

SUND
YESTERDAY
TODAY
Forever!



CHANCELLOR'S REPORT

JANUARY 2026

SOUTHERN UNIVERSITY
AT NEW ORLEANS

Dear Southern University System Board of Supervisors,

Welcome to this report highlighting two transformational initiatives that reflect Southern University at New Orleans' commitment to access, culture, and impact: the strategic marketing efforts supporting the Evening and Weekend College and the upcoming ancient Egyptian replica exhibition at SUNO Museum of Art (SUNOMA). Together, these initiatives represent more than programs or events—they reflect SUNO's role as a forward-thinking HBCU dedicated to meeting students and communities where they are, while boldly shaping spaces for education, cultural engagement, and historical understanding.

Our Evening and Weekend College marketing efforts are designed to expand opportunity for working adults, non-traditional students, and lifelong learners by increasing awareness, driving enrollment, and reinforcing SUNO as a flexible, student-centered institution rooted in excellence and access.

Complementing this work is SUNOMA's upcoming ancient Egyptian replica exhibition, the first major Egyptian replica exhibition of its kind hosted at an HBCU. This exhibition is a powerful act of cultural reclamation, education, and celebration. It invites audiences to explore Egypt's global legacy while drawing meaningful connections to New Orleans' traditions, architecture, symbolism, and cultural landscape—demonstrating how ancient civilizations continue to influence the modern world.

Together, these efforts underscore SUNO's mission to educate, inspire, and lead—through academic innovation, cultural storytelling, and community engagement. We invite you to review this report as a reflection of progress, vision, and the historic work underway at Southern University at New Orleans.

With gratitude and respect,

DR. JOSEPH BOUIE, JR.

Chancellor, *Southern University at New Orleans*



In the Know AT SUNO

EVENING AND WEEKEND COLLEGE MARKETING

Southern University at New Orleans' Evening and Weekend College (EWC) marketing strategy is a comprehensive, multi-channel campaign designed to expand access to higher education for working adults, non-traditional students, and career-focused learners. Leveraging targeted media partnerships, digital advertising, broadcast visibility, and culturally relevant storytelling, this campaign positions EWC as a flexible, high-quality pathway for degree completion and career advancement.

The strategy intentionally integrates awareness-building with strong calls-to-action, ensuring prospective students not only recognize SUNO's Evening and Weekend College offerings but are guided directly toward enrollment. By combining traditional media, streaming platforms, digital placements, and owned content assets, the campaign creates sustained market saturation while reinforcing SUNO's brand promise of opportunity, transformation, and student success.



Campaign Objective

- Increase enrollment in Evening and Weekend College programs.
- Reach adult learners, working professionals, parents, and returning students.
- Position SUNO as a flexible, student-centered HBCU with real-world outcomes.

Campaign Focus Areas

1. Awareness & Visibility
2. Adult & Non-Traditional Student Targeting
3. Conversion & Enrollment Action
4. Program Messaging & Storytelling

MARKETING SUMMARY

WWLTV Digital and Streaming Metrics:

- **98.86% completion rate** — This means almost everyone watched the SUNO commercial all the way through, which is extremely strong and higher than industry averages.
- The campaign reached **24,214 unique viewers** and showed the ad an average of 2 times per person, which is ideal for recall.
- **100% of impressions** ran on Connected TVs (the big screen in people's homes), which is the most valuable placement for branding.
- **Top streaming platforms** where viewers saw SUNO included LG Channels, Hulu, Tubi, A+E, The Roku Channel, Samsung TV Plus, and MAX
- The campaign reached viewers throughout the region, with **high activity in ZIPs like 70301, 70403, 70072, and 70119**.

Overall Takeaway:

SUNO's November digital and streaming plan is doing exactly what it's designed to do:

- Build strong visibility and name recognition
- Reach younger audiences cutting the cord
- Keep SUNO in front of local residents across Southeast Louisiana
- Deliver high-quality impressions on TV screens and clickable ads on WWLTV.com
- The exceptionally high video completion rates and strong local reach show that the campaign is performing effectively and continuing to support SUNO's enrollment goals.

Top Performing Cities:

- New Orleans
- Houma
- Thibodeaux
- Slidell
- Metairie
- Covington
- Marrero
- Kenner
- LaPlace

COMMERCIAL



BILLBOARDS



DIGITAL ADS





In Spring 2026, the Southern University at New Orleans Museum of Art (SUNOMA) will open its doors to *"From the Nile to the Mississippi: King Tutankhamun and the Giovanni Amin Collection."* This landmark exhibition presents detailed commissioned reproductions of King Tutankhamun's tomb and artifacts, generously loaned by collector and cultural educator Giovanni Amin.

More than a display, this is a tribute to King Tut's enduring legacy—reimagined and honored through the lens of an HBCU.

This will be the **first major Egyptian replica exhibition of its kind hosted at an HBCU**, and we are inviting you to be a part of making history. We see this exhibition as a powerful act of cultural reclamation, education, and celebration. This exhibition will also highlight how Egypt's global impact is reflected in New Orleans' traditions and landscape.

We invite you to consider how you or your organization can make the most meaningful contribution.

**Exhibition Opening: February 23, 2026
Inaugural SUNOMA Gala: April 11, 2026**



**Support SUNOMA today by donating or serve as a sponsor for this historical event.
To view the sponsorship packet, please visit our website at www.suno.edu or email
ewitt@suno.edu**



SUNO

SOUTHERN UNIVERSITY *at* NEW ORLEANS

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