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

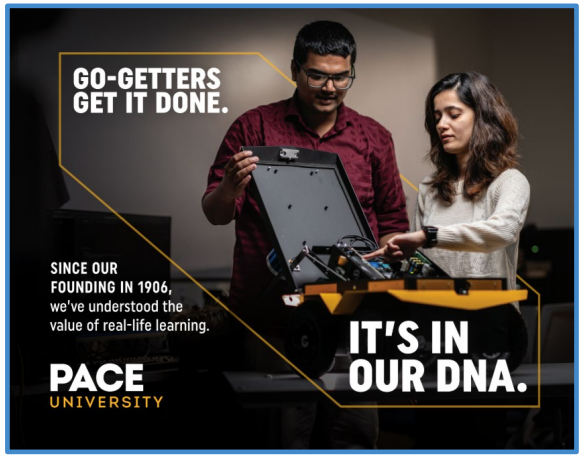
Brand Campaign: FY24–25

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.**

BEST U.S.News & WORLD REPORT RANKINGS







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

BBC

The New York Times

REUTERS®

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

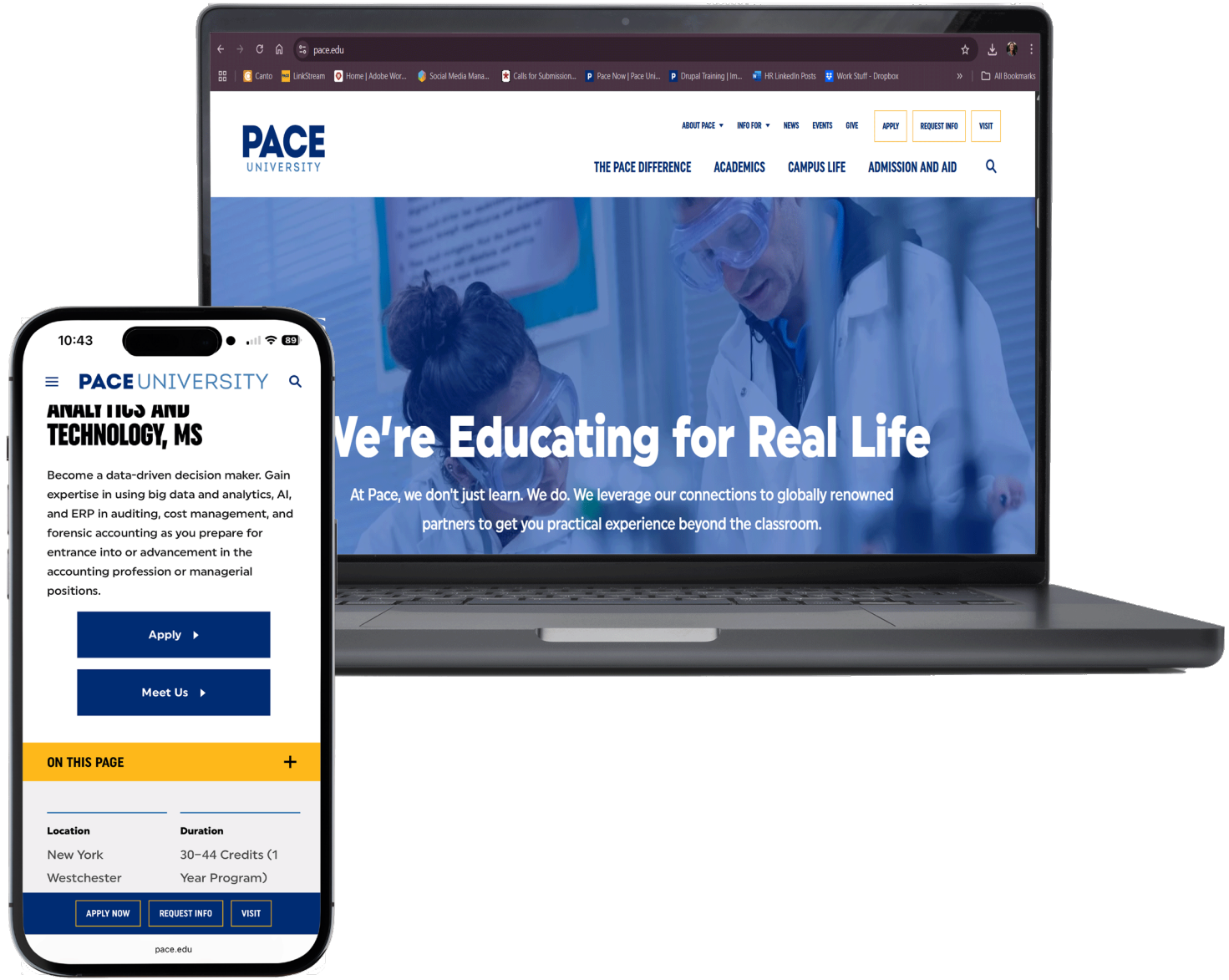
Through strategic advocacy, relationship-building, and consistent public affairs engagement, University Relations helped obtain and unlock nearly **$27 million** in grant funding and capital support for Pace University in 2024–2025. These efforts directly advanced major institutional priorities—most 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

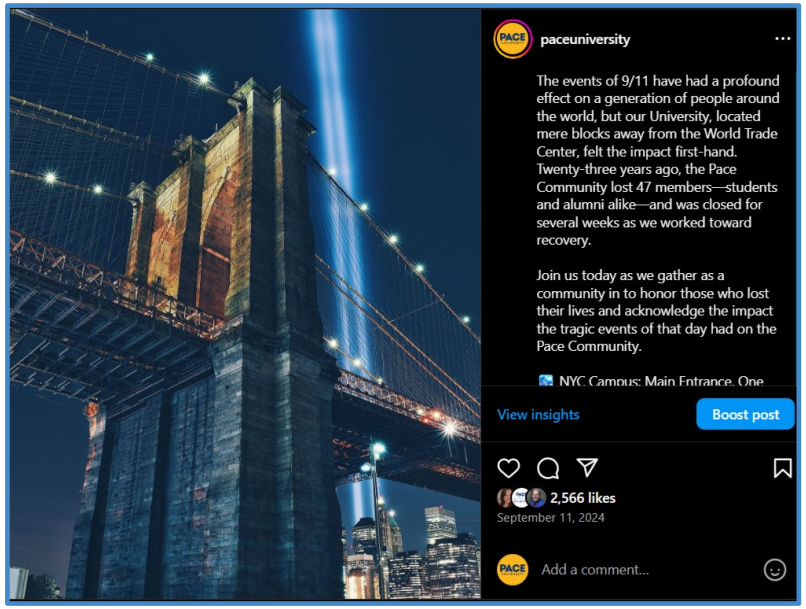
With more than 235,000 followers, 53 million impressions, and 132,000 likes across platforms, the @PaceUniversity channels are the primary drivers of brand visibility, voice, and reputation.

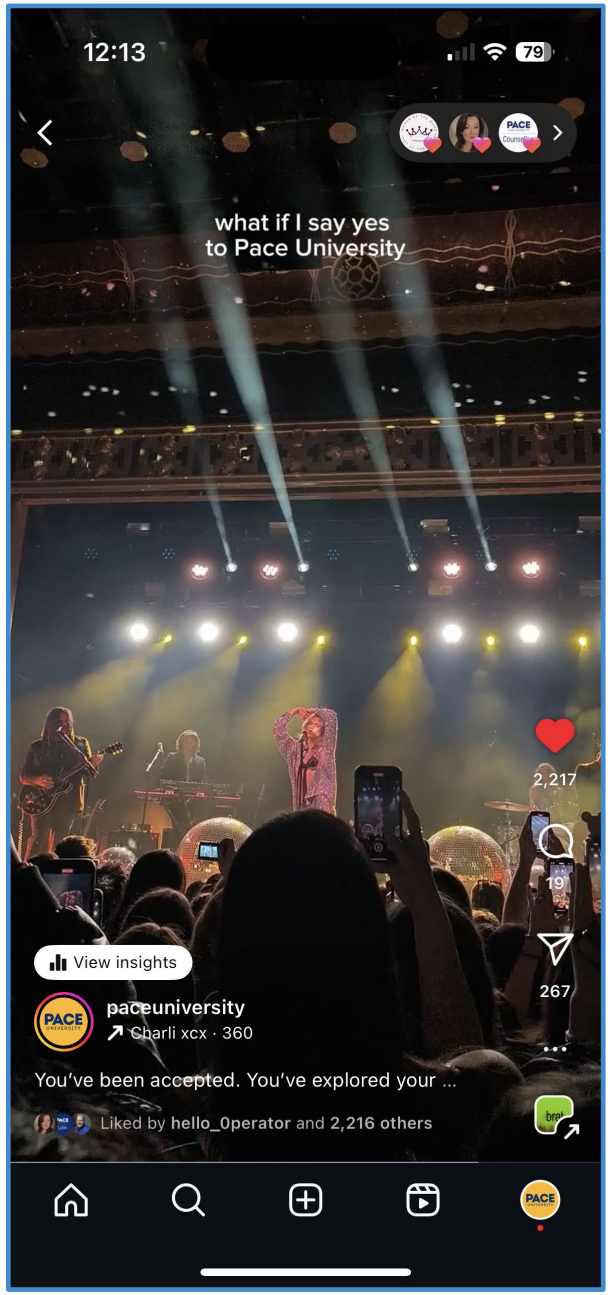
@PaceUniversity By the Numbers:

- **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.

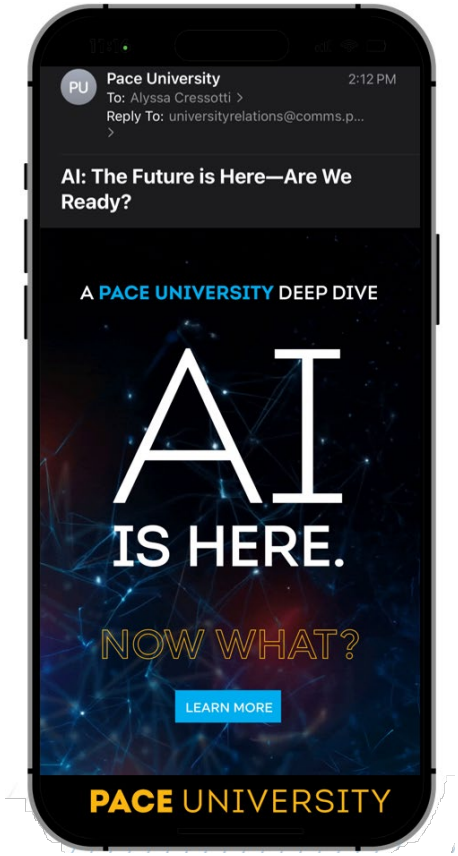








EDITORIAL AND PUBLICATIONS



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

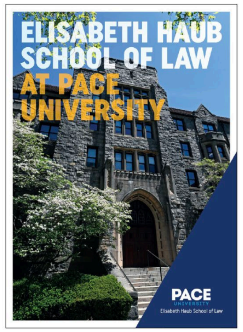
AWARD-WINNING WORK

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.

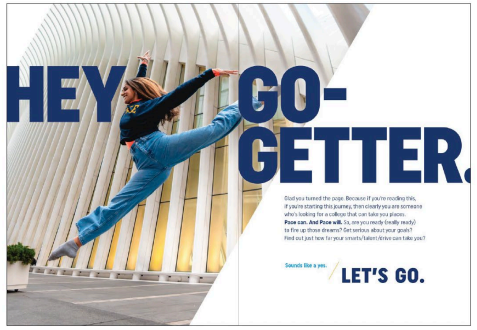
9 gold awards



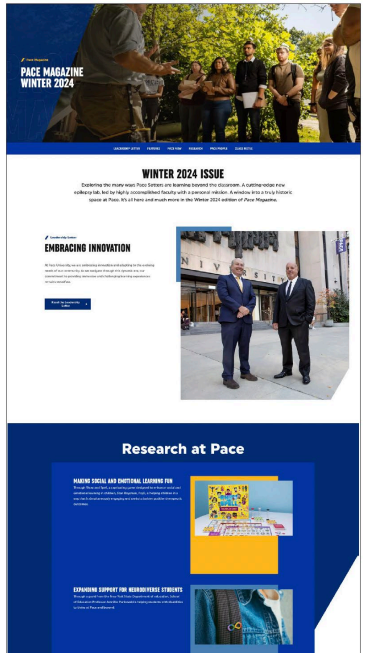








Winter 2024 edition of Pace Magazine.



Summer 2024 edition of Pace Magazine

