

PACE UNIVERSITY

UNIVERSITY RELATIONS

2024–2025 Annual Report

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UNIVERSITY RELATIONS BY THE NUMBERS

\$27M

in grants and
capital funding*

280+

In-house marketing projects
(including photo/video shoots)

53M

social media impressions

4,900+

University events

16,743

media mentions

350+

academic program
web pages launched

120M+

brand awareness
campaign impressions

3.3M+

visits to Pace.edu

235K+

social media
followers

7.8M

U.S. News & World Report
rankings campaign
impressions

9

gold marketing awards

*Support for new and unlocked funding

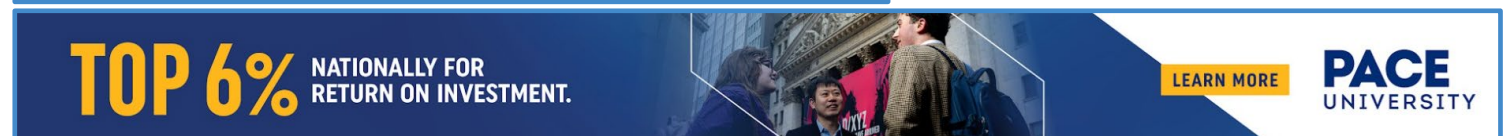
BRAND CAMPAIGN

Brand Campaign: FY24–25

This year's brand campaign delivered bold new creative, refreshed messaging, and real results—positioning Pace as a leader in real-life learning. The campaign strategically employed a mix of traditional mass media and digital and social tactics aligned with the target audience. New visual elements like orthogonal projection and color updates, paired with messaging focused on outcomes and student success, helped boost performance and combat ad fatigue.

Quick Hits:

- **120+** million impressions
- **Clicks up 71%** year over year
- **CTR up 44%** year over year
- Website **engagement up 32.7%**
- Messaging consistently spotlighted **real-life learning** and actual **student work**



NATIONAL PROGRAM RANKINGS ON THE RISE

University Relations led a focused campaign to elevate Pace's academic reputation among higher education influencers. Aligned with grad and undergrad survey periods, strategic messaging and compelling creative drove increased visibility for key programs helping to position Pace as a leader in fields like AI, public administration, nursing, and economics—resulting in **six programs improving in national *U.S. News & World Report* rankings.**



From Classroom to Capitol Hill:

FUELING INNOVATION

At Pace University's Seidenberg School of Computer Science and Information Systems, undergraduate research is a cornerstone of the academic experience—one which not only provides students the opportunity to dive deeply into a research topic, but to make a contribution to the advancement of technology and its many uses in business and society.

In the past year alone, Seidenberg students and faculty have undertaken exciting and impactful research projects across a variety of fields. Seidenberg's prominent summer research experience, the Seidenberg Summer Undergraduate Research Program (SSUR), gives students hands-on experience conducting and presenting cutting-edge work under the guidance of expert faculty.

Students get to engage in research in diverse areas like education technology and artificial intelligence. Through opportunities with SSUR or through the Pace University Center of Undergraduate Research, students get to push themselves by tackling real-world problems, developing technical expertise, and gaining valuable research experience presenting their work in academic settings and preparing for graduate school.

The 2024 SSUR included participation in the Computer Research Association's (CRA) UR2PhD program, a standout initiative that bridges the gap between research at the undergraduate level and graduate and doctoral studies. As a

A portrait of a young woman with dark hair, smiling, with her arms crossed. The background is a soft-focus outdoor scene.

PACE PSYCHOLOGY CONNECTS EMPATHY TO OPPORTUNITY.

LEARN MORE

PACE UNIVERSITY
Dyson College of Arts and Sciences

MEDIA VISIBILITY

By strategically elevating our faculty's voices in the media, University Relations is helping build Pace's academic reputation and position our scholars as leaders on some of the world's most pressing topics. Through proactive storytelling, targeted pitching, and strong media relationships, the team secured more than **16,743 media mentions** during the 2024–2025 academic year—spotlighting faculty expertise, institutional impact, and student achievement in top-tier outlets. This sustained visibility reinforces Pace's role in national conversations across higher education, policy, and culture.

By the Numbers:

- **16,743+** total media mentions
- **150** placements in top-tier national outlets
- **243** in regional outlets
- **63** international features
- **1,117** mentions on News 12 Networks
- **21** stories tied directly to academic spires

Key Topics:

- Artificial Intelligence
- Law and Legal Ethics
- Immigration and Public Policy
- Economics
- Business and Technology
- Higher Education and Student Success



Leadership Media Highlights

President Marvin Krislov's thought leadership was prominently featured in national and industry-leading outlets, with op-eds published in ***The Washington Post***, ***Crain's New York Business***, ***The Chronicle of Higher Education***, and ***Diverse: Issues in Higher Education***.

Major Outlets:

The Atlantic



The New York Times



THE WALL STREET JOURNAL

The Washington Post

STRATEGIC PARTNERSHIPS AND ADVOCACY

Pace's mission was advanced through **29 partnerships in Westchester County and 43 in NYC** in 2024–2025. These collaborations connected Pace to a wide range of influential constituencies—from government leaders and business executives to nonprofit changemakers and cultural institutions—creating real-world learning experiences for students and reinforcing our commitment to public service, innovation, and community well-being.

Key initiatives included a mental health partnership with the RADical Hope Foundation, a 35-year collaboration with Susan G. Komen for the Cure, targeted and organic relationship-building with the New York City Council, and civic engagement events like the Hudson Valley Digital Conference and Commission on Independent Colleges and Universities Student Lobby Day.

72 partnerships



GRANTS AND FUNDING

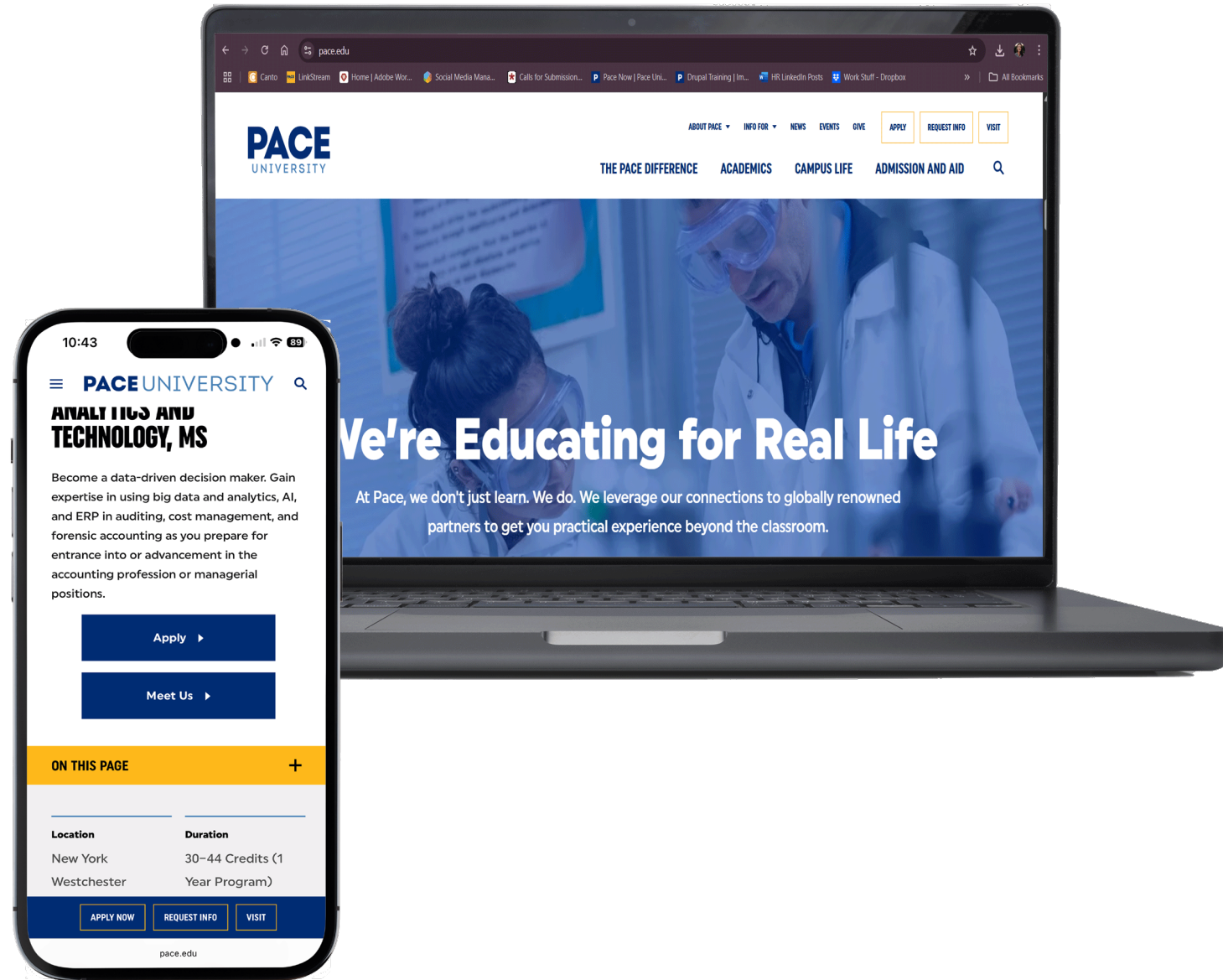
Through strategic advocacy, relationship-building, and consistent public affairs engagement, University Relations helped obtain and unlock nearly **\$27 million** in grant funding and capital support for Pace University in 2024–2025. These efforts directly advanced major institutional priorities—most notably the renovation of One Pace Plaza East and critical infrastructure enhancements.

\$27M in grants and
capital funding



WEBSITE

The University's web presence is central to Pace's strategy, and University Relations excels at leveraging it to enhance visibility, support enrollment, and communicate our distinct value. This year, we redesigned the homepage and overhauled **350+ academic program pages** (500K+ annual views, traffic increase of 21% on average YOY), improved mobile performance and SEO, and created audience-focused content that drives engagement. Highlights include a full homepage redesign, a Haub Law site redesign, a nationally recognized AI microsite discovered by Google organizers, and a Giving Tuesday homepage campaign that boosted donor engagement. Overall, **Pace.edu** received **3.3M+ sessions**.



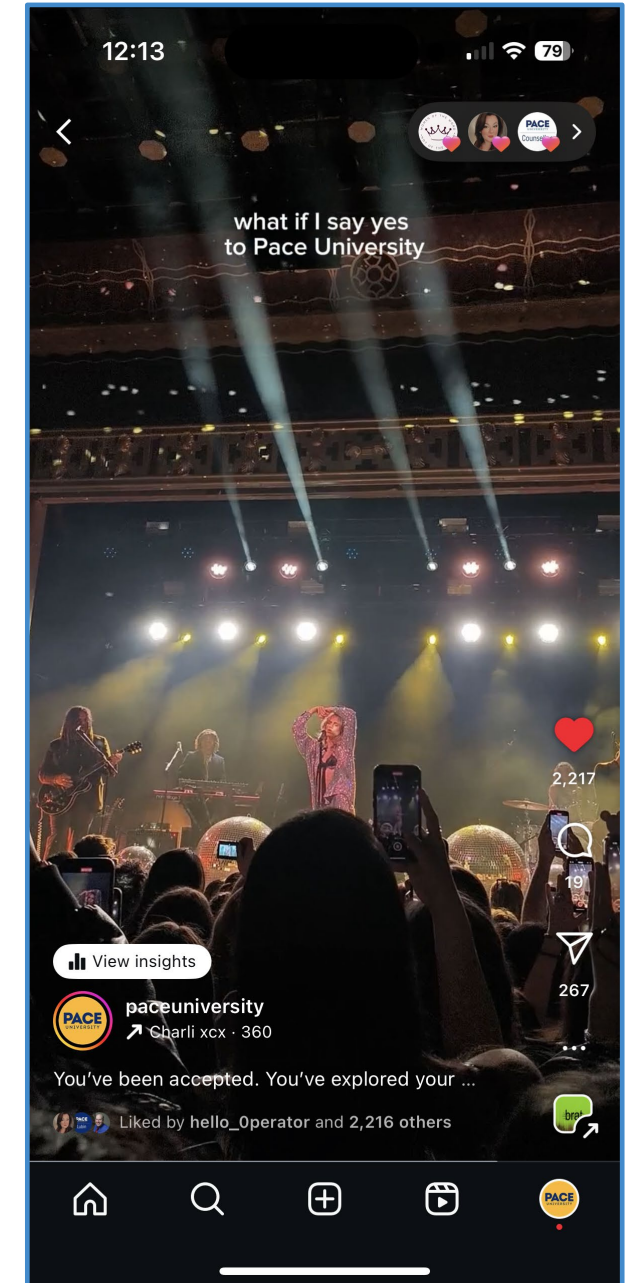
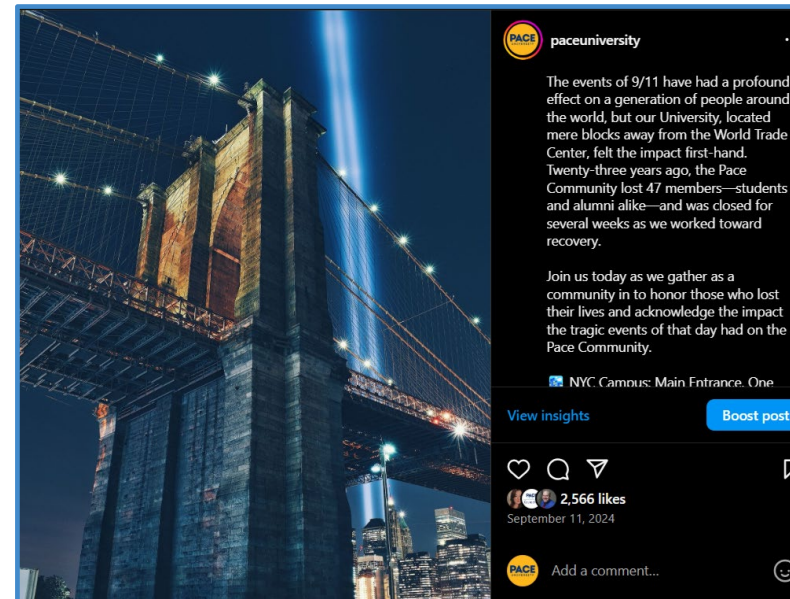
SOCIAL MEDIA

With more than 235,000 followers, 53 million impressions, and 132,000 likes across platforms, the @PaceUniversity channels are the primary drivers of brand visibility, voice, and reputation.

@PaceUniversity By the Numbers:

- **53M** impressions on social
- **235K+** fans on social
- **3K+** posts on social
- **6%** overall audience growth YOY (outpacing industry averages)
- **19%** audience growth YOY on Instagram

Follow @PaceUniversity:

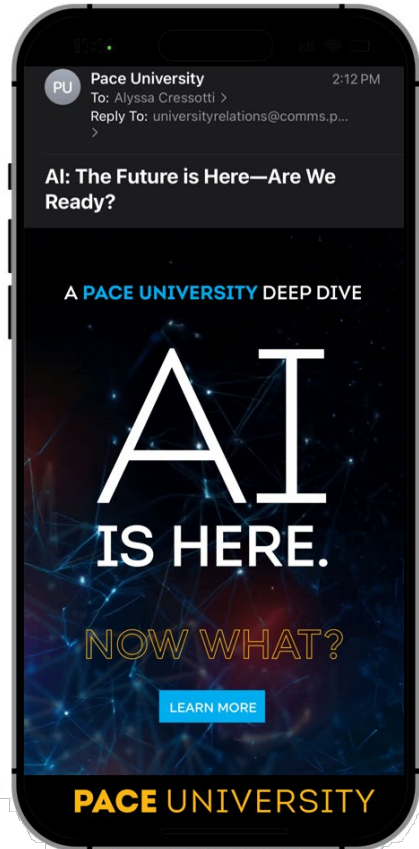


CREATIVE AND CAMPUS AESTHETICS

Pace's Creative team shapes how the University is seen and felt—on campus, online, and in the world—through photography, video, design, marketing materials, and branded environments. This year, they produced more than **50+ photo shoots and a dozen video productions** and designed **225+ marketing projects** that fueled campaigns for undergraduate and graduate enrollment and leadership materials.



EDITORIAL AND PUBLICATIONS



Introducing *AI Is Here. Now What?: A Pace University Deep Dive*

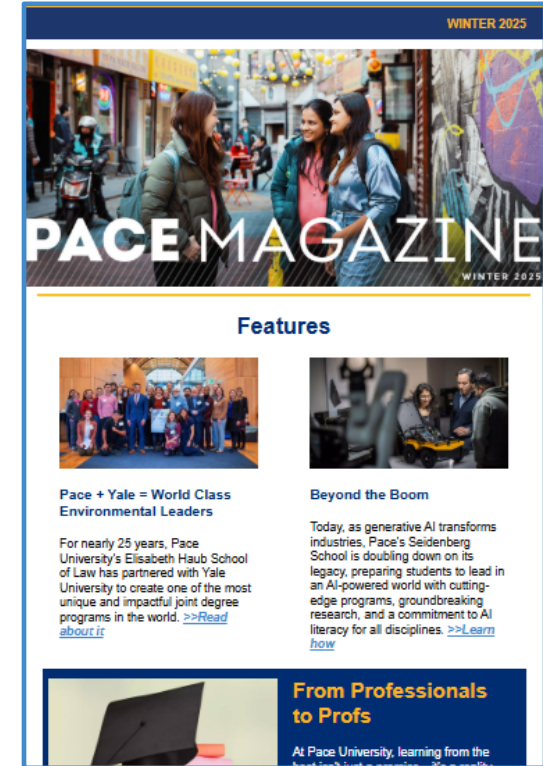
To position Pace as a thought leader in one of the most consequential conversations of our time, we launched a bold digital pub that showcases our faculty's expertise and our institution's commitment to ethical innovation. The launch generated more than **2,500 page views, 78K+ social impressions**, and email engagement rates higher than industry benchmarks.

[>> Read the deep dive](#)

Pace Magazine

Pace Magazine builds pride, strengthens reputation, and connects alumni and friends to the University. Published twice a year, this award-winning digital publication celebrates the people and progress shaping Pace's future. This year's issues highlighted the University's leadership in AI, the value of the humanities, and voices driving impact across the arts, sciences, and global advocacy—earning **115K+ social impressions** and email engagement rates well above industry benchmarks.

[>>Read *Pace Magazine*](#)



Big Numbers:

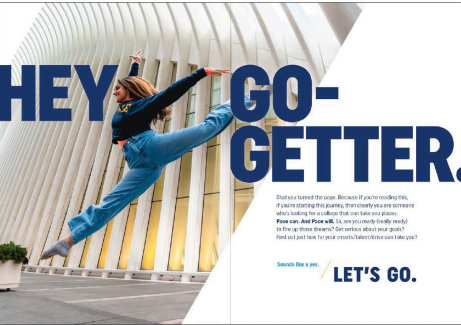
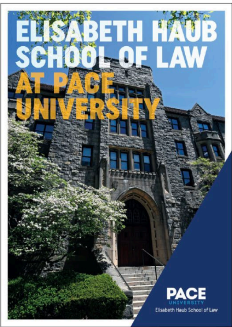
- **120+** articles published
- **60+** students interviewed
- **80+** faculty and staff interviewed
- **10** issues of *Pace Now*

AWARD-WINNING WORK

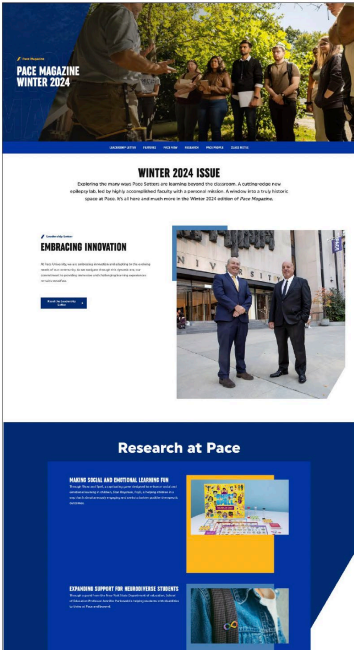
Pace University earned **19 national awards** across two major competitions—the Collegiate Advertising Awards and the 12th Annual EDM Awards—in recognition of our bold, strategic, and creative marketing work.

Our projects ranged from large-scale campaigns like the **Times Square digital billboard** and **USTA brand takeover** to the ***Pace Magazine*** series.

 **9** gold awards



Winter 2024 edition of Pace Magazine.



Summer 2024 edition of Pace Magazine

