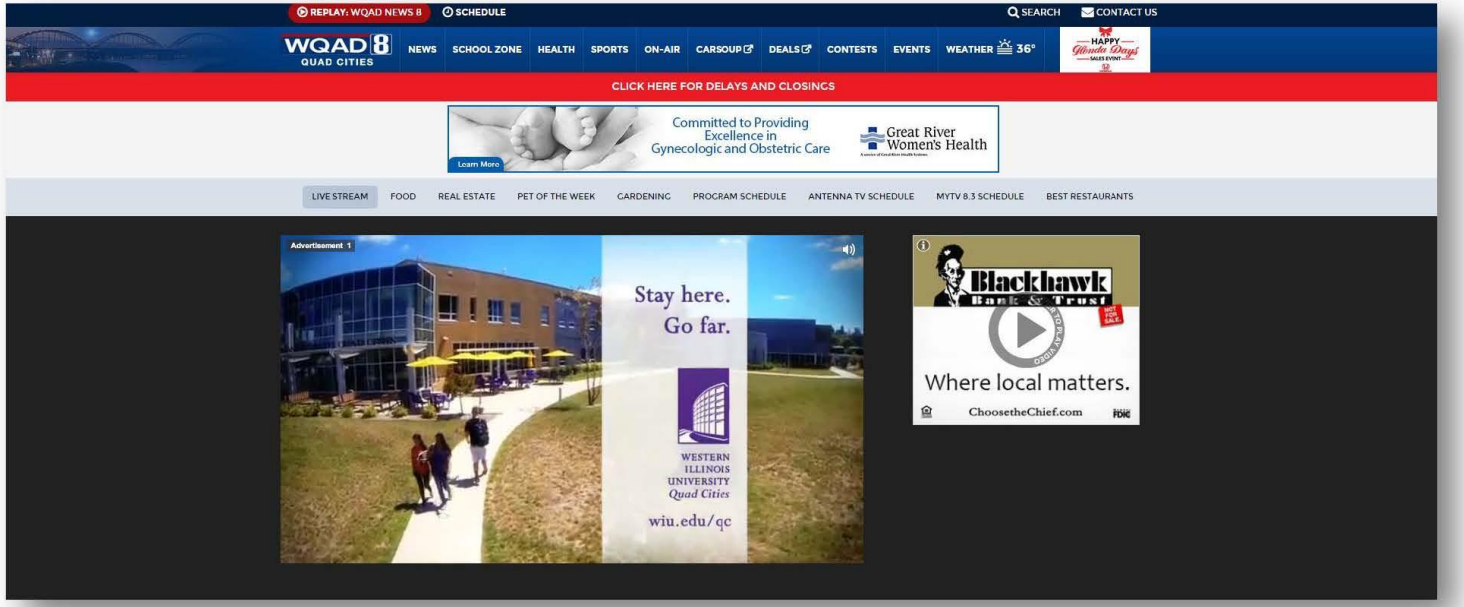
New Pre-roll-WQAD



WQAD LIVE NEWS STREAM | WESTERN ILLINOIS UNIVERSITY QC :30 COMMERCIAL

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Holiday/Military Greeting-WQAD

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WQAD 8 QUAD CITIES NEWS POLITICS TRAFFIC FOOD & HEALTH SPORTS DEALS WHEELS FOR YOU CONTE

Holiday greetings from Air Force Master Sgt. Timothy Larson

Happy Holidays from all of us at WQAD News 8!

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Sub-campaigns

- KWQC
- School Closings page- Nov 2015-Mar 2016
  - Includes mobile, desktop, web
- 5-6 a morning news January broadcast commercial
  - Possibly a greater time for inclement weather and coincides with high spring registration

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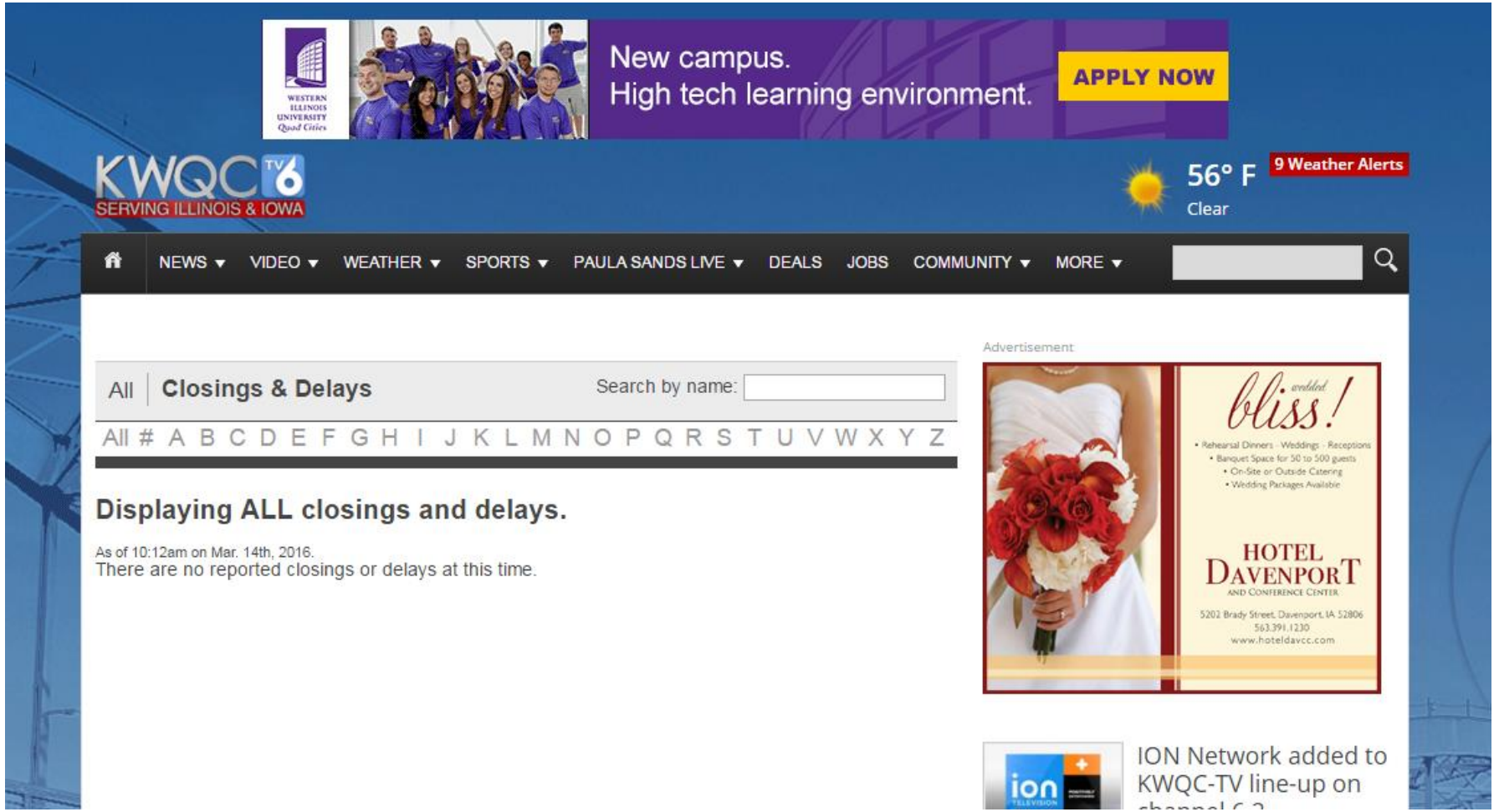
School Closings Page



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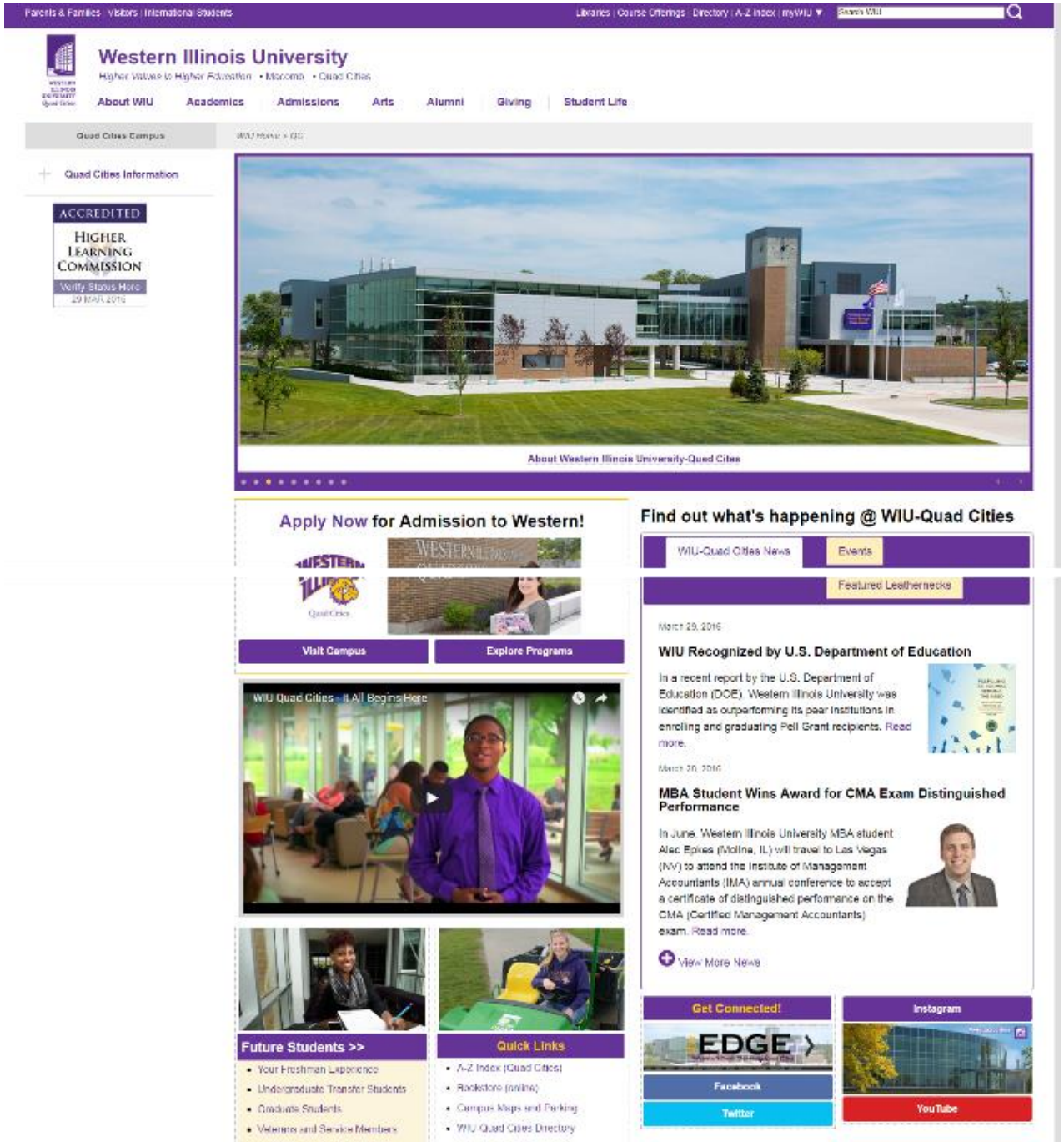

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Sub-campaigns

- CBS4
- Military/Holiday Greeting-Nov-Dec 2015
- Mentoring Awareness Month-January

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CBS4

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Holiday and Military Greetings

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CBS4 “Mentoring Month”

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WQPT

- Full length :30 commercials
- “Media partner of Western Illinois University-Quad Cities” mentions
- Recruitment spots is $84,900 and the value for the IDs are $444,500.

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“It All Begins Here :30

- Broadcast-Television
  - 5-6a news-KWQC-Jan 16
  - Morning news-WQAD,
  - WQAD web news pre-rolls
  - WXLP-pre-rolls on “Listen Live”
  - YouTube pre-rolls
  - WQPT

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Combined “Two Campuses” commercial

- Aired during “The Voice” finale
- December 2015

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“Two Campuses…One University”

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Townsquare Media

- Company that owns local radio-formerly Cumulus
- 3rd Largest owner of radio stations in the US
- Digital marketing company

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Broadcast-radio

- B-100
  - Today's hits
    - Appeals to 18-24 year olds
    - Listeners include parents of high school aged potential students
- 97X
  - Classic rock
    - Appeals to 24-36 year old, primarily male audience
    - Listeners include parents of high school aged potential students
    - Potential students looking to finish a degree

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Broadcast-radio

- 104.9-The Hawk Country
  - New country hits
  - Audience includes 24-45 year olds
    - Reaching prospective students who want to finish or advance a degree
    - Parents of high school aged students

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Rationale

- More local talent vs. ‘voice-tracked’ or syndicated programs from out of market
- Generally per commercial price is less than competitors
- Top rated company for digital marketing solutions
- Positive relationship with vendor which yields to more added value

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Digital, Mobile and Web

- WQAD
- Townsquare Media
  - Radio Pup app
- KWQC

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Digital

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- Targeted to:
  - Age
  - 17-24, 24-32, parents of high school aged students and 28+
  - Geographical area
    - Within 60 mi of WIU-QC
  - Search history
    - “College, MBA, Higher education” up to 15 terms to look for
  - Geo Fencing
    - Within 1 mile of
      - Other schools, KONE, Deere, etc. using phone enabled GPS
  - Advanced Audience
    - Search job titles, level of education, etc.

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- Campaign
  - High recruiting/registration times for us
  - August, October, January
  - Campaign results increased each month
    - Achieved nearly 3 x the national average
      - {more on that in a moment!}

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- Highlights
  - Most effective ads and engagements occur with an audience using tablets
  - Pre-rolls to “Listen Live” and YouTube
  - One out of 4 are watching our commercial to it’s completion
    - 10 % of viewers click the ad to go to our webpage or come back to our site which is 3 x the national average

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- Why?
  - We're using the right ad
  - Targeting the right audience
  - …on the right platform {i.e. tablet or mobile phone}

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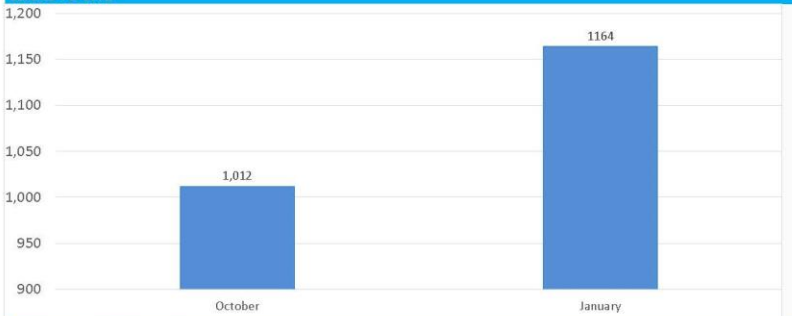
Campaign Results

CLICKS TO SITE

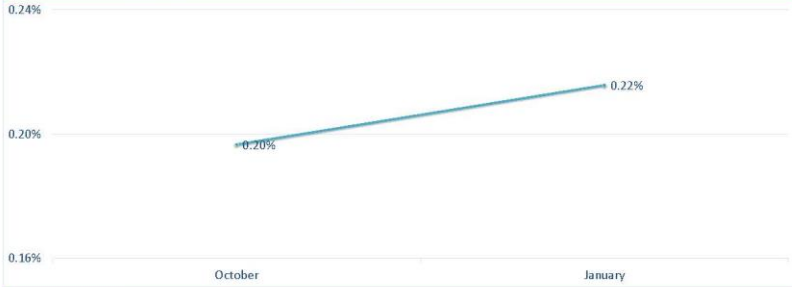


IMPRESSIONS VS CLICKS

Impressions: each time your ad is shown.
Clicks: when a user clicks on your ad
Viewthrough: visits to your website w/o clicking on your ad

Impressions	1,054,290
Clicks	2,176
Viewthrough	449

CLICK - THROUGH RATE

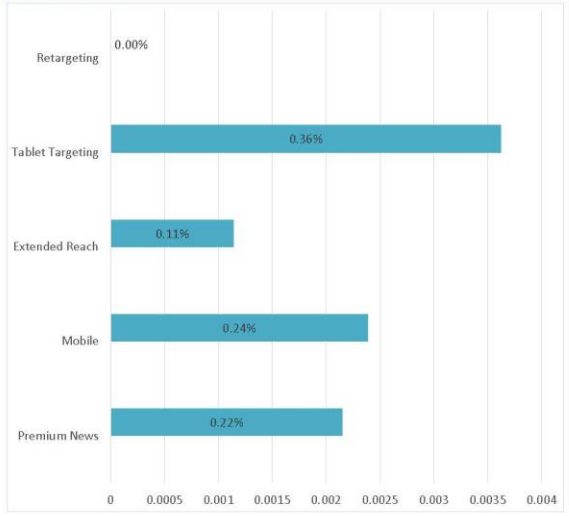


AVERAGE CTR

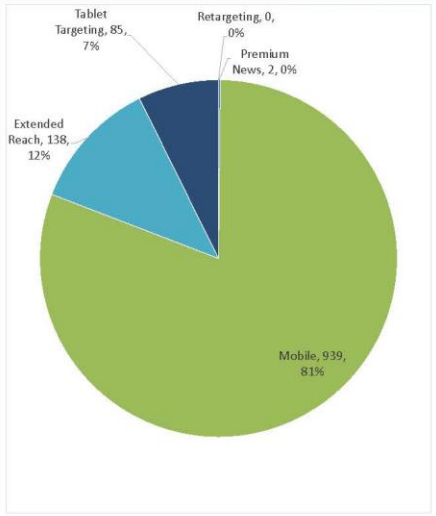
CTR: Used to measure how often people click on your ad after it's shown to them.

Average CTR	0.21%
Nat avg	0.08%

CTR PER TACTIC



CLICKS PER TACTIC



WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Mobile, Digital, Desktop sites

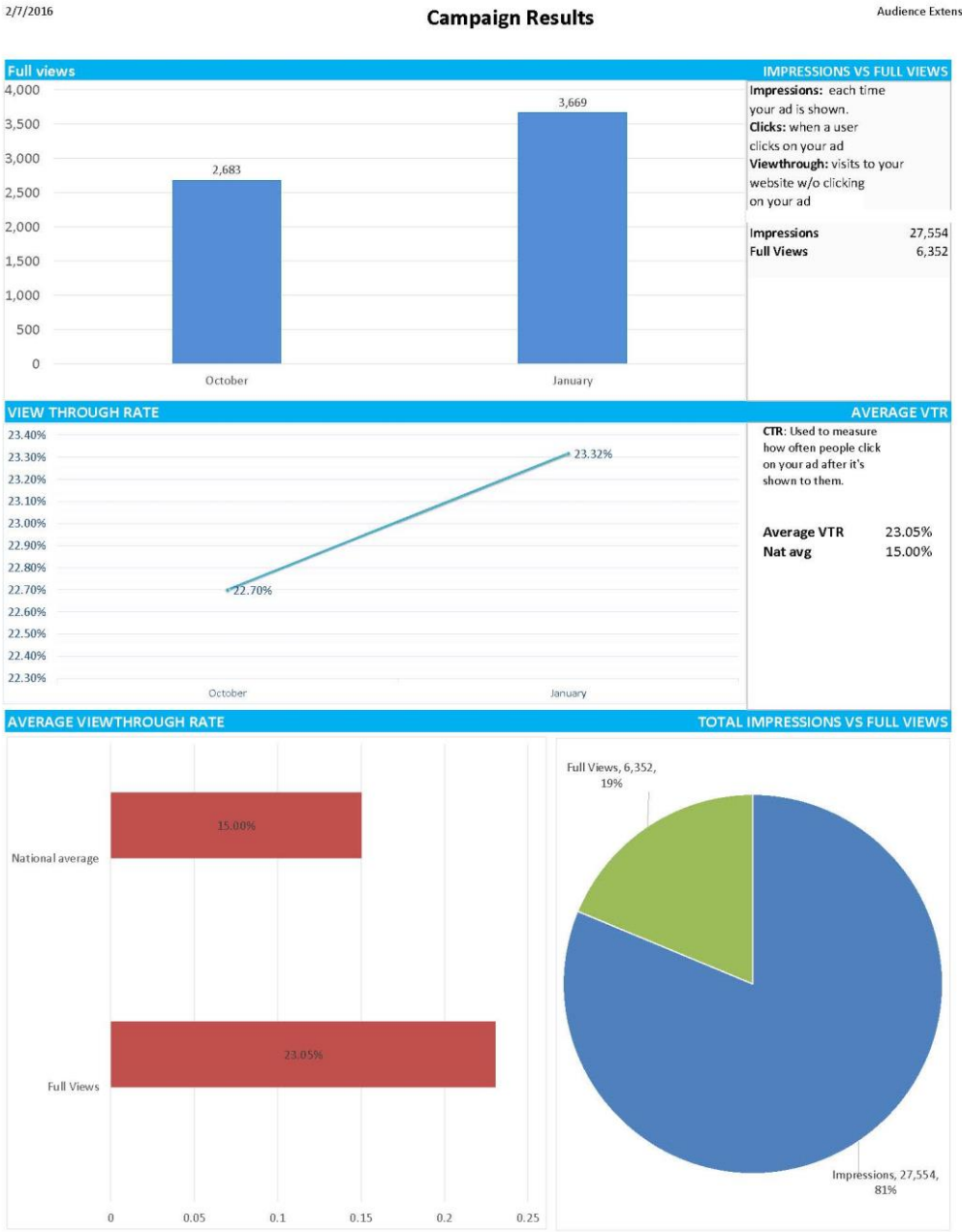
WESTERN
ILLINOIS
UNIVERSITY
Quad Cities

…plus 3.5 million more websites

- Among top 30 buying exchanges-larger demand size platform/buying desk and doesn't resell ads
- 30 billion impressions per day
- 95% brand safety- 20x that of other exchanges
  - Ensures your ad won't appear on "inappropriate" sites

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

“Click throughs”
“Impressions”
“Clicks”
“Viewthroughs”
“Retargeting”



WESTERN ILLINOIS UNIVERSITY *Quad Cities*

- Benefits
  - We get a lot of potential students watching our videos
  - Less expensive than broadcast

WESTERN ILLINOIS UNIVERSITY
Quad Cities

- Challenges
  - “Annoyance ads”
  - Option to click out of ad in :03 sec
  - Can’t control which YouTube videos being watched
  - Once visitor clicks ad to our site it’s tougher to know why visitor leaves and whether the visitor was satisfied with the web page visit

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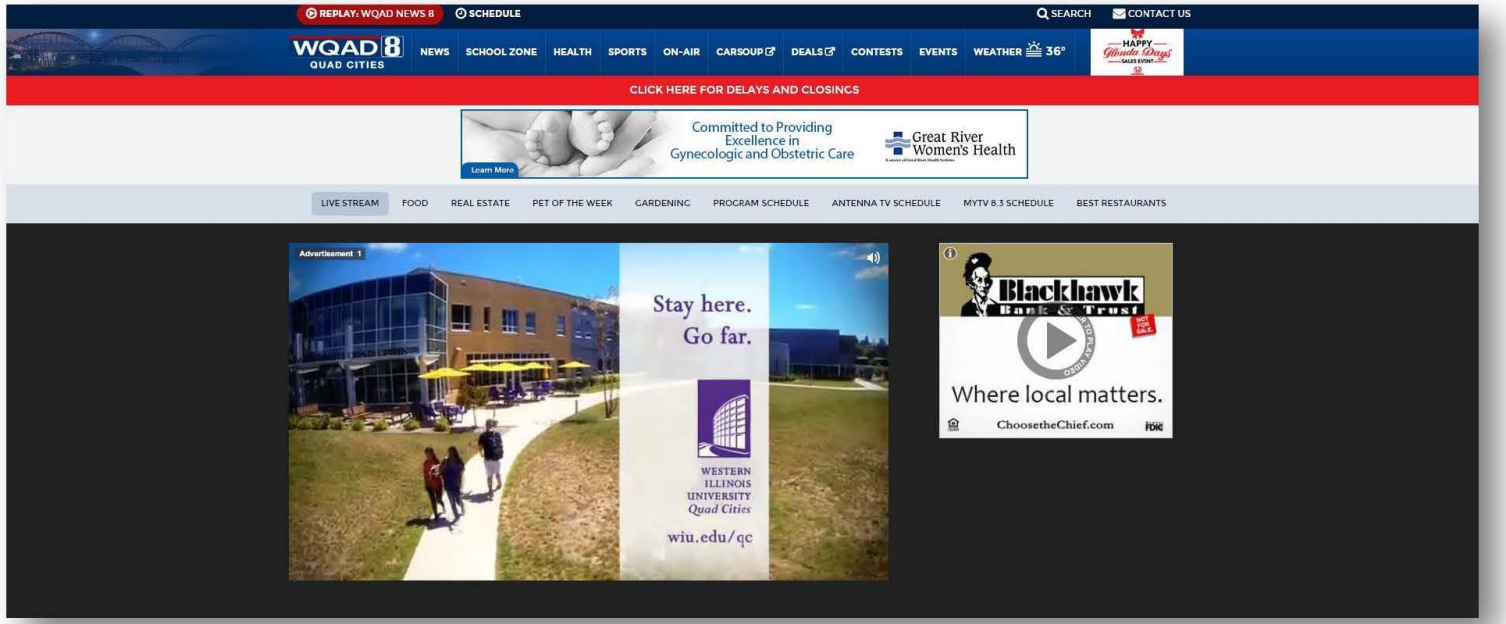
Quad Cities

Click on this



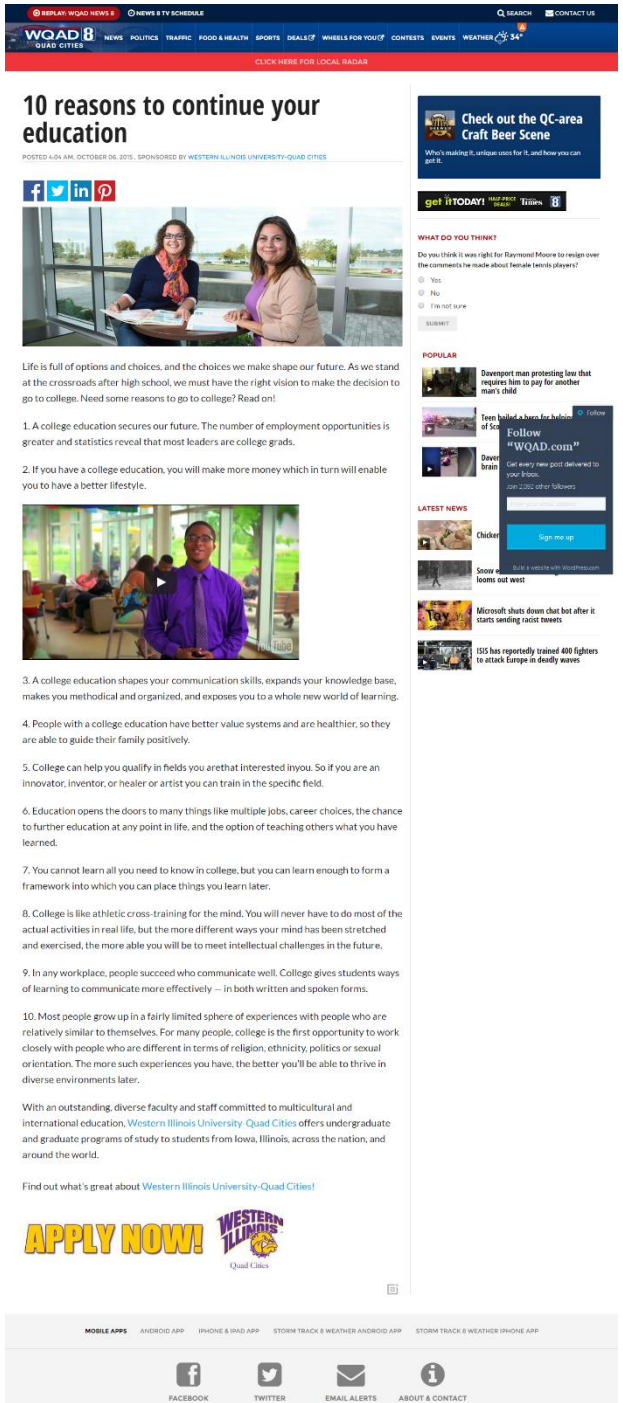
WQAD LIVE NEWS STREAM | WESTERN ILLINOIS UNIVERSITY QC :30 COMMERCIAL

WQAD News 8 | 3003 Park 16th Street | Moline, IL 61265

WESTERN ILLINOIS UNIVERSITY Quad Cities

Or this

"Native" WIU-QC related topics that can change monthly.



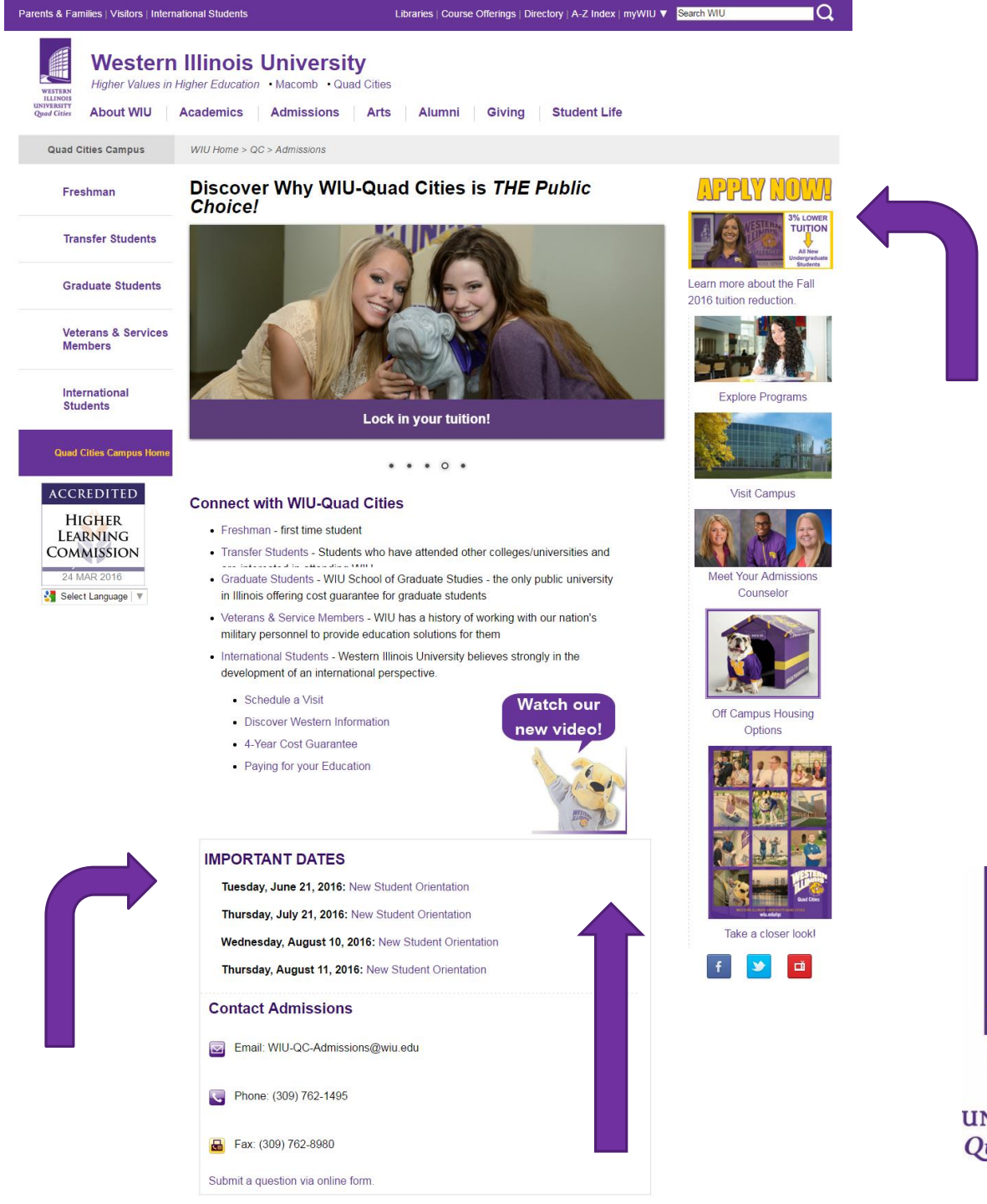
WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Or this

WESTERN ILLINOIS UNIVERSITY Quad Cities

You go here:

- Apply
- Watch the video
- Look at viewbook
- Connect with QC



WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Western Illinois University

Higher Values in Higher Education • Macomb • Quad Cities

About WIU | **Academics** | **Admissions** | **Arts** | **Alumni** | **Giving** | **Student Life**

Quad Cities Campus | *WIU Home > QC > Admissions*

- **Freshman**
- **Transfer Students**
- **Graduate Students**
- **Veterans & Services Members**
- **International**

Discover Why WIU-Quad Cities is *THE Public Choice!*

APPLY NOW!

Learn more about the Fall 2016 tuition reduction.

Explore Programs

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Challenges

- Where are visitors going once they land on this page?
- Analytics tell us whether they use top navigation which includes Macomb information
- How long they stay on our page
- What other links are visitors choosing?

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

- The key to success
  - Find out where visitors to our page are going.
  - How long are they staying on the page.
  - What are the needs of the visitor based on how they interact with pages.
  - Applications?

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Adapt to data and feedback

- Analyzing data and trends can help us redesign and reassess
- Calculated changes help
- Ensuring other entities aren't affecting analytics/data can give us truer results
- Gather more data from focus groups, research and change
- Make the changes we are able

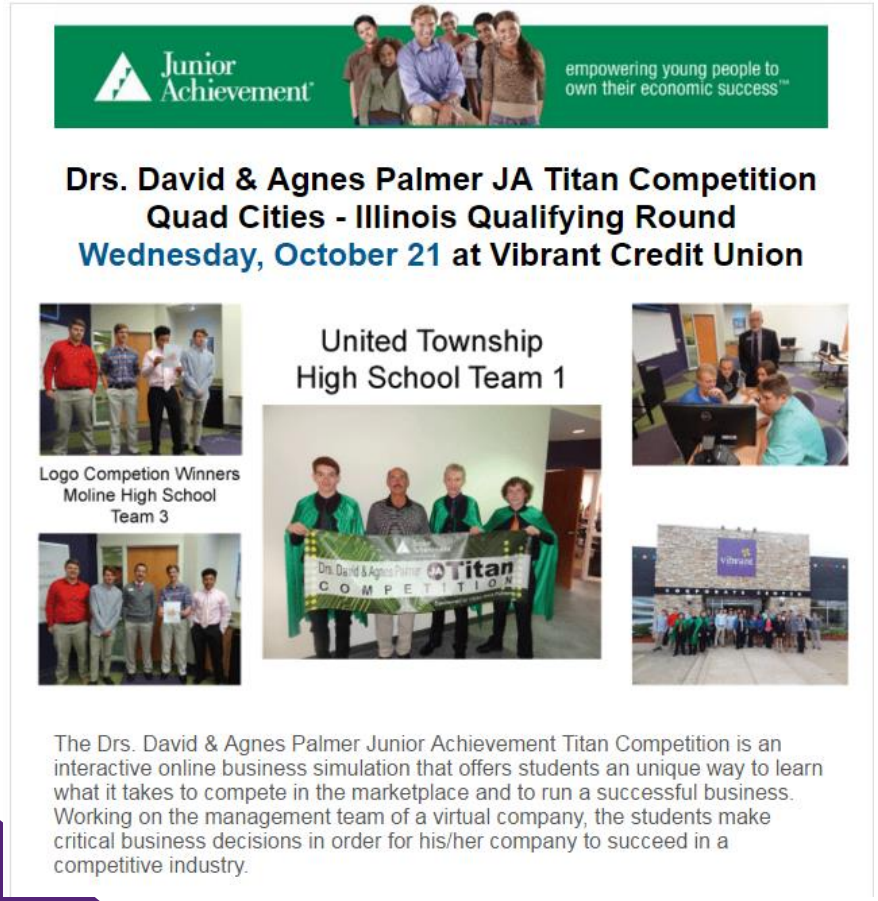
WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Sponsorships

- Iowa College Access Network-web sponsor
- Girl Scouts of the Mississippi Valley-One Tough Cookie race
- Children's Therapy Center-race
- QC River Bandits-Military Appreciation Night-hat give away-scholarships

WESTERN ILLINOIS UNIVERSITY Quad Cities

- JA
- Girls in Engineering
- Bridge Building Event



Junior Achievement

JOHN DEERE

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Logos, documents, design

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Other University Messages

- Phone greetings
- Inclement Weather
- Outdoor digital signs
- Plasma and kiosk material

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Liberal Arts & Sciences
Student Organization
Quad Cities

Student Groups

- Event promotions
- Promotional items/logo-give away items

WESTERN ILLINOIS UNIVERSITY
Quad Cities

In class projects

- WIU-QC Marketing class
- Event promotions
- News releases
- Logo use

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Advisor

- Counseling
  - CACREP video

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UNIVERSITY
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Campus Promotions

- News releases
- Media management
- Flyers, digital signs, plasma, web

WESTERN ILLINOIS UNIVERSITY
Quad Cities

Challenges

- Dateline-Macomb, Moline or Macomb/Moline
- Collaborative initiative inclusion

Western Illinois University
Higher Values in Higher Education • Macomb • Quad Cities

About WIU | Academics | Admissions | Arts | Athletics | Alumni | Giving | Student Life

University News

WIU Home > News

Request Information about WIU

- News Links
- Timely Warnings & Updates
- Resources & Archives
- University Relations
- Publication Services
- Photo Services
- Marketing

MBA Student Wins Award for CMA Exam Distinguished Performance

March 28, 2016

Share

MACOMB/MOLINE, IL -- In June, Western Illinois University MBA student Alec Epkes (Moline, IL) will travel to Las Vegas (NV) to attend the Institute of Management Accountants (IMA) annual conference to accept a certificate of distinguished performance on the CMA (Certified Management Accountants) exam.

Of the 4,728 individuals who took the CMA exam in English during the September/October testing, distinguished performance certificates were awarded to six people, including Epkes, for earning one of the top scores in the world.

"Our CMA certification is widely recognized as the leading management accounting credential in the world—and certainly the only one prominent in both of the world's two largest economies, the U.S. and China," said Samuel C. Weaver, ICMA (The Institute of Certified Management Accountants) Board of Regents chair.

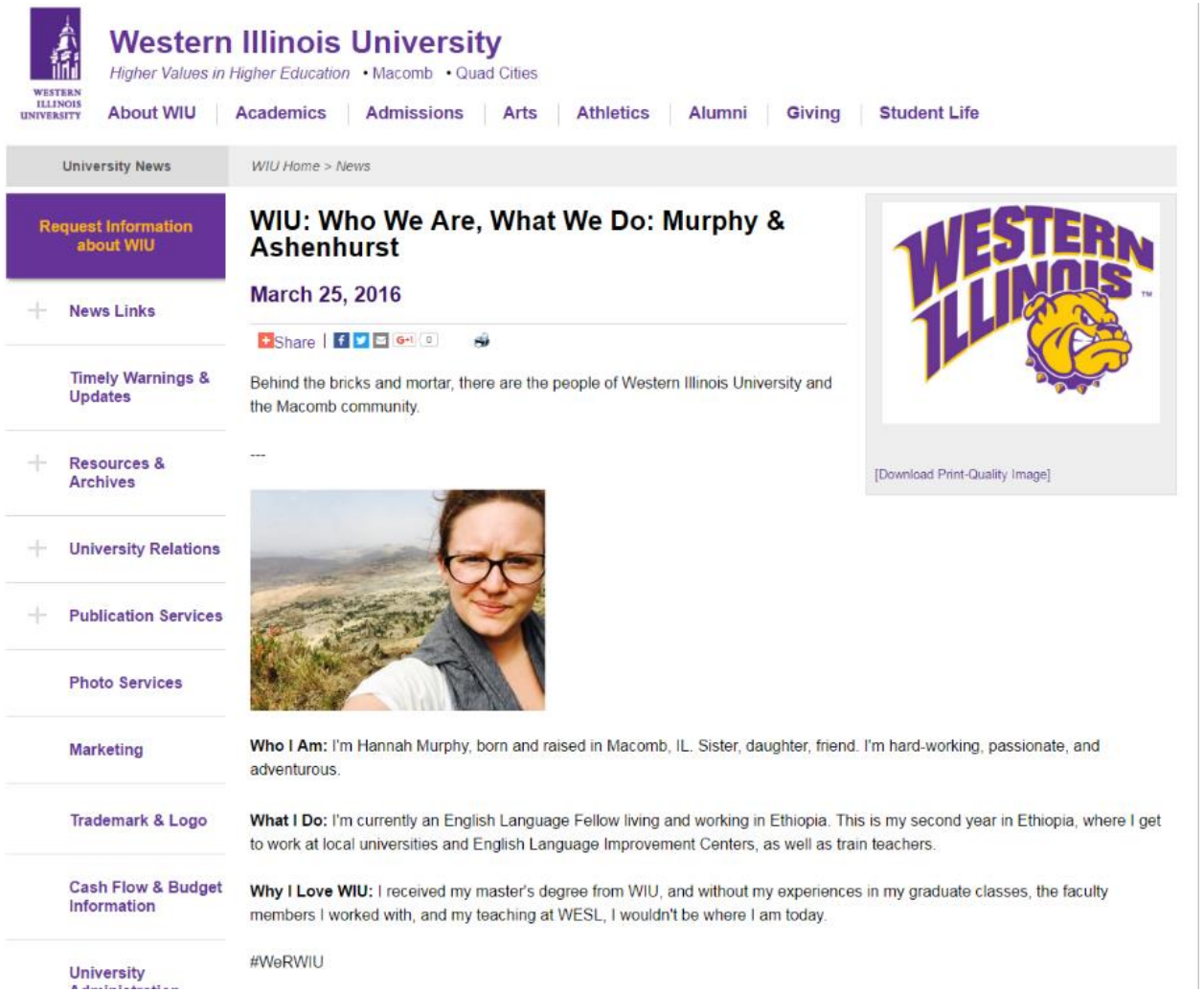
Epkes came to Western after graduating from the University of Northern Iowa in 2011 with a degree in services administration and working for a few years.

"After spending a couple of years developing my career, I quickly recognized the value of obtaining my MBA," said Epkes. "Western Illinois University was my first choice because of the beautiful campus, convenient location and affordable tuition."

Alec Epkes, a WIU MBA student, will accept a certificate of distinguished performance on the Certified Management Accountants (CMA) exam. [Download Print-Quality Image]

WESTERN ILLINOIS UNIVERSITY
Quad Cities

Initiatives…QC too?



Western Illinois University

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About WIU | Academics | Admissions | Arts | Athletics | Alumni | Giving | Student Life

University News

WIU Home > News

Request Information about WIU

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- Timely Warnings & Updates
- Resources & Archives
- University Relations
- Publication Services
- Photo Services
- Marketing
- Trademark & Logo
- Cash Flow & Budget Information
- University

WIU: Who We Are, What We Do: Murphy & Ashenhurst

March 25, 2016

Share

Behind the bricks and mortar, there are the people of Western Illinois University and the Macomb community.

[Download Print-Quality Image]

Who I Am: I'm Hannah Murphy, born and raised in Macomb, IL. Sister, daughter, friend. I'm hard-working, passionate, and adventurous.

What I Do: I'm currently an English Language Fellow living and working in Ethiopia. This is my second year in Ethiopia, where I get to work at local universities and English Language Improvement Centers, as well as train teachers.

Why I Love WIU: I received my master's degree from WIU, and without my experiences in my graduate classes, the faculty members I worked with, and my teaching at WESL, I wouldn't be where I am today.

#WeRWIU

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Initiatives

- Mobile app
- Virtual Tour
- Walking Tour
- Advertising campaigns in QC metro

WESTERN ILLINOIS UNIVERSITY
Quad Cities

Social Media

- Content provider manger
- Posts and responds to messages/inquiries
  - Facebook
  - Twitter
  - Instagram

WESTERN ILLINOIS UNIVERSITY
Quad Cities

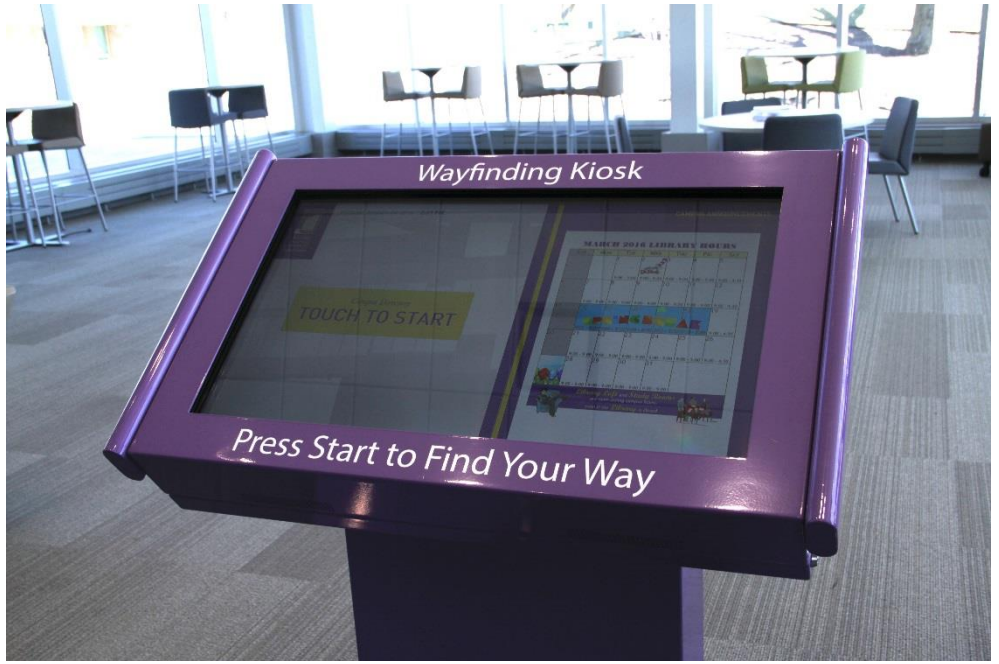
Media Manager

- Sets up interviews for media requests
- Manages scheduled shoots
- Manages impromptu interviews
- Arranges for students and spaces
- Researches inquiries
- Sends Media Advisories
- Shares media stories on social media and with list serve/supervisors

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Building/External Marketing

- Alumagraphics
- Window Perforations
- Wayfinding
- Branding
- Displays



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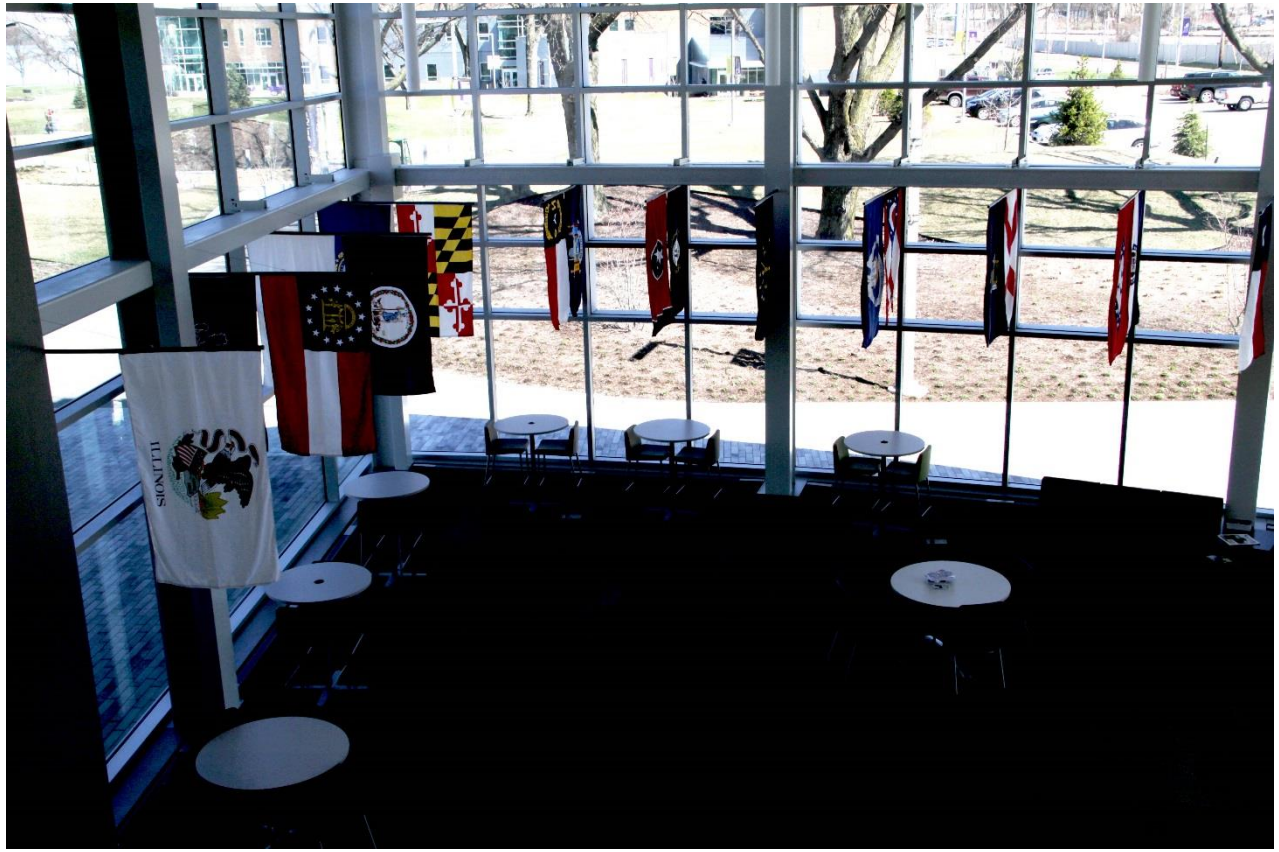

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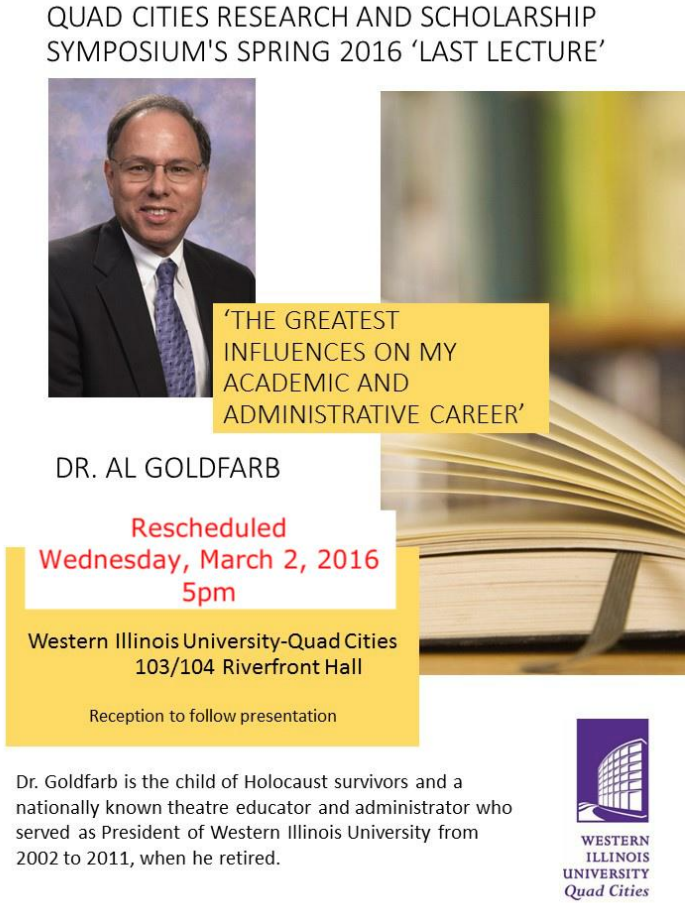
UNIVERSITY
Quad Cities

Flyers, signs, plasma, digital, web….



WESTERN ILLINOIS UNIVERSITY
Quad Cities

Photo shoots

- Identify need
- Identify model
- Schedule
- Execute
- Include in

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Photo shoots

WESTERN ILLINOIS UNIVERSITY
Quad Cities

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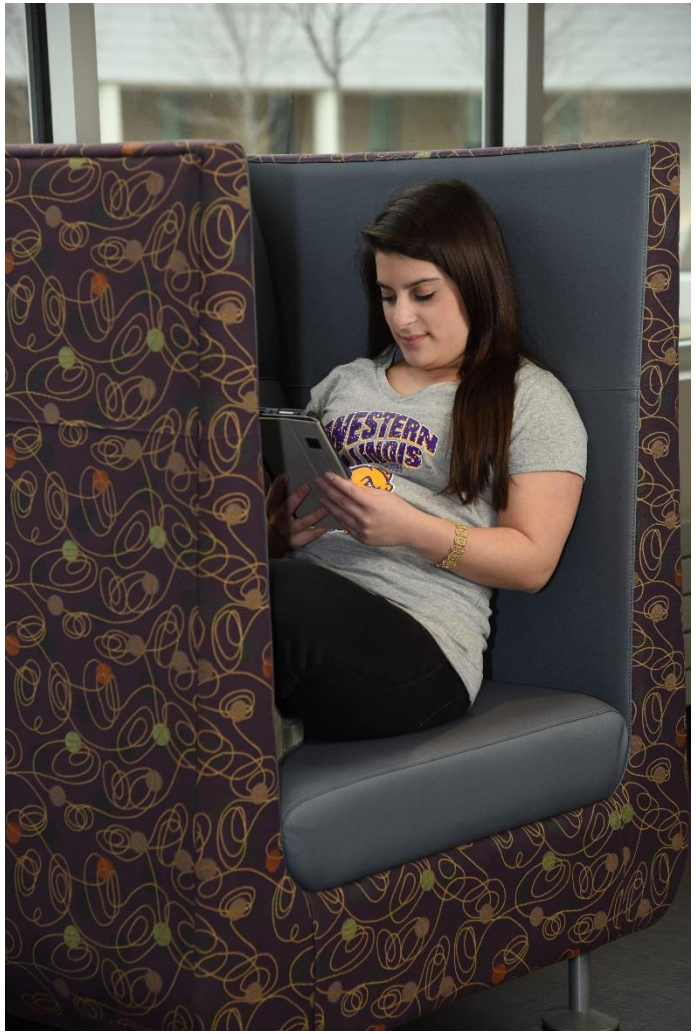
Quad Cities



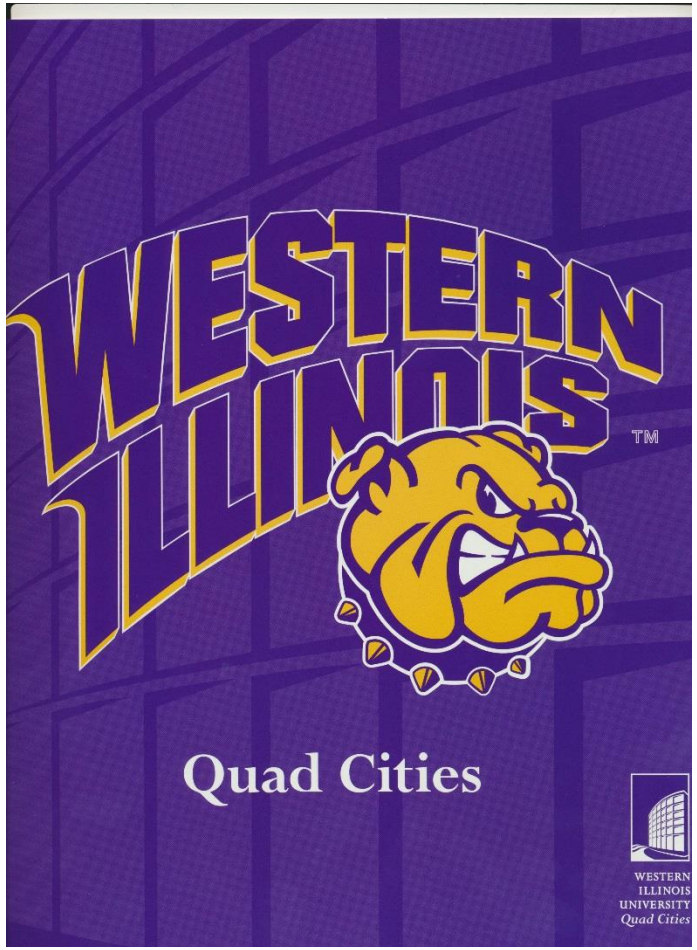
WESTERN
ILLINOIS
UNIVERSITY
Quad Cities

Look book, brochures, view book, planner….

- Create content
- Select photos
- Select elements
- Proof, proof, proof
- Seek administrative approvals

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Folder and planner



WESTERN
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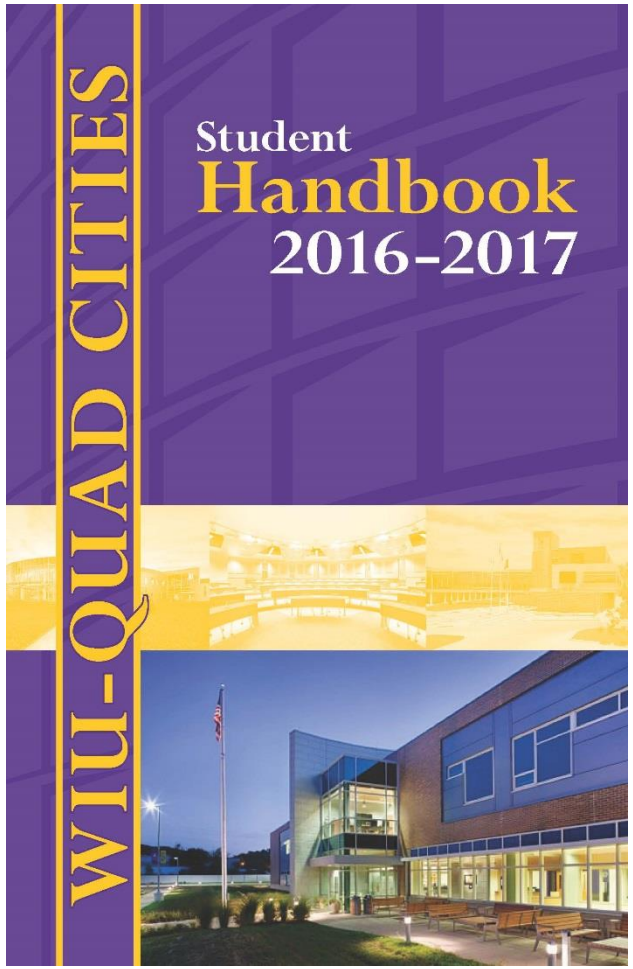
UNIVERSITY
Quad Cities



Important Dates

Fall Semester 2016

August 22 ..... Fall Semester Classes Begin

September 5 ..... Labor Day, University Closed, NO CLASSES

September 6 ..... Classes Resume

October 14 ..... Fall Break, NO CLASSES

October 17 ..... Classes Resume

November 21-25 ..... Thanksgiving Break, NO CLASSES
(UNIVERSITY CLOSED November 24-25)

November 28 ..... Classes Resume

December 12-16 ..... Final Exam Week

December 17 ..... Fall Commencement in Macomb

December 23-January 2 ..... University Closed

Spring Semester 2017

January 16 ..... Dr. Martin Luther King, Jr. Day,
University Closed, NO CLASSES

January 17 ..... Spring Semester Classes Begin

February 13 .... Lincoln's Birthday Observed, University Closed, NO CLASSES

February 14 ..... Classes Resume

March 13-17 ..... Spring Break, NO CLASSES

March 20 ..... Classes Resume

May 8-12 ..... Final Exam Week

May 12 ..... Graduate Commencement in Macomb

May 13 ..... Undergraduate Commencement in Macomb

May 14 ..... WIU-QC Undergraduate and Graduate Commencement

Western Illinois University–Quad Cities
3300 River Drive
Moline, IL 61265-1746
wiu.edu/qc

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WESTERN ILLINOIS UNIVERSITY
Quad Cities

Linkages brochure

LINKAGES Q&A

IF I AM IN LINKAGES, CAN I STILL ACCESS CAMPUS AMENITIES?
A: Yes, as a Linkages student you will have access to the same amenities full-time students do, including computer labs, the library and other campus activities.

WHO IS MY ACADEMIC ADVISOR AND HOW DO I REGISTER FOR CLASSES AT TWO DIFFERENT SCHOOLS?
A: You will be assigned a WIU academic advisor to help you select University classes, and you can utilize the advising center available at your participating community college. Your WIU advisor will also give you guidance for what courses you should take at the community college that will be needed for your major.

CAN I TAKE MORE THAN ONE WIU CLASS EACH SEMESTER IN THIS PROGRAM?
A: Yes, you are welcome to take as many WIU classes as you would like with this program. We do encourage you to take courses you need at the community college that WIU-QC may not offer.

I AM NOT CLOSE TO A WIU CAMPUS LOCATION, SO HOW CAN I PARTICIPATE IN THIS PROGRAM?
A: While we encourage you to take face-to-face classes early on in your college plan, online classes are still an option for you to participate in the Linkages program.

PROGRAM ELIGIBILITY AND HOW TO APPLY

- Be a high school graduate
- Apply to Western Illinois University
- Apply to a participating community college
- Send official high school transcripts and official ACT scores (average ACT 18-23, average GPA 2.6-3.3)
- Once accepted, enroll full time between the community college and Western Illinois University
- File financial aid, and list both schools on the application

Notes

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3300 River Dr.
Moline, IL 61265
(309) 762-WIU1 (9481)
wiu.edu/qc

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

LINKAGES

Connect to Western Illinois University and a community college of your choice for degree completion

WESTERN ILLINOIS Quad Cities

WESTERN ILLINOIS UNIVERSITY-QUAD CITIES
wiu.edu/qc

WHAT IS LINKAGES?

The Linkages program is designed for college-ready students who will take 100- or 200-level courses at WIU-QC, while attending a participating community college, with the goal of a seamless transition into a WIU-QC major. Students are concurrently enrolled at both places and taking courses needed to work toward their degree.

WHAT ARE THE BENEFITS OF THE LINKAGES PROGRAM?

- Application fee waiver
- Small class sizes
- Individualized advising to help with timely degree completion
- Smooth transfer of credits
- Cost Guarantee – By taking one class with WIU, you become part of the Cost Guarantee program, where tuition and fees are locked in for four years.

HOW DOES IT WORK?

Students take courses at WIU-QC and a participating community college in order to save money or to be able to complete a degree in four years at WIU-QC.

Students can combine as many or as few classes with WIU as their needs or program options allow.

SAMPLE SCHEDULES

BHC Course		WIU Course
WIU Course	OR	BHC Course
WIU Course		BHC Course
WIU Course		BHC Course
WIU Course		BHC Course

COST
WIU-QC Tuition and Fees for 2015-16

$318.18 per credit hour
(most courses are 3 credit hours each)

In-State Rates
All permanent domestic U.S. residents now receive in-state tuition.

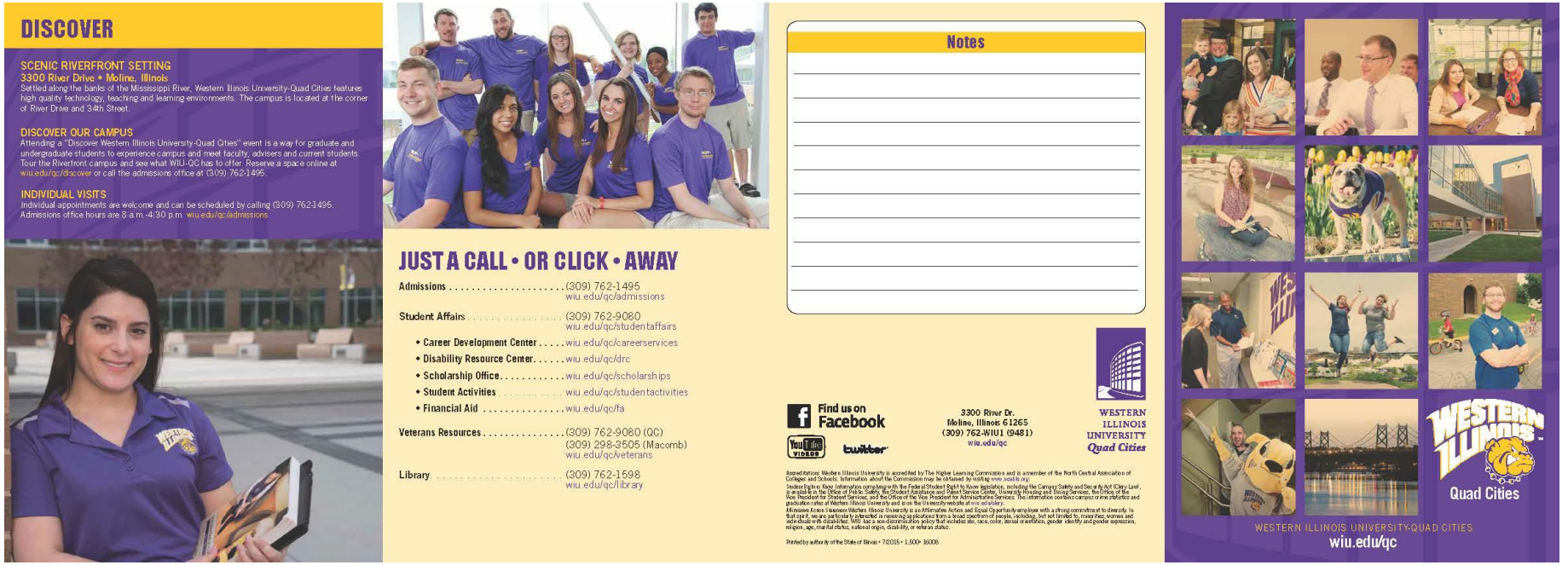
The cost for community college classes will vary depending on which community college the student selects.

UNDERGRADUATE MAJORS

- Accountancy
- Bilingual/Bicultural Education
- Communication
- Elementary Education
- Engineering
- Engineering Technology
- English (Literature and Language option only)
- General Studies
- Human Resource Management
- Information Systems
- Law Enforcement and Justice Administration
- Liberal Arts and Sciences
- Management
- Marketing
- Recreation, Park and Tourism Administration
- Supply Chain Management
- Undecided

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Look book



DISCOVER

SCENIC RIVERFRONT SETTING
3300 River Drive • Moline, Illinois
Settled along the banks of the Mississippi River, Western Illinois University-Quad Cities features high quality technology, teaching and learning environments. The campus is located at the corner of River Drive and 34th Street.

DISCOVER OUR CAMPUS
Attending a "Discover Western Illinois University-Quad Cities" event is a way for graduate and undergraduate students to experience campus and meet faculty, advisers and current students. Tour the Riverfront campus and see what WIU-QC has to offer. Reserve a space online at wiu.edu/qc/discover or call the admissions office at (309) 762-1495.

INDIVIDUAL VISITS
Individual appointments are welcome and can be scheduled by calling (309) 762-1495. Admissions office hours are 8 a.m.-4:30 p.m. wiu.edu/qc/admissions

JUST A CALL • OR CLICK • AWAY

Admissions	(309) 762-1495 wiu.edu/qc/admissions
Student Affairs	(309) 762-9080 wiu.edu/qc/studentaffairs
• Career Development Center	wiu.edu/qc/careerservices
• Disability Resource Center	wiu.edu/qc/drc
• Scholarship Office	wiu.edu/qc/scholarships
• Student Activities	wiu.edu/qc/studentactivities
• Financial Aid	wiu.edu/qc/fa
Veterans Resources	(309) 762-9080 (QC) (309) 298-3505 (Macomb) wiu.edu/qc/veterans
Library	(309) 762-1598 wiu.edu/qc/library

Notes

Find us on Facebook

YouTube VIDEOS twitter

3300 River Dr.
Moline, Illinois 61265
(309) 762-WIU1 (9481)
wiu.edu/qc

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Accreditations: Western Illinois University is accredited by The Higher Learning Commission and is a member of the North Central Association of Colleges and Schools. Information about the Commission may be obtained by visiting www.ncahlc.org.
Student Rights to Know: Information complying with the Federal Student Right to Know legislation, including the Campus Safety and Security Act (Clery Law), is available in the Office of Public Safety, the Student Assistance and Parent Service Center, University Housing and Dining Services, the Office of the Vice President for Student Services, and the Office of the Vice President for Administrative Services. The information contains campus crime statistics and graduation rates at Western Illinois University and is on the University website at wiu.edu/clery.
Illinois Rules Statement: Western Illinois University is an Affirmative Action and Equal Opportunity employer with a strong commitment to diversity. In that spirit, we are particularly interested in receiving applications from a broad spectrum of people, including, but not limited to, minorities, women and individuals with disabilities. WIU has a non-discrimination policy that includes sex, race, color, sexual orientation, gender identity and gender expression, religion, age, marital status, national origin, disability, or veteran status.

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WESTERN ILLINOIS UNIVERSITY-QUAD CITIES
wiu.edu/qc

WESTERN ILLINOIS UNIVERSITY *Quad Cities*

Look book

QUICK FACTS

- LOCATION: Moline, Illinois
- APPROXIMATE GREATER QUAD CITIES POPULATION: 471,000
- TOTAL WIU-QC ENROLLMENT: 1,501
- AVERAGE CLASS SIZE: 11
- STUDENT-TO-FACULTY RATIO: 12-1

At WIU-QC, we believe that a quality education is the key to a successful career. Here you'll find the entire WIU-QC family – faculty, staff and administrators – is committed to creating a caring and nurturing educational community.

COST TO ATTEND

- **UNDERGRADUATE**
  Tuition and fees: $318.18* (per credit hour)
- **GRADUATE**
  Tuition and fees: $348.32* (per credit hour)

* An additional fee for online distance learning is $50 per credit hour.

- **COST GUARANTEE**
  Lock in the same tuition and fee rate for four years.
  wiu.edu/guarantee
- **IN-STATE RATES**
  Students from Indiana, Iowa, Missouri and Wisconsin receive in-state tuition.
- **SCHOLARSHIPS**
  Scholarships are available for Western Illinois University-Quad Cities students. View them at:
  wiu.edu/qc/scholarships

PROGRAMS OF STUDY

Undergraduate Majors
Accountancy**
Bilingual Education
Communication
Early Childhood Education
Elementary Education
Engineering
Engineering Technology
English
Fire Administration***
General Studies (formerly BOT)
Human Resource Management **
Information Systems
Law Enforcement & Justice Administration
Liberal Arts & Sciences **
Management**
Marketing**
Nursing (RN-BSN)*
Recreation, Park & Tourism Administration**
(accelerated options available)
Supply Chain Management**
Undecided/University Advising

Undergraduate Minors
Accountancy
African American Studies
Business
Communication
English
Environmental Studies
Finance
Fire Administration***
Fire Science***
History
Human Resource Management
Information Systems
International Business
Law Enforcement & Justice Administration
Legal Studies
Management
Manufacturing Technology
Marketing
Nonprofit Administration
Pre-MBA
Professional Writing
Psychology
Recreation, Park & Tourism Administration
Religious Studies
Security Administration
Sociology
Spanish
Supply Chain Management
Women's Studies

Post-Baccalaureate Certificates
Business Administration
English
Event Planning Management
GIS Analysis
Health Services Administration
Museum Studies
Police Executive Administration***
Supply Chain Management
Teaching English to Speakers of Other Languages
Zoo and Aquarium Studies

Graduate
Biology
Business Administration***
Counseling
College Student Personnel
Educational & Interdisciplinary Studies
Educational Leadership
Elementary Education
English
Health Sciences
Instructional Design & Technology***
Law Enforcement & Justice Administration***
Liberal Arts & Sciences**
Museum Studies**
Reading
Recreation, Park & Tourism Administration
Special Education

Doctorate
Educational Leadership Ed.D
Environmental Science Ph.D

*Completion program for students who are already a Licensed Registered Nurse (RN)
**Integrated bachelor's and master's degrees available
***Available online

wiu.edu/qc/academics

AUTOMATIC FRESHMEN SCHOLARSHIPS

WIU.EDU/WESTERNCOMMITMENT

*May be increased based on financial need

WESTERN COMMITMENT SCHOLARSHIPS

Incoming freshmen with at least a 20 ACT and a 3.0/4.0 GPA are automatically awarded scholarship funds. Awards are renewable up to eight total semesters with a minimum 3.0 cumulative GPA, full-time enrollment and other renewable criteria met each semester. Deadline: May 15

TRANSFER SCHOLARSHIPS

New transfer students who finish any associate degree (including applied degrees) from an accredited institution and enroll full time at WIU will receive a one-time award.

$1,000 SCHOLARSHIP
MINIMUM 3.5 GPA
- OR -
$400 BOOK AWARD

PHI THETA KAPPA

ADMISSION REQUIREMENTS

FRESHMAN
The University primarily considers ACT/SAT scores and high school GPA in admissions decisions.

Typical Student Profile:
- ACT Score of 18-23
- High School GPA of 2.6-3.3
- Note: Some programs may have requirements that can be fulfilled at a community college.

wiu.edu/qc/freshman

To Apply:
wiu.edu/qc/apply

TRANSFER
- At least 24 earned credit hours from a regionally accredited college or university
- 2.0 GPA and in good academic standing at the last school attended

Students who have not earned 24 hours of transferable credit will need to meet freshman admission standards.
wiu.edu/qc/transfer

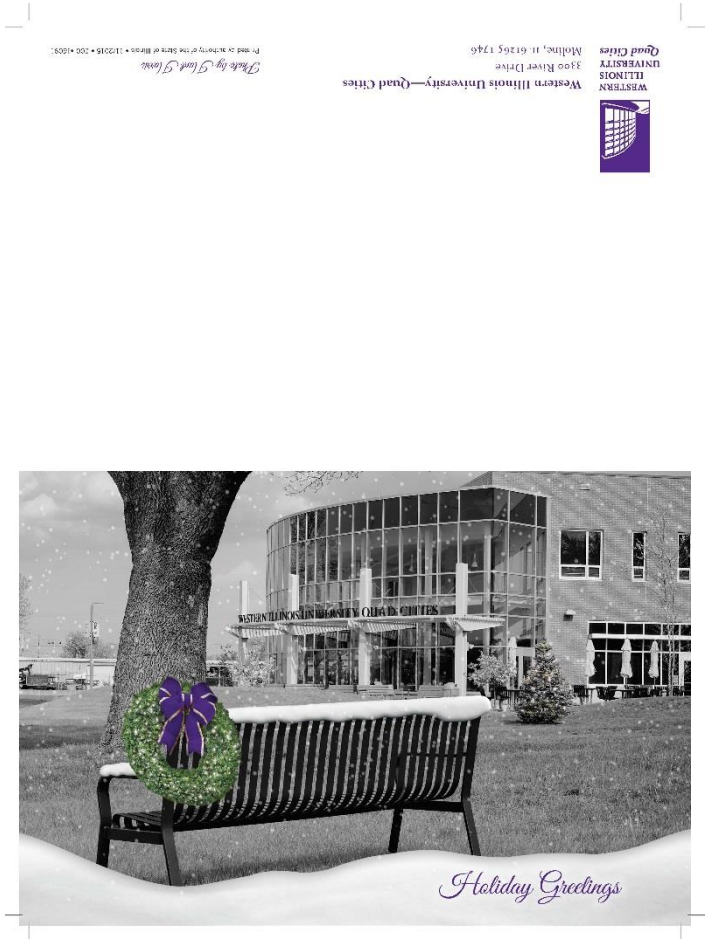
WESTERN ILLINOIS UNIVERSITY
Quad Cities

Campus Photography or camera keeper

WESTERN
ILLINOIS
UNIVERSITY
Quad Cities

WIU-QC Development

- Holiday cards
- Videos
- Direct mail
- Campaign letters
  - Testimonials, photos



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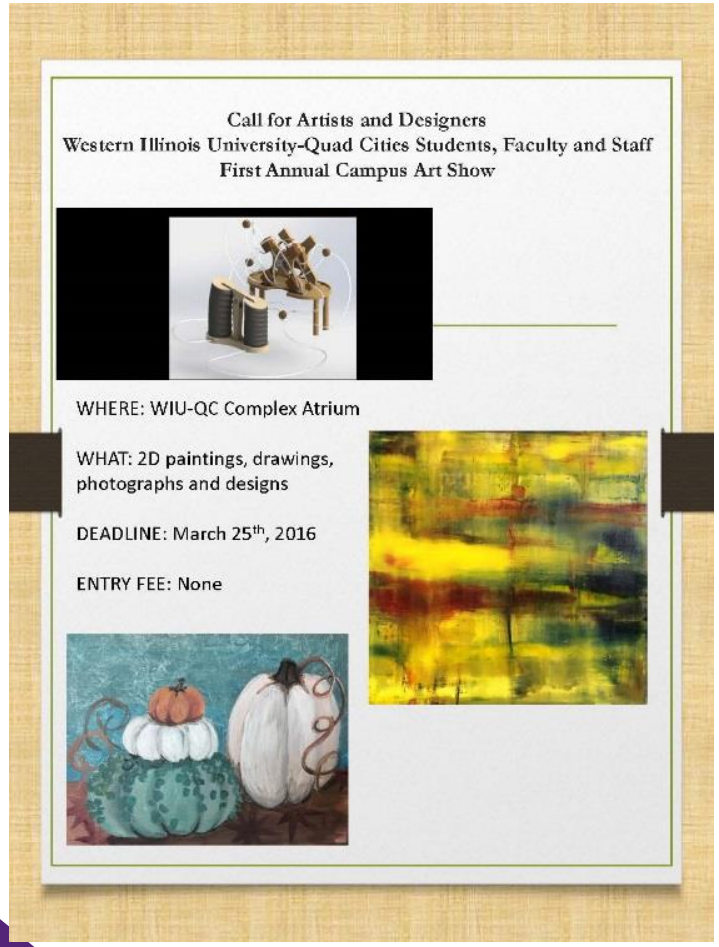
Campus Events



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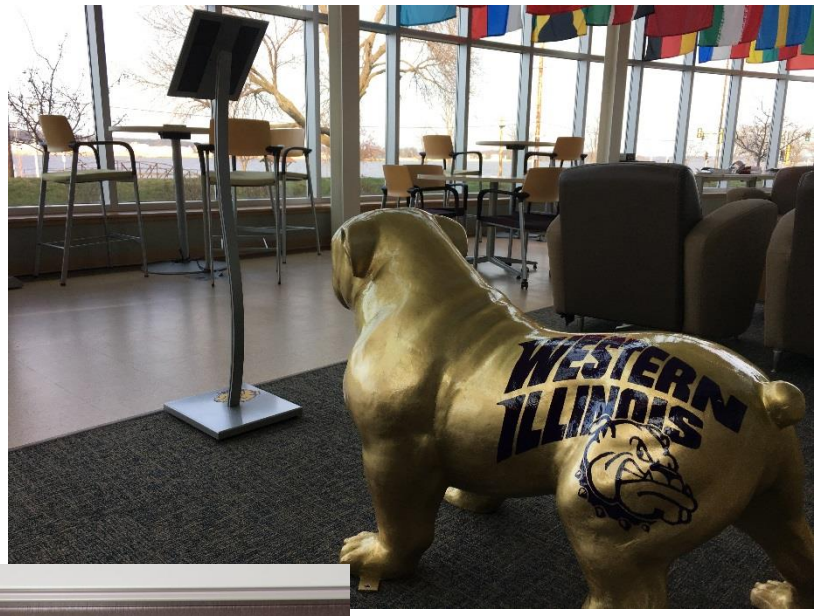
Hosting Events and Promoting



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Web
wiu.edu/qc

- Featured Leathernecks
- Spotlights
- Events
- News releases
- Specialty pages

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WIU-Quad Cities Students End 2015 by Making a Difference

Western Illinois University-Quad Cities Leatherneck Success Stories

Francis Ndolo '10

Rev. Francis Ndolo, a WIU Alumnus and native Kenyan, had a purpose when he arrived in the U.S. His goal was to raise money for The Catholic Diocese of Kitui and orphans in Kenya.

Program of Study: Counselor Education

Jasmine Babers - Current Student

Western Illinois University-Quad Cities Sophomore Jasmine Babers has been named one of five Peace First Prize winners.

Program of Study: Marketing

Brittany Briggs '12

Western Illinois University-Quad Cities Alumnus Brittany Briggs graduated in May 2012 with a degree in elementary education.

Program of Study: Elementary Education

Maura Warner '15

Western Illinois University-Quad Cities Alumnus Maura Warner graduated in May 2015 and is the Communications Coordinator with The Girl Scouts of America in Davenport, Iowa.

Program of Study: Communication; Minor in English

Kasi DeFrieze '15

Western Illinois University-Quad Cities Alumnus Kasi DeFrieze graduated in May 2015 and is a grant writer for the development team of The Girl Scouts of America in Davenport, Iowa.

Program of Study: English; Minor in Sociology

Todd DeDekker '12

Todd DeDekker is a WIU-QC Alumni who has a heart for history. He began his career teaching social studies at the junior and high school levels. He taught for fifteen years, but decided that it was time for a career change.

Program of Study: Museum Studies

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Promotional Items and Logo

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Mobile app, Virtual Tour, Walking Tour

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More Program Specific Messaging for Colleges

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Keep Telling the Story

- Questions?

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