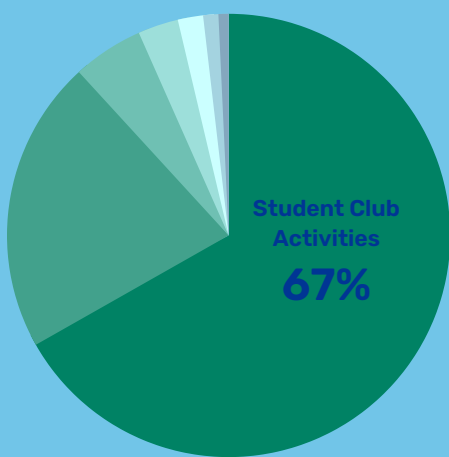
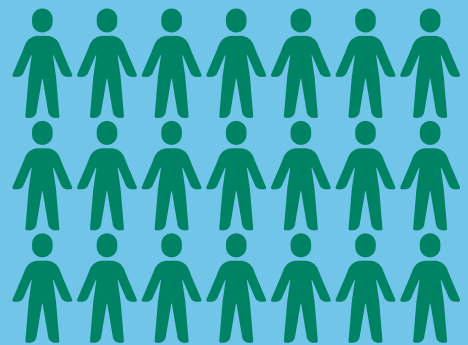


Pitt Global Hub 2022 Impact Report

As a public and vibrant space on campus with a mission to increase student accessibility to global and international engagement opportunities, here's how the Global Hub achieved its goals over AY2021-2022.

Students Served

We've served **over 475 students** in AY22. This includes undergraduate and graduate students who have attended our events, interacted with us on Discord, and met with our Ambassadors.



Events & Activities

We've become a go-to resource for cultural clubs and language tables. **Nearly 67% of our programs were student club activities**, followed by cultural events (21%), information sessions (5%), and workshops (3%).

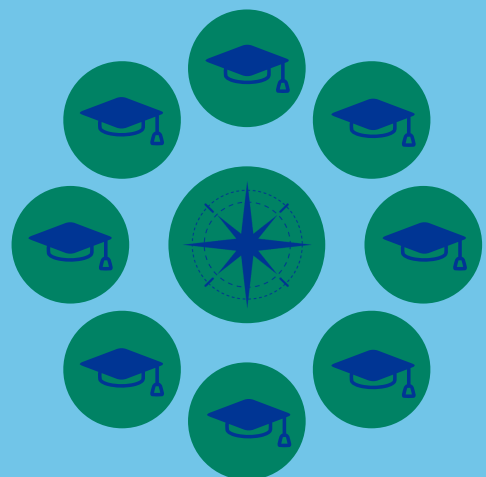
We've collaborated with over 15 student clubs and language tables, including...

Addverse+Poesia, AQUARIUS, Arabic Language & Culture Club, Brazil Nuts, Chinese Language & Culture Club, Daehwa Korean Conversation Club, French Club, German Club, International Relations Club, Persian Language Table, Pitt Rainbow Alliance, Vietnamese Student Association, and more!

University Partners

While the majority of university partners are located within the Dietrich School of Arts & Sciences, the Hub has expanded our reach to collaborate with **Chemical Engineering, Student Affairs, GSPIA, the University Library System, the Center for Creativity, the Office of Diversity, Equity, and Inclusion, the Office of Sustainability, and more.**

We plan to widen our reach in AY22-23 to partner with additional constituents across the university.



30+
partners across
the university



Community Engagement

We've worked with various organizations both locally and nationally such as the **Holy Family Institute, the Alliance for Refugee Youth Support and Education, and the I Stand With Immigrants Initiative** in order to connect them with students and the overall university community.

Notable Collaborations



Swanson School of Engineering
Department of Chemical Engineering
"ChE Global Day 2021"



Alliance for Refugee Youth Support
and Education
"Empowered Afghan Youth Program"



ODEI, Student Affairs, AQUARIUS, Pitt Rainbow
"What's in a Name?: Legal Names and the
LGBTQIA+ Experience"



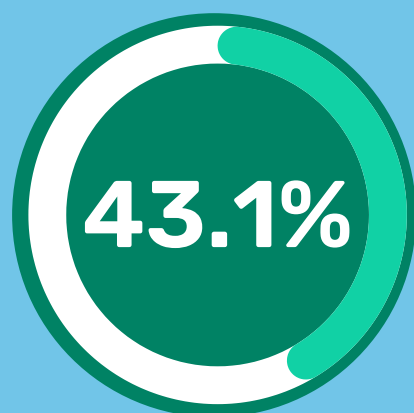
I Stand with Immigrants Initiative
"I Stand with Immigrants Day of Action"

Social Media Metrics

Our social media strategy has always prioritized connecting with students and been seen as an integral component to making global and international engagement more accessible.

Across Facebook, Instagram, and Twitter, our net audience growth was **43.1% in AY22** compared to the previous eight months. Our total engagements* was **2,487**, an increase of 2.9% from the previous eight months.

*Engagements includes the number of times users liked, replied to, retweeted, reacted to, commented on, shared, clicked, and saved posts.



Net Audience Growth

2,487

Total Engagements

Instagram Highlights



Net Follower Growth

275

Average Daily Impressions

1,375

Total Engagements



18-24 y.o.
41%

Audience by Age

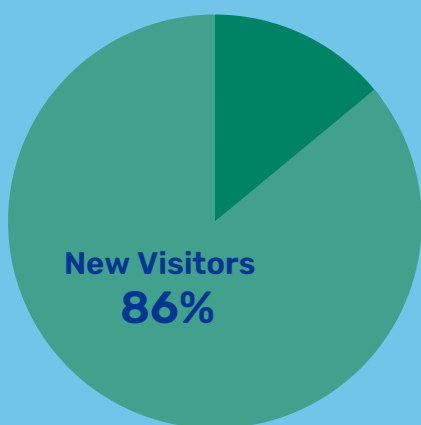
As our primary audience is university students, we focus the majority of our social media marketing on Instagram. Our Instagram performance provides a snapshot of how students are interacting with our content.

Website Metrics

AUDIENCE DATA

2,441

Total Users



New Visitors
86%

The Global Hub website contains information about the space, our programs, reservation policies, upcoming events, and more.

| Page | Unique Page Views |
|----------------------------|-------------------|
| Home Page | 1,267 |
| /reservations/spaces | 552 |
| /reservations/request-form | 347 |

The Hub has become a sought-after resource for various stakeholders across the university as an event space for programs with global and international content. As predicted, **within the top three pages with the highest unique pageviews in AY22 were those associated with our reservation process.**

Digital Environments

Due to COVID-19, we worked with Zebradog to create a mechanism that would allow users to control our touch-screen Engagement Wall using their mobile device. This would mitigate needing to touch the screen to interact with our Opportunity Quiz or scroll through upcoming events.

Our data shows that our Engagement Wall totaled **507 sessions** over AY22. A session is defined as period of time a user is actively engaged.



507

Total Sessions