

JUNE 2024

Shasta College

PROPOSAL

Digital Advertising RFP



CLARUS
A CARNEGIE COMPANY

CLARUS is excited to offer a proposal in response to Shasta College's request for digital marketing services!

Peter Griggs

Director of Marketing, Communications, and Public Relations

Thank you for the opportunity to submit a proposal for digital marketing and email and SMS services!

The project at hand has far-reaching potential for Shasta College to be top-of-mind across the various student audiences it serves. It's an opportunity to approach marketing with hyper-customized audience targeting to deliver segmented creative to drive enrollment. Our proposal includes cross-channel digital strategies that factor in the geographic reach the College has across the three-county service area and the audiences listed in the RFP.

Being aware of current technology limitations to deploy automated email campaigns, we are also proposing a slate scope of work that would allow us to do the heavy lifting and provide Shasta College with the capability to text and email prospects.

We hope to be a comprehensive strategic partner who delivers an extensive range of advertising and marketing services, inclusive but not limited to audience-specific strategic multi-channel marketing aligned with the College's goals.

Working with us, you'll:

Have a partner who knows community colleges.

Since 1988, our primary focus has been assisting community colleges in knowing their communities, serving their constituents, and understanding their audiences. We have achieved excellence by helping organizations boost their enrollments, even in the midst of a pandemic. Because our team members have worked in community colleges ourselves, we know your challenges and your markets – and we know how to reach your audiences.

Receive expertise and capacity where you need it most.

Recognizing that each institution possesses distinct capacities and talents, our solutions are tailored to each community college with whom we partner. Our team comprises experts in creative, marketing, web design, SEO, digital technologies, CRM, communications, research, and consulting. We can seamlessly integrate with your team, filling in any gaps and enhancing your existing talents. Our extensive pool of skilled professionals also enables us to quickly adapt to emerging challenges.

Embrace a philosophy and approach that are markedly different and fundamentally better than the prevailing standard. We've always led with innovation, constantly seeking what's next for community colleges. We were the first to introduce addressable geofencing to our clients and have developed groundbreaking methods for measuring ROI on digital campaigns. Currently, we're working with clients to integrate AI into daily tasks to enhance productivity. In a world where tools and systems are increasingly vital, we've remained on the cutting edge of technology integration. Please know our team will bring this level of enthusiasm and expertise to our partnership with you.

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

Sincerely,

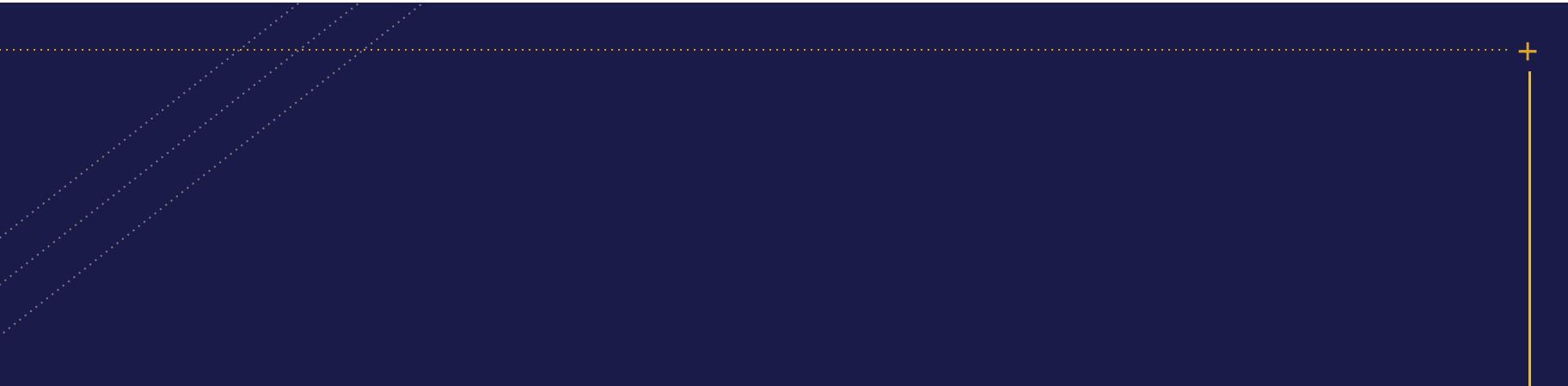


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Firm History + Experience

CLARUS at a Glance

For 35 years, CLARUS has been a leader and innovator in community college marketing and enrollment strategy. We offer groundbreaking services in the areas of research, enrollment strategy, and software solutions. In 2015, CLARUS opened its Digital Marketing Division to assist community colleges in an audience-based approach to increasing enrollments.

Unique Institutions, Unique Solutions

CLARUS was the first firm to focus exclusively on the community college market. We have a deep understanding of the challenges that community colleges face in today's complex market landscape, and we recognize that although these challenges may be universal, the solutions for each institution must be tailored to the characteristics of their individual service areas.

Providing ROI

In every campaign we run, we assess ROI not through typical metrics but also by tracking total applications generated and enrollment numbers resulting from our initiatives. This data is accessible via a live reporting dashboard for total transparency and accountability regarding the funds invested in enrollment efforts.

Data-Driven Recommendations

We embody a personalized, focused, and tailored approach to address the distinct enrollment needs and challenges of each client. Our experienced team of former community college marketers thoroughly assesses your strategic, enrollment management, and marketing plans, along with other pertinent data, to ensure our recommendations and strategies are in sync with your priorities.

1988

The year our company
was founded

12

The number of higher
education organizations
we partner with annually,
including NCMPR,
CCPRO, NSCEC, NACTC,
ACCT, TACCM, and
EdAmerica

2.25B

The number of digital
ads delivered for our
clients

150+

The combined years of
work experience in
community colleges
across our staff

250,000+

The number of student
interviews conducted for
custom research

45

The number of states
represented by our partner
institutions

571

The number of
community colleges we
have served

4.42M

The number of student
visits generated to our
community colleges

15

The number of major
conferences we present
at annually

A CLARUS Difference

Founded in 1988, CLARUS has pioneered the focus on community college marketing. With a portfolio of over 25,000 digital campaigns, CLARUS stands as the premier digital marketing expert for community colleges today, helping our clients leverage digital marketing strategies to achieve their application, enrollment, and retention goals. Here's what sets us apart!

DATA-DRIVEN APPROACH

We leverage enrollment insights, audience data, campaign metrics, and website analytics to inform all our digital marketing strategies for our clients. We use this data to identify trends, target audiences, and measure the success of campaigns.

CUSTOMIZED SOLUTIONS

Although every community college may have similar challenges, the campaigns and messaging for those colleges should be very different, tailored to their specific landscapes. We focus on understanding your unique market audience and creating digital marketing solutions – including personalized messaging, targeted advertising, and unique campaign strategies – to meet your specific needs and goals.

INDUSTRY EXPERTISE

Over the last 30 years, we've worked with more than half of the community colleges in the country to identify marketing and enrollment opportunities.

AUDIENCE-CENTRIC PLANNING

Unlike traditional ad agencies that purchase platform space and then search for an audience, we develop plans by first identifying target audiences and then selecting the platforms that best reach those groups.

FOCUS ON BOTTOM-LINE ROI

We go beyond the basic metrics of impressions, clicks, and cost-per-click. Our goal is to increase meaningful actions, including visits to campus and interactions on websites. By taking these measurements into account, we can focus on cost-effective strategies that yield measurable results.

INNOVATIVE TECHNOLOGIES

We utilize cutting-edge technologies and tools to enhance our digital marketing efforts. We integrate AI and machine learning to better target segments, create ads, automate elements of campaign management, and analyze performance data ... all to deliver the best ROI for you.

Everything You Need

We provide a complete range of services to meet your needs. With CLARUS, you'll have one team that's fully equipped to serve as your partner, trusted advisor, and "make the magic happen" resource.

RESEARCH + CONSULTING

- ◆ Two-Year Community Perception Scan
- ◆ Market Scan
- ◆ Student Journey & Communications Audit
- ◆ Predictive Modeling of Enrollment Propensity

BRAND + CREATIVE

- ◆ Brand Personality Foundation
- ◆ Photography and Videography Production Package
- ◆ Viewbook Production
- ◆ Static and Animated Display Banner Creative Production
- ◆ Landing Page Production and Hosting
- ◆ Content Writing

DIGITAL MARKETING

- ◆ Search Engine Marketing (PPC)
- ◆ Geofencing and Addressable Geofencing (to 25 square feet)
- ◆ Event Capture
- ◆ Programmatic Display
- ◆ Remarketing
- ◆ Social Media (Meta, Snapchat, LinkedIn, TikTok)
- ◆ Streaming Video (YouTube, ConnectedTV, Twitch)
- ◆ Streaming Audio (Spotify, iHeartRadio, Pandora)
- ◆ Podcasts
- ◆ Lead Generation
- ◆ Content Marketing
- ◆ Google Analytics
- ◆ Search Engine Optimization (SEO)
- ◆ Google Business Profile Optimization
- ◆ Website Design and Development
- ◆ WebID

CLARUS joined Carnegie in March 2023 to better serve community colleges and their students while broadening the company's support of higher education as a whole.

Founded in 1988, CLARUS, A Carnegie Company, has pioneered the focus on community college marketing. With a portfolio of over 25,000 digital campaigns, CLARUS stands as the premier digital marketing expert for community colleges today, helping our clients leverage digital marketing strategies to achieve their application, enrollment, and retention goals.

As the community college experts at Carnegie, we bring an unmatched understanding of the strategic goals and challenges of community colleges and serve as strategic advisors for all things related to approach and design.



Access to a Deep Bench of Carnegie Experts

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.

Expertise & Partnerships

CLARUS has established deep partnerships with industry leaders including Google, Meta, Simpli.fi, Snapchat, and TikTok. Dedicated partners across these major media platforms support our team by sharing the latest trends in technology and digital marketing, troubleshooting and making recommendations for our campaigns, presenting opportunities to beta-test new products and features, delivering insight into local and national trends, and providing exclusive access to platform-specific trainings/webinars.

We participate in many industry associations (like CES and the Digital Summits) to stay abreast of new trends in the digital industry, as well as the community college associations (ACCT, AACC, NCMPR, TACCM, and CCPRO) to continue to understand community college trends and student behavior. We utilize the insight we gain from these connections to make better decisions for our clients.



Association of Community
College Trustees



American Association of
Community Colleges



National Council for Marketing
& Public Relations



Texas Association of
Community College Marketers



California Community Colleges
Public Relations Organization

PREMIER

Google
Partner

Each year, Google recognizes the achievements of top-performing digital marketing partners across the globe by awarding Premier Partner status. **Only 3% of Google Partners achieve this honor.**

Our Google partnership benefits you in the form of expertly trained staff, dedicated Google account and technical support, and early access to exciting beta products. Additional benefits include competitive spending analysis reports, quarterly education trends reports, and more.

Our Slate Team At A Glance

Slate Platinum Preferred Partner

The first organization invited to be part of Technolutions' Platinum Partner program.

A National Team of Experts

A distributed team of 40+ Slate squad members, each with a background in Higher Education

Reach and Impact

More than 200+ Slate clients across the U.S. and around the world.



Service Integration

Seamless integration with digital marketing, website development, financial aid optimization, lead generation, brand, and more.

Part of a Complete Ecosystem

An interdisciplinary approach of marketing across our products and services.



Discovery + Research Steps

Project Approach

We begin every project by meeting with your stakeholders, gathering any relevant research conducted, and analyzing strategic plans that are already in place. A thorough understanding of your big-picture needs and how they align with the current enrollment goals is necessary to create the most effective marketing plan. A dedicated team is assembled to handle not only the kick-off and implementation, but also the ongoing optimizations to ensure the best results possible.

Your Team

We have assembled a talented team of project managers, digital strategists, and vertical marketing experts who will remain constant throughout your campaign. Additionally, you will be assigned a dedicated Account Manager; all day-to-day communications funnel through this contact to provide you with a clear and consistent communication channel to your CLARUS team.

Working Together

Prior to launching any campaign flight, we discuss goals, needs, and strategy for the upcoming campaign, as well as messaging and creative. After that discussion, the actual proposal outlining all the specifics of the campaign (purpose, target audience, time frame, messaging, platforms, impressions, creative/assets, and budget) is sent to you for your review and approval. Once all assets are in hand, the campaign is built and ready to launch within a few business days. We hold bi-monthly check-ins to evaluate performance, provide insights and context on KPIs, and modify as needed any campaigns that are running or planned.

Measuring Results & Campaign Dashboards

Starting from project kickoff and throughout our partnership, our team will work with you to translate campaign objectives into the right metrics and goals. These will become the focal point for campaign performance measurement, reporting, and analysis. KPIs are constantly monitored to prove strategy and tactic effectiveness and make campaign optimizations. We assist the College in developing UTM tags, placing conversion pixels, and all other methods to assist in measuring the success of the campaigns. The data collected is then used in our live reporting dashboards built on leading data visualization platforms. These live dashboards are available 24/7 making campaign results and ROI fully accessible at any time. In addition to the dashboards, our strategists will provide analysis, insights, and next steps based on campaign performance.

Four Phases

Our approach to your project will be clear and methodical, with each step building on our previous efforts.

One of our major goals in partnering with you is to take the guesswork out of enrollment and create a seamless partnership.



STEP ONE: IDENTIFY AUDIENCES

Develop student personas to represent your target audiences.

Create audiences based on your historical enrollment data we will match your data to 330 million households in the US defined by offline and online behaviors to find prospective students in your service area with these personas. Through targeted lists, we will reach individuals who match your audience criteria at a household level.

STEP TWO: DEVELOP STRATEGIES

Recommend platforms and tactics that align with your target audience, tailored to the personas identified for your institution, considering demographic, behavioral, and lifestyle characteristics.

Deliver detailed segment characteristics (demographic, behavioral, and psychographic) that allow us to fine-tune our targeting and select the platforms and tactics best suited to reach your audience.

Provide a digital plan to include audience size, messaging, programs to be promoted, campaign duration, budget needs, creative assets, and key platforms for effectively reaching audiences and achieving the necessary impressions.

STEP THREE: DEPLOY PLANS

Provide a detailed checklist outlining all assets needed to ensure a smooth and timely launch of campaigns. Our best-in-class higher education writers and designers will create digital ads on your behalf, across all applicable platforms, with all ads being sent for your review and approval before anything is pushed live.

Build and launch the campaign within one to two business days of receiving all necessary assets.

STEP FOUR: MEASURE & OPTIMIZE

Meet bi-monthly to review current campaigns, plan upcoming campaigns, and keep abreast of any changes at the College.

Provide a live dashboard for 24/7 reporting of campaign performance and metrics.

Monitor client campaigns daily, manage creative and addressable list updates, and assist with digital reporting.

Optimize campaigns based on KPIs like impressions, click through rates, conversions and view through conversions to your website and landing pages. If any of these are underperforming, we may suggest changes to boost performance.

Sample Timeline

Day 1(based on availability): Strategy meeting. Collect feedback on initial proposal. Gather additional information regarding campaign priorities, audiences, geographies, current or new media in place, upcoming events/important dates, program needs, etc.

Week 1(sometimes in coordination with strategy meeting): Campaign kickoff meeting. Review media plan together, collecting feedback and any additional information still needed. Set launch date.

After kickoff meeting: Static assets collection + technical startup. Following the discovery calls, all lists, images, data, etc., being sent from your team will be collected. Required account access should also be granted/approved. These items vary by campaign.

First two weeks and ongoing: Asset review + approval. All assets will be sent to you for review and approval. This is an ongoing process. Assets may include banner ads, landing pages, keyword strategy, Facebook strategy and text, etc. The majority of this phase will take place prior to launch.

Week 3-4 (sooner if possible): Digital campaigns live. Once tactics, channels, priority audiences, and target geographies are confirmed, campaigns will be launched.

First month of campaign: First full month of insights annotated in your dashboard and any initial recommendations from the digital strategist will be made. Your live dashboard will display metrics to include ad creative performance, click and conversion data, geographic focus, and traffic engagement in analytics.

Ongoing: The performance dashboard serves as the most transparent and up-to-date way to stay in tune with the campaign's performance. Your digital strategist will add campaign insights and note all optimizations made throughout the month directly onto the dashboard for you to review at any time. Recommendations, based on performance, will be delivered by email or on a strategy call. Calls/emails can include evaluation of deliverables, opportunities for improvement, metric highlights, creative analysis, verification of any additional timeline needs, and campaign additions or budget reallocation. Adjustments to campaign are made as needed and/or discussed in this meeting.

Real-Time Reporting at Your Fingertips

Our live dashboard reports provide a highly visual presentation of the metrics that matter in your campaigns.

AWARENESS METRICS

Total impressions, average impressions per day, and cost per impression give you a sense of reach.

INQUIRY METRICS

Total actions and cost-per-action (CPA) numbers show you how many people decided to engage.

KEY PERFORMANCE INDICATORS

Presented by device, these metrics show how effective your campaigns are based on different technology tools that your audiences are using.



CUSTOMIZABLE DATE RANGES

You can view the performance of your campaigns for any periods of time that campaigns are running.

CLICK METRICS

We provide full visibility into the number of clicks, click-through rates (CTR) and cost per clicks (CPC).

BOTTOM-LINE RETURN ON INVESTMENT

Our reports show you your ultimate **ROI** for each campaign.



Our Price Proposal

Your Goals Are Our Goals

Our primary aim in this proposal is to inspire Shasta College with fresh strategies and approaches across all channels in order to increase ROI, reach desired audiences, and meet your overall enrollment goals. Our proposal includes:

- ◆ **A multichannel digital marketing strategy** to increase and enhance the regional awareness of the College's services.
- ◆ **Increase enrollment** of new students **and retention** of existing students.
- ◆ **Real-time reporting and thoughtful campaign optimizations** to ensure continuous improvement.
- ◆ Comprehensive **email and text messaging** campaign.

Digital Media Strategy Plan

Cross-Channel Digital Marketing Strategy

GOAL: Increase enrollment across all academic programs with elevated brand visibility and recognition and engagement with college events and activities

AUDIENCES: Prospective students including:

- Career Technical Prospects
- High School (Seniors / Dual Enrolled)
- Adults: Traditional (18-24 / High School, Some College) and Non-Traditional (25-34 / High School, Some College)
- Hispanic Students
- Funnel (Prospects, Applicants, Current Students, StopOuts)

STRATEGY: We've outlined integrated digital recommendations inclusive of **geofencing strategies, video, programmatic streaming audio, and conversion-focused paid social media strategies.** This plan is mindful of budget and utilizes foundational strategies that insert Shasta College at critical moments during students' online search process to drive awareness, inquiries, and application activity. The time frame proposed for open houses/events and program pathways are all dependent on the events, and program requirements (prerequisites, program application deadlines, etc.). Included in this plan are estimated time frames that will be confirmed when solidifying the media plan.

STRATEGY HIGHLIGHTS:

- + Utilizing geofencing strategies to reach prospects while they are at home and encourage enrollment for Fall 2024 / Spring 2025 / Summer & Fall 2025
- + Leveraging streaming audio to expand awareness of Shasta College and the programs offered
- + Tapping into targeting capabilities in social platforms to target specific audiences, such as, Career Technical Education programs
- + Leveraging PPC to generate inquiries from mid-funnel users who are actively searching your brand and program keywords
- + Reaching underrepresented populations through programmatic tactics.

LINK TO: [Digital Media Strategy Plan Details](#)

Proposed Digital Media Channels

CLARUS Shasta College												
2024-25 Annual Plan												
Audience	July	August	September	October	November	December	January	February	March	April	May	June
Recruitment: 18-45, high school/ some college	Recruitment - Fall 2024 - Geofence, Display & Video, CTV, Social Media \$15,000				Recruitment - Fall 2024 - Geofence, Display & Video, CTV, Social Media \$16,500					Recruitment- Summer & Fall 2025- Geofence, Display & Video, CTV, Social Media \$10,000		
Retention & Enrollment Funnel (Prospects, Applicants, StopOuts, Current Not Enrolled: lists provided by College)	Retention & Enrollment Funnel - Fall 2024 - Geofence, Display (List-based) \$17,800				Retention & Enrollment Funnel - Spring 2025 - Geofence, Display (List-based) \$20,000					Retention- Summer & Fall 2025 - Geofence, Display (List-based) \$13,500		
High School: 13 to 18 & Influencers			High School Juniors & Seniors (Dual Enrollment) - Geofence, Display & Video \$2,300					High School Seniors - Geofence, Display & Video \$1,300				
Hispanic Audience	Hispanic - Fall 2024 - Geofence, Display & Video \$2,400				Hispanic - Spring 2025 - Geofence, Display & Video \$2,400					Hispanic - Spring 2025 - Geofence, Display & Video \$2,400		
All Audiences: Awareness & Lead Generation					Awareness & Lead Generation - PPC, WebID, Streaming, Social Media \$37,000							

Campaign CTA Key	Budget Total
Recruitment	\$41,500.00
Retention & Enrollment Funnel	\$51,300.00
High School & Influencers	\$3,600.00
Hispanic Audience	\$7,200.00
Awareness & Lead Generation	\$37,000.00
Campaign Setup, Management & Reporting	\$39,400.00
Total	\$180,000.00

Carnegie Hosted Slate Instance to Support Email and Text Campaigns

Why Slate?

- + Designed specifically for higher-education institutions
- + Fully customizable
- + Supports features to adhere to A2P and Email Deliverability protocols, including unsubscribe functionality
- + Allows for email design customization, precision delivery, and text message sending



Technolutions' first Slate Platinum Preferred Partner

Carnegie Hosted Slate Instance

Carnegie provisions and customizes a Slate instance for your institution for email and text campaign deployment

\$20,000

Twelve Month Consultation

- Copy for a bank of up to 12 emails
- Copy for a bank of up to 14 text messages
- Text message deployment of up to 25,000 sends
- Design for three email templates
- Maximum of eight hours per month of Slate consultation including:
 - Remote support to include Carnegie-Hosted Instance configuration, email and text configuration, static mailing list uploads, and message deployment.
 - Biweekly 50-minute project calls

\$41,850

Total Investment

Service	Scope of Work Summary	Cost
Digital Media Planning & Strategy	Development and implementation of a comprehensive digital advertising strategy inclusive of discovery, research, and recommendations.	Included
Digital Media Buying & Management	Inclusive of media buying, placement, optimization and reporting. Our fee for management is 28% of media.	\$180,000
Email & Text Messaging	Inclusive of Carnegie-hosted Slate instance, email and text communications.	\$61,850
Total Investment		\$241,850



Success Stories & References

Case Study: Northeast Community College

THE STORY

Northeast Community College, situated in Norfolk, NE, currently serves 6,541 credit students. The College experienced a decline in enrollment and had been unsuccessful with past vendors. Further, the web traffic observed by the College's CIO did not align with the reports provided to the Marketing Director by their digital marketing vendor. It was time for a change.

THE STRATEGY

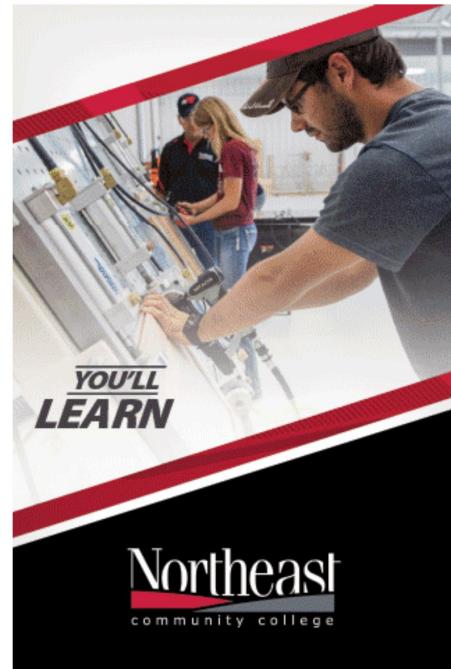
The College collaborated with CLARUS on a comprehensive plan, incorporating Google AdWords; keyword retargeting; advertising on Spotify, Pandora, and iHeartRadio; CTV/OTT, micro-targeting; social media ads; and various programmatic tactics like geofencing and behavioral targeting.

THE RESULTS

After partnering with CLARUS, the College reversed years of declining enrollments, seeing significant improvements:

- ◆ **Overall enrollments increased by 9% compared to the previous year.**
- ◆ **Freshmen enrollment rose by 12%.**
- ◆ **Non-degree-seeking student enrollment grew by 8.5%.**
- ◆ **Transfer student numbers climbed by 5.8%.**
- ◆ **Early entry student enrollments soared by 37%.**
- ◆ Retention efforts, including geofencing the homes of students who hadn't registered, led to a **29.6% increase in returning students.**

Enrollments continued to rise, even through COVID, and now CLARUS now manages the College's entire \$200,000 media budget.



Case Study: San Juan College

THE STORY

San Juan College, with 6,723 credit students and over 100 programs, hosts one of the few online veterinary technology programs in the country, but enrollments for this usually waitlisted Vet Tech program were dropping. After further declines, the College urgently sought CLARUS' help.

THE STRATEGY

First, the College created a persona for vet tech enrollees by discussing with the program's lead faculty, who identified veterans with K-9 handling experience as a key audience. They pinpointed two major military bases with extensive K-9 programs. The College aimed to boost inquiries, applications, and re-enrollments using digital strategies. CLARUS recommended tactics including geofencing the military bases to reach K-9 handlers, targeting current vet tech students and prospects for re-enrollment, and implementing programmatic search and site retargeting, all within a three-week campaign budget of \$1,200.

THE RESULTS

We realized major successes through our efforts, including:

- ◆ **70 inquiries** from military bases
- ◆ **37 new applications** from military bases
- ◆ **31 students engaged with faculty** to complete enrollment
- ◆ **380 students enrolled** (280 students enrolled in Tier 1 classes, and 100 Students enrolled in Tier 2 classes)

Now, that's something to bark about!

The advertisement features a small, light brown puppy sitting on a white surface. To the right of the puppy, the text reads: "Sucker for a furry face? Apply to our online Vet Tech program." Below the puppy is a large white bone-shaped button with the text "Click Here". At the bottom left is the San Juan College logo, which consists of four squares containing the letters S, J, C, and a sun icon. To the right of the logo, the text "SAN JUAN COLLEGE Success Matters" is displayed.

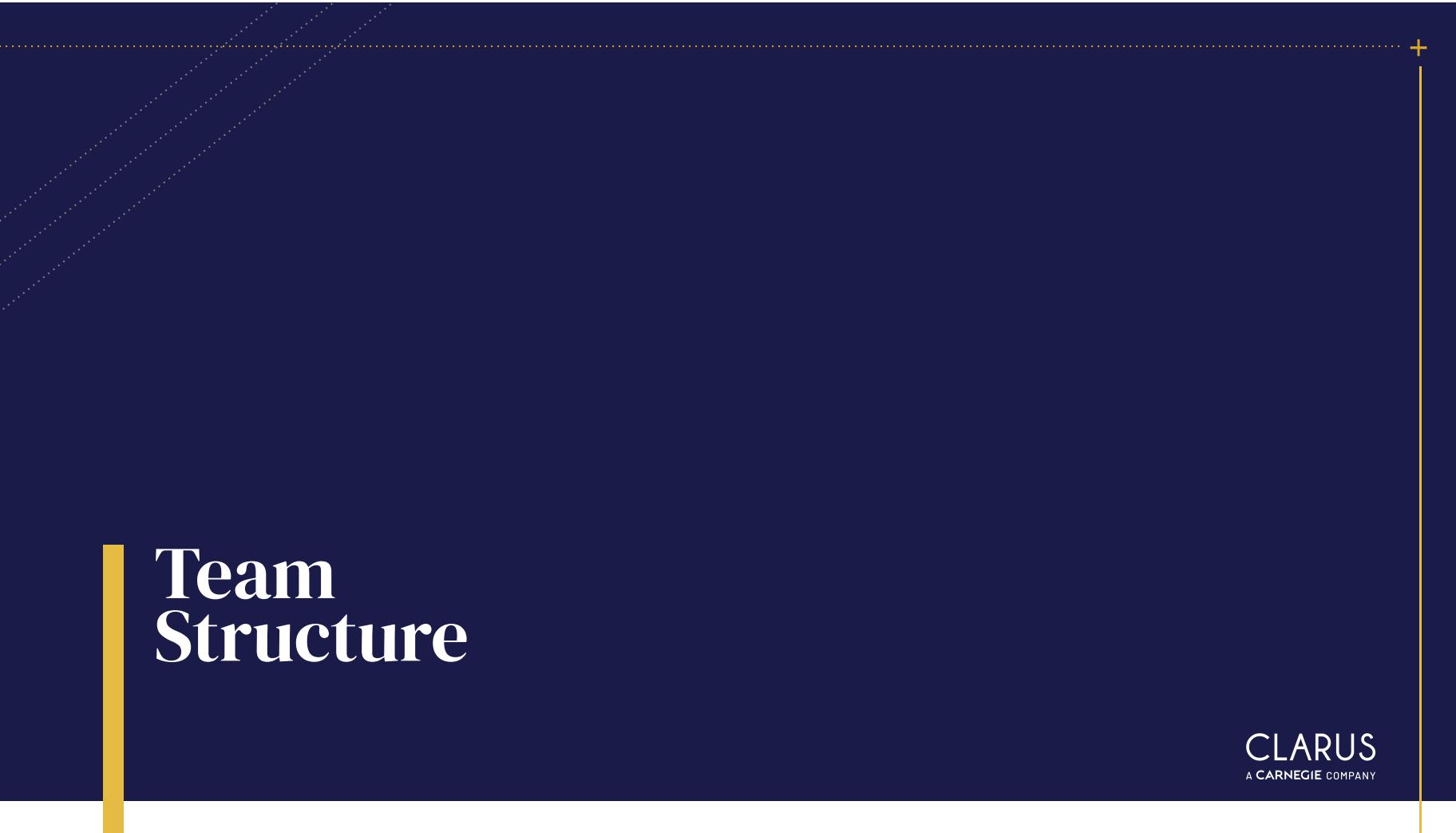
References

The following references represent institutions and/or projects that are similar to your institution and/or your project-at-hand:

Jena Vogtman
Northwood Technical College
Associate VP of Marketing and Communications
505 Pine Ridge Drive, Shell Lake, WI 54871-9300
p. 715.319.7181
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Current digital client

Erin Jellesma
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Director of Marketing
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Current digital client

Erin Hergert
Pueblo Community College
Director of Marketing
900 West Orman Avenue, Pueblo CO 81004-1499
p. 719.549.3226
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Current digital client



Team Structure

Highly Experienced, Highly Engaged

Your CLARUS team is passionate about making a positive difference for your college.



Dr. Kathi Swanson
President

Dr. Kathi Swanson brings nearly three decades of experience collaborating with community colleges and offers a deep understanding of their operational dynamics. Having engaged with over a third of the nation's community colleges, her expertise extends to marketing strategies that ensure these institutions remain up-to-date with their advertising approaches and gain valuable insights into their target audiences.



Kristy Phillips
Senior Director, Client Success

Kristy is a valuable client resource for full-funnel strategies across prospective audiences. She has an unrivaled eye for building consensus and an expertise in developing positioning statements for campuses that are part of a larger university system. Her forward-thinking approach enhances recruitment strategies for first-year students and adult learners.



Alison McLallen
Director, Account Management

Alison is a versatile professional who has cultivated a strong educational foundation through her studies at Arizona Western College, a community college in Yuma, AZ, and Northern Arizona University. Her diverse skill set and extensive knowledge uniquely position her to champion the missions and objectives of community colleges while working tirelessly to showcase their impact and enhance their visibility.



Chelsie Shackelford
Director, Digital Operations

Chelsie is a goal-oriented digital engagement professional with an impressive array of industry certifications, notably in Google Ads Search and Display. With a background at North Idaho College, a community college in Coeur d'Alene, ID, she has actively contributed to crafting and implementing effective marketing campaigns, elevating student recruitment initiatives, and refining strategies for digital engagement.



Ashley Macawile
Paid Social Media Specialist

Ashley, equipped with an associate's degree in Arts and an AGEC-A Certificate from Arizona Western College, a community college in Yuma, AZ, is committed to leveraging her digital engagement expertise to make substantial contributions to the objectives of our clients. Driven by a love for knowledge, she pursues fresh insights and avenues to support the transformative endeavors of community colleges.

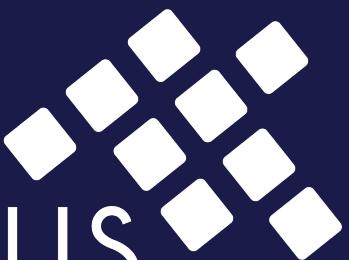


Ashlee Sikora
Director, Paid Search

Ashlee is an experienced digital marketing professional specializing in PPC, with additional proficiency in Performance Max and Demand Generation. With more than nine years of dedicated service in higher education, her primary focus is assisting colleges and universities in achieving their enrollment objectives through the management of highly effective PPC campaigns.



Read more about our team at claruscorporation.com/about/.



CLARUS

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