

Massasoit Community College

PROPOSAL

RFP #2024-01

Integrated Marketing
Services



CLARUS
A CARNEGIE COMPANY

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

John Caffelle
Director of Administrative Services

Thank you for the opportunity to submit a proposal for integrated marketing services to support enrollment growth!

Our hope is to be a sole-source strategic partner who delivers a comprehensive range of advertising and marketing services, including, but not limited to, audience-specific strategic multi-channel marketing aligned with the College's goals. Ultimately, we will ensure that every communication touchpoint supports enrollment growth outlined by the College.

Massasoit Community College has previously engaged in a digital partnership with our parent company, Carnegie. Now we are excited to reimagine a partnership infused with CLARUS' proven strategies as the leader in community college digital marketing.

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,



Kristy Phillips, Ed.D.

Senior Director, Client Success

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Scope of Services

Your Goals Are Our Goals

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

- ◆ Increase **institutional brand awareness**.
- ◆ **Increase inquiries, applications, and enrollment** of target students across core markets.
- ◆ **Generate quality leads that convert** to applications and enrollments.
- ◆ **Increase awareness among** those who influence traditional students' college choice, including **parents and families**.
- ◆ **Increase retention rates** among existing students.

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

150+

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

45

The number of states represented by our partner institutions

12

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

250,000+

The number of student interviews conducted for custom research

571

The number of community colleges we have served

2.25B

The number of digital ads delivered for our clients

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.

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



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.

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/Email 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
- ◆ Email Strategy

Quality Requirements

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.

Question One

Provide a representative sampling of three or more media plans and media buys that have been produced for higher education clients.

EXAMPLE ONE:

This community college is located in the Southeast and has five campuses and other centers/locations across four counties. Annually, the College has just under 14,500 students enrolled, with ~4,500 degrees awarded annually. The College has an annual budget of \$250,000 to \$300,000 and partners with CLARUS to run annual brand, programmatic, and audience-specific marketing campaigns to increase enrollment. The College has specific enrollment goals focused on programmatic pathways, high school students (and parents), adult learners/some college, no degree, funnel support to ensure current students register for future terms, Hispanic households, Veterans, and Law Enforcement.

Strategy Highlights:

Branding and Awareness: Branding and awareness strategies are deployed as an “always-on” tactic to build lasting affinity and, ultimately, enrollment with the College. Monthly, we deploy Google Ads PPC to ensure the College is in front of users who are actively searching for educational opportunities.

We deploy Connected TV directly into adults' homes with high school-aged students (ages 13 to 18), delivering branded content to reach those seeking an education and influencers. We also run retargeting ads and deploy Web ID to re-engage with traffic that has visited the College's website. Retargeting has allowed us to follow up with stronger calls-to-action (CTAs), such as open house visits and enrolling for upcoming terms. WebID allows us to identify visitors to the College's website by name and address. This allows us to place digital ads within those homes then to promote academic pathway digital campaigns. This College is also part of an athletic conference, so we deliver paid television and online ads during the Conference's football games in the College's service area.

Programmatic Digital: This media plan highlights how we delivered audience-specific digital ads on mobile phones in apps and websites that accept advertising and cross-device to laptops, desktops, tablets, etc.

- **High school seniors and COVID seniors:** We Geofence the local high schools while also building a digital audience through our digital provider to specifically target the homes with current high school students within the service area.

We also specifically targeted Hispanic households by building an audience of households with Spanish listed as the primary language spoken in the home. COVID Seniors are comprised of high school seniors who graduated in 2021 and 2022, who were not participating in any form of education.

- **Funnel Campaigns:** We took lists of applicants, current students, and Stop-Outs and geofenced those homes to deliver audience-specific ads encouraging students to enroll for the upcoming term. The Stop-Out list was created using past enrollment data of students who had previously enrolled but had not for several terms. These campaigns ran throughout the year to support Fall, Spring, and Summer enrollment.
- **Program Pathways:** Audiences included adults, Veterans, and Hispanics where applicable. The College has eight academic pathways that we ran digital and video ads for to support key programs or workforce/technical programs that the College offers. We build these audiences through demographic audience information and past search history to build an audience of prospects with a higher propensity to enroll in the designated academic program.

Question One

EXAMPLE ONE: 23-24 ANNUAL PLAN

Audience	July	August	September	October	November	December	January	February	March	April	May	June
Individuals in Service Area	Branding & Awareness: Paid Search, CTV, Monthly Retargeting, WebID											
Stopouts	Fall Push / Geofence Homes			Spring Push / Geofence Homes							Summer Classes Push / Geofence Homes	
High School	Seniors / Geofence			Seniors & Dual Enrolled / Push Scholarships & FAFSA / Geofencing & Social			Seniors & Dual Enrolled / Push Promise & Rejections at 4-Year / Geofencing Homes, Snapchat, TikTok,FB/IG			Seniors & Dual Enrolled / April to June - Geofence Graduations, FB, Newspaper, Television June to July - Push Summer & Fall, Continue to Geofence		
Current Students	Fall Push / Geofence Homes			Spring Push / Geofence Homes							Spring 21, Fall 21 Enrollees Not Enrolled, Spring 22 / Summer Classes Push / Geofence Homes	
University Students										Summer Classes Push / Geofence Freshmen/Sophomore Homes, Other Universities		
Adults			SEC Football Games / Television & Online Ads in Service Area									

Question One

EXAMPLE ONE: 23-24 ANNUAL PLAN CONT'D

Audience	July	August	September	October	November	December	January	February	March	April	May	June
Adults - High School & Some College	Push Fall / Audience Builder, Geofencing											
Arts & Humanities Pathway				Spring Push / Audience Builder, Behavioral Targeting, Geofencing Locations, Social Media				Fall Push / Various Digital, Video, Social Media				
Business/Hospitality Pathway				Fall Push / Audience Builder, Behavioral Targeting, Geofencing Locations, Social Media					Fall Push / Various Digital, Video, Social Media			
Education Pathway				Fall Push / Audience Builder, Behavioral Targeting, Geofencing Locations, Social Media					Fall Push / Various Digital, Video, Social Media			
Health Sciences Pathway				Fall Push / Audience Builder, Behavioral Targeting, Geofencing Locations, Social Media				Fall Push / Various Digital, Video, Social Media				
Industry, Mfg Construction Pathway				Fall Push / Audience Builder, Behavioral Targeting, Geofencing Locations(ex. entry-level job locations), Social Media					Fall Push / Various Digital, Video, Social Media			
Public Safety Pathway				Fall Push / Audience Builder, Behavioral Targeting, Geofencing Locations (ex. entry-level job locations), Social Media					Fall Push / Various Digital, Video, Social Media			
STEM Pathway				Fall Push / Audience Builder, Behavioral Targeting, Geofencing High School Students w/ Shown Interest in STEM, Social Media				Fall Push / Various Digital, Video, Social Media				
Social, Behavioral, HS Pathway				Fall Push / Audience Builder, Behavioral Targeting, Geofencing Locations, Social Media					Fall Push / Various Digital, Video, Social Media			

Question One

EXAMPLE ONE: 23-24 ANNUAL PLAN CONT'D

Audience	July	August	September	October	November	December	January	February	March	April	May	June	July
Veterans				Addressable Geofencing, Targeted Emails, Programmatic Display, Social Media, Specialized Campaigns as Needed								Addressable Geofencing, Targeted Emails, Programmatic Display, Social Media, Specialized Campaigns as Needed	
Hispanic	Fall Push / Geofence Homes			Addressable Geofencing, Radio, Online Streaming, Programmatic Display, Social Media						Addressable Geofencing, Radio, Online Streaming, Programmatic Display, Social Media			

Question One

EXAMPLE TWO:

This is a medium-sized public two-year college located on an urban campus in the Midwest. It has a total undergraduate enrollment of 8,700 and provides 140 two-year degree and certificate programs and non-credit continuing education classes. The College has a main campus and four other campus locations, with student housing on the main campus. The College focuses on Hispanic students as it seeks to become a Hispanic Serving Institution (HSI). The College could not exceed an annual budget of \$100,000 for its annual campaign.

When approaching the College's annual plan, there were two extremely important goals to incorporate into the media plan.

- **Increase the Hispanic population to become Hispanic serving.** To do this, we infused the Hispanic audience with specific ads in all the campaigns we ran. By segmenting the ad creative, we were able to foster a deeper connection with this audience.
- **Fill the dorms.** The high school campaigns were important to run both in and outside the service area to maintain high school market share and recruit for the dorms.

Strategy Highlights:

Branding and Awareness: The College has an “always-on” general branding campaign comprising PPC and Digital Program Keywords. These campaigns are setup to position the College as top-of-mind for online users searching on *anything college has to offer*. We use a mix of brand and general undergraduate keywords across the entire state for the College. This College also borders another state, and with campus housing, we also target a section of out-of-state web traffic. For Digital Program Keywords, we are deploying paid digital search ads for ad groups related to the College's programmatic pathways and relevant jobs, competitor keywords, and general branding. This tactic encourages retargeting to re-engage with a user to foster a deeper connection and promote enrollment.

The College also received Perkins Funding to promote Career and Technical Education. As an agency, we have extensive experience running Perkins-funded digital campaigns to ensure that marketing dollars are being attributed effectively and efficiently to support these programs. Our audience building for these campaigns was primarily focused on BIPOC potential students, including special population groups defined by Perkins, such as individuals from economically disadvantaged families, single parents, and out-of-workforce individuals.

To reach these audiences, we ran programmatic digital ads, geofenced locations known to have high foot traffic from these populations, and Search tactics to drive awareness and enrollment. We also ran a branding and awareness campaign on CTV and YouTube for CTE programs.

Funnel Campaigns: We took lists of applicants, current students, and Stop-Outs and geofenced those homes to deliver audience-specific ads encouraging students to enroll for the upcoming term. The Stop-Out list was created using past enrollment data of students who had previously enrolled but had not for several terms. These campaigns ran throughout the year to support Fall, Spring, and Summer enrollment.

Guests Students: We used addressable geofencing to deliver ads into the homes of freshmen and sophomores with permanent addresses in the College's service area attending four-year institutions in the region. We also targeted a previous guest student list, students who enrolled as a freshmen, marketing to them return as sophomores and take classes.

Academic Pathways: We build custom audiences for each of the College's six academic pathways. These audiences used behavioral targeting for keywords relevant to the pathway, geofencing locations applicable to the audience, and website conquering. These campaigns ran during key times based on any pathway-specific registration deadlines.

Question One

EXAMPLE TWO: 23-24 ANNUAL PLAN

Audience	July	August	September	October	November	December	January	February	March	April	May	June
Individuals in Service Area	Branding & Awareness / Paid Search											
High School (In District)				Geofencing High Schools (Add Juniors 24 from November to December), 2024 Seniors' Homes to Reach Parents and High School Seniors, OTT, CTV					Add COVID Seniors, Dual Enrolled Seniors/ Geofencing High Schools, 2024 Seniors' Homes to Reach Parents and High School Seniors, Dual Enrolled Seniors & HS Classes of 22 and 23, TikTok, Spotify, Social Media Video			
High School (Extended Region)				Geofencing High Schools, 2024 Seniors' Homes to Reach Parents and High School Seniors, Video, Social Media					Geofencing High Schools and 2024 Senior's Homes to Reach Parents, Video, Social Media			
Funnel	Fall Push / Geofence Homes				Winter Intercession & Spring Push / Addressable Geofencing to Current Students, Applicants, and Stopouts					Fall Registration Push / Addressable Geofencing to Prospects/Applicants, StopOuts, Current Not Enrolled List Refresh		
University Students					Summer Classes Push / Geofencing University Students & the Past Guest Students					Summer Classes Push / Geofencing University Students & the Past Guest Students		
Hispanic Households					Audience Builder, Geofence Locations							

Question One

EXAMPLE TWO: 23-24 ANNUAL PLAN CONT'D

Audience	November	December	January	February	March	April	May	June
Arts, Comm, Humanities Pathway	Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing				Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing			
Business, Entrepreneurship Pathway	Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing				Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing			
Comp-Sci, I.T., Cybersecurity Pathway	Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing				Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing			
Education, Social and Public Service Pathway	Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing				Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing			
Energy, Mfg, Technology Pathway	Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing				Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing			
Health Science Pathway	Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing				Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing			
Science, Math, Engineering Pathway	Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing				Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing			
Online Programs Pathway	Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing				Branding & Awareness of Programs in Pathway / Audience Builder, Geofencing			
Perkins - CTE Pathway	Awareness of College to BIPOC Prospects / Audience Builder, Geofencing Locations, Paid Search, CTV, YouTube							

Question One

EXAMPLE THREE:

This is a public community college located in the Northeast with two campuses and an online campus. The College offers over 100 associate's degree and certification programs, including career training and continuing education programs. Annual enrollment is over 9,800. The College was to not exceed a digital plan budget of \$400,000 and budgeted \$100,000 for billboards.

Strategy Highlights:

Branding and Awareness: There is a strong focus on promoting the overall awareness of the College's "always-on" presence in its service district. To meet this goal, we ran a series of branding and awareness campaigns, including Google Ads, Paid Search, CTV, Audio Streaming, and Web ID. Search tactics specifically targeted anyone searching for anything the *college has to offer*. Creative also highlighted open house registration to increase foot traffic to the campus. With CTV and Audio Streaming, we built target audiences that supported the College's goal to recruit high school students, adult learners with Some College, No Degree, and African-American and Hispanic Markets.

Guests Students: We used addressable geofencing to deliver ads into the homes of freshmen and sophomores with permanent addresses in the College's service area attending four-year institutions across the state. We also targeted a previous guest student list, students who enrolled as freshmen, marketing to them return as sophomores and take classes.

Academic Pathways: We build custom audiences for the College's 11 academic pathways. These audiences used behavioral targeting for keywords relevant to the pathway, geofencing locations applicable to the audience, and website conquering. These campaigns ran during key times based on any pathway-specific registration deadlines.

Funnel Campaigns: To drive enrollment of new and current students, we deployed addressable geofencing to homes of prospects, applicants, students who have not attended for the past two to three years, and current students to encourage them to enroll for the upcoming term.

Traditional Media Plan: Since branding and awareness are top priorities for the College, this annual media plan also included several targeted billboards within the service district,

Question One

EXAMPLE THREE: 23-24 ANNUAL PLAN

Audience	September	October	November	December	January	February	March	April	May	June
Individuals in Service Area	Branding & Awareness / Paid Search, Spotify, CTV, WebID									
Stopouts		Spring Push / Geofence Homes							Summer Classes Push / Geofence Homes	
High School Seniors, Dual Enrolled Seniors, & Parents		Multiple Messages (Awareness, Scholarships, Enroll) / Addressable Geofencing, Video, Facebook, Snapchat, Social Digital, Native, Geofencing High Schools				Multiple Messages (Awareness, Scholarships, Enroll) / Addressable Geofencing, Video, Facebook, Snapchat, Social Digital, Native, Geofencing High Schools				
COVID Seniors (Seniors from 21, 22, and 23)			Addressable Geofencing				Addressable Geofencing			
Funnel (Current Students, Prospects, Applicants, Stopouts)	Fall Push / Addressable Geofencing		Fall Push / Addressable Geofencing With Refreshed Lists				Summer & Fall Push / Addressable Geofencing			
University Students							Summer Classes Push / Geofencing University Students & the Past Guest Students			

Question One

EXAMPLE THREE: 23-24 ANNUAL PLAN CONT'D

Audience	October	November	December	January	February	March	April	May	June
Business Pathway	Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable							Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable	
Creative Arts Pathway	Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable				Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable				
Culinary & Hospitality Pathway	Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable					Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable			
Education Pathway	Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable				Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable				
Engineering & Technology Pathway	Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable					Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable			

Question One

EXAMPLE THREE: 23-24 ANNUAL PLAN CONT'D

Audience	October	November	December	January	February	March	April	May	June
Health Pathway	Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable					Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable			
Liberal Studies Pathway	Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable				Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable				
Public & Social Services Pathway	Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable							Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable	
Science & Math Pathway	Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable					Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable			
Online Pathway	Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable							Promoting Programs in Pathway / Audience Builder, Geofencing, Website Conquesting, Social Media as Applicable	

Question Two

Provide information concerning data tracking/reporting, and impressions delivered that maximized the return on investment for three or more higher education clients that demonstrated success in strengthening brand awareness and provided evidence in regard to increases in student enrollment and student retention.

Data is at the center of every CLARUS marketing strategy. Starting from project kickoff and throughout our partnership, our team of strategists will work with you to translate campaign objectives into the right KPI metrics and goals. These will become the focal point for campaign performance measurement, reporting, and analysis. The KPIs are constantly monitored to prove strategy and tactic effectiveness and make campaign optimizations. Carnegie will work with you to deploy the right tracking technologies to collect data tied to the defined KPIs. This ranges from the placement of ad platform tracking pixels to helping configure web analytics tracking. The data collected is then used in our live reporting dashboards built on leading data visualization platforms. These dashboards are available 24/7 and updated daily, making campaign results and ROI fully accessible at any time. In addition to the live dashboards, our strategists will provide analysis, insights, and next steps based on campaign performance.

Once a campaign flight has ended, we request the list of applicants or enrolled from the College and match it against the addresses to which we served digital ads. Once we have analyzed the data, we will provide a comprehensive summary that visually displays your campaign's performance and walk you through this data. This report includes the details of the campaign, lists of outcomes for any households geofenced for upload into the College's CRM, and an assessment of tactical changes that may improve the results for the target audience in future campaigns.

Our job is to support the Marketing Team in telling the marketing story internally to the College community.

The subsequent slides provide three examples of how we combined campaign reporting and insights with enrollment data to deliver a comprehensive view of how the media spend supported enrollment.

Fall StopOut Campaign

THE COLLEGE

The College is situated in a large metropolitan area located in the South Central US. Enrollment consists of over 30,000 students college-wide, with over 60% of the student body being of Hispanic or Latino origin.

THE STRATEGY

The College collaborated with CLARUS to deploy an addressable geofencing campaign to a list of prior enrollees (32,854) who stopped registering for classes. This campaign ran for six week with a media spend of \$18,000. We ran "We miss you" and "Come back" creative ads promoting when Fall classes would start.

THE RESULTS

With addressable geofencing, we were able to provide the College with a direct ROI on this campaign by matching their Fall enrollment against the list of addresses we delivered ads to.

32,854

List Size

2.2M

Impressions

510

Total Actions**

\$3,834

Cost Per Action
(CPA***)

3,834

Enrollments

** Actions are defined as direct visits to a campus location and/or website visit.

***Cost per action: Dollars spent divided by numbers of actions.

Funnel Campaign: New & Current Student Spring Enrollment

THE COLLEGE

The College has a very defined service area of roughly 420 square miles of a county located in a Southern state. Agriculture, healthcare, and oil and gas production drive the county's economy. Annual enrollment for the College is just under 5,000 students.

THE STRATEGY

The College collaborated with CLARUS because it needed support to boost new and returning student enrollment. To drive awareness and enrollment, we ran an addressable geofencing campaign of a list of COVID Seniors (High School Class of 2021 and 2022, not enrolled in college) and current students not enrolled for the Spring. Leveraging our database of over 330 million households, we also built a custom audience of prospective adult students, with some college and not currently enrolled in college. This campaign ran from November to January with a \$17,500 media spend.

THE RESULTS

With addressable geofencing, we were able to provide the College with a direct ROI on this campaign by matching their Spring enrollment against the list of addresses we delivered ads to.

15,355

List Size

2M

Impressions

6,837

Total Actions**

\$2.56Cost Per Action
(CPA***)**3,405**

Enrollments

** Actions are defined as direct visits to a campus location and/or website visit.

***Cost per action: Dollars spent divided by numbers of actions

Funnel Campaign: New & Current Student Spring Enrollment

THE COLLEGE

The College is located in the Northeast with two campuses and an online campus. Annual enrollment is over 9,800.

THE STRATEGY

The College collaborated with CLARUS because it needed support to boost new and returning student enrollment. To drive awareness and enrollment, we ran an addressable geofencing campaign to encourage past students, current students, and applicants who have not enrolled to enroll for the Spring term. This campaign ran from October to January with a \$8,100 media spend.

THE RESULTS

With addressable geofencing, we were able to provide the College with a direct ROI on this campaign by matching their Spring enrollment against the list of addresses we delivered ads to.

20,704

List Size

1M

Impressions

6,315

Total Actions**

\$25.69Cost Per Action
(CPA***)**6,921**

Enrollments

** Actions are defined as direct visits to a campus location and/or website visit.

***Cost per action: Dollars spent divided by numbers of actions

Question Three

Experience in producing media plans and executing media buys for higher education clients with a defined project budget.

Experience: Serving more than 175 community colleges around the country and managing more than 25,000 digital campaigns, CLARUS is the leader in digital marketing for community colleges and creating media plans to achieve your enrollment goals. CLARUS joined the Carnegie family in 2023, making us uniquely positioned to expertly craft a media plan to deliver the best results for Massasoit. Leaning into our past work with Massasoit, we will combine our previous knowledge and understanding of your brand and key audiences with our expansive community college digital expertise to develop the most effective digital marketing approach possible.

Media Plan Development: Our first step in marketing and media strategy is ensuring we understand your goals, objectives, audiences, and markets at a very granular level. Once discovery has taken place, we will build a media strategy to achieve those goals, executing an integrated digital tactical approach that may include a channel mix of: Display, Paid Search, Social Media Marketing, Geofencing, Streaming, and Search Engine Optimization services. All media planning and placement is done in-house by our internal teams of digital specialists and strategists. In addition to your digital strategy team, you will have a dedicated Account Manager who will serve as your single point of contact to funnel all day-to-day communications. With experience serving hundreds of community colleges we have the unique ability to strategize and implement media across channels with an understanding of the nuances of reaching a wide range of prospective students. We design data-driven strategies that increase engagement, develop affinity, and drive conversions.

Question Four

Experience in producing annual media plans for diverse audiences while maintaining institutional branding and visual identity standards.

Reaching Diverse Audiences: Intelligent digital marketing that moves the needle for your awareness and enrollment goals requires constant adaptation based on market changes and the audiences you need to reach. For over a decade we have planned, and successfully executed, thousands of campaigns to reach a wide range of prospective student audiences and have a deep understanding of the distinctions to engage prospects of all kinds.

We understand that the journey for a traditional undergraduate student is vastly different than that of an adult learner changing careers. As such, we will determine which platforms and tactics work best for each and how to align calls-to-action and messaging with each audience, all while maintaining your visual identity and authentic branding no matter the channel. As experts in understanding the unique student journey, we know not only the right budget to allocate, but which devices to deliver on, what keywords to leverage, and what messages will resonate. Additionally, since we work exclusively with community colleges, means we have access to campaign data for hundreds of colleges across the country, allowing us to create our own benchmarks to compare performance against.

Question Five

Experience producing and executing integrated marketing strategies and tactics, including those on client's websites and utilizing email marketing platforms.

Executing Integrated Marketing Plans: As a full-service agency for community colleges, our team is equipped to provide services beyond digital advertising to include SEO, website personalization, and email comm flow strategy. Our in-house SEO team provides a full spectrum of services, including but not limited to: technical site audits, content optimization, long and short-form copywriting, and more.

Our team of marketing experts can also provide email and communication strategy support to ensure we align digital lead generation efforts, landing page development, SEO strategy, with email communication outreach. Additionally, for clients utilizing Carnegie Clarity™—our proprietary website personalization and attribution tool—we can provide additional personalization and leads via your website. Finally, we will work with you to ensure we're generating and connecting your leads into your CRM in a timely manner.

Question Six

Experience in producing quick-response media plans aimed at targeting currently enrolled students with the purpose of increasing student retention.

Student Retention Marketing: Leveraging a list of the College's enrolled students, we can help you increase retention by engaging current students through a mix of digital list based strategies like addressable geofencing and list-based social media targeting via Meta, Snapchat, and TikTok. In addition, a regular cadence of email marketing, text messaging, and messaging via current student portals could be utilized. Since our sole focus is higher education marketing, our expert team of copywriters and designers are also well-positioned to help produce both visuals and ad copy that will best resonate with your currently enrolled student population to elicit student engagement and support the College's retention efforts.

Question Seven

Provide five (5) current or former business references. At least three (3) shall be higher education business references

Sanath Kumar

Central Ohio Technical College

Director of Marketing and Public Relations

1179 University Drive, Newark, OH 43055

p. 740.755.7806

e. kumar.860@osu.edu

Current digital client

Kris Green

Kansas City Kansas Community College

Chief Marketing & Image Officer

7250 State Avenue, Kansas City, KS 66112

p. 913.288.7525

e. kgreen@kckcc.edu

Current digital client

Erin Hergert

Pueblo Community College

Director of Marketing

900 West Orman Avenue, Pueblo CO 81004-1499

p. 719.549.3226

e. erin.hergert@pueblocc.edu

Current digital client

Jena Vogtman

Northwood Technical College

Associate VP of Marketing and Communications

505 Pine Ridge Drive, Shell Lake, WI 54871-9300

p. 715.319.7181

e. jena.vogtman@northwoodtech.edu

Current digital client

Erin Jellesma

Montgomery County Community College

Director of Marketing

340 Dekalb Pike, Blue Bell, PA 19422-14000

p. 215.641.6300

e. ejellesm@mc3.edu

Current digital client

This information is also provided in Attachment G

Question Eight

Provide company profile, length of time in business, core competencies and bios of key personnel who will be assigned to the College. Bidder should have ten (10) or more years' experience in digital media buying services that highlights previous relevant experience in higher education and demonstrates success with integrated digital campaign building and expertise in digital mediums.

Over the past 30 years, CLARUS- a Carnegie Company has worked with more than 350 community colleges. Over the past 9 years we have supported digital media planning, strategy, and execution.

Serving these clients has given us valuable experience in reaching diverse audiences, including high school students, non-traditional students, adult learners, transfer students, career changers, and more. We will leverage different platforms and tactics to reach the right audience profile depending on the intended goal. For example, with social media advertising, we can be specific enough to target based on interest, age, gender, demographics, job titles, field of study, and more.

We take a holistic and creative approach to campaign management, accommodating to fit your needs and providing the flexibility and customized approach necessary for the best possible outcomes. With cross-channel expertise and in-house experts, our approach eliminates guesswork and drives results. We're not limited to a particular product, channel, or capability—we let your goals and audiences determine our approach. Since all our campaigns are run in-house, we can be fluid with budget across tactics and between marketing mediums to ensure we're optimizing budget to the best-performing strategies throughout your campaign.

This information is also provided in Attachment F

Continued on the next page

Question Eight

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 audiences. Before joining Carnegie, she spent 12 years at several institutions, serving in enrollment and marketing leadership positions. Her experience includes spearheading two university website redesign initiatives. Over the past four years at Carnegie, Kristy's role has grown to exclusively focus on the community and technical college market. She has an unrivaled eye for building consensus and expertise in developing positioning statements for campuses that are part of a larger system, workforce development programs, and academic pathways. Her forward-thinking approach enhances recruitment strategies across adult learners, first-year students, transfers, and graduate and professional studies. Kristy earned her doctorate in Educational Leadership from Washington State University. She focused her doctoral research on the business of prior learning to recruit adult learners, specifically the Some College, No Degree population.

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.

Ashley Macawile, Paid Social Media Specialist

Ashley, equipped with an associate's degree in Arts and an AGECA 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. Ashley has spent her years at CLARUS developing and executing social media strategies across Facebook, Instagram, Snapchat, and TikTok that meet each client partner's individual goals and needs - from building brand awareness, to event promotion and registration, to enrollment marketing campaigns.

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. She has developed and executed hundreds of paid search campaigns for our clients, with keyword strategies focused on branding, degree completion, pathway programs, workforce development, and more.

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.

This information is also provided in Attachment F

Question Nine

Provide approach to tracking the success of college campaigns. Does the bidder provide comprehensive reports with campaign statistics and does the bidder recommend shifts in strategy mid-campaign based on outcomes?

Reporting, Optimizations, and Outcomes: Once campaigns are launched our team of strategists, specialists, and campaign managers will be working together to ensure optimal campaign performance. Dedicated team members will be making sure each campaign is pacing and performing on track as well as ensuring all campaigns and channels are working together to meet the overall goals. Our team takes a very hands-on approach in reviewing performance and making daily optimizations to ensure best results. In addition to our constant monitoring and ongoing analysis, you will be provided with a live performance dashboard, giving you real-time access 24:7 to view all campaign data. With this visibility you will always have transparency into your campaign performance metrics, showcasing KPIs like: clicks, impressions, cost per click, cost per lead, top performing keywords, lowest performing keywords, conversion trends, and ad copy performance details. In addition to the live dashboard, we will meet with your team on a monthly basis to review performance and discuss any recommendations our team has - including shifting budget allocation across channels based on performance, pausing underperforming channels, tactics, or ad sets, testing new strategies, etc. as well as discussing assets needed for any upcoming flights to ensure smooth and timely campaign launches throughout the year.

Measuring ROI: In addition to typical KPIs, in every campaign we run, we assess ROI by tracking total applications generated and enrollment numbers resulting from our initiatives. This data is also accessible via a live reporting dashboard for total transparency and accountability regarding the funds invested in enrollment efforts.

Live 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.

Agency Fees and Budgeting

Cross-Channel Annual Digital Strategy

GOAL: Develop and execute a digital integrated marketing and advertising program that elevates and promotes the College to support enrollment and community engagement.

AUDIENCES: Prospective students between 18-65+

STRATEGY: We've outlined integrated digital recommendations inclusive of **display, paid search, search engine optimization (SEO), and conversion-focused paid social media strategies**. Our campaigns include:

1. Fall, Fall Accelerated Session, Winter Session, Spring, Spring Accelerated Session, and Summer recruitment campaigns.
2. Fall, Fall Accelerated Session, Winter Session, Spring, Spring Accelerated Session, and Summer retention campaigns.
3. Campaigns to support Non-Credit and Workforce Development efforts.
4. Short-term, low-cost campaigns to promote specific College programs and/or events.
5. Evergreen academic-pathway based campaigns to promote career-and-goal-oriented recruitment and retention.

STRATEGY HIGHLIGHTS:

- + Utilizing Social Media, Audience-Builder and Geofencing to generate both awareness and inquiries amongst prospective students .
- + Leveraging PPC to generate inquiries from mid-funnel users who are actively searching your brand and program keywords.
- + 24/7 Access to live looker studio dashboard to track campaign performance metrics and ongoing optimizations.
- + Deploy SEO best practices to optimize frontend and backend content to drive high-intent organic traffic to the College webpages and optimize content for on-site UX, including journey mapping to focus on how users consume content on your site.

Cross-Channel Annual Digital Strategy



CLARUS | Massasoit Community 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 - Paid Search, Geofence, Display, Video \$18,000					Recruitment- Spring 2025 - Paid Search, Geofence, Display, Video, Social Media \$18,000				Recruitment- Summer & Fall 2025 - Paid Search, Geofence, Display, Video, Social Media \$32,000		
Retention & Enrollment Funnel (Prospects, Applicants, StopOuts, Current Not Enrolled, Lists provided by College)	Retention & Enrollment Funnel - Fall 2024 - List-based Display, Video, Social Media \$15,000			Retention & Enrollment Funnel - Winter 2025 - List-based Display, Video, Social Media \$5,000		Retention & Enrollment Funnel - Spring 2025 - List-based Display, Video, Social Media \$15,000				Retention & Enrollment Funnel - Summer & Fall 2025 - List-based Display, Video, Social Media \$23,000		
Non-Credit & Workforce Development: High School, 25-54	Non-Credit & Workforce - Fall 2024 - Geofence, Display, Video, Social Media \$14,000									Non-Credit & Workforce - Fall 2025 - Geofence, Display, Video, Social Media \$14,000		
Programs and/or Events: Open Houses, Graduations, etc			Programs & Events Fall 2024 - Geofence, Display, Video, Social Media \$4,918.67					Programs & Events Spring 2025 - Geofence, Display, Video, Social Media \$4,918.67				Programs & Events Summer 2025 - Geofence, Display, Video, Social Media \$4,918.67
Search Engine Optimization (SEO)	2 pages/month \$9,000											

Campaign CTA Key	Budget Total
Recruitment	\$68,000.00
Retention & Enrollment Funnel	\$58,000.00
Non-Credit & Workforce Development	\$28,000.00
Programs and/or Events	\$14,750.00
Search Engine Optimization	\$9,000.00
Campaign Setup, Management & Reporting	\$47,250.00
Total	\$225,000.00

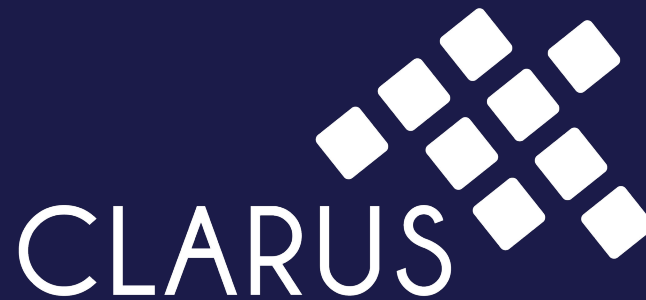
Massasoit Proposed Annual Digital Plan

Note: These recommendations are fully scalable and adjustable to fit any budget or goals.

Optional extensions: CLARUS account managers review performance data and discuss goals for next year's annual digital plan with the client at the end of each fiscal cycle. Changes in the client's strategic goals and budget are taken into consideration to develop a custom plan each year, as well as emerging platforms and technologies that support the client's goals. CLARUS designs each year's plan around successes and learnings from the performance of the previous year's plan. Account managers develop plans based on a flat budget year-over-year and adjust accordingly based on the client's needs and budget availability.



Attachments



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