

Utah State University

PROPOSAL

Integrated Student Search Solution



CARNEGIE

Katie Jo North
AVP New Student Enrollment
Utah State University
Old Main Hill
Logan, UT

Dear Katie Jo and members of the review committee:

The landscape of higher education marketing is shifting like never before.

More competition. Fewer students. More demands. Fewer resources. More channels. More data. More analytics. You've heard the trends, best practices, mantras, and key takeaways. But you also live in the real world—a world in which your team has all the energy, optimism, and ideals but not enough hours in the day. How do you cut through the clutter, the busywork, and make real gains that will move the needle?

Have a partner who knows you well. Having literally traveled the world with Ian in a previously life and connecting with so many campus partners over the past few years/months, I am confident in our ability to serve as a trusted partner and really understand you as individuals and the institution. We're armed with insights about Utah State and we are ready to see ourselves as an extension of your team.

Tap into an unmatched depth and breadth of relevant experience. Tap into an unmatched depth and breadth of relevant experience. Complementing the talents of your team, we'll apply our best collective thinking to your goals and opportunities.

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 human psychology to help you form strong bonds with your audiences that lead to action, affinity and enrollment.

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 finalize this strategy together.

Now, let's go!

Adam Parker
Director, Client Success
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Proposal Contents

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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Your Goals & Opportunities

Utah State University is seeking a strategic partner to provide a modern Student Search and engagement solution that combines traditional Search strategies with Digital marketing and social media.

Your goals are our goals

Your goals reflect your desire for new, differentiated, and more effective strategies.

We understand that you need to:

- + **Grow new student enrollments** over the next few years through a stronger inquiry pool.
- + Focus on **increasing overall enrollment** for your incoming class.
- + Integrate and leverage **data within your Slate** instance.
- + Maintain and enhance **the geographic, socioeconomic, and programmatic diversity** of your inquiry and applicant pools.
- + **Reach prospective students earlier** in the college selection process.

Together we will collaborate

Together we will build a modern Student Search solution that focuses on fit, diversifies sources, differentiates by using psychometric data, deploys a 360 digital strategy, optimizes your email marketing, and focuses on increased conversions and ultimately, yield.

We will create a solution designed to:

- + **Increase both awareness and affinity** for Utah State University in existing and new markets.
- + **Increase engagement** at important conversions.
- + **Optimize enrollment** by balancing both headcount and net tuition revenue.
- + **Infuse data into your Student Search efforts** for better strategic decision making, in flight and year over year.
- + **Dynamically engage** with students at various entry points throughout your ecosystem.

Our Proposed Approach

Landscape changes demand a new approach

- **The demographic cliff:** fewer students to recruit
- **The decrease in access to prospect data:** fewer test takers, data privacy policy, and the end of race-conscious admission
- **The rise of GenZ:** students demand authenticity, customization and to be met where they are
- **The digital revolution:** 24/7 access to information has changed how people think and act
- **Buyer Controlled Market:** all these changes have given students all the leverage

1 million

The cumulative drop in
Fewer test takers in
2023 compared to 2019

22%

The drop in students
enrolling in college directly
from high school in 2022

55%

The average tuition
discount rate for
first-year, full-time
students in 2021-22

30%

The percentage of
college freshmen who
drop out

6

The typical number of
colleges and universities
that seniors apply to

\$58T

The amount of money
transitioning from
Boomers to Xer's and
Millennials this decade

25%

Gen-Z students who
discover one or more
schools through social
media

35%

College-aged students
who report that they
tend to distrust
education institutions

92%

Students who indicated
that being authentic and
true to oneself is
extremely or very
important

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 Templated

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

Your solution will be customized to answer your most pressing marketing and enrollment needs.



Enrollment Strategy Consulting

Student Search needs a constant hand on the wheel—we provide that steady hand to ensure your success. We will begin by building a Student Search Strategy based on our wealth of experience, best practices and aligned with your goals.

Your Enrollment Strategist will work with our subject matter experts and specialists to ensure a seamless integrated execution of your strategy. They will know your campaigns, review performance data and make sure to bring optimizations and insights to your discussions.

You will benefit from our channel specialists and also have a main point of contact for strategic pivots, questions from the board, and performance reviews.

BENEFITS OF CARNEGIE STUDENT SEARCH:

- + Partner with our tenured enrollment leaders on developing your modernized Student Search
- + Rely on their strategic oversight of your work
- + Know you have a single person to call to talk strategy, performance, and what's next!

Strategic Lead Sourcing

We will deliver 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. And then we'll focus your time and energy by identifying those students most likely to engage with your institution.



**NAME BUY
CONSULTATION**

**LEAD SOURCING
STRATEGY**

LEAD SCORING

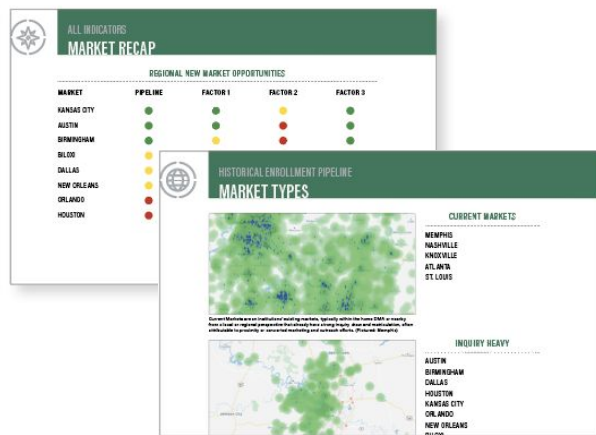
**STUDENT DATABASE
ACCESS**

**MARKET
OPPORTUNITY
INDEX**

Name Buy Consultation

We will deliver 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.

We use market viability analyses to align your institution's goals and your purchasing strategy. Using existing enrollment data and demographic evaluations of prospective markets, we will identify opportunities in **new markets and uncover hidden potential in your backyard.**



BENEFITS OF CARNEGIE STUDENT SEARCH:

- + Built on historic enrollment data, market research, and a channel analysis your model will reflect an ecosystem approach to recruitment
 - o Student Search criteria and recommendation will consider demographic, academic, socioeconomic, and source variables
 - o Our recommendation will be data-driven and consider national trends, recruitment opportunities, and comprehensive sourcing options
- + Leverage market research in strategic name purchases to identify new markets and backyard opportunities
- + Agile and modern, our purchasing strategy includes multiple executions and ongoing monitoring for optimization

*we offer name buy consultation packages for first-year underclassmen, undergraduate transfer, and graduate.

Lead Scoring

This is **data-driven intelligence that maximizes your resources and results.**

Carnegie's Lead Scoring assigns a probability of application to each student in your prospect pool. Together, and with this information, we will make impactful strategic and budget saving decisions to maximize your efforts. Lead scores can inform communication segmentation, recruitment plans, direct mail volumes, digital spends and early yield interventions that will impact your enrollment goals. Lead scoring helps you deploy your valuable resource where they will have the greatest impact.

BENEFITS OF CARNEGIE STUDENT SEARCH:

- + Run digital inquiry, prospect, admit, deposit, visit, yield, parent campaigns and more—you choose.
- + Use this rich data to make resource allocation decisions that allow you to change up your recruitment and marketing mix.
- + Inform communication segmentation, recruitment and marketing plans, and intervention tactics.
- + Lean on our team of consultants deliver the data as well as the action plan.
- + Benefits from multiple purchases throughout the cycle

Student Database Access

You need student names. We offer a **reliable** student name source to augment your list strategy for Student Search. Our solution is CollegeXpress—The most **comprehensive, multichannel, recruitment tool** available to colleges and universities.

BENEFITS OF CARNEGIE STUDENT SEARCH:

- + Deploy an always-on strategy, for year-round inquiry delivery.
- + Build a strong multi-cycle pipeline from freshman to seniors.
- + Shape a diversified student pool—CollegeXpress is free and accessible to all students.
- + Attract hand-raisers with targeted email marketing and on-platform digital advertising
 - o Segmentation from gender and geography to academic interest and aptitude
- + Direct upload to your CRM instance, including data mapping, origin source set-up, and future performance reporting.



Psychographic Segmentation

Deliver the personalized experience students are asking for and stand apart from your competition. By combining student demographic and psychographic data—like personalities, motivations, and beliefs—we deliver custom audience segmentation and student profiles that ensure your Student Search campaigns capture attention and create affinity.

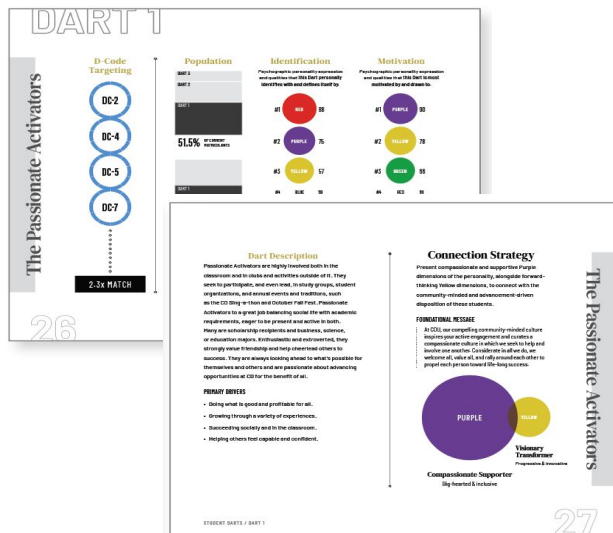


**INSTITUTIONAL
PERSONAS**

**NATIONAL
PERSONAS**

**PERSONALIZED
CREATIVE**

Custom Psychographic Segmentation – Carnegie Darts



You are well aware of the high expectations of the students you recruit—Darts are the ultimate way to meet and exceed those expectations. By sampling your current student's demographic data and psychographic data—like personalities, motivations, and beliefs—we deliver **CUSTOM student personas** (Darts) for use in **advanced audience segmentation** and **personalized communications**. This model of psychometric segmentation is based on your student population—individuals who have already successfully enrolled—making it the most predictive dataset with which to build your student personas.

BENEFITS OF CARNEGIE STUDENT SEARCH:

- + Deliver truly personalized communications with custom psychometric segmentation—only found at Carnegie.
- + Tag your prospect database with custom student personas for segmentation and best-fit communications.
- + Lean on our creative team to write and design communications personalized by your Darts and with information like what that student will find most attractive about your institution.
- + Email, digital ads, print, and landing pages.
- + Integrated into your CRM, Darts offers sophisticated reporting and communication segmentation.

Dynamic Multi-channel Campaigns

We'll deliver the right message to your Student Search audience at precisely the right time. You'll be supported by a team with unparalleled experience, who will work directly in your campaigns to optimize performance. Your Student Search campaigns will be agile, optimized, and fully-supported.



SENIOR
SEARCH

UNDERCLASSMEN
SEARCH

SEARCH
LANDING
PAGE

Slate Communications



*Technolutions' first Slate Platinum
Preferred Partner*

Carnegie Hosted-Slate Instance

Your Student Search email campaigns will be agile, optimized, and fully-supported. Our team of Slate communications experts will monitor your campaign performance and ensure your campaigns are optimized to deliver engagement and conversions to achieve enrollment success.

BENEFITS OF CARNEGIE STUDENT SEARCH:

- + Campaigns built in your Carnegie-Hosted Slate Instance—by the best Slate team in the industry.
- + Custom Slate set-up for Utah State, hosted by Carnegie for your Student Search.
- + Fully supported service including:
 - List management and segmentation
 - Attribution and tracking and email marketing
 - Real-time reporting with 24/7 access via your Carnegie Reporting Center (see performance reporting slide)
 - Print Management
 - Guidance on the data transfer to your CRM
- + We help configure or advise on data exports/imports to ensure accurate data mapping.
- + Count on us for ongoing monitoring and consulting on your Student Search strategy
 - On-going support provided via regular calls addressing campaign performance and optimization recommendations

Real-time Performance Reporting

Carnegie wants to empower you to take control of your Student Search, by providing the data that you crave, real-time reporting, and expert analysis to make it all actionable. Whether data and reporting is in your Slate instance or a Carnegie-hosted Slate instance, we provide full funnel data for YOY reporting, as well as real-time campaign performance. Our team of marketing and communications experts work directly in your campaigns tracking performance and delivering insights to optimize your efforts.



PERFORMANCE
REPORTING

24/7 REPORTING
ACCESS

IN-FLIGHT
OPTIMIZATIONS

ACTIONABLE
INSIGHTS

ATTRIBUTION
TRACKING

Website Attribution + Personalization

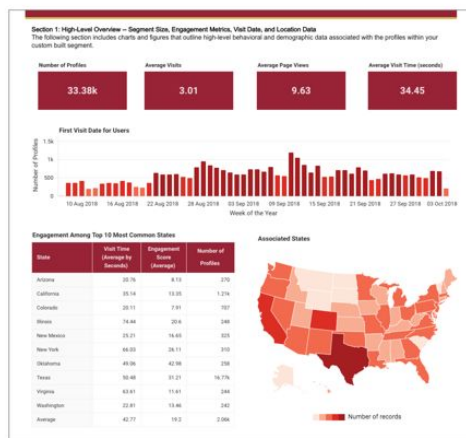
We can give you full student journey data, from the very first touchpoint to application and beyond. From digital campaigns to Student Search emails, through to deposit submission, we track and report on each user's unique digital journey.

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 personified on-site creative and delivery
- + Track all digital campaigns in your Slate instance





Investment and Timeline

Investment Summary

Core Student Search Investment

CollegeXpress Lead Generation	Connecting with prospective students at every stage of their journey is more challenging than ever before. 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.	\$214,580
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.	
Prospect to Inquiry Slate Communications	Tailoring your Senior and Underclassmen Slate communications based on custom data points and generate connections with highly relevant messages. Campaigns are built in your Carnegie-Hosted Slate Instance with no data transfers involved and real-time campaign reporting is built in.	
Psychographic Segmentation - Carnegie Darts	Groundbreaking research into the psychographic variables of your undergraduate student segments, and detailed audience persona profiles (called a "Dart") that describe specifically who you should target, where they tend to exist in the nation, and how best to reach them.	
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.	
Slate Instance		
Carnegie-Hosted Slate Instance	Full configuration and maintenance of a dedicated Slate instance for your Search efforts, including email authentication configuration for sender and domain reputation, configuration and automation of data exports and imports, import of up to 3 years of historical data for reporting	\$20,000
Carnegie Clarity		
Website Attribution & Personalization	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 and bidding strategies. Access to a live dashboard to monitor campaigns as well as ongoing analysis from our team, including performance, trends, and recommendations when applicable.	\$59,131

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, Carnegie-hosted Slate instance, estimated print and postage 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	Carnegie-Hosted Slate Instance	Carnegie Clarity	Total
Total Annual Investment 1 Year Partnership	\$214,580	\$20,000	\$59,131	\$293,711
Total Annual Investment 2 Year Partnership	\$183,534/year	\$20,000/year	\$59,131/year	\$262,485/year
Total Annual Investment 3 Year Partnership	\$171,568/year	\$20,000/year	\$59,131/year	\$250,699/year

Our Proposed Process



DISCOVER

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

Key activities will include:

- + Kick Off and Discovery meetings
- + Asset exchange (data)
- + Motivator set-up
- + Digital audience specifications
- + Market confirmations
- + Timeline creation



STRATEGIZE

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

Key deliverables will include:

- + Name Purchasing Model + Lead Scoring Analysis
- + Market Opportunity Report
- + Persona Segmentation
- + Communication Plans



ACTIVATE

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

Those assets will include:

- + Dynamic Slate emails + campaigns + segmentation
- + Personalized print pieces



MEASURE

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

Reports will include:

- + Custom dashboards
- + Engagement benchmarking
- + Conversions reports
- + Recommendations and pivots
- + Ongoing optimizations



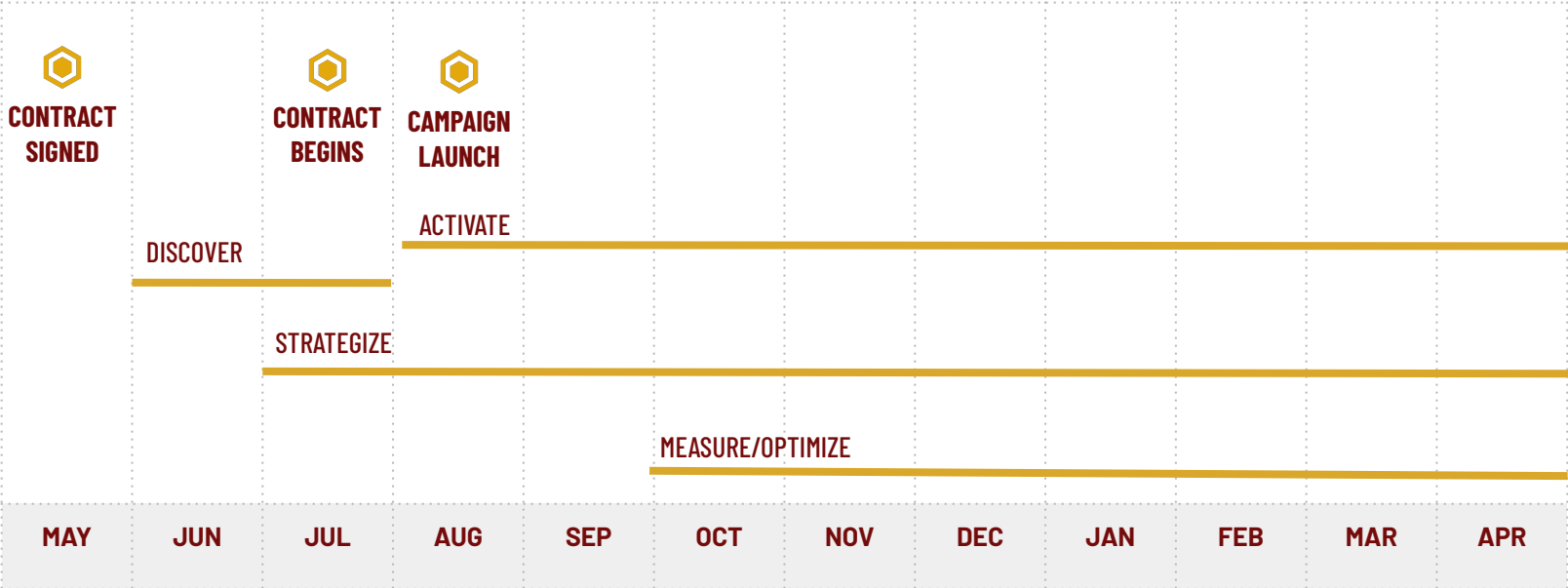
OPTIMIZE

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

Support will include:

- + Email campaign implementation
- + Name Buy strategy
- + Market Opportunity
- + Segmentation

Carnegie Student Search Timeline





Your Leadership Team

One Team. Your Team.

Human Connection is what gets us up in the morning.

We believe that genuine connection is the key to capturing attention and building affinity between students and institutions, but it's also core to who we are as a company. We build connections, relationships, and dare we say it: friendships. It's our people that set us apart.

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 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.

Essential Relationships

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

Deep bench of expertise

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

Carnegie's Persona Archetypes Key

Innovator

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.



Explorer

Adventurous and inquisitive

Driven by the quest for discovering the unknown. Delivers progress and an unmatched interest for uncovering truth. Value investigation, curiosity, and trailblazing. Causes people to feel intrigued and emboldened.



Creator

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.



Competitor

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.



Rebel

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.



Provider

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.



Entertainer

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.



Sophisticate

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.



Achiever

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.



Beige

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.



Success Stories

Asbury University

“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

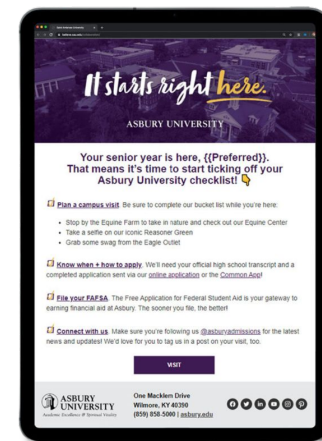
Asbury University, a private Christian institution, needed an integrated enrollment marketing partner to support its goals for growth and market differentiation. Previous Student Search strategies had failed to demonstrate the yield results and return on investment the University needed.

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 more. 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. The financial aid optimization team designed an individualized approach to financial aid allocation that aimed to substantially reduce the level of tuition discounting, provided ongoing projections and enrollment analytics, and made mid-cycle adjustments to the aid strategy to ensure Asbury met their headcount, net tuition revenue, and student profile goals.

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 also saw an increase in first year deposits by 20%, resulting in an overall 25% increase in net tuition revenue. The individually optimized financial aid strategy allowed Asbury to achieve an aggressive NTR goal, educing the tuition discount rate by 1% in the process. The Class of 2027 also boasts the highest average high school GPA in recent years and shows a 5% increase in representation from students residing in border states. As Asbury seeks to continue to build classes of best-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.



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.

4%

increase in YOY
inquiries

23%

increase in submitted
applications YOY

3%

increase in admits
YOY

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.

86%

increase in new website
visitors

15%

admit/matrics sourced
via CollegeXpress

Grace College

"Carnegie is one of our most high-impact partners. their team gets who we are, our markets, what types of students we're pursuing, and listens well to our needs and goals. Moving to Slate, and choosing to partner with Carnegie as part of that, has been a great decision for Grace College."

Mark Pohl, Ph.D.

AVP of Enrollment Management and Financial Aid
Grace College

Following several years of stagnant enrollment and institutional financial challenges while following a traditional model of Student Search, Grace College's admissions and marketing leadership knew it was time for a change. The College needed to implement a more strategic enrollment and name-buy process in order to achieve its goals for enrollment growth and operational efficiency. College leadership made the decision to invest in Slate and bring Student Search largely in-house, partnering with Carnegie's Slate Optimization Team for Slate implementation and enrollment campaign strategies.



Grace College delivered an underclassmen Student Search campaign which included print collateral, supported by a full team of designers, writers and project managers.

+ The Strategy

Carnegie's Slate experts worked with Grace's enrollment team on a suite of solutions to "insource" its Student Search, including implementation services, Slate campaigns, and name-buy consultation. By working closely with our team of Slate professionals, Grace College has been able to leverage the CRM's power to streamline day-to-day enrollment marketing operations and make email communications more strategic. As part of its annual inquiry generation strategy, Grace also leverages various CollegeXpress segments, including Christian institutions, to generate right-fit inquiries who express interest in Grace College.

+ The Results

By bringing its communications into its own Slate instance, Grace College has been able to create significant efficiencies and, most importantly, drive remarkable enrollment growth. In the first two years of partnership, Grace College enrolled the third-largest and largest freshman classes in the institution's history in 2020 and 2021, respectively. In fall 2021, Grace enrolled more than 470 students, surpassing its team's original goal by 10 students. Of the entering 2021 class, more than 18% of deposits had engaged with CollegeXpress during their search. From inquiry generation to Slate implementation and consultation solutions, we're proud to serve as an ongoing partner in Grace College's success.

References

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Scope of Work:

Our partnership with Washington State University includes Slate Student Search communications, CollegeXpress, and Digital Marketing for both the undergraduate and transfer student enrollment efforts as well as WSU Global.

Jenny Sawyer

Associate Provost and Executive Director of Admissions

The University of Louisville

2301 South 3rd Street
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Scope of Work:

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

Alejandra C. Sosa Pieroni

Executive Vice President, Division of Enrollment, Marketing, and Student Success

Georgia Southern University

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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, Student Search, Slate consultation, Slate Reporting, and Slate portals.

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



About Carnegie

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, personified, 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 ed industry organizations we call partners

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 student persona archetype system, 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.

Art and Science

We harness an unrivaled psychometric methodology. By integrating rich, proprietary data with powerful psychological insights, we develop communications and strategies that generate human connection. There is always an art and a science behind what we deliver.

5

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

100M+

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

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

0

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

250+

The number of websites launched over the years

75

The number of Slate instances our team has implemented or supported

101

The number of digital certifications completed across our team

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

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