

# Communications Dashboard — August 2022

## Contact webpage redesign

## Digital

- **Email performance (past 30 days)**
  - 2841 sends
  - 71% open rate
  - 24% click rate
- **Email and/or text communications**
  - Enrollment Emails
  - DNC Forum
  - Google Compass Durham
  - Omni Seaport
  - George Washington University
  - Miscellaneous
  - Plan 108 SMM
- **Internal communications**
  - Mobile Security
- **What's next for September?**
  - SMM mailing
  - HIPAA training
  - Snack & Learn Cybersecurity
  - Harassment prevention training

## Social Media

## Travel improvement

## Food Service BAAG redesign

## Opt-in (Totals as of 9/1/22)

Compliance email:	21,591	↓ 1880
General email:	30,672	↓ 2211
General text:	32,246	↓ 1372

## Print

- **Enrollment postcards**
  - DNC Forum
  - Google Compass Durham
  - George Washington University
- **Pre-enrollment materials**
  - Houston Host cost comparison
  - Houston Host plan comparison
  - Houston OTG cost comparison
  - Houston OTG plan comparison
- **Travel improvement**
  - Flyer with envelope

## Mobile security

## Newsletter

View previous dashboards at [uhh.org/dashboards](http://uhh.org/dashboards)