All Staff Meeting

September 2024



Meet Your Staff Council 2024-2025

Britne Bacca-Haupt (Chair) bbacca@umsl.edu Matthew Becker Mary Bosnick Yuan Chen Bob Ell Katie Fraizer Mogan Garvey Sarah Goskie

MORE IS WHAT MOVES US

Adrienne Groves (Secretary/Treasurer) grovesa@umsl.edu Kelly Hogenmiller Keri Jupka Stephanie Kaimann Jenny Martin (Vice Chair) jennymartin@umsl.edu Jennifer McEwen Blain McVey

Megan Miller Lauren Pflug Aaron Poelker **Betsy Sampson** Holly Schaefer Mindy Stratmann-Sebol Sophie Theiss Rachel Thompson Olivia Mendez-Alm (Past Chair)

Intercampus Staff Advisory Council (ISAC)

 The UM Intercampus Staff Advisory Council (UM-ISAC) was formed by the University of Missouri System President in January 2000 to advise the president on matters of mutual interest and to serve as an information and liaison medium for employees and administrative offices on such matters as may be referred to the Council, as the Council initiates, or as UM employees may request.



Feedback





Staff Council Executive Team

Britne Bacca-Haupt, Chair bbacca@umsl.edu

Jenny Martin, Vice Chair jennymartin@umsl.edu

Adrienne Groves, Secretary/Treasurer grovesa@umsl.edu

Olivia Mendez-Alm, Past Chair mendezalmo@umsl.edu

University Assembly Committees Staff Council Representatives

- University Assembly (Britne Bacca-Haupt, Blain McVey, & Holly Schaefer)
- Budget & Planning (Britne Bacca-Haupt & Keri Jupka)
- Physical Facilities, Space & General Services (Bob Ell)
- Student Affairs (Sarah Goskie, Kelly Hogenmiller, & Aaron Poelker)
- Administrator Evaluation (Megan Miller)
- Information Technology (Jenny Martin & Sophie Theiss)
- Recruitment, Admissions, Retention & Student Financial Aid [RARSFA] (Katie Fraizer & Rachel Thompson)

MORE IS WHAT MOVES US

Ways to Attend Meetings

- University Assembly Meetings
 - September 24, 2024 | November 12, 2024 | February 18, 2025 | April 29, 2025
 - 3:00 PM
 - Meetings will be held in MSC Century Room A
- Budget & Planning Meeting
 - Next Meeting is TBD
 - Please email <u>senate@umsl.edu</u> for information
- Staff Council Meetings
 - 3rd Thursday of the month; 10:00 11:30 AM
 - Zoom; email <u>staffassoc@umsl.edu</u> for Zoom link



Board of Curators Meeting

Wednesday, November 20th @ UMSL

Live Stream open sessions: www.umsystem.edu/curators/stream



Board of Curators Meeting at UMSL 2023

UNIVERSITY OF MISSOURI-ST. LOUIS

Information Technology Services (ITS)

David Gerstenecker | Chief Information Officer (CIO)



2024-09-18

20 MINUTES HIGH LEVEL VIEW

01

Who is David?



Overview of Activities

03 Question

Questions for David

DAVID GERSTENECKER

UIUC \Rightarrow UMSL P.A.C.T.

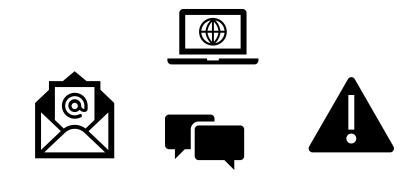
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MISSOURI-ST. LOUIS

MORE IS WHAT MOVES US

ITS COMMUNICATION





UNIVERSITY OF MISSOURI-ST. LOUIS

MORE IS WHAT MOVES US



UNIVERSITY OF MISSOURI-ST. LOUIS



MISSOURI-ST. LOUIS

MORE IS WHAT MOVES US

David Gerstenecker

Chief Information Officer

314-516-7303

409 ESH

davidg@umsl.edu

QUESTIONS ANSWERS

MISSOURI-ST. LOUIS



Marketing and Communications

- Strengthen brand awareness
- Enhance reputation and public perception
- Engage qualified applicants
- Increase applications
- Increase application to enrollment yield
- Support student retention
- Increase alumni, donor and community engagement and support

PR/Content Team

- Steve Walentik, Director
- Burk Krohe, Senior PR Writer
- Heather Riske, Senior PR Writer
- Ryan Fagan, Senior PR Writer
- Derik Holtmann, Photographer











Find Our Work

• UMSL Daily

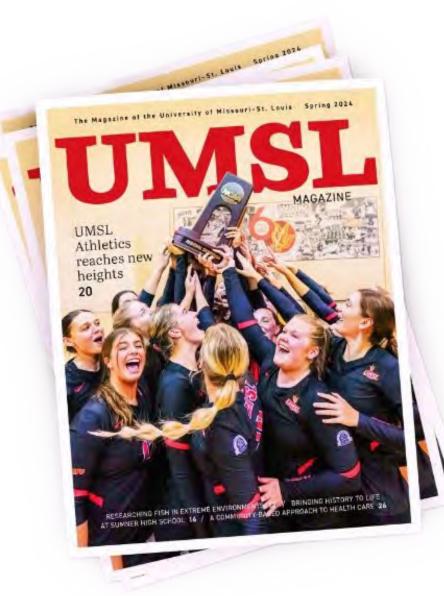
- 440+ posts annually
- Weekly e-newsletter to 30,000 readers

• UMSL Magazine

- Circulation of more than 110,000

Social Media

 Content creation for UMSL's main social media channels, including Facebook, Instagram, LinkedIn, YouTube and Flickr



Stories We Share

- 1. Student success stories such as jobs, internships or notable honors
- 2. Spotlights on alumni making their mark on their workplace or in the community
- **3.** Highlights of faculty achievement, including impactful research or awards
- 4. Features on staff contributing to UMSL
- 5. Stories showcasing new programs or initiatives
- 6. Campus growth or physical changes
- 7. Event coverage



MISSOURI-ST. LOUIS

Web/Digital Team

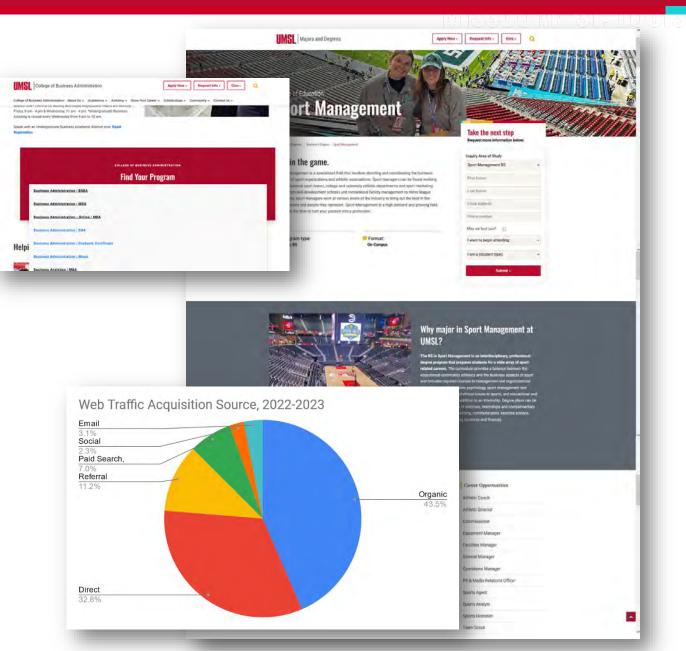
- Jenny Martin, Director
- Tim Wombles, Manager
- Lori Austin, Senior Web Developer
- Pete Ayers, Web Developer
- Michael Moore, Web Content Specialist
- Jeffrey Rivet, Web Manager
- Valerie Furlong, Social Media Manager



MORE IS WHAT MOVES US

Website

- The USML website serves
 1.5 million users annually
- 2022-23: Users viewed over 11.2 million pages on our web server
- Web traffic comes from a variety of sources, with organic search result traffic and direct access making up most traffic



Creative Services Team

- Traci Moore, Director
- Wendy Allison, Lead Designer
- Erin Hart, Senior Designer and Project Manager
- Marty Baragiola, Senior Designer
- Brittany Riehlman, Senior Designer











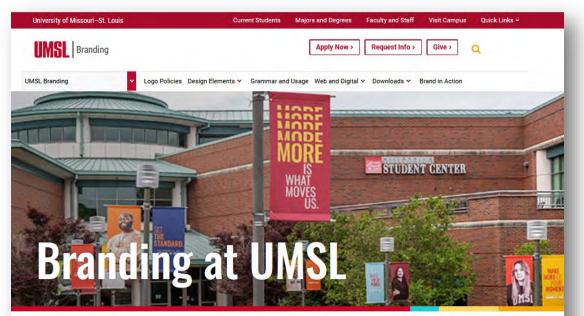
Creative Services

- Creative services designs more than 450 projects per year
- We produce everything from brochures, logos, and digital to the bi-annual UMSL Magazine
- We serve the entire campus and welcome conversations regarding upcoming needs and how to best approach them



branding.umsl.edu

- Logo Policies with downloads
- Color Palette
- Fonts with downloads
- Photography guide with downloads
- Grammar and Style Guide
- Web and Digital Guidelines and Policies
- Email Signature Generator
- QR Code Generator
- PowerPoint Template downloads
- Zoom Background downloads



Branding at UMSL

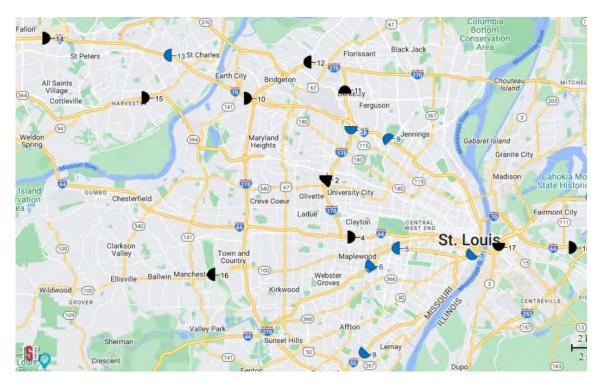
The University of Missouri–St. Louis Marketing and Communciations office developed graphic standards to assist various user groups and partners better understand the graphic elements of our brand identity. Following these rules is an important way to ensure that the UMSL brand and visual identity stay consistent every time it's seen across all media channels.





Fall Outdoor

50,737,708 Impressions Static and Digital



Map #	Inventory #	Copy Size	Location Description	Timing	Duration	Impressions per 4 Weeks	Impressions Total	Creative Code	
l 170									
1	1780	14'x48' - Digital	I-170 .2 mi N/O Olive E/S F/S	09/09 - 12/01	12 Weeks	740,716	2,222,148	All Nine	
2	1793	14'x48' - Digital	I-170 800.00 ft N/O Olive W/S F/N	09/09 - 12/01	12 Weeks	591,040	1,773,120	All Nine	
3	2884	14'x48'	I-170 800.00 ft N/O Natural Bridge W/S F/N	09/09 - 12/01	12 Weeks	1,657,192	4,971,576	V6789-4	
			I 64/40 D	OWNTOWN					
4	1561	14'x48' - Digital	I-64/40 300.00 ft E/O Hanley S/S F/W	09/09 - 12/01	12 Weeks	1,056,472	3,169,416	All Nine	
144									
5	1660	14'x48'	I-44 .2 mi E/O Hampton Ave N/S F/E	09/09 - 10/27	7 Weeks	1,417,728	2,481,024	V6789-5	
6	897B	14'x48'	I-44 100.00 ft W/O Jamieson N/S F/NE	10/28 - 12/01	5 Weeks	1,418,936	1,773,670	V6789-8	
1 55									
7	1975	14'x48'	I-55 200.00 ft N/O Park E/S F/NE	09/09 - 12/01	12 Weeks	1,486,664	4,459,992	V6789-1	
8	1658	14'x48'	I-55 .5 mi S/O Reavis Barracks W/S F/NE	09/09 - 12/01	12 Weeks	1,634,004	4,493,511	V6789-6	
				70					
9	2553	14'x48'	I-70 600.00 ft E/O Bermuda N/S F/SE	09/09 - 12/01	12 Weeks	1,659,324	4,977,972	V6789-10	
10	1607	14'x48' - Digital	I-70 600.00 ft W/O I-270 S/S F/W	09/09 - 12/01	12 Weeks	768,292	2,304,876	All Nine	
			1	270				·	
11	2761	14'x48' - Digital	I-170 Middle 700.00 ft S/O N. Hanley W/S F/S	09/09 - 12/01	12 Weeks	539,624	1,618,872	All Nine	
12	1937	14'x48' - Digital	I-270 .55 mi E/O McDonnell N/S F/E	09/09 - 12/01	12 Weeks	803,660	2,410,980	All Nine	
			ST. CI	HARLES				·	
13	5053	14'x48'	I-70 & Zumbehl N/S F/E	09/09 - 12/01	12 Weeks	1,502,048	4,506,144	V6789-3	
14	1988	14'x48' - Digital	I-70 .2 mi E/O TR Hughes S/S F/W	09/09 - 12/01	12 Weeks	868,445	2,605,335	All Nine	
15	244C	14'x48' - Digital	Hwy 94/364 E/O Jungs Station S/S F/W	09/09 - 12/01	12 Weeks	802,616	2,407,848	All Nine	
			WEST	COUNTY					
16	351C	14'x48' - Digital	Manchester Rd E/O Weidman N/S F/E	09/09 - 12/01	12 Weeks	615,076	1,845,228	All Nine	
	· · ·			INOIS				·	
17	1782	14'x48' - Digital	I-55/64 100.00 ft N/O Market W/S F/N	09/09 - 12/01	12 Weeks	532,476	1,597,428	All Nine	
18	30315A	14'x48' - Digital	I-64 100.00 ft W/O I-255 S/S F/W	09/09 - 12/01	12 Weeks	372,856	1,118,568	All Nine	



Fall Radio

1,949,901 impressions

- 5,685 spots
- 90.6% reach
- 7 Stations:
 - KPNT-FM 105.7
 - KSD-FM 93.7
 - KSHE-FM 94.7
 - WARH-FM 106.5
 - WFUN-FM 96.3
 - WHHL-FM 104.1
 - WIL-FM 92.3

UMSL Totals	Daypart	Spots	Length	Rate \$32.81	Investment \$150,484.00	Rating 0.3%	GRPs 1,570.1	CPP \$95.85	Gls 34,218,800	CPM \$4.38	Net Reach 1,949,901	% Reach 90.6%	Fre 18
PNT-FM 105.7		675		\$48.53	\$32,760.00	0.3%	211.5	\$154.89	4,761,000	\$6.84	521,800	24.2%	9
3 wks (09/09, 09/16,	09/23, 09/30, 10/07, 10/	21, 11/04 585	. 11/11, 11	/18, 11/25, 12 \$56.00	\$32,760.00	6) 0.3%	183.3	\$178.72	4,126,200	\$7.89	513,200	23.8%	8
Ine Week Total		45		\$56.00	\$2,520.00	0.3%	14.1	\$178.72	317,400	\$7.89	158,500	7.4%	2
	Sa 10A-7P	6	60	\$30.00	\$180.00	0.3%	1.8	\$100.00	44,400	\$4.05	30,400	1.4%	1.
	Su 10A-7P M-Su 7P-12M	6 15	60 60	\$20.00 \$10.00	\$120.00 \$150.00	0.3%	1.8	\$66.67 \$100.00	37,800 39,000	\$3.17 \$3.85	26,100 28,700	1.2% 1.3%	1.
	M-F 6A-7P	18	60	\$115.00	\$2,070.00	0.1%	9.0	\$230.00	196,200	\$10.55	113,100	5.3%	1
wks (12/23, 12/30)		90		\$0.00	\$0.00	0.3%	28.2	\$0.00	634,800	\$0.00	254,000	11.8%	2
One Week Total		45		\$0.00	\$0.00	0.3%	14.1	\$0.00	317,400	\$0.00	158,500	7.4%	2
	Sa 10A-7P Su 10A-7P	6	60 60	\$0.00 \$0.00	\$0.00 \$0.00	0.3%	1.8	\$0.00 \$0.00	44,400	\$0.00 \$0.00	30,400	1.4%	1
	M-Su 7P-12M	15	60	\$0.00	\$0.00	0.3%	1.5	\$0.00	39,000	\$0.00	28,700	1.2%	1
	M-F 6A-7P	18	60	\$0.00	\$0.00	0.5%	9.0	\$0.00	196,200	\$0.00	113,100	5.3%	1
													_
(SD-FM 93.7	09/23, 09/30, 10/07, 10/	525	10/28 11	\$47.14	\$24,750.00	0.4%	195.0	\$126.92	4,350,000	\$5.68	531,300	24.7%	8
13 WKS (05/05, 05/10,	08/23, 08/30, 10/07, 10/	525	10/20, 11	\$47.14	\$24,750.00	0.4%	195.0	\$126.92	4.350.000	\$5.68	531,300	24.7%	8
One Week Total		35		\$47.14	\$1,650.00	0.4%	13.0	\$126.92	290,000	\$5.68	154,800	7.2%	1
	Sa 8A-8P	10	60	\$35.00	\$350.00	0.4%	4.0	\$87.50	92,000	\$3.80	52,500	2.4%	1
	Su 8A-8P	10 15	60 60	\$25.00	\$250.00	0.3%	3.0	\$83.33	69,000	\$3.62	40,700	1.9%	1
	M-F 6A-7P	15	60	\$70.00	\$1,050.00	0.4%	6.0	\$175.00	129,000	\$8.14	89,300	4.1%	1
SHE-FM 94.7	09/23, 09/30, 10/07, 10/	784	10/28 11	\$29.01	\$22,740.00 /25_12/09)	0.4%	362.6	\$62.71	7,470,400	\$3.05	678,900	31.5%	11
(672		\$33.84	\$22,740.00	0.4%	310.8	\$73.17	6,403,200	\$3.56	668,900	31.1%	9
one Week Total		56		\$33.84	\$1,895.00	0.4%	25.9	\$73.17	533,600	\$3.56	230,700	10.7%	2
	M-F 8A-5P	15	60	\$75.00	\$1,125.00	0.7%	10.5	\$107.14	225,000	\$5.00	128,900	6.0%	1
	Sa 9A-7P Su 9A-7P	8	60 60	\$35.00 \$30.00	\$280.00 \$240.00	0.6%	4.8	\$58.33 \$42.86	101,600	\$2.76 \$2.14	58,600 59,700	2.7%	1
	M-Su 7P-12M	25	60	\$30.00	\$240.00	0.2%	5.6	\$42.86	95,000	\$2.14 \$2.63	55,200	2.8%	1
wks (12/23, 12/30)		112		\$0.00	\$0.00	0.4%	51.8	\$0.00	1,067,200	\$0.00	359,100	16.7%	3
Dne Week Total		56		\$0.00	\$0.00	0.4%	25.9	\$0.00	533,600	\$0.00	230,700	10.7%	2
	M-F 8A-5P	15	60	\$0.00	\$0.00	0.7%	10.5	\$0.00	225,000	\$0.00	128,900	6.0%	1
	Sa 9A-7P Su 9A-7P	8	60 60	\$0.00 \$0.00	\$0.00 \$0.00	0.6%	4.8	\$0.00 \$0.00	101,600	\$0.00 \$0.00	58,600 59,700	2.7%	1
	M-Su 7P-12M	25	60	\$0.00	\$0.00	0.7%	5.0	\$0.00	95,000	\$0.00	55,200	2.6%	1
/ARH-FM 106.5		1008		\$37.15	\$37,450.00	0.4%		\$109.38	7.956.800	\$4.70	566.300	26.3%	14
	09/23, 09/30, 10/07, 10/	14, 10/21,	, 10/28, 11	/04, 11/11, 11	/18, 11/25, 12/0	2, 12/09)							
		882		\$42.46	\$37,450.00	0.4%	299.6		6,962,200	\$5.37	560,600	26.0%	12
One Week Total	M-F 10A-3P	63 15	60	\$42.46 \$125.00	\$2,675.00 \$1.875.00	0.4%		\$125.00 \$208.33	497,300 205,500	\$5.37 \$9.12	197,900	9.2%	2
	M-F 7P-12M	10	60	\$10.00	\$100.00	0.1%	1.0	\$100.00	30,000	\$3.33	23,100	1.1%	1
	Sa 9A-7P	10	60	\$30.00	\$300.00	0.5%	5.0	\$60.00	105,000	\$2.86	55,400	2.6%	1
	Su 9A-7P	12	60	\$20.00	\$240.00	0.4%	4.8	\$50.00	110,400	\$2.17	52,000	2.4%	2
wks (12/23 12/30)	M-Su 7P-12M	16	60	\$10.00	\$160.00 \$0.00	0.1%	42.8	\$100.00	46,400	\$3.45	34,000	1.6%	1
Dne Week Total		63		\$0.00	\$0.00	0.4%	21.4	\$0.00	497.300	\$0.00	197,900	9.2%	2
	M-F 10A-3P	15	60	\$0.00	\$0.00	0.6%	9.0	\$0.00	205,500	\$0.00	101,500	4.7%	2
	M-F 7P-12M	10	60	\$0.00	\$0.00	0.1%	1.0	\$0.00	30,000	\$0.00	23,100	1.1%	1
	Sa 9A-7P	10	60	\$0.00	\$0.00	0.5%	5.0	\$0.00	105,000	\$0.00	55,400	2.6%	1
	Su 9A-7P M-Su 7P-12M	12	60	\$0.00 \$0.00	\$0.00	0.4%	4.8	\$0.00	110,400	\$0.00	52,000	2.4%	2
	IN OUT I TEM	10	00	00.00	0.00	0.170	1.0	40.00	40,400	90.00	04,000	1.070	<u> </u>
NFUN-FM 95.5		468		\$60.90	\$28,500.00	0.4%	180.0	\$158.33	3,906,000	\$7.34	369,700	17.2%	10
0 wks (09/09, 09/16,	09/23, 09/30, 10/14, 10/		11/25, 12	/09, 12/16)									
One Week Total		390 39		\$73.08 \$73.08	\$28,500.00 \$2,850.00	0.4%		\$190.00 \$190.00	3,255,000	\$8.80 \$8.80	362,900	16.9% 6.3%	9
THE WEEK TOTAL	M-F 6A-7P	39	60	\$73.08	\$2,850.00	0.4%		\$190.00	325,500	\$8.80	135,800	5.3%	1
	Sa 10A-7P	6	60	\$40.00	\$240.00	0.4%		\$100.00	55,800	\$4.30	33,900	1.6%	1
	Su 10A-7P	6	60	\$40.00	\$240.00	0.3%	1.8	\$133.33	42,600	\$5.63	26,500	1.2%	1
	M-W 6A-7P	12	60	\$110.00	\$1,320.00	0.4%	4.8		99,600	\$13.25	62,600	2.9%	1
wks (12/23, 12/30)		78		\$0.00	\$0.00 \$0.00	0.4%	30.0	\$0.00	651,000	\$0.00	206,500	9.6%	3
AND WEEK IVIAI	M-F 6A-7P	15	60	\$0.00	\$0.00	0.4%	6.0	\$0.00	127,500	\$0.00	81,000	3.8%	1
	Sa 10A-7P	6	60	\$0.00	\$0.00	0.4%	2.4	\$0.00	55,800	\$0.00	33,900	1.6%	1
	Su 10A-7P	6	60	\$0.00	\$0.00	0.3%	1.8	\$0.00	42,600	\$0.00	26,500	1.2%	1
	M-W 6A-7P	12	60	\$0.00	\$0.00	0.4%	4.8	\$0.00	99,600	\$0.00	62,600	2.9%	1
VHHL-FM 104.1		216		\$27.50	\$5,940.00	0.1%	33.6	\$176.79	657,600	\$9.17	140,000	6.5%	4
wks (09/09, 09/23, 1	0/07, 11/04, 11/18, 12/1		_	P00 07	PF 0 10 0	0.1%	001	2002 T	400 000	810.00	401.000	6.1%	
One Week Total		162		\$36.67	\$5,940.00	0.1%	25.2	\$235.71 \$235.71	493,200	\$12.22 \$12.22	131,000	6.1% 2.0%	3
	M-F 1P-7P	15	60	\$50.00	\$750.00	0.1%	3.0	\$250.00	51,000	\$14.71	32,200	1.5%	1
	Su 10A-7P	12	60	\$20.00	\$240.00	0.1%	1.2	\$200.00	31,200	\$7.69	15,200	0.7%	2
wks (12/23, 12/30)		54		\$0.00	\$0.00	0.1%	8.4	\$0.00	164,400	\$0.00	71,900	3.3%	2
ne Week Total	M-F 1P-7P	27	60	\$0.00	\$0.00 \$0.00	0.1%	4.2	\$0.00 \$0.00	82,200	\$0.00 \$0.00	44,000	2.0%	1
	M-F 1P-7P Su 10A-7P	15	60 60	\$0.00 \$0.00	\$0.00 \$0.00	0.2%	3.0	\$0.00	51,000	\$0.00 \$0.00	32,200	0.7%	1
VIL-FM 92.3 2 wks (09/09, 09/16,	09/23, 09/30, 10/07, 10/		10/28, 11	\$27.36 /04, 11/11, 11		0.3%		\$101.63	5,117,000	\$4.89	513,000	23.8%	10
		780		\$31.92	\$24,900.00	0.3%		\$118.57	4,386,000	\$5.70	504,700	23.4%	8
One Week Total		65		\$31.92	\$2,075.00	0.3%	17.5	\$118.57	365,500	\$5.70	164,600	7.6%	2
	M-F 7A-7P	20	60	\$80.00	\$1,600.00	0.4%	8.0	\$200.00	154,000	\$10.39	95,100	4.4%	1
	Sa 10A-7P Su 10A-7P	10	60 60	\$20.00 \$15.00	\$200.00 \$150.00	0.4%	4.0	\$50.00 \$50.00	85,000 69,000	\$2.35 \$2.17	46,600 38,400	2.2%	1
	M-Su 7P-12M	25	60	\$5.00	\$150.00	0.3%	2.5	\$50.00	57,500	\$2.17	37,500	1.7%	1
wks (12/23, 12/30)		130		\$0.00	\$0.00	0.3%	35.0	\$0.00	731,000	\$0.00	261,400	12.1%	2
Dne Week Total		65		\$0.00	\$0.00	0.3%	17.5	\$0.00	365,500	\$0.00	164,600	7.6%	2
	M-F 7A-7P	20	60	\$0.00	\$0.00	0.4%	8.0	\$0.00	154,000	\$0.00	95,100	4.4%	1
	Sa 10A-7P		60 60	\$0.00 \$0.00	\$0.00 \$0.00	0.4%	4.0	\$0.00 \$0.00	85,000 69,000	\$0.00 \$0.00	46,600 38,400	2.2%	1
)	Su 10A-7P	10											

\$0.00 0.1% 2.5 \$0.00

37,500

\$0.00

1.7% 1.5

M-Su 7P-12M

25 60 \$0.00

Fall Digital

- 11,080,500 impressions
 - Facebook/Instagram
 - Snapchat
 - Fullscreen Interstitials
 - Cross Platform Display
 - Pre-roll Video
 - Connected TV & OTT
 - Cross Platform Podcast
 - Streaming Music
 - Target: FTC, Transfer, Graduate,
 - Adult Learners, Parents

Agency Information

Contact: Justin Roberts, robertsju@umsl.edu

Billing Contact: Tom Schiller, tschills1@gmail.com

8240 N Mopac Ekpy, Suite 250 Austin, TX 78759 T

Sales Contact: Brenton Riley, brenton@q1media.com

Account Management Contact: Luis Luna, luis.luna@q1media.com

Line Item	Start Date	End Date	Creative Size	Net Rate	Add'l Notes	Туре	Impression
Newsfeed & Sponsored Posts - Facebook & Instagram - A18-21 - GEO: St Louis DMA	8/15/2024	9/30/2024	1200x628 Image & Copy	\$6.00	Traditional/1st Time Students	СРМ	300,000
Mobile/Tablet Fullscreen Interstitials - A15-18, Soon-to-graduate or Recently Graduated from High School - GEO: St Louis DMA	8/15/2024	9/30/2024	320x480, 480x320, 1024x768, 768x1024	\$13.00	Traditional/1st Time Students	CPM	65,000
Cross-Platform Display - A15-18, Soon-to-graduate or Recently Graduated from High School - GEO: St Louis DMA	8/15/2024	9/30/2024	300×250, 728×90, 160×600, 300×600, 320×50	\$5.00	Traditional/1st Time Students	CPM	400,000
Cross-Platform Pre-roll - A15-18, Soon-to-graduate or Recently Graduated from High School - GEO: St Louis DMA	8/15/2024	9/30/2024	300x250, 728x90, 160x600, 300x600, 320x50	\$16.00	Traditional/1st Time Students	CPM	125,000
Cross-Platform Podcast/Music Audio - A15-18, Soon-to-graduate or Recently Graduated from High School - GEO: St Louis DMA	8/15/2024	9/30/2024	:15 or :30 sec	\$24.00	Traditional/1st Time Students	СРМ	45,000
Newsfeed & Sponsored Posts - FB/IG - A19-24, Enrolled full-time at a 2-yr college, Interested in 4-yr degree - GEO: St Louis DIMA	8/15/2024	9/30/2024	1200x628 Image & Copy	\$6.00	Transfers	СРМ	320,000
Mobile/Tablet Fullscreen Interstitials - A19-24, Enrolled full-time at a 2-yr college, or Recently Earned Assoc. Degree, Interested in 4-yr degree - GEO: St Louis DMA	8/15/2024	9/30/2024	320x480, 480x320, 1024x768, 768x1024	\$13.00	Transfers	СРМ	70,000
Cross-Platform Display - A19-24, Enrolled full-time at a 2-yr college, or Recently Earned Assoc. Degree, Interested in 4-yr degree - GEO: St Louis DMA	8/15/2024	9/30/2024	300x250, 728x90, 160x600, 300x600, 320x50	\$5.00	Transfers	CPM	440,000
Cross-Platform Pre-roll - A19-24, Enrolled full-time at a 2-yr college, or Recently Earned Assoc. Degree, Interested in 4-yr degree - GEO: St Louis DMA	8/15/2024	9/30/2024	:15 or :30 sec	\$16.00	Transfers	CPM	140,000
Cross-Platform Podcast/Music Audio - A13-24, Enrolled full-time at a 2-yr college, or Recently Earned Assoc. Degree, Interested in 4-yr degree - GEO: St Louis DMA	8/15/2024	9/30/2024	:15 or :30 sec	\$24.00	Transfers	CPM	50,000
Newsfeed & Sponsored Posts - FB/IG - A18-49 w/Some College Exp. but no Degree OR Interest in Edu or Career Change - GED: St Louis DMA	8/15/2024	9/30/2024	1200x628 Image & Copy	\$6.00	Adult Learners	СРМ	361,500
Aobile/Tablet Fullscreen Interstitials - A18-49 w/Some College Exp but no Degree OR Interest in 4-yr Edu for Career Change or Advance - GEO: St Louis DMA	8/15/2024	9/30/2024	320x480, 480x320, 1024x768, 768x1024	\$13.00	Adult Learners	CPM	75,000
Cross-Platform Display - Site RT OR A18-49 w/Some College Exp but no Degree OR Interest in 4-yr Edu for Career Change or Advance - GEO: St Louis DMA	8/15/2024	9/30/2024	300x250, 728x90, 160x600, 300x600, 320x50	\$5.00	Adult Learners	CPM	600,000
Cross-Platform Pre-roll - Site RT OR A18-49 w/Some College Exp but no Degree OR Interest in 4-yr Edu for Career Change or Advance - GEO: St Louis DMA	8/15/2024	9/30/2024	:15 or :30 sec	\$16.00	Adult Learners	CPM	153,000
Cross-Platform Podcast/Music Audio - A18-49 w/Some College Exp but no Degree OR Interest in 4-yr Edu for Career Change or Advance - GEO: St Louis DMA	8/15/2024	9/30/2024	:15 or :30 sec	\$24.00	Adult Learners	СРМ	45,000
Newsfeed & Sponsored Posts - FB/IG - A22-49, Holds Undergraduate Degree, Interest in Graduate Degrees & Entrance Exams - GEO: St Louis DMA.	8/15/2024	9/30/2024	1200x628 Image & Copy	\$6.00	Graduate	CPM	290,000
Mobile/Tablet Fullscreen Interstitials - A22-49, Holds Undergraduate Degree, Interest in Graduate Degrees & Entrance Exams - GEO: St Louis DMA	8/15/2024	9/30/2024	320x480, 480x320, 1024x768, 768x1024	\$13.00	Graduate	CPM	40,000
Cross-Platform Display - A22-49, Holds Undergraduate Degree, Interest in Graduate Degrees & Entrance Exams - GEO: St Louis DMA	8/15/2024	9/30/2024	300x250, 728x90, 160x600, 300x600, 320x50	\$5.00	Graduate	CPM	400,000
Cross-Platform Pre-roll - A22-49, Holds Undergraduate Degree, Interest in Graduate Degrees & Entrance Exams - GEO: 3: Louis DMA	8/15/2024	9/30/2024	:15 or :30 sec	\$16.00	Graduate	CPM	100,000
Cross-Platform Podcastl/Music Audio - A22-48, Holds Undergraduate Degree, Interest in Graduate Degrees & Entrance Exams - GED: 31 Louis DMA	8/15/2024	9/30/2024	:15 or :30 sec	\$24.00	Graduate	CPM	42,000
ewsfeed & Sponsored Posts - FB/NG - Parents A35-34, Has children aged 13-21 in household, Interest in Universities - GEO: St Louis DMA	8/15/2024	9/30/2024	1200x628 image & Copy	\$1,300.00	Parents	Flat	
lobile/Tablet Fullscreen Interstitials - Parents A33-34, Has children aged 13-21 in household, Interest in Universities - GEO: St Louis DMA	8/15/2024	9/30/2024	320x480, 480x320, 1024x768, 768x1024	\$13.00	Parents	CPM	30,000
ross-Platform Display - Parents A35-34, Has children aged 15-21 in household, Interest in Universities - GEO: St Louis DMA	8/15/2024	9/30/2024	300x250, 728x90, 160x600, 300x600, 320x50	\$5.00	Parents	CPM	300,00
ross-Platform Pre-roll - Parents A35-54, Has children aged 15-21 in household, Interest in Universities - GEO: St Louis DMA	8/15/2024	9/30/2024	:15 or :30 sec	\$16.00	Parents	CPM	60,000
ADDED VALUE - Cross-Platform Display - A15-18, Soon-to-graduate or Recently Graduate from High School, OR A19-24, Enrolled full-time at a 2-yr college, or Recently Barned Assoc. Degree OR Has children A15-21 in HH - GED: St Louis DMA	8/15/2024	9/30/2024	300×230, 725×90, 160×600, 300×600, 320×30	\$0.00		СРМ	400,000
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Special Education and TESTE

Physical Education PK-12 (ESEd)* Secondary Education (BSEd)*

Traditional, Accelerated, RN to BSN

SCHOOL OF SOCIAL WORK

SCHOOL OF ENGINEERING

Civil Engineering (BSCIE)

Electrical Engineering (BSEE)

Mechanical Engineering (ESME)

JOINT UNDERGRADUATE

ENGINEERING PROGRAM

Civil Engineering (BSCIE)

PRE-PROFESSIONAL

Bectrical Engineering (BSEE)

Mechanical Engineering (BSME)

require an emphasis area of study.

Pre-Occupational Therapy

Pre-Chiropractic

Pre-Dentistry

Pre-Medicine

Pre-Pediatric

Pre-Optometry

Pre-Pharmacy Pre-Physical Therapy

Pre-Physician Assistant

Pre-Veterinary Medicine

Pre-Law

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Social lestion Philosophy (BA) Physics (BA) Physics (BS) Astrophysics, Engineering, General, Biophysics Political Science (BA)* Psychology (BA) Callaborative Doline Program Psychological Sciences (BA, BS) Public Folicy Administration (ESPFA)* Nonprafit, Public Administration, Public Policy Sociology (BA, BS) Studie Art (BEA) Art Education, Graphic Design, Startio Practice Exploratory Pathways (formerly Undeclared) unsi.edu/ga/pathways Besiness and Gespolities. Creativity and Design Education and Social Change. The Human Experience. The Interconnected World, Mathematics and Scientific Research. Technology and Immystion

COLLEGE OF BUSINESS ADMINISTRATION

Accounting (BSAcc)" Basiness Administration (BSBA)* Entrepreneurship, Finance, Information Systems and featurebay, International Business, Management, Marieting, Supply Dairr Management Cybersecurity (BS)* Information Systems Information Systems and Technology (BS)*



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COLLEGE OF EDUCATION MASTERS Accounting (MAcc) Early Childhood Education (BSEd)* Higher Education (MEd) Applied Reltanier Analysis (MS) Early Childhood, Exercise Science and Wellness.

Biochemistry and Biotechnology (MS) Professional Science Park and Waseum Studies, Social Entrepreneurship, Biology (MS) Cell and Molecular Biology: Ecology, Evolution and Systematics: Protessional Science in Cellular and Welecular Biology Middle Schoel Education, Special Education, TESDL Business Administration (MBA) Accounting, Basiness Analytics, Cybersenarity, Finance, Information Systems and Technology, International Business. Management, Marketing, Supply Chain Management. Biology, Chemistry, English, Foreign Language (French, Spanish), Mathematics, Physics, Social Studies Chemistry (MS) Biochemistry, Inorganic, Organic, Physical Chemistry. Professional Science "These areas of study quality a student to participate in an Communication (MA) Accelerated Manter's program. These programs allow students Comparter Science (MS) te cam a condenation of a Eschelar's and a Master's degree with Counceling (MEd) fourier total credit lowers than would be required to complete each Clinical and Mental Health Counterling, School Counterling Creative Writing (MEA)

Criminalegy and Criminal Justice (MA)

COLLEGE OF NURSING

Cybersecurity (MS) Computer Science, Information Systems and Technology Economics (MA) Busiets's Economics Education (MEd) Curriculum and Instruction, Early Childhood Education. Intendisciplicary Studies, Reading, IESDI Educational Administration (MEd) Schoel Administration Educational Psychology (MEd) English (MA) Financial Technology (MS) History (MA) Museum, Henitage and Public History Information Sestems and Technology (MS) Mathematics (MA) Bata Science Philesophy (MA) Political Science (MA) Psychology (MA) Behaviaral Neuroscience Public Policy Administration (MPPA) Incluidualized emphasis, Local Government Management, Nengrobit Organization Management, Policy Research and Analysis tacheiur's degree at LMGL and be prepared to go to a Secial Work (MSW) professional school program. Pre-professional programs.

Special Education (MEd) Behavior Principles and Interventions, Inclusive Education, Transition Shalles Supply Chain and Analytics (MS)

EDUCATIONAL SPECIALIST

Education Administration (EDSP) Executive Superintendency, Initial Principal Certification, Special Education Program Director Certification School Psychology (EDSP)

DOCTORAL AND PROFESSIONAL

Bielegy (PhD) Cell and Molecular Biology, Ecology, Evolution and Behaviar: Integrative Biology Business Administration (DEA) Business Administration (PhO) Supply Chain and Analytics Chemistry Criminalogy and Criminal Justice (PhD) Educational Practice (EdD) Education (PhD) Counseling, Educational Leadership and Policy Studies, Educational Psychology, Teach-Learn Processes Mathematical and Computational Sciences (PhD) Computer Science Hursing (DNP) Acute Pediatric Nance Practitioner, Adult-Gerantalogy Narse Practitioner, Family Narse Practitioner, Primary Pediatric Narsa Practitioner, Psychiatric-Mental Health Nurse Practitioner,

Wenten's Health Narse Practitioner Nursing (PhD) Optometry (OB) Psychology (PhD)

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No matter where you are on your journey to higher education, the University of Missouri-St, Louis is here to help you become more. Because at UMSL, more is what moves us - and inspires us to help you discover more of what moves you!

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2024-2025 Viewbook

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pi including over 80,000 graduates living in the St. Louis region and more than 30,000 adarmatic across the country and globe, will help you on your way to grantare the standard chart your own path to more. UMSL will be the catalyst for your personal, educational and professional growth, electing tools to turn your aspirations into reality.

on of who As a new student at UMSL, we want you to know that UMSL is committed to your were an approximate the power background. It makes us very provid to say we have one of the moster culturally and which includy diverse and that were built a community where will be all are welcome and all are supported and encouraged to due their very best.

To learn more about UMSL just explore the following pages. Here you'll find a sampling of all we have to offer with links to further information and how to reach how. We look forward to hearing from you - and to joining you on your journey of becoming who and what you were meant to be.

Landing Page: more.umsl.edu

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MORE Is what moves us

No matter where you are on your journey to higher education, the University of Missouri–St. Louis is here to help you become more. **Because at UMSL, more is what moves us – and inspires us to help you discover more of what moves you!**

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UNIVERSITY OF MISSOURI-ST. LOUIS







Student Affairs

Jessica Long-Pease Vice Provost for Student Affairs

UMSL HR Updates

All Staff Meeting September 2024

Spirit Fri-YAYS

UMSL Graduates

Upcoming Events



Spirit Fri-YAY!

We're launching a fun initiative to celebrate our campus spirit and camaraderie.

We invite all members of the UMSL community to don our university colors with pride.

On random Fridays throughout the fall semester, our HR and Student Affairs team will be on the lookout for those wearing the UMSL hues. If you catch their attention, you might receive a sweet treat!





Congratulations 2023 UMSL Graduates!

- Pallavi Aggarwal
- Karen Allman
- Jacquelyn Bongard
- Kayla Bowling
- Christina Castellano
- Magda Conley
- Meagan Conwell
- Heather Cowan
- Irie Enriquez
- Danielle Faucett
- Jason Gallagher

- Rachel Goldmeier
- Claire Greene
- Jenna Haddock
- Stephen Harvey
- Andrew Holman
- Wyatt Humrichous
- Amy Hunter
- Anida Junuzovic
- Shereka Kemp
- Andrew Kliethermes
- Katie Kyles

- Jaemica Logan
- Jennifer Lunceford
- Jared McClellan
- Robert Morris
- Johnna Murray
- Nicholas Nonez
- Layne Paubel
- Jennifer Petrie
- Brooks Propst
- Allegra Puls
- Erika Rose

- Ashton Schneidler
- Tamala Stallings
- Danielle Stallins
- Kylie Thorwardson
- Princess-Abiguail Timothy
- Melissa Travers
- Yiuman Tse
- Eboni Valentine
- Madelyn Werre
- Kalekidan Yeshiwas
- Nicole Yingst

Tuition Benefit for Benefit-Eligible Employees

For details: www.umsystem.edu/totalrewards/benefits/education

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Infographic by the Total Rewards Department, University of Missouri System, 2014



Available via email

• HR Updates, published once a month, also has a list of events

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Available online

- www.umsl.edu/services/hrs/employee-engagement
- All year and seasonal events
- Employee recognition programs

Available online

- www.umsl.edu/services/hrs/professionaldevelopment
- Training/development by semester

Upcoming Events

- Pulse Survey Debrief
 - Wednesday, September 25
 - 3-4 pm
 - Via Teams
- Explore UMSL: Touhill Performing Arts Center
 - Thursday, October 3
 - 11:30 am 12:30 pm
- Pulse Survey Opportunity to Provide Feedback
 - October 9 16
- Open Enrollment
 - October 21 November 1



Thank you for Attending!

The next All-Staff Meeting is November 21, 2024.

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