

Wheaton College

PROPOSAL

Financial Aid Optimization Services



CARNEGIE

Silvio Vazquez

Chief Enrollment Management Officer
Wheaton College

Dear Silvio and members of the review committee:

Thank you for the opportunity to submit a proposal for Wheaton's financial aid analysis and awarding modeling.

The project-at-hand has far-reaching potential for Wheaton College. It's an opportunity to better understand and optimize the scholarship and financial aid needs prospective Wheaton students and families have. And we believe that we're uniquely positioned to partner with you. Working with us, you'll:

Have a partner with unmatched expertise in individualized FAO awarding. We build a strategy that matches each individual student to an institutional aid award designed to maximize the probability that you will meet or exceed your enrollment goals. We deliver multiple enrollment scenarios and work with your team to choose the right fit strategy for Wheaton. Like all of our models, these strategies are built from the ground up, accounting for shifts in market forces and student behavior, year after year.

Tap into an unmatched depth and breadth of relevant experience. We've

completed similar projects at Loyola Marymount University, Elon University, Seattle University, and more. Complementing the talents of your team, we'll apply our best collective thinking to the goals and opportunities at Wheaton.

Embrace a philosophy and approach that is markedly different and fundamentally better than the prevailing standard. The power of human connection fuels our work. We leverage a basic human need to help you form strong bonds with your audiences that lead to action.

As you review our proposal, please feel free to contact us if you have any questions or would like additional information. Hopefully, this proposal will serve as a springboard for additional conversation and collaboration – we'd love to tailor our approach to your needs.

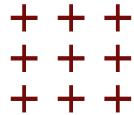
All the best,

Ben Arendt
Executive Sales Lead

proposal contents

Our talented force of strategic thinkers are passionate about your triumphs. We stack your deck by employing industry leaders and insiders who not only love to succeed but also love to help you change the game. This is how we earn your trust as an invaluable strategic partner.

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Wheaton College is requesting submission of proposals for a financial aid analysis with the goal of delivering a new aid awarding model for first year and transfer students.

Your RFP reflects your understanding of the need for new, different, and more effective approaches. We understand that your key desired outcomes include:

- + **A review of current and previous aid strategies** to assess their effectiveness at motivating yield behavior in a revenue-efficient manner.
- + **Yield models** that assign a probability of enrollment to each admitted student, to be used in the development of aid strategies but also shared with the College for planning and projection purposes.
- + **Development and implementation of new first year and transfer aid strategies** to control discount rate pressure and stabilize enrollment outcomes.

Wheaton's Opportunities

A great FAO partner makes all the difference.

With Carnegie, you will experience:

- + Decades Of Financial Aid And Enrollment Management Experience
- + Yield-First Strategy
- + Partnership Approach
- + Real-Time Scenario Strategies
- + Proactive Optimization
- + Customized Solution + Dashboard Reporting



Our Proposed Approach

The Carnegie approach to financial aid modeling starts with the individual student. Utilizing both institutional data and third-party data on student geodemographic, academic, financial, and behavioral indicators, our team designs predictive models that assign a yield probability to each admitted student. We use those models and yield probabilities to determine the gift aid award for each student that would maximize their contribution to net tuition revenue. We then layer in institutional goals and constraints until we achieve a grant and scholarship strategy that maximizes net tuition revenue alongside key indicators like headcount, discount rate, diversity, and access.





Carnegie's Competitive Advantages

1 CUSTOMIZED

Custom predictive analytics and tools tailored to individual needs, driving optimal and ongoing enrollment performance

2 INDIVIDUALIZED

Best practice predictive tools and models that drive enrollment at the individual student level

3 OPTIMIZING

Ongoing consulting and scenario-based evaluations, powerful dashboards, and real time tracking you can rely on to meet your goals

4 OUTPERFORMING

Adaptive modeling process designed to learn and outperform now and in the long-term

Our Approach to Financial Aid Optimization

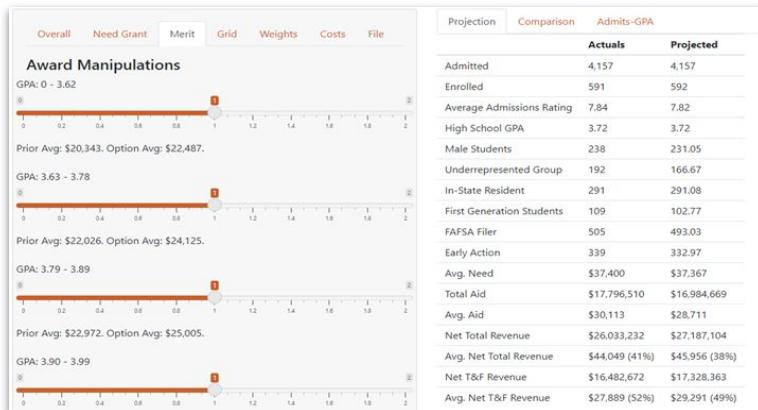
We will deliver:

- + Sophisticated yield models that incorporate both institutional and third-party behavioral data, with student-level probability scores regularly delivered, to be incorporated into your Slate instance.
- + Aid optimization strategies driven by an algorithmic approach to revenue and enrollment optimization.
- + A live aid strategy simulation environment where the Wheaton College and Carnegie teams can work together to test different award strategies and immediately review projected outcomes.
- + An understanding of how to shift resources between merit- and need-based aid programs to ensure you meet key enrollment goals.
- + Regular strategy meetings to run through aid strategy simulations, discuss questions or proposals of aid reallocation, and rapidly show how shifting aid investments across different populations may contribute to meeting or exceeding enrollment goals.

Live Simulations of Strategy Outcomes

The Modeling Team at Carnegie developed our live strategy simulation tool to provide a more rapid and transparent approach to financial aid optimization. Your custom yield models and revenue optimization algorithms will be loaded to the environment and our team will design a series of initial strategy proposals for your review. Then, in a series of detailed strategy meetings we can quickly:

- + Simulate different aid interventions and associated enrollment outcomes.
- + Assess the interaction between changes to admit population assumptions and aid strategies.
- + Test the impact of different pricing decisions.



First Year Retention Modeling

Alongside student-level data and information about initial enrollment outcomes, during the discovery period we collect information about first year retention for the same cohorts.

As we explore different aid allocation and optimization strategies with the College's enrollment team, we will also highlight how those strategies might impact retention.

Including retention modeling explicitly in the financial aid strategy development process ensures that ongoing student success is included as an enrollment goal alongside yield, initial enrollment, and net revenue.

Updated Retention Model

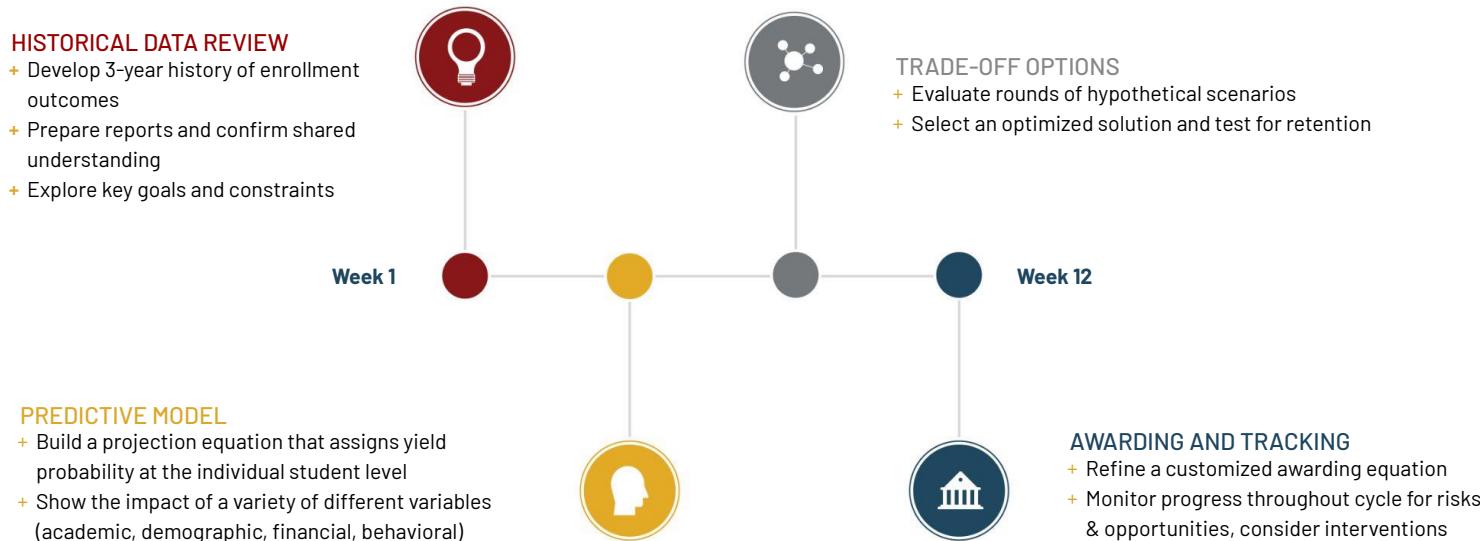
Two-year model built using Fall 2021 and Fall 2022 cohort census data.

Factor	Direction	Marginal Effect (holding other variables constant)
International	+	+5%
Net Cost	-	-3% per \$10,000 of Net Cost
FAFSA Filer	+	+3%
Early Admit	+	+6%
High School GPA	+	+3% per 0.25 GPA Point
Student Need	-	-4% per \$10,000 of Need

Example first year retention slide with example factors and simulated average marginal effects.

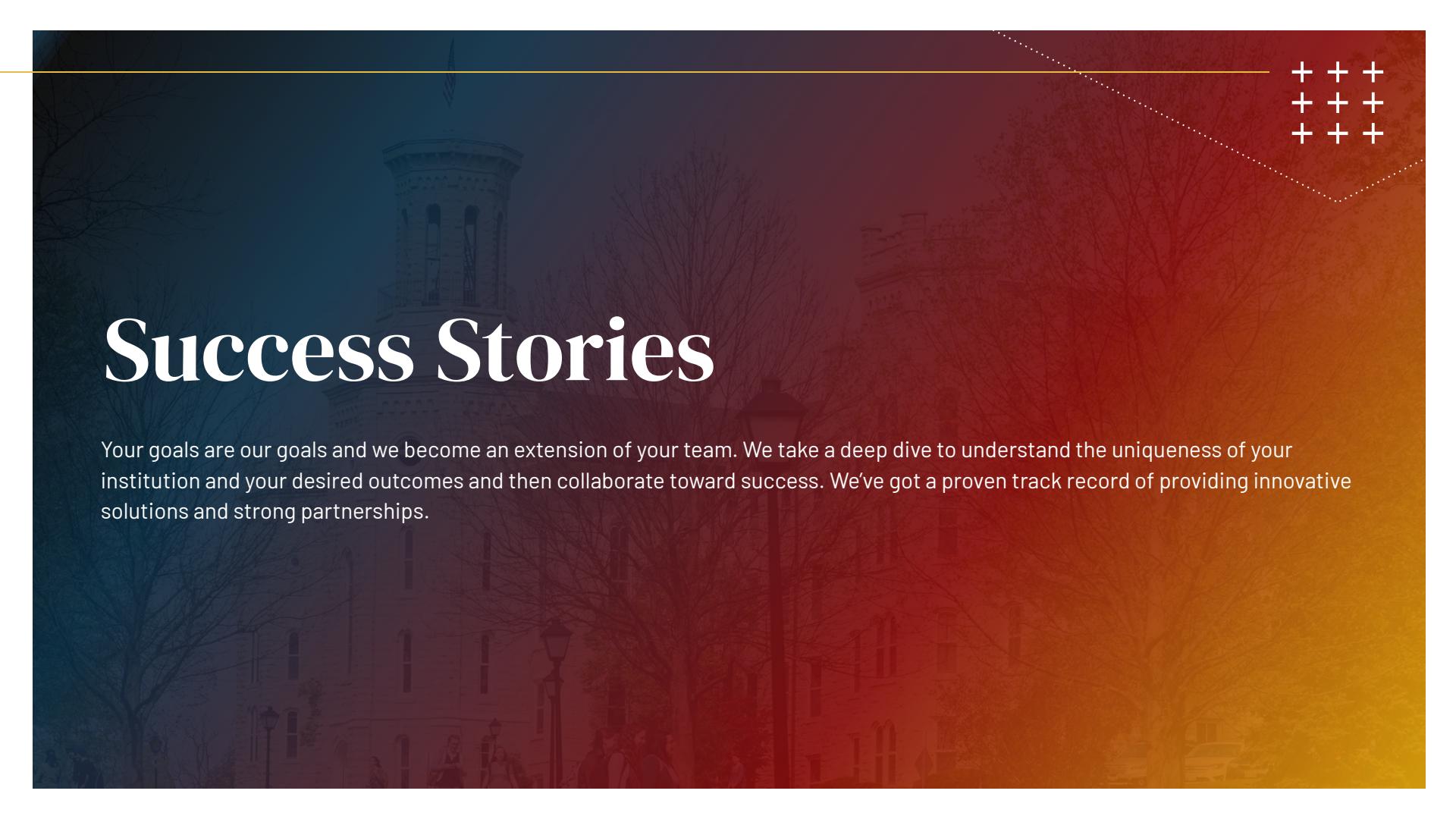
Project Overview

The figure below provides an overview of a Carnegie financial aid optimization project from start to finish. Our engagement approach is designed to minimize administrative burden on your team from the moment we begin data collection through implementation and the conclusion of the cycle.



Recommended Investment

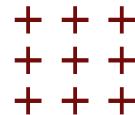
Service	Scope of Work Summary	Cost
	<p>Utilizing institutional and third-party data on student geodemographic, academic, financial, and behavioral indicators, our team will design predictive models that assign a yield probability to each admitted student to determine the right institutional aid award. We merge our analysis with your unique institutional goals and constraints to deliver a comprehensive grant and scholarship strategy that maximizes net tuition revenue alongside key indicators like headcount, discount rate, diversity, and access for lower income students.</p>	
Financial Aid Optimization	<p>Development of a yield model, an institutional gift aid strategy, and projections of cohort outcomes. Implementation delivered via an individualized awarding strategy with customized awards for each admitted student, to be integrated into the institutional award packages. Includes a lead scoring model and regular lead tagging, first year retention modeling, strategy simulation tool, and regular tracking meetings facilitated with our Analytics Dashboard. Inclusive of regular student tagging, delivered weekly until census.</p> <p><i>2 populations (first year and transfer), customized report, bi-weekly team meetings, 1 enrollment cycle (until census).</i></p>	\$80,000



Success Stories

Your goals are our goals and we become an extension of your team. We take a deep dive to understand the uniqueness of your institution and your desired outcomes and then collaborate toward success. We've got a proven track record of providing innovative solutions and strong partnerships.





Asbury University

"In-house Student Search through Carnegie has given us a tool to meet students where they are in the ways they want to be communicated with. We're able to connect with students who understand our message and who yield at a much higher return."

Jennifer McChord

Vice President Of Enrollment And Marketing
Asbury University

Asbury University, a private Christian institution, needed an integrated enrollment marketing partner to support its goals for growth and market differentiation. Previous Student Search strategies had failed to demonstrate the yield results and return on investment the University needed.

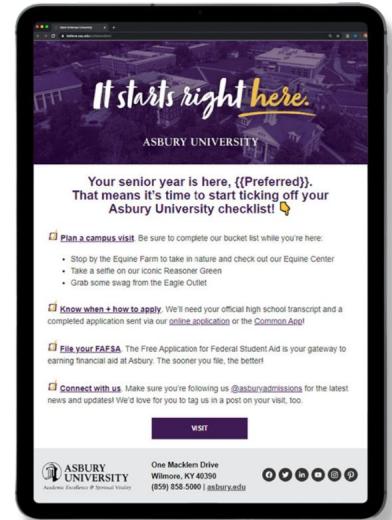


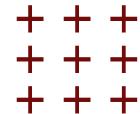
⊕ The Strategy

Carnegie's partnership started with consensus-building brand strategy to build an understanding of the University's core differentiators and how to express them. Carnegie has since partnered with Asbury for a variety of integrated solutions, including audience segmentation (Darts), creative and multimedia development, digital marketing, and financial aid optimization. Carnegie integrated Asbury's personality and Darts into Slate and executed an in-house segmented Student Search across sophomore, junior, and senior audiences. The Slate Optimization partnership also included communication planning, name buy consultation, report building, and campaign monitoring. Financial aid optimization designed a campaign to bring down discount numbers..

⊕ The Results

Asbury has experienced several indications of the positive impact of a Carnegie partnership. Enrollment leadership noted improved melt and yield rates, increased use and utility of their CRM investment, and consistency in brand expression across campus. Carnegie-generated Student Search inquiries yielded at a rate of 33.5% (versus 30.4% the previous year). Asbury has also seen increases in campus visits, applications, and admitted students during the partnership, resulting in an overall 50% increase in net tuition revenue. As Asbury seeks to continue to build classes of right-fit prospective students and achieve its goals for awareness and enrollment growth regionally and beyond, Carnegie is proud to serve as the University's partner..



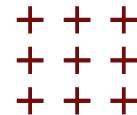


“The Financial Aid Optimization Team at Carnegie has been a valued partner to LMU for 15 years with consistently strong results. Over this time, the team has built an understanding of our mission, our opportunities, and our challenges, which has added significant value to their analytical work for us. We appreciate the sophistication of their work and the trust that has been built over our partnership.”

Maureen Weatherall, EdD
Vice Provost, Enrollment Management
Loyola Marymount University

Loyola Marymount University

Loyola Marymount University faced the challenge of recruiting in an extremely competitive market with tight institutional aid budgets—even with the advantages of an excellent academic reputation and enviable location on a bluff overlooking the Pacific Ocean.



The Strategy

Carnegie's Financial Aid Optimization team supplemented LMU's first-year student financial aid optimization work with transfer enrollment consulting and aid optimization, market research with prospective and admitted students, retention modeling and intervention strategies, continuing student survey analysis, and custom consulting engagements on enrollment and fiscal planning.

The Results

During our partnership, first-year enrollment at LMU has grown by more than 40%, and first-year net tuition revenue has increased by 115% while remaining within planned discount rates and improving selectivity. Over the same period, the proportion of historically underrepresented first-year students at LMU has grown from 24% to more than 34%. LMU's transformation into an international institution has also been notable; in fall 2007, only about 30% of enrolling students hailed from outside California. By fall 2022, that proportion was 48%, including 11% from outside the United States. This enrollment success has been a key driver of LMU's ascent to a top 100 institution in U.S. News & World Report's national rankings. LMU has worked with Carnegie's Financial Aid Optimization team (formerly Maguire Associates) for 15 years. Over this period of work together, our teams have navigated the Great Recession; the COVID-19 pandemic; multiple changes to standardized testing, high school GPA, and other key application indicators; and significant shifts in the composition of LMU's applicant pool on geodemographic, academic, and financial fronts.

40%

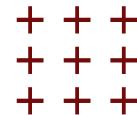
First-year enrollment growth

115%

Increase in first-year net tuition revenue, while remaining within planned discount rates + improving selectivity

29%

Increase in the proportion of historically underrepresented first-year students at LMU



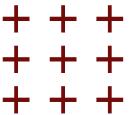
Seattle University

"It is evident the recent growth in our FTIC enrollment is due in part to the Financial Aid Optimization team at Maguire Associates [a Carnegie company]. They helped us set and ultimately exceed enrollment targets two years running. Through their research and modeling, we were able to hone our search, recruitment and financial aid planning and develop an initial 5-year enrollment model to anticipate challenges and identify opportunities we may not have otherwise considered."

Melore Nielsen

Vice Provost for Enrollment Management
Seattle University

Seattle University was looking to bring stability to fluctuating enrollment outcomes and create a plan for sustainable enrollment growth. With student retention as a key area of focus, the University needed a partner that could help them understand what factors were proven to contribute to student success. Developing an optimized financial aid strategy not just for the challenges of recruiting students in the first year but for recruiting best-fit students in the face of competitive and demographic challenges was absolutely critical.



The Strategy

We provided Seattle U with a multilayered, research-driven approach to meeting this set of multifaceted goals. Through a series of predictive models built at the individual student level, the University was able to build a strong understanding of the significant drivers of application, yield, and retention behavior and use the results of these models to adjust recruitment strategies for the upcoming fall class.

Optimizing Seattle U's aid strategies ensured the institution's strategic priorities were front and center when it came to distributing a fixed aid budget. With the whole higher education industry observing the effects of a global pandemic on student retention—and with a looming "demographic cliff" ever present in strategic recruitment conversations—the University turned to its partnership with the Financial Aid Optimization team for more insight.

The team conducted a primary research study on student retention and satisfaction to uncover the deeper reasoning behind student attrition from the perspective of students past and presently enrolled. In addition, we simultaneously built a robust and adaptive five-year enrollment planning model in order to give a long-term view of the opportunities for recruitment and inherent challenges within their primary and secondary recruiting markets.

The Results

Seattle U has exceeded its first-year enrollment target for the second consecutive year, representing a 12% growth over the partnership period. The Financial Aid Optimization team's multi-year enrollment model and predictive analytics tools now guide decision-making when it comes to search purchases, recruiting travel, and financial aid allocation. Seattle U has allocated resources effectively to ensure student satisfaction and retention are the primary pillars of their efforts by adding a minimum need award, responding directly to concerns expressed by students through our research.

1000+

Newly enrolled first-year
students for two
consecutive years

12%

Growth in student
population over the
partnership period

15.3%

Yield rate for 2022
year-to-date

References

Jennifer McChord

Vice President of Enrollment and
Marketing

Asbury University

One Macklem Drive
Wilmore, KY 40390

859.858.5175

jennifer.mcchord@asbury.edu

Scope of Work:

Over the last five years, Asbury has engaged with Carnegie across a comprehensive suite of services from Digital to Lead Generation, Brand Personality, Slate, Web, and Financial Aid Modeling. Now, Asbury employs the Carnegie Student Search model in its recruitment efforts.

David Mee

Vice President for Enrollment
Management

Campbell University

143 Main Street
Buies Creek, NC 27506

910.893.1291

dmee@campbell.edu

Scope of Work:

Campbell University partners with Carnegie on a Financial Aid Optimization scope of work.

Kristy Collins

Dean of Enrollment Management

Pepperdine University

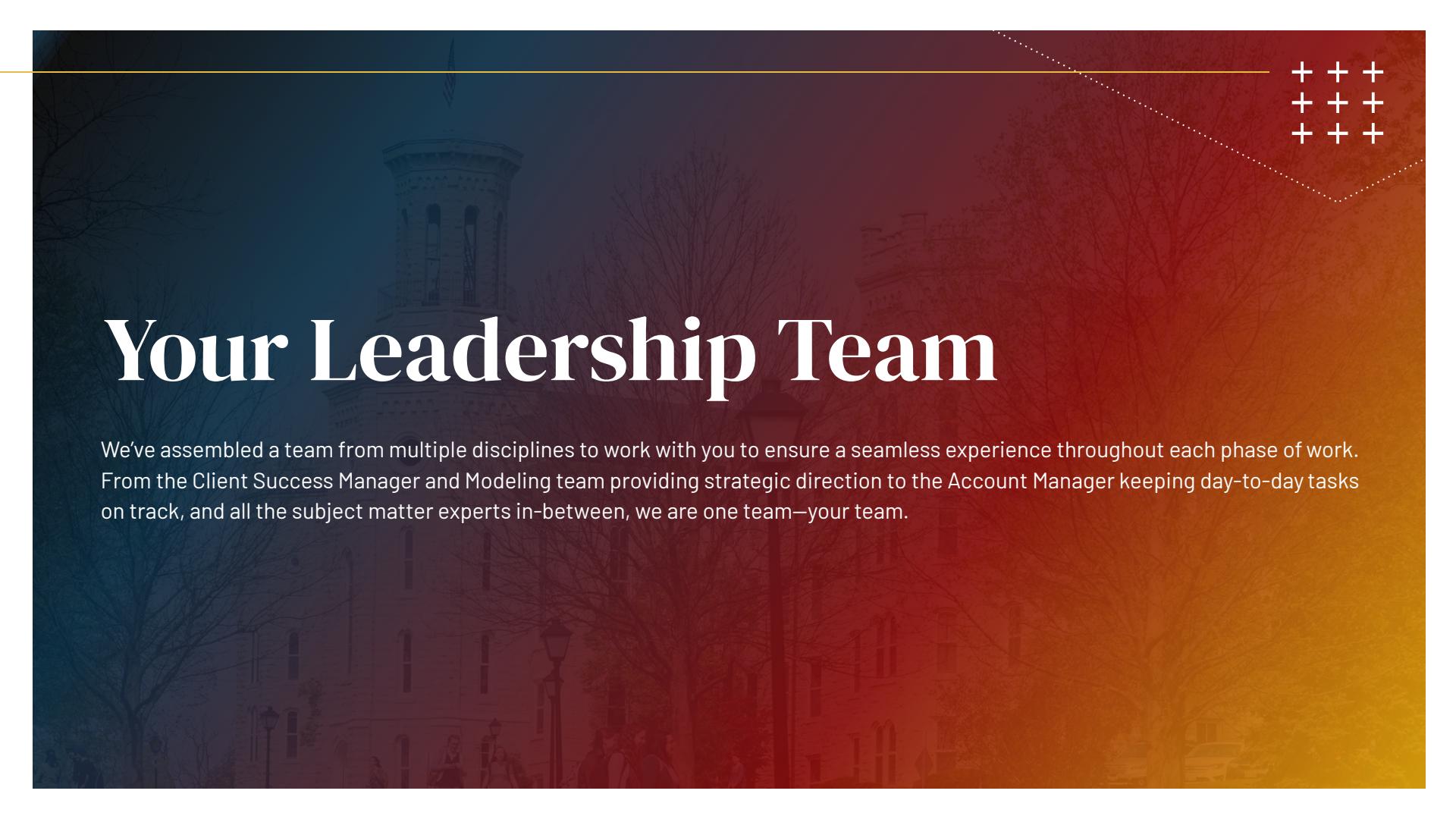
24255 Pacific Coast Highway
Malibu, CA 90263

310.506.4116

kristy.collins@pepperdine.edu

Scope of Work:

Pepperdine University works with Carnegie for a variety of enrollment management support, including CollegeXpress lead generation, digital marketing, and financial aid optimization.



Your Leadership Team

We've assembled a team from multiple disciplines to work with you to ensure a seamless experience throughout each phase of work. From the Client Success Manager and Modeling team providing strategic direction to the Account Manager keeping day-to-day tasks on track, and all the subject matter experts in-between, we are one team—your team.





Dr. Ben Arendt

Client Success Leader and Your Strategic Partner

Persona

The Expressive and Philosophical Detective



With more than 20 years of higher education experience, Ben knows how to transform clients' unique challenges into opportunities for success. Ben is an imaginative and enthusiastic problem solver, with expertise in everything from student affairs and teaching to visit programs and enrollment programs.

He's motivated by understanding the people, goals, and priorities that make up the unique identity of each client community— connecting them to Carnegie strategies that drive results. A highly accomplished presenter, Ben speaks at several industry conferences each year on the rise of the enrollment ecosystem.

Meet Your Leadership Team



Mike Keane
SVP, Modeling + Client Strategy

Persona
The Influential and Resilient Energizer



Mike leads modeling projects for clients, provides financial aid policy and operations expertise, and advises on a range of topics within enrollment management. Previously, Mike served as the Assistant Vice Provost for Financial Aid at Loyola Marymount University, where he led a financial aid team of more than 20 staff members and oversaw an aid portfolio exceeding \$240 million. Mike has 12+ years of experience in enrollment data collection, analysis, and reporting. Mike has a Ph.D. in Political Science from the University of Notre Dame and a B.A. in History and Latin from Loyola Marymount University.



David Wuinee
VP, Client Strategy

Persona
The Attentive and Analytical Theorist



David has more than 30 years of enrollment experience, including in admissions, financial aid and scholarships, enrollment management, and more. As VP, Client Strategy, David leverages his experience to help clients optimize their enrollment and awarding strategies.



Emily Devine
Senior Analyst, Modeling

Persona
The Supportive and Analytical Dreamer



As a Senior Analyst, Emily designs and analyzes predictive models to help educational institutions understand the factors that predict student application, enrollment, and retention. She also optimizes the allocation of limited financial aid budgets and supports institutions as they strive for their long-term enrollment goals.



Dave Viggiano
EVP, Research, Modeling, Strategy

Persona
The Resilient and Rebellious Ringleader



David Viggiano has dedicated more than two decades to designing strategic communications, enrollment, and research solutions that empower colleges and universities to elevate their brands and reputations. "Vigg" is an expert at coordinating with leadership at the highest levels of institutions, and he has an unmatched ability to identify and solve the most pressing needs of organizations across the country.



Kayla Gaier
VP, Account Management

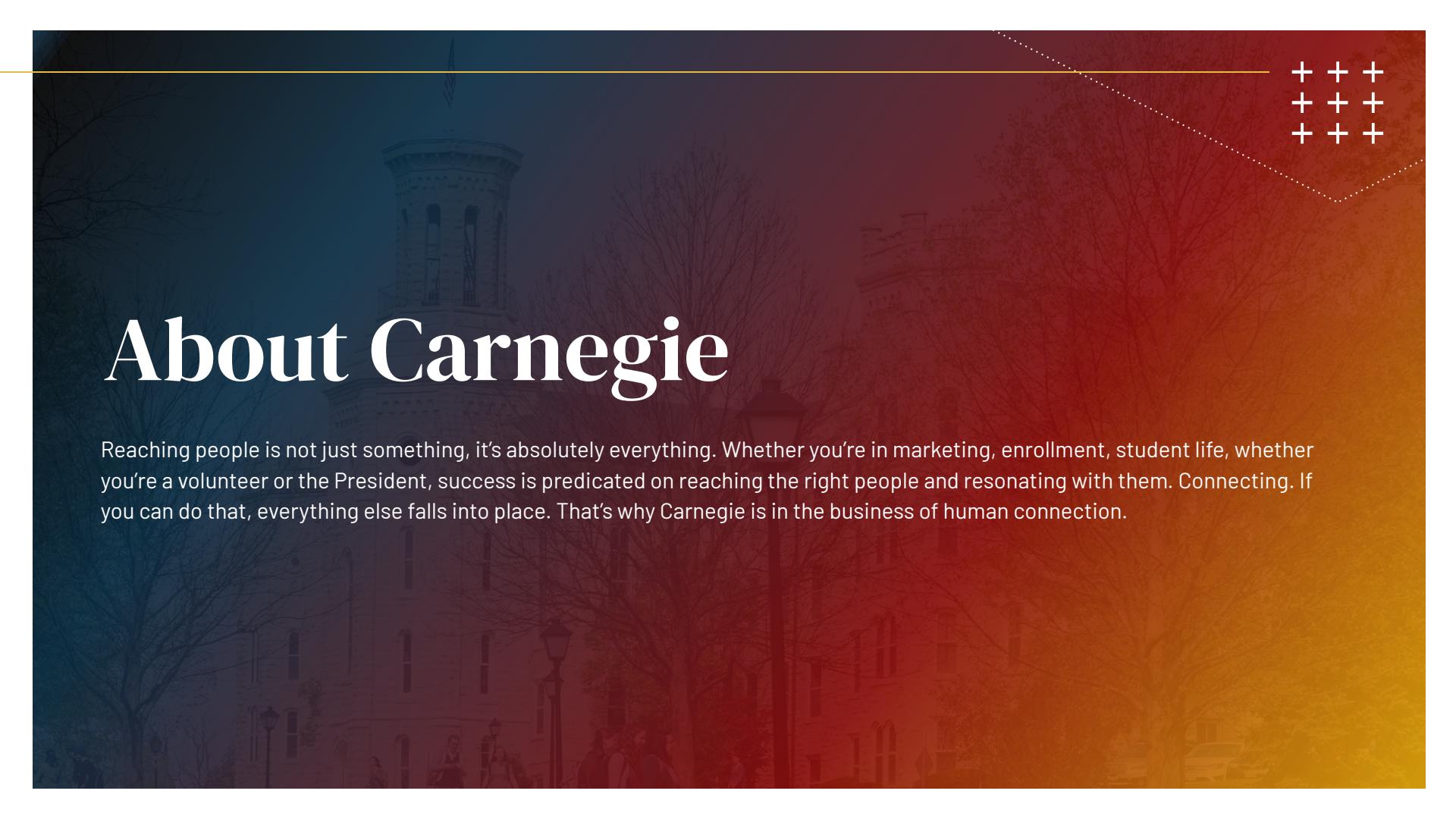
Persona
The Competitive and Compassionate Guide



Kayla lives and breathes digital marketing, overseeing the Account Management team to ensure top-notch communication, project management, and client service. She has more than a decade of experience in digital strategy and marketing management, and she is passionate about assisting clients with complex strategic campaigns that empower them to achieve their goals.

Carnege's Persona Archetypes Key

<p>Innovator</p> <p>Brilliant and forward-thinking Driven by inventing the future through innovation. Delivers advancement, ingenuity, and radical outcomes. Values newness, experimentation, and progress. Causes people to feel awe and amazement.</p> 	<p>Explorer</p> <p>Adventurous and inquisitive Driven by the quest for discovering the unknown. Delivers progress and an unmatched interest for uncovering truth. Values investigation, curiosity, and trailblazing. Causes people to feel intrigued and emboldened.</p> 	<p>Creator</p> <p>Creative and imaginative Driven by self-expression and artistry. Delivers something new that encourages creativity. Values originality, ideation, and new concepts. Causes people to feel constructive and expressive.</p> 	<p>Competitor</p> <p>Resilient and tenacious Driven by overcoming challenges through grit and determination. Delivers surprising strength, perseverance, and toughness. Values fortitude and hard work. Causes people to feel triumphant and inspired.</p> 	<p>Rebel</p> <p>Daring and rebellious Driven by challenging and redefining the norm. Delivers empowerment, change, and boldness. Values independence, guts, and breaking with convention. Causes people to feel unrestrained and fearless.</p> 
<p>Provider</p> <p>Supportive and selfless Driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity. Causes people to feel valued and supported.</p> 	<p>Entertainer</p> <p>Energetic and enthusiastic Driven to entertain and cause others to get excited. Delivers fun and the desire to amuse and uplift. Values energy, playfulness, and enjoyment. Causes people to feel exhilarated and happy.</p> 	<p>Sophisticate</p> <p>Sophisticated and refined Driven by experience, elegance, and beauty in all forms. Delivers excellence, finesse, and vitality. Values poise, intentionality, and beauty. Causes people to feel desired and important.</p> 	<p>Achiever</p> <p>Powerful and assertive Driven by growth and being a frontrunner. Delivers stability, pride, and strength. Values power, influence, and accomplishment. Causes people to feel confident and in control.</p> 	<p>Beige</p> <p>Generic and confused Beige, though not considered an archetype in our model, is still an important consideration. Beige indicates either a completely neutral personality expression or one that attempts to do everything at once.</p>



About Carnegie

Reaching people is not just something, it's absolutely everything. Whether you're in marketing, enrollment, student life, whether you're a volunteer or the President, success is predicated on reaching the right people and resonating with them. Connecting. If you can do that, everything else falls into place. That's why Carnegie is in the business of human connection.



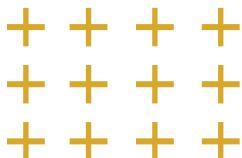
The Power of Human Connection.

We believe that genuine connection is the key to capturing attention and building relationships.

Our core philosophy fuses the principles of psychology with marketing and enrollment innovation. The technical term for this is psychometrics. We think of it as empathy.

By measuring a student's unique behaviors and motivators and marketing to those needs and expectations, we help our client to create real conversations ... one student at a time.

Human Connection leads to action, enrollment, retention, and lasting affinity.



Carnegie at a Glance

For more than 35 years, Carnegie has been a leader and innovator in higher education marketing and enrollment strategy, offering groundbreaking services in the areas of Research, Strategy, Digital Marketing, Lead Generation, Slate Optimization, Student Search, Financial Aid Optimization, Website Development, and Creative that generate authentic connections.

● Higher Education Marketing and Enrollment Strategy

Carnegie is the future of higher education marketing and enrollment strategy, and has been since 1985.

● The Power of Human Connection

We connect colleges with students through the power of human connection. We believe that genuine connection is the key to capturing attention and building affinity. We measure and then market to a student's unique behaviors and motivators to create deep connections and real conversations

● Custom Solutions

Carnegie builds custom solutions with best-in-every-class services in Research, Strategy, Digital Marketing, Lead Generation, Slate Optimization, Student Search, Financial Aid Optimization, Web Development and Creative that generate student connection. Our approach is data driven, personalized, targeted, and customized to solve our clients' unique enrollment needs and challenges.

● Integrated Services for Marketing and Enrollment

We deliver what others simply cannot because we have what others do not: original intellectual property, powerful data, precision tools, and decades of market leadership experience.

1985

The year our company was founded

41

The number of states that we call home

341

The number of Carnegie team members across the country

12

The number of higher education organizations we partner with annually including NACAC, NAGAP, UPCEA and more

11

The number of custom research white papers released over the last year

700

The number of institutions we've partnered with over the last year

3

The number of major conferences that we host every year

3

Top archetypes represented in our team: Provider, Explorer, Competitor

25

The number of major conferences we present at annually

Delivering Like No One Else Can

Depth & Breadth of Expertise

We have a deep bench of higher education experts and specialists in their field—our people set us apart.

Unique Service Offerings

We offer services you won't find anywhere else, like our proprietary CollegeXpress database, Carnegie Student Search, Carnegie Clarity™, and Darts to Digital.

Data-Driven Decisions

When we say we're data driven we mean it. Our powerful suite of technologies and partners gives us access to over 750 household variables across 250 million households—unmatched enrollment and marketing intelligence for you.

Head and Heart

We harness an unrivaled psychometric methodology. By integrating rich, proprietary data with powerful psychological insights, we develop communications and strategies that generate human connection.

5

The number of years
we've been a Google
Premier Partner

0

The number of other
organizations that can
say they were the first
Slate preferred partner

60

The number of institutions
that have gone through our
consensus driven
Personality model

250M

The number of
households represented
— with more than 750
million variables — in our
CollegeXpress database

100M+

The number of students
we've connected with
colleges over the years
through CollegeXpress

11

The number of custom
research released in the
form of white papers
over the last year

101

The number of digital
certifications completed
across our team

75

The number of Slate
instances our team has
implemented or
supported

28

The number of awards
we've received in the last
year alone for our
creative work

Comprehensive Services

We can meet you wherever you are in your journey. Consider our team an extension of your own – focused on your needs, dedicated to your success.

BRAND STRATEGY

Carnegie's original psychometric model and brand reputation strategy allow us to do more than just create a brand for your organization.

DIGITAL MARKETING

We bring advanced strategies to showcase your brand to the world. Above all, we tailor the plans for you: your audience, your institution, your goals.

ENROLLMENT STRATEGY

Our approach to enrollment marketing success is to uncover and interpret intelligent, market-driven, student-centric data and then leverage its findings to execute customized strategies for your institution.

FINANCIAL AID OPTIMIZATION

We deliver individualized financial aid strategy—not only customized for your institution, but customized for each student.

INTEGRATED RESEARCH

Our cutting-edge, proven methodologies give you the game-changing insights needed to transform your enrollment, marketing and branding, and communications outcomes.

LEAD GENERATION

CollegeXpress is the go-to resource for college and scholarship searches for millions of students, parents, and counselors, which is why it's a trusted tool for hundreds of institutions.

MARKETING STRATEGY

Colleges and universities must place more attention on reputation management and marketing strategy as evolving, competitive dynamics further impact higher education.

PERSONALITY ASSESSMENTS

CarnegieChem, our carefully designed suite of personality assessments and tools, reveals human personality and performance factors in an entirely new way.

SIGNATURE CREATIVE

By defining what sets you apart and by learning what will speak to your audiences, we create impactful messaging that builds reputation and forges powerful connections.

SLATE OPTIMIZATION

Our Slate Optimization team saw the industry need and met it. We're transforming the higher education landscape by leveraging the power of Slate—one project at a time.

STUDENT SEARCH

Your Student Search will be built on the student's terms: when they are ready, where they want to connect, and with messaging that speaks directly to who they are as individuals.

WEBSITE DESIGN AND DEVELOPMENT

We design websites for colleges and universities that are alive and persuasive—congruent with campus voices and integrated within your marketing ecosystem.



CARNEGIE

210 Littleton Road, Suite 100 Westford, MA 01886
978-692-5092 | info@carnegiehighered.com

carnegiehighered.com

1985

The year our company
was founded

41

The number of states that
we call home

341

The number of Carnegie team
members across the country

12

The number of higher ed
industry organizations
we call partners

11

The number of Slate instances
our team has implemented
or supported

47

The number of awards we've
received in the last year alone
for our creative work