

Colorado State University Pueblo

PROPOSAL

Enrollment Marketing Services



Enrollment Marketing Proposal prepared for CSU Pueblo RFP24-00003

May 2024



CARNEGIE

Lee Saunders, Executive Director of Admissions

Dear Lee:

Thank you for the opportunity to submit a proposal for Enrollment Marketing Services.

This is a pivotal opportunity to fundamentally change the way that you think about CSU Pueblo's Student Search. From your RFP and our conversations, we believe that we're uniquely positioned to partner with you on this transformation.

Working with Carnegie, you'll have a partner who is invested in your success and understands what makes you, you. We look forward to becoming an extension of your team. CSU Pueblo is unique, be it your military-friendly campus, your on-campus radio station, your Thunderwolf community, your Vision 2028 guiding principles, and of course, your Pueblo chiles. We recognize that our engagement must be unique too, custom, and authentic to CSU Pueblo.

We need to meet prospective students where they are, with messaging that speaks to who they are in order to increase engagement and drive action. We look forward to helping you generate authentic connection. From our conversation we understand that you need to:

- + Grow new student enrollments over the next few years through a stronger pool and more yield-focused strategies to increase conversions through the funnel.
- + Focus on increasing enrollment for your incoming class to ~1,150 students across all student types.
- + Integrate data within your Slate instance.
- + Maintain and enhance the geographic, socioeconomic, and programmatic diversity of your inquiry and applicant pools, especially rural communities, Hispanic/Latino, and first-generation students from across the state and region.
- + Reach prospective students earlier in the college selection process.

Together we will tackle these goals head on, starting with market research. We'll dive into your previous enrollment performance and make surgical recommendations on market penetration efforts in current markets and identify new areas to strength both your short and long term pipeline. We'll recommend new always-on lead sources to get in front of students earlier in their process and evaluate past source performance and score your prospect pool to identify students with the greatest propensity to take action to ensure your maximizing your time and energy for enrollment success.

Together we will also embrace a philosophy that leverages the power of human connection to generate affinity and turn affinity into action.

This proposal was custom built for CSU Pueblo and contains strategies that will support your enrollment goals. We hope this proposal will serve as a springboard for additional conversation and collaboration—we'd love to finalize this strategy together.

We look forward to a future conversation when we can share our excitement for the potential of this partnership and are ready to start on, or before, July 1, 2024.

Go T-Wolves!
Nicole



Nicole Vilegi-Sandage
Director of Client Success

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Our mission is to help our clients understand who they are, who their audiences are, and how to forge powerful and enduring relationships. We offer a comprehensive and integrated portfolio of services that generate results for whatever challenges you may face. We invented our proprietary methods and tools because nothing like them existed in the marketplace to provide solutions.

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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Introduction & Histories

Carnegie's Innovative History



For more than 35 years, Carnegie has been recognized as a leader and innovator in higher education marketing and enrollment strategy, and we've undergone thoughtful, and strategic growth to support the **future of higher education.**

Comprehensive Services

We can meet you wherever you are in your journey. Consider our team an extension of CSU Pueblo – 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.

Examples of Previous Work & Case Studies

Our Proposed Approach

Yield-focused Approach to Student Search

Our Student Search is counter to the traditional high-volume, low-conversion Student Search of the past. Your enrollment solution 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. With yield as our ultimate measure of success, **we focus on increasing engagement and conversions at each stage in the enrollment journey**, from prospect to deposited student.

A collaborative partnership focused on yield.

Tip the scale

Recruit with purpose by using market research to inform prospect acquisition and predictive modeling to identify those with greater propensity to take action.

Use personality to personalize

Capture attention and build connection with your prospects through psychometric segmentation and research-backed creative.

Campaigns should be agile

Drive engagement with precision digital advertising and dynamic email communications, that are monitored for performance and optimized to meet your enrollment goals.

Data should be owned and available

Gain a competitive edge with real-time reporting and automatic ownership of every record sourced.

Resources should be used efficiently

Leverage predictive and actionable data sets to spend your time and money where it matters most.

Your Student Search should be custom crafted

Pair your institutional knowledge with our best-in-class services for the exact solution you need today, and know that we are already building the solution of tomorrow.

It's more than "Search"

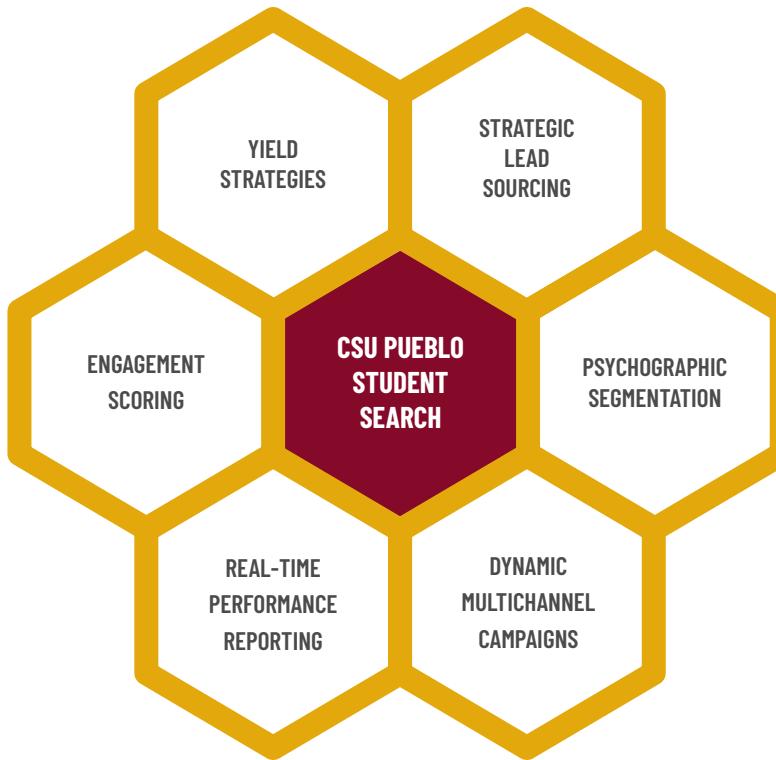
Enrollment management today is so much more than search response and application generation. **This Student Search is the marriage of smart enrollment and marketing strategies.** We include yield drivers like financial aid strategy and yield campaigns. We support the full enrollment journey, to support your enrollment aspirations, by increasing engagement and conversions, and ultimately yielding your class.

Tailored, Not Templatized

We offer a full enrollment life-cycle solution purpose-built for today's higher education landscape.

A Carnegie Student Search has six core features, as illustrated on the right. We think of these as buildable components that when implemented together will maximize the potential of your Student Search.

The strategies within these features integrate to create exponential impact on engagement, conversions, and ultimately enrollment. Together we will build a custom solution that will answer your most pressing marketing and enrollment needs.



Based on our discovery conversation, we recommend a custom combination of strategies from each of the above pillars. We'll lean heavily in to strategic lead sourcing, psychographic segmentation, dynamic campaigns, layer in lead scoring which is part of our engagement score and anti-melt and yield email campaigns to deliver full student lifecycle support.

Enrollment & Lead Sourcing Strategy

We're going to set you up for short and long term success by leading with data to build a sustainable pipeline. Your Enrollment Strategist will lead you through a diversified sourcing strategy considering past enrollment data and new market research that we will conduct for you. This will inform your name purchase and ensure that your selections are aligned with your goals. We're also recommending an always-on lead strategy to get in front of prospects sooner. Next, we'll score your prospect pool to identify individuals with the greatest propensity to take action, so you can maximize your time and resources.

Our recommendations for Colorado State University Pueblo include:

+ Enrollment Strategy Consulting

- + A dedicated Enrollment Strategist will be your key collaborative partner

+ Strategic Name Buy

- + Comprehensive Sourcing using enrollment data, market research, and channel analysis
- + Strategy based on Regional and National Trends
- + Unlimited volume of names delivered through up to twelve purchases
- + Configuration and integration of College Board Connections and subscribed services, Encoura's Smart Approach scoring and Mindsets, when applicable

+ Lead Scoring

- + Assign a probability of application to each student in your prospect pool
- + Use this rich data to make resource allocation decisions
- + Inform communication segmentation

+ Student Database Access

- + Early pipeline lead delivery
- + Unlimited lead delivery (*averaging ~14% first source contribution to enrolled classes*)

+ Market Opportunity Index

- + Proprietary market research that provides you with access to rich data like household income, racial diversity
- + Powerful higher ed index for market identification to bolster your pipeline

Psychographic Segmentation

Student personas are truly game-changing when it comes to capturing attention and building affinity with students. This is how we are going to increase engagement and conversions through the student journey—by getting to know your student better than the competition, and delivering messaging that inspires action.

Our recommendation for Colorado State University Pueblo includes:

- + **Custom Psychographic Segmentation - National Student Profiles**
 - + Deliver truly personalized communications with Psychometric segmentation—only found at Carnegie
 - + Tagged with 3 National, turn-key profiles, your names are ready for segmentation
 - + Lean on our creative team to write and design communications personalized with your student Motivators
 - + Integrated into your CRM, Motivator profiles offer sophisticated yet simple reporting and communication segmentation
- + **Personalized Creative**
 - + Inclusive of digital and email communications
 - + Designed with National Student Profiles (Motivators) in mind



Dynamic Multi-channel Campaigns

Your Campaigns

- + Senior Search: 15 emails; up to 20 segments
- + Underclassman Search: 20 emails; 3 subpopulations; up to 20 segments
- + Search Landing Page: One Slate-hosted landing page portal
- + Application Generation: 15 emails (up to 20 segments total) and five text messages
- + Transfer Search: 5 emails; 2 segments
- + Yield Campaign: 15 emails; up to 20 segments
- + Parent/Guardian Campaign: 15 emails for up to three subpopulations or statuses

Our recommendation for Colorado State University Pueblo includes:

+ Full Lifecycle Slate Communications

- + Deliver a unified experience from prospect to enrolled student, with email campaigns designed for your student personas (Motivators)

+ List-based Digital Strategy

- + Leverage precise targeting, at home and on mobile devices
- + Present a unified brand experience across digital, email, and print
- + Real-time inquiry tracking in your CRM

+ Reporting + Consultation

- + Slate configured and hosted reporting
- + 24/7 direct access to reporting dashboard
- + Continuous optimization during engagement
- + Engagement and conversion tracking within Slate
- + Ongoing analysis of programs, including virtual bi-weekly reviews



Technolutions' first Slate Platinum Preferred Partner

Website Attribution & Personalization



We can give you full student journey data, from the very first touchpoint to application and beyond. From digital campaigns to Student Search emails, through to deposit submission, we track and report on each user's unique digital journey.

We use this powerful intel to create a personalized website experience for each site visitor—based on their behaviors, interests, and position in the pipeline. We will help you create and deliver custom web content for an onsite experience that will meet student expectations and drive action.

The tool is called Carnegie Clarity, named for the data transparency it provides. With Carnegie Clarity you have the power to engage stealth prospects, deliver meaningful messages at milestone moments, and truly understand your Student Search ROI.

BENEFITS OF CARNEGIE STUDENT SEARCH:

- ⊕ See full lifecycle tracking and attribution in your Slate instance for ROI reporting
- ⊕ Collect rich behavioral data to optimize the student experience
- ⊕ Lean on our team for personalized on-site creative and delivery
- ⊕ Track all digital campaigns in your Slate instance

Investment Summary

Core Student Search Investment

CollegeXpress 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.

Name Buy Consultation

Delivering a name-buy recommendation and diversified sourcing strategy based on your enrollment data, market research, and channel analysis to ensure that your selections are precise and have the highest likelihood of conversion.

Inquiry + Application Generation , Yield Support, and Parent Communication (Slate Comms)

Tailoring your Slate communications based on academic, demographic, psychometric, and custom data points and generating connections with highly relevant messages. No data transfers involved and real-time campaign reporting is built in.

\$187,600

Psychographic Segmentation: Carnegie Motivators

Combining student demographic and psychographic data—like personalities, motivations, and beliefs—we deliver custom audience segmentation and student profiles “motivators” that ensure your Student Search campaigns capture attention, increase engagement, and create affinity.

Lead Scoring

Custom modeling predicting inquiry-to-applicant conversion to inform your team's outreach priorities. Inclusive of regular tagging of current inquiries to signal likelihood to convert, delivered weekly until census.

Website Tracking & Digital Marketing Investment

Website Personalization and Attribution

Carnegie Clarity™ is an innovative marketing attribution tool that provides never-before-seen depth of insight into enrollment data and leverages it to create personalized website experiences based on the interests and actions of your users. We will help you create and deliver custom web content for an onsite experience that will meet student expectations and drive action.

\$49,190

List-Based Digital Marketing

Strategy, execution, and management of all paid digital media. Set up across all digital platforms including keyword research, creation of target audiences, development of all copy and ad text, including testing variations, bidding strategies, etc. Access to a live dashboard to monitor digital campaigns as well as ongoing analysis from Digital team, including performance insights, trends, and recommendations when applicable.

\$62,500

Total Investment - One Year

\$299,290

Multi-year Discounts

We want to be your partner in helping you meet your enrollment goals, for us this means being invested and working together with you. We know we have great success when we have more time to work alongside you to refine things, as such, we have created these multi-year options for you. We have included the cost of our search solution, estimated print costs, and proposed digital advertising costs. Your Student Search solution is scalable based on further conversation and we look forward to building this solution together.

Multi-year Partnership	Core Student Search Investment	Website Tracking	Proposed Digital Costs	Total
Total Annual Investment 1 Year Partnership	\$187,600	\$49,190	\$62,500	\$299,290
Total Annual Investment 2 Year Partnership	\$180,625/year	\$49,190/year	\$62,500/year	\$292,315/year
Total Annual Investment 3 Year Partnership	\$175,700/year	\$49,190/year	\$62,500/year	\$287,390/year

Our Proposed Process



DISCOVER

In discovery, we'll review project goals, timelines, and dive into your brand voice, data set-up, and more.



STRATEGIZE

We'll derive insight from the Discovery process and create a custom, tailored Student Search Strategy for you.



ACTIVATE

We'll produce persona driven creative assets and then deploy them throughout your enrollment ecosystem.



MEASURE

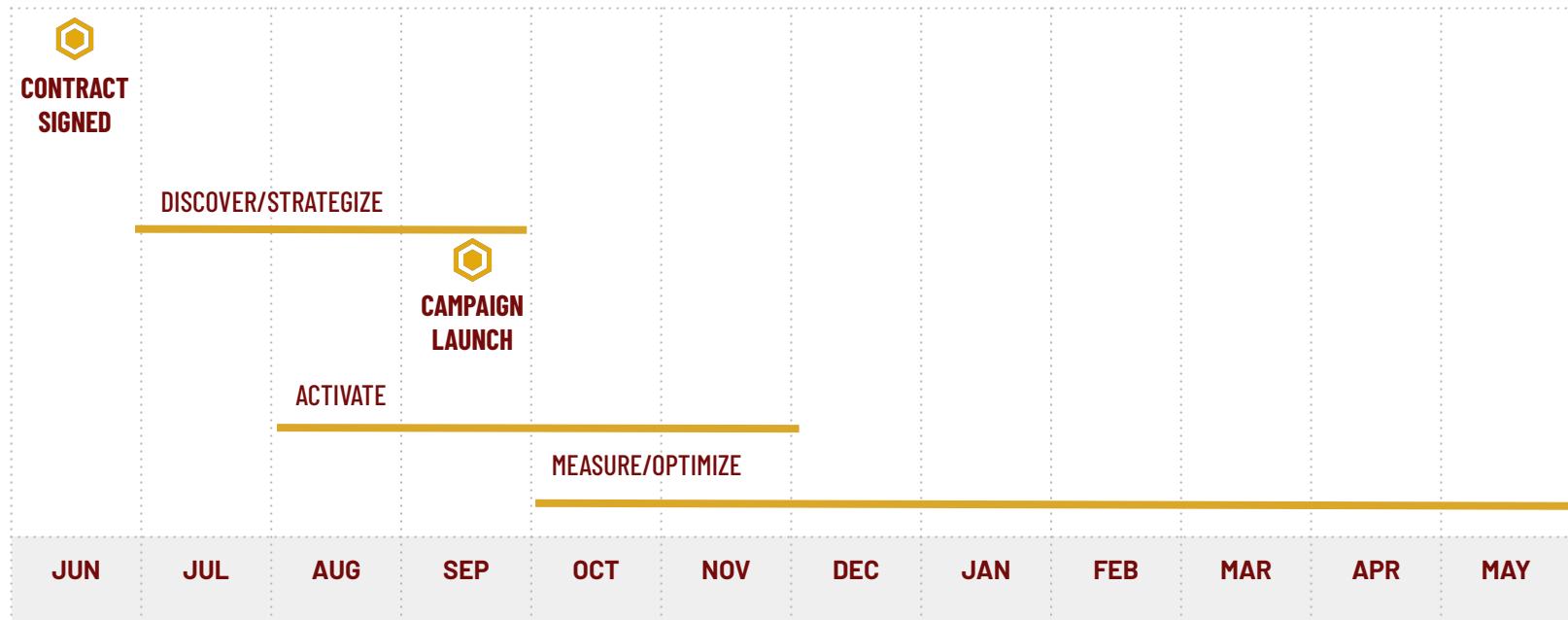
After deployment we'll provide you with regular reports and recommendations for campaigns in flight.



OPTIMIZE

Iterative improvement is essential to maximizing your efforts over time. We will provide ongoing consultation.

Carnegie Student Search Timeline



Organization & Financial Capacities

Carnegie currently serves 600+ clients and assigns team members based on fit and bandwidth. We are happy to provide additional financial capacity information if needed.

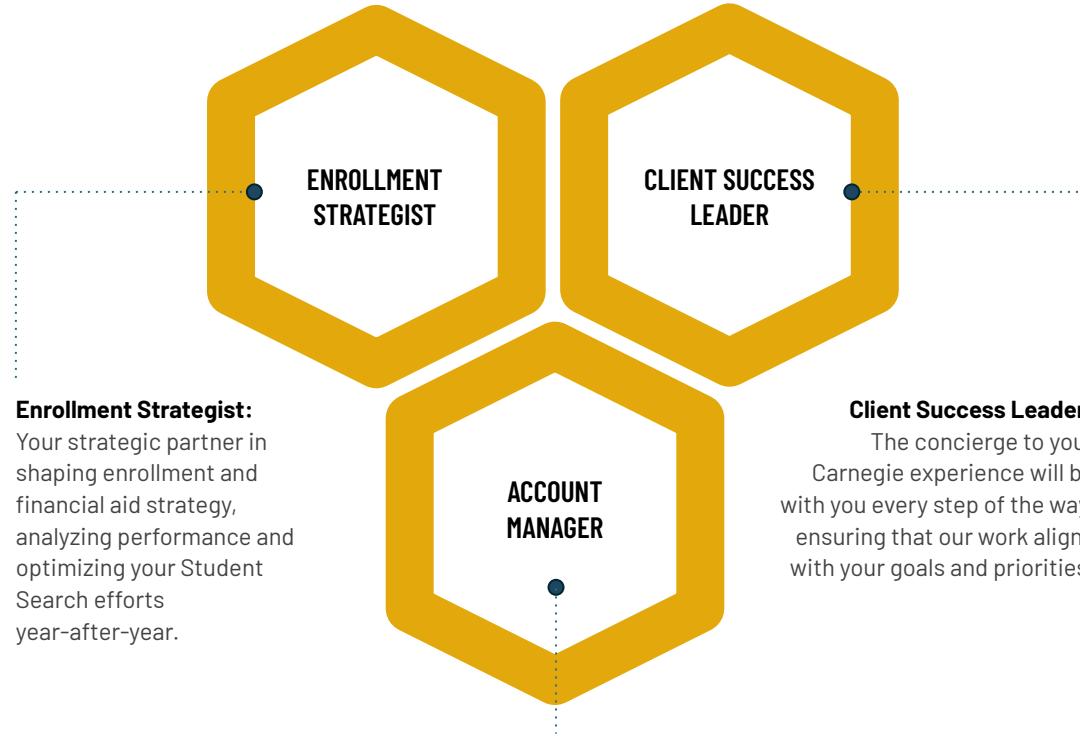
Essential Relationships

Your core team at Carnegie will include the Enrollment Strategist, Client Success Leader, and Account Manager.

Deep bench of expertise

Of course, you'll also have a team of experts working on your campaigns and directly accessible to you throughout our partnership.

Seasoned Digital and CRM strategists, world-class graphic designers and writers, Web experts, and Financial Aid analysts all will be on your team to ensure success.



Enrollment Strategist:

Your strategic partner in shaping enrollment and financial aid strategy, analyzing performance and optimizing your Student Search efforts year-after-year.

Client Success Leader:

The concierge to your Carnegie experience will be with you every step of the way, ensuring that our work aligns with your goals and priorities.

ACCOUNT MANAGER

Account Manager: Comprehensive partnerships require meticulous attention to detail and process. Your Account Manager will ensure smooth communication and adherence to established timelines.



Mike Matthews
EVP, Enrollment & Data Services

Persona

The Attentive and Analytical Theorist



Mike Matthews is the Executive Vice President of Enrollment & Data Services overseeing Carnegie's non-Slate delivery and strategy team. Before joining Carnegie, Mike led enrollment services at Fire Engine RED and was the Director of Student Search Service at the College Board. Mike has worked in higher education for 25 years.



Alexa Poulin
Chief Digital Officer

Persona

The Humorous and Assertive Champion



Alexa Poulin manages the daily operations of Carnegie's leading-edge Digital marketing team. She understands the complexities of recruitment and enrollment marketing challenges, as a former collegiate director of marketing with more than 20 years of student-facing marketing experience. Alexa also serves as a board member of the American Marketing Association, working alongside colleagues to plan and execute AMA's annual Higher Ed Symposium.



Ian Strawn
VP, Creative

Persona

The Wise and Compassionate Impresario



A former worldwide exhibiting fine artist, Ian Strawn now plies his creative talents in the oversight of Carnegie's multimedia designers, producers, directors, artists, and technicians. A graduate of Brigham Young University, Ian is now a 15-year veteran of the creative marketplace. He has served in the capacity of designer, strategist, marketing director, art director, creative director, and start-up entrepreneur. Ian applies a unique mix of both creative thinking and analytical strategy, pushing each project to the most on-brand outcome.



Katie Sentissi
VP, Digital Strategy

Persona

The Adventurous and Enthusiastic Dynamo



As AVP of Digital Strategy, Katie collaborates with clients to create comprehensive digital advertising campaigns that are aligned with each institution's objectives and enrollment goals. She has worked in digital marketing for more than nine years and specializes in innovative digital marketing strategies, strategic campaign development across paid search, display, social media, and streaming services. Her vital role as a liaison between the client and the Digital team provides a seamless process, from campaign implementation to optimization and analysis..



Jess Severt
VP of Slate Student Search and Communications

Persona

The Compassionate and Curious Seek



Jess oversees Carnegie's Slate Communications team, setting up and executing application, yield, anti-melt, and stakeholder-specific communications for clients. Jess joined Carnegie with experience in marketing and communications and admissions at Ball State University. She holds degrees in telecommunications and executive development for public service.



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.

Examples of Work

Find out how we help colleges and universities connect with the right students, at the right time, with messaging that speaks directly to who they are as individuals with more case studies on [our website](#).

Gettysburg College

“Student Search through Carnegie gives us consistency of message, creativity, flexibility, and knowledge of best practices and insights about what’s working and what’s not. We love that everything is in Slate, and while we have plans outlined, we can also pivot and adapt when needed.”

Gail Sweezey

Dean of Admissions,
Gettysburg College

When Gettysburg College needed a marketing and enrollment strategy partner to mobilize its strategic plan for enrollment success, they looked to Carnegie.

⊕ The Strategy

Gettysburg, a long-time partner of Carnegie, knew that to be competitive in their marketplace, they needed to better understand their market and how best to communicate the value of a Gettysburg education. Gettysburg's enrollment and marketing leadership came to Carnegie with a new strategic plan and some new ideas about how they might connect with prospective students—but they wanted to test their plan in the market.

Together, Carnegie and Gettysburg rolled out a custom research project comparing Gettysburg's standing amongst its competitors. This project provided invaluable insights into the themes and messages that would not only attract students but also distinguish Gettysburg from the competition. With these findings, Gettysburg launched a new messaging campaign in December of 2022.

To broaden its reach and make a lasting impression, Gettysburg expanded its paid digital strategy to include a blend of SEO, PPC, IP Targeting, and social media platforms, including Facebook, Instagram, Snapchat, YouTube, and OTT into its marketing mix. The implementation of GA4 and Carnegie Clarity played a critical role in this phase, ensuring optimal investment returns through precise measurement, attribution, and enhanced on-site personalization. This holistic digital strategy paid off, with a remarkable 86% increase in new site visitors, 69% of which were directly attributed to Carnegie-Gettysburg campaigns.

A key component of Gettysburg and Carnegie's multi-layered marketing + enrollment strategy was the focus on inquiry acquisition through CollegeXpress, Carnegie's student database and lead generation platform. This initiative proved successful, with 15% of Gettysburg's admitted students and 9% of those who deposited being sourced through CollegeXpress. Further integrating their strategy, Carnegie leveraged Gettysburg's Slate instance to launch Sophomore, Junior, and Senior Student Search communications. Carnegie's Slate team designed Slate communications campaigns in the client's instance, giving Gettysburg real-time insights into campaign performance and rich behavioral data about their potential incoming class.

This integrated marketing and enrollment effort helped Gettysburg achieve its 2023 enrollment goals.

+ The Results

Carnegie's partnership helped Gettysburg reach and engage its prospective student audience, as demonstrated by digital, communications, and inquiry-sourcing outcomes. Overall Gettysburg saw a 4% increase in YOY inquiries, a 23% increase in submitted applications YOY, and a 3% increase in admits YOY. Gettysburg also saw an 86% increase in new website visitors, with 69% of website traffic through marketing campaigns attributed to Carnegie.

CollegeXpress generated strong engagement as demonstrated by its role in Gettysburg's inquiry pool, with CollegeXpress leads making up 15% of admit/matrics, and 9% of deposits pending for Fall 2023.

4%

increase in YOY inquiries

23%

increase in submitted applications YOY

3%

increase in admits YOY

86%

increase in new website visitors

15%

admit/matrics sourced via CollegeXpress

Cleveland State University

“The team at Carnegie really took the time to get to know our institution, our leadership, and our students—and to develop campaigns that spoke to what was distinctive about cleveland state. Yield on our Carnegie-designed campaigns was almost double our yield on all other sources.”

Jonathan Wehner

Vice President and Dean of Admissions
Cleveland State University

When Cleveland State University needed to grow in a competitive environment and redefine its Student Search strategy, enrollment leadership turned to Carnegie for a strategic and personalized approach. In a crowded landscape, the University had a compelling story that was not being communicated successfully. External market perception did not align with that of internal stakeholders, and previous Student Search strategies had not driven conversions.

⊕ The Strategy

The Cleveland State University-Carnegie partnership started with a consensus-building brand strategy engagement to guide market differentiation. Hundreds of stakeholders were involved in the brand building process. The University's competitive set and perception in the external market were also analyzed. From this data, Carnegie recommended the University implement a bolder expression of its hardworking and empowering personality, which was both authentic to the University, and distinct in its competitive set. As a next step, Carnegie and CSU launched digital campaigns focused on brand awareness and lead generation, followed by a Slate-integrated Student Search to generate qualified leads and applications and prevent melt. Carnegie also developed custom psychographic audience segments specific to CSU's student body to equip CSU for even more targeted communication.

⊕ The Results

Cleveland State's recent enrollment results demonstrate the value of a personalized and specific Student Search strategy. In the first year of the partnership, starting mid-cycle, applications generated by Carnegie yielded to enrollment at a 30% rate, relative to an overall rate of 16%. The University continues to work with Carnegie as a trusted enrollment marketing partner.

30%

Yield rate on Carnegie-generated applications, versus an overall rate of 16%



Summary

Our proposal for CSU Pueblo is about much more than traditional Student Search. Together, we will increase engagement and conversions at each stage in the enrollment journey.

You recognize in your RFP that in order to serve students, empower educators, and elevate your community, you must be dedicated to change. This resonates with our team and we are confident our approach will position you as leaders in the space.

A summary of our approach:

- + Enrollment & Lead Sourcing Strategy
- + Psychographic Segmentation
- + Dynamic Multi-channel Campaigns
- + Website Attribution & Personalization
- + Real-time Performance Reporting

We are thrilled at the opportunity to partner with you with the work we've proposed, and invite further discovery and conversation to ensure this plan aligns with your vision.

References & Required Forms

References

Jenny Sawyer

Associate Provost and Executive
Director of Admissions

The University of Louisville
2301 South 3rd Street
Louisville, KY 40292

502.852.4957
jenny.sawyer@louisville.edu

Scope of Work:

Our partnership with the University Louisville includes Slate Student Search, Digital Marketing, Admitted Student Research, and CollegeXpress lead generation.

Jason Black

Vice President for Enrollment
Management

Samford University
800 Lakeshore Drive
Birmingham, AL 35229

205.936.2441
jjblack@samford.edu

Scope of Work:

Over several years, our work with Samford has spanned our full creative portfolio of services, including Brand Personality, Athletics Logo Development, Institution Logo Development, Creative Blitzes, Campaign Development, Print Collateral, Digital Content, Photography, Microsites, and Student Search Campaign Emails.

Alejandra C. Sosa Pieroni

Executive Vice President, Enrollment,
Marketing, and Student Success

Georgia Southern University
1332 Southern Drive
Statesboro, GA 30458

513.635.8409
asosapieroni@georgiasouthern.edu

Scope of Work:

Georgia Southern University works with Carnegie as a full-service integrated partner. Our scope of work has included, but is not limited to, web consultation, digital marketing, brand personality and creative, Slate consultation and communications, Slate Reporting, and Slate portals.

CARNEGIE

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