



## Strategic Planning Goal #3

Widely Known Across Michigan as a Sought after Institution of Higher Learning

### Social Media Followers as of June 2017

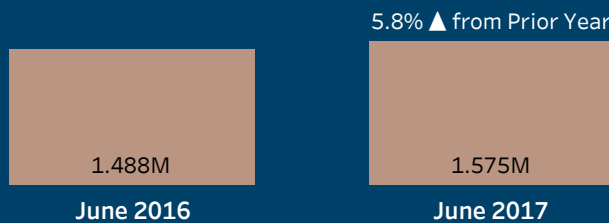
Target: 10% Increase in Social Media Followers by June 2017



### Website Performance as of June 2017

#### New Visitor Sessions

Target: 7% Increase in New Web Visitors by June 2017



#### Overall Search Engine Traffic

Target: 7% Increase in Search Engine Traffic by June 2017

