



# Ithaca College

**CARNEGIE**



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# Our Proposed Approach

# High-Level Budget Summary

Service	Scope of Work Summary	Cost
<b>CollegeXpress Lead Generation</b>	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.	<b>\$28,500</b>
<b>Financial Aid Optimization</b> <i>2 Tier Options</i>	We deliver individualized financial aid strategy—not only customized for your institution, but customized for each student.	<b>\$60,000 – \$70,000</b>
<b>Admitted Student Research</b>	A mixed methods survey built in and distributed through Slate to admitted students after they deposit or decline. Survey remains open until one month past the Client decision deadline date. Questions in the survey to be selected from a list of more than 100 templated options covering topics such as search behaviors, value propositions, institutional and respondent personality, financial aid, communication tactics, and more.	<b>\$9,275</b>
<b>Dart Tagging</b>	Unlimited annual Dart tagging for all prospective undergraduate students, tagged once monthly for 12 months.	<b>\$18,000</b>
<b>Slate Communications</b> <i>Individual Campaign prices vary. Price representative of bundled range.</i>	Tailor any Slate communications based on academic, demographic, psychometric, and custom data points and generate connection with highly relevant messages. No data transfers involved, and real-time campaign reporting is built in.	<b>\$153,000</b>
<b>Name Buy Consultation</b>	This enrollment analysis and strategy plan will inform decision-making processes with specific recommendations relative to student search and contribute to the optimization of enrollment strategies.	<b>\$24,500</b>
<b>Slate Parent Portal</b>	We build your portal from scratch, using web best practices like dynamic content and on-brand design.	<b>\$25,000</b>
<b>Digital Marketing Strategy</b>	Strategy, execution, and management of all paid digital media. Set up across all digital platforms including keyword research, creation of target audiences, development of all copy and ad text, including testing variations, bidding strategies, etc. Access to a live dashboard to monitor digital campaigns as well as ongoing analysis from Digital team, including performance insights, trends, and recommendations when applicable.	<b>\$366,640 – \$381,640</b>
<b>Total</b>		<b>\$684,915 – \$709,915</b>

# CollegeXpress Lead Generation Detail

# The Most Powerful Lead Generation Engine: CollegeXpress

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.

- + Network of 6 million+ active prospective students and parents
- + Visibility and reach to over 250 million households
- + Year-round lead generation, including early pipeline development of sophomores and juniors
- + Regional presence and new geographical visibility
- + Daily lead delivery directly into your CRM to begin lead nurturing

Averaging ~ **14% first source contribution** to enrolled classes, making it **two to three times more effective** than any other source.

**CollegeXpress users make up roughly 14% of a client's depositing classes, making it two to three times more effective than any other resource.**

### **LEAD GEN IN ACTION**

- + Connect with your target audience, including Science & Engineering, Health & Medicine, Business, Education, and over 35 other segments
- + 460,000+ connected students and colleges produced 3.4 million inquiries last year
- + Access to millions of names and reach to over 250 million households
- + Industry-leading and pioneering digital marketing strategies power unmatched engagement reflective of today's student audience behaviors
- + Hundreds of thousands of monthly visitors and registrants to industry-leading CollegeXpress.com

# CollegeXpress Investment

Service	Scope of Work Summary	Cost
<b>State Select with Slate Integration</b>	<p>Lead Gen campaign to prospective students focused on targeted 5-state region via CollegeXpress platform. Includes database access, CollegeXpress.com profile development, and CRM integration. State recommendations: NY, NY, PA, MD, TX</p> <p>Includes up to four source formats for lead import, SFTP service account and folders, import automation, origin source configuration for all CollegeXpress sources, and pull of historical enrollment pipeline for conversation rate analysis.</p>	<b>\$10,000</b>
<b>Health &amp; Medicine</b>	Lead Gen campaign focused on students interested in a health or medical career. Majors of interest include pre-medicine, pre-dentistry, nursing, physical therapy, pharmacy, occupational therapy, sports medicine, and more.	<b>\$5,000</b>
<b>Business</b>	Lead Gen campaign focused on students interested in majoring in business, including accounting, economics, finance, marketing, project management, and more.	<b>\$5,000</b>
<b>Diversity</b>	Lead Gen campaign focused on students of color. Year-round, unlimited hand raisers, delivered daily.	<b>\$3,500</b>
<b>Prospect Database</b>	Search for and conduct outreach to students in the CollegeXpress database at any time. Customize your audiences based on student and parent data including top college choices, graduation year, athletics, majors, location, GPA, gender, religion, and more. 250,000 send limit.	<b>\$5,000</b>
<b>Total Investment</b>		<b>\$28,500</b>



# Financial Aid Optimization Detail

# A great **FAO partner** makes all the difference

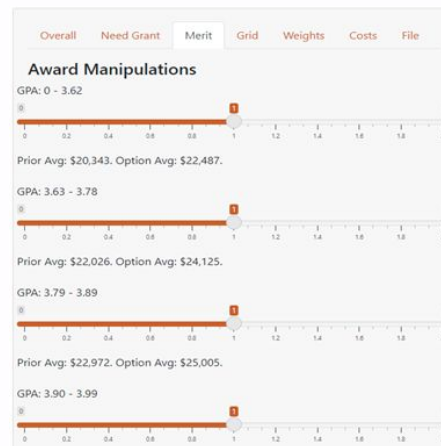
- + Decades of Financial Aid and Enrollment Management Experience
- + Yield-First Strategy
- + Partnership Approach
- + Real-Time Scenario Strategies
- + Proactive Optimization
- + Innovative Approach to the Traditional “Grid”
- + Customized Solution + Dashboard Reporting

# Financial Aid Optimization

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

What you'll gain:

- + A model and aid optimization strategy that is flexible to adapt to new or changing resources.
- + An understanding of the most efficient way to utilize new scholarship resources.
- + An understanding of how to shift resources between merit- and need-based aid programs to ensure that the funds are helping move you toward meeting key enrollment goals.
- + A live simulation environment (pictured here) with your yield models built in.
- + Regular strategy meetings to run through scenarios with the live tools, discuss questions or proposals of aid reallocation, and rapidly show how shifting aid investments across different populations may contribute to meeting or exceeding enrollment goals.



Projection	Comparison	Admits-GPA
	Actuals	Projected
Admitted	4,157	4,157
Enrolled	591	592
Average Admissions Rating	7.84	7.82
High School GPA	3.72	3.72
Male Students	238	231.05
Underrepresented Group	192	166.67
In-State Resident	291	291.08
First Generation Students	109	102.77
FAFSA Filer	505	493.03
Early Action	339	332.97
Avg. Need	\$37,400	\$37,367
Total Aid	\$17,796,510	\$16,984,669
Avg. Aid	\$30,113	\$28,711
Net Total Revenue	\$26,033,232	\$27,187,104
Avg. Net Total Revenue	\$44,049 (41%)	\$45,956 (38%)
Net T&F Revenue	\$16,482,672	\$17,328,363
Avg. Net T&F Revenue	\$27,889 (52%)	\$29,291 (49%)

# Project Overview

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



# Project Differentiators

## 1. We begin with Net Tuition Revenue maximization.

Our modeling process is designed to begin with net tuition revenue maximization before building in institutional goals and constraints. This approach acknowledges that the design and execution of an institutional aid strategy is often the product of a careful consideration of a number of different (sometimes competing) goals. For instance, institutions often wish to increase access for lower-income students like Pell Grant and state need-based grant recipients, although investments in institutional aid for the highest need populations often erode net tuition revenue. Our modeling and strategy building strikes a balance between those goals and constraints.

During the model building and strategy design phases, we engage in an active and collaborative process with our clients, identifying key tradeoffs and prioritizing those goals that are most critical to institutional leadership. This iterative process is critical to ensuring that our clients understand the strategy and that we maximize the effectiveness of limited resources by focusing those resources on the most important enrollment goals.

## 2. We integrate first-year retention modeling directly into every project.

Alongside student-level data and information about initial enrollment outcomes, during the discovery period we will collect information about first-year retention for the same cohorts. As we explore different aid allocation and optimization strategies with the College's enrollment team, we will also highlight how those strategies might impact retention. For instance, net cost or unmet student need are often key factors in our retention models; first-year aid strategies that maximize net revenue in year 1 may result in lower revenue and student success outcomes over time if they increase revenue at the expense of higher unmet need. By including retention modeling explicitly in the financial aid strategy development process, we ensure that ongoing student success is included as an enrollment goal alongside yield, initial enrollment, and net revenue.

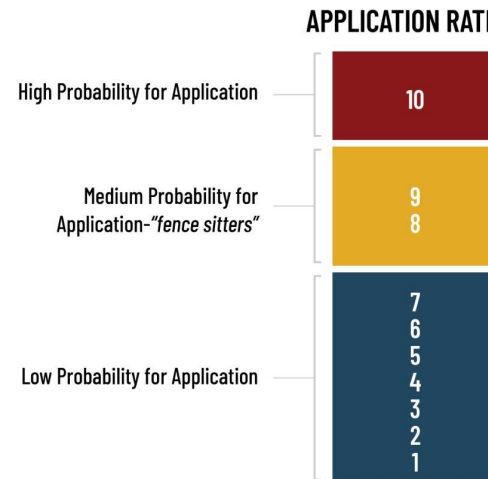
# Application Conversion Modeling

**We include application conversion modeling with each project.**

Why? Because we believe that a successful yield and aid strategy begins at the top of the funnel. Our service for optimizing student recruitment offers data analysis, research, and consulting for the earliest stage of the enrollment lifecycle through the point of application, and transforms raw admission and recruitment data into actionable information to increase your inquiry- or prospect-to-applicant conversion.

Our application conversion modeling is motivated by the question, **“what is the probability that a prospective student will act on their interest and apply to the College?”** Colleges and universities invest significant resources – in both time and money – each year in developing a robust prospect and inquiry pool to ensure sustainable growth in applications and help meet enrollment goals. However, prospective student sources are varied (e.g., purchased search names from testing services, lead generation from college planning websites) and many institutions have experienced erosion in application conversion in recent years as they expand the size and scope of their prospective student outreach. We have designed this service to help you focus your limited recruitment resources on student segments where you can boost application conversion most effectively.

Using data on prospects, inquiries, and applicants collected during the discovery period, our team will use multiple sophisticated machine-learning models that integrate prospect and inquiry data alongside contextual information available from third-party sources like the Experian consumer database and the American Community Survey to identify additional factors associated with application conversion among prospects and inquiries. After we develop an application conversion model using your historical data, we will tag all current prospective students with their probability of converting to applicants and then continue to tag the pool throughout the cycle at a frequency that meets the College's needs. If student-level data change during the cycle, the probability scores will update to reflect the associated change to probability. We categorize inquiries into one of ten probability groups, from “very low probability” to “very high probability” of converting. Our clients have used these tags to alter messaging plans to increase conversion as well as improve cost efficiency in the recruitment process.



# Institutional, external, and proprietary geodemographic data

## **We utilize institutional, external, and proprietary geodemographic data.**

The institutional data sources used in the modeling are typically derived from the application for admission as well as the FAFSA (if applicable), and include:

- Funnel indicators like application, admit, deposit, enroll, withdraw, and retain flags along with dates for those associated statuses.
- Academic factors like high school, HSGPA, intended academic program, test scores (when available and considered), and any internal application or reader ratings.
- Geodemographic factors like state (or more granular measures of distance from campus), race/ethnicity, sex, and international student status,
- Financial factors like FAFSA filing status, federal methodology EFC, parent AGI, gross and unmet student need, and net cost/institutional aid.
- Special student status indicators like student-athlete, tuition benefit recipients, honors program, and legacy.
- Behavioral factors like campus visits and virtual engagement (particularly in recent and current enrollment cycles).

For external data sources, the Carnegie team utilizes a rich set of proprietary geodemographic data that supplement the individual-level data collected directly from the College. These data - alongside other third-party data available through Experian's Mosaic consumer segmentation - help define the student's context and add predictive value to our models.

# Live Dashboard

## Mid-cycle adjustments made possible through the use of a live simulation dashboard.

We include our Analytics dashboard environment for each financial aid optimization client institution. The dashboard provides a comprehensive view of current application, admission, enrollment, and financial indicators alongside comparisons to the same date in the prior two enrollment cycles, as well as final enrollment data for those cycles, and includes filter and drill-down functionality to focus on key populations. All members of the client project team have live 24/7 access to the environment. The Carnegie team will merge together institutional admission and aid data to custom-build an environment that includes a wide variety of critical indicators that assess progress toward meeting enrollment goals. A screenshot of a sample Analytics dashboard is included below.

Our team prides itself on agility during the enrollment cycle. During regular client meetings, our team will use the dashboard to monitor the developing applicant, admit, and deposit pools for risks or opportunities. If we identify a shift from our initial assumptions about student populations, we will act immediately to consider different interventions to either mitigate risk or take advantage of a key opportunity.

All Students

EMFASYS Population

International student

Extension Granted

No Extension Granted

Early Admit

+

Tracker +

Year	2022	2022	2022				2021	2021	2021
Window	Year to Year	Year to Year	Year to Year				Year to Year	Year to Year	Year to Year
Status	Applicants	Admits	Net deposits				Applicants	Admits	Net deposits
▼ Enrollment									
Date	Apr 08, 2022	Apr 08, 2022	Apr 08, 2022				Apr 09, 2021	Apr 09, 2021	Apr 09, 2021
Students	7,717 ▲	5,014 ▲	451				6,924 ▲	4,587 ▽	251
Admits	5,014						4,587		
Gross deposits		▲ 1,572						▽ 261	
Withdrawn Deposits/Melt		▲ 3						▲ 2	
Net Deposits		▲ 451						▽ 259	
Yield		9.0%						5.6%	
▼ Scores									
Avg High School GPA	3.48	3.67	3.61				3.47	3.67	3.61
Avg Combined SAT	1242	1276	1208				1192	1253	1228
Avg Index Score	0 ▽	0 ▽	1				158	169	161
▼ Population									
EMFASYS Population	6,964 ▲	4,553 ▲	385				6,358 ▲	4,213 ▽	191



# Financial Aid Optimization Investment Options

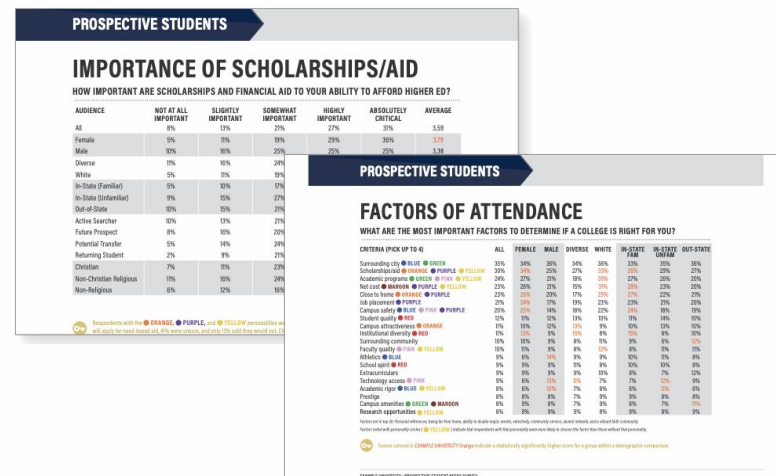
Service	Scope of Work Summary	Cost
<b>FAO Renewal Option 1</b>	Utilizing institutional and third-party data on student geodemographic, academic, financial, and behavioral indicators, our team will design predictive models that assign a yield probability to each admitted student to determine the right institutional aid award. We merge our analysis with your unique institutional goals and constraints to deliver a comprehensive grant and scholarship strategy and analytics dashboard that maximizes net tuition revenue alongside key indicators like headcount, discount rate, diversity, and access for lower income students. Tier 1 includes development of a yield model, an institutional gift aid strategy, and projections of cohort outcomes. Implementation delivered via an individualized awarding strategy with customized awards for each admitted student, to be integrated into the institutional award packages. Includes a lead scoring model and regular lead tagging, first year retention modeling, strategy simulation tool, and regular tracking meetings facilitated with our Analytics Dashboard. Inclusive of regular student tagging, delivered weekly until census. <i>1 population, customized report, bi-weekly team meetings, 1 enrollment cycle (until census).</i>	<b>\$70,000</b>
<b>FAO Renewal Option 2</b>	Utilizing institutional and third-party data on student geodemographic, academic, financial, and behavioral indicators, our team will design predictive models that assign a yield probability to each admitted student to determine the right institutional aid award. We merge our analysis with your unique institutional goals and constraints to deliver a comprehensive grant and scholarship strategy and analytics dashboard that maximizes net tuition revenue alongside key indicators like headcount, discount rate, diversity, and access for lower income students. Tier 2 includes development of a yield model, an institutional gift aid strategy, and projections of cohort outcomes. Strategy implementation provided in either matrix format or in a series of programmable rules. Includes a lead scoring model and regular lead tagging, first year retention modeling, strategy simulation tool, and regular tracking meetings facilitated with our Analytics Dashboard. <i>1 population, customized report, bi-weekly team meetings, 1 enrollment cycle (until census).</i>	<b>\$60,000</b>

# | Admitted Student Research Detail

Understanding student matriculation is a multi-layered process. While demographic differences tell some of the story, creating a direct conduit of feedback from those students who accepted an offer and comparing that to students who did not accept offers unparalleled insights for planning for future cycles and even retaining matriculants. Carnegie works with institutions to achieve this goal by designing, hosting, and analyzing an Admitted Student Research. With a mix of quantitative scoring metrics and qualitative open-end responses, this research adjusts to industry and student trends while creating actionable outcomes.

What you'll gain:

- + Helps gather information about student motivation and drive to uncover what personality types your institution is serving well or turning away.
- + Additionally it covers a measure of institutional choice, financial aid needs, communication feedback, and an assessment of how well your institution met their school criteria.
- + Results are compared against their top alternative school (for those who matriculated) or the school they ultimately selected.



# | Slate Communications + Portals Detail

# Slate Communications: Undergraduate Campaigns

**Control is key.** With Slate drip marketing campaigns, you're capitalizing on the power of Slate—from responsive, behavior-driven content to UTM placement and more. We'll support your application, yield, anti-melt, and stakeholder-specific communications, taking care of all the ins and outs of a complete setup and execution. Backed by years of admissions and marketing know-how, we have unparalleled knowledge of both Slate functionality and the enrollment marketing tactics that will set you up for campaign success.

# Discovery Support Strategy

Remaining innovative and strategic in your recruitment and marketing initiatives is essential to meet and exceed enrollment goals. Partnering with Carnegie not only ensures your Slate Communication campaigns are optimized using best practices from the start, but it also provides your team additional bandwidth and support.

Any developed Slate campaign will receive the following support from our team:

- + A discovery visit with our Carnegie team to align both teams with campaign goals.
- + Ongoing project and strategic support provided in the form of 30-minute calls and/or written communication

# Delivery Optimization Analysis

Carnegie creates real-time campaign reports to monitor each campaign and makes revisions, if necessary, to communications to achieve maximum performance.

Throughout the campaign duration our Slate team will provide:

- + Campaign strategy and communication plans
- + Guidance regarding communication strategy and Slate deliver best practices
- + Insight into Carnegie partner benchmarking data relative to campaign performance and overall conversions
- + Annual campaign assessment

# Name Buy Consultation

Your Enrollment Strategist will not only oversee your comprehensive Search strategy, but will be a strategic partner working alongside you through your recruitment and yield efforts. They will proactively meet with you to bring forth recommendations and discuss any changes to strategy.

## New in 2024:

- + A dedicated Enrollment Strategist, will be your **key accountability partner for all your enrollment goals** – not just those related to Student Search.
- + **Expanded Student Search list strategy & consultation** – includes assessment of historic data, growth opportunities, and market conditions – developed and delivered to work towards your prioritized enrollment goals.
- + **Inclusion of proprietary market research** through our powerful **Market Scan** study that provides you with access to rich data like household income, racial diversity, and a powerful higher ed index for opportunity identification, audience prioritization, and marketing execution.
- + Unlimited volume of names delivered through up to **twelve purchases**.
- + Configuration and integration of **College Board Connections** and subscribed services, Encoura's Smart Approach scoring and Mindsets when applicable.
- + Monthly strategy and list acquisition calls to position institution in **true year-round Search**.
- + Interpretation of results, advising, and **advancing institutional enrollment goals on an ongoing basis**, capped with End-of-Campaign reporting.



# Slate Communications Investment

## Service

## Scope of Work Summary

<b>Name Buy Consultation</b>	This enrollment analysis and strategy plan will inform decision-making processes with specific recommendations relative to student search and contribute to the optimization of enrollment strategies.
<b>Refreshed Darted Senior Search</b>	15 emails (up to 5 emails segmented by Dart and up to 10 additional segments as needed)
<b>Refreshed Darted Sophomore/Junior Search</b>	20 emails for up to three subpopulations (e.g., Junior, Sophomore, Freshman, etc.)(up to 5 emails segmented by Dart and up to 10 additional segments as needed)
<b>Darted Search Landing Page</b>	One Darted Slate-hosted landing page portal
<b>Darted/Motivator Application Generation</b>	15 emails (up to 5 emails segmented by Dart/Motivator and up to 10 additional segments as needed) and five text messages
<b>Incomplete Application – Awaiting Submission</b>	Five emails (up to five segments total)
<b>Incomplete Application – Awaiting Materials</b>	Five emails (up to five segments total)
<b>Darted/Motivator Yield</b>	15 emails (up to 5 emails segmented by Dart/Motivator and up to 10 additional segments as needed) and five text messages
<b>Darted/Motivator Anti-Melt</b>	15 emails (up to 5 emails segmented by Dart/Motivator and up to 10 additional segments as needed) and five text messages
<b>Parent / Guardian Campaign</b>	15 emails for up to three subpopulations or statuses
<b>Total Investment</b>	<b>\$177,000</b>

Included on following page are additional scope details.

# Undergraduate Campaigns (Refreshed and New)

## DISCOVERY, SUPPORT & STRATEGY

- Discovery Visit with Carnegie team (on-campus or virtual)\*
- Ongoing project and strategic support provided in the form of 30-minute calls and/or written communication
- Refreshed and new campaign strategy and communication plans
- Guidance regarding communication strategy and Slate Deliver best practices
- Insight into Carnegie partner benchmarking data relative to campaign performance and overall conversions
- Annual campaign assessment

## CREATIVE DELIVERABLES

- Refreshed and new copy for dynamic drip emails and text messages
  - **Senior Search:** 15 emails (up to 5 emails segmented by Dart and up to 10 additional segments as needed)
  - **Underclassmen Search:** 20 emails for up to three subpopulations (e.g., Junior, Sophomore, Freshman, etc.) (up to 5 emails segmented by Dart and up to 10 additional segments as needed)
  - **Application Generation:** 15 emails (up to 5 emails segmented by Dart/Motivator and up to 10 additional segments as needed) and five text messages
  - **Incomplete Application – Awaiting Submission:** Five emails (up to five segments total)
  - **Incomplete Application – Awaiting Materials:** Five emails (up to five segments total)
  - **Yield:** 15 emails (up to 5 emails segmented by Dart/Motivator and up to 10 additional segments as needed) and five text messages
  - **Anti Melt:** 15 emails (up to 5 emails segmented by Dart/Motivator and up to 10 additional segments as needed) and five text messages
  - **Parent / Guardian:** 15 emails for up to three subpopulations (up to 20 segments total)

## CREATIVE DELIVERABLES

- A bank of up to 12 ad-hoc emails to be used for strategic recommendations or pivots for any population with which we are communicating
- Refreshed and new design for email templates and additional email header designs
  - Two standard-style (including header, footer, and one variable CTA button) and one newsletter-style (including multi-section layouts featuring various imagery, and graphic elements)
  - Two additional email header designs per full campaign
- Refreshed and new copy and design for 6 postcard(s)
  - One postcard (up to 6x11) via Slate Print or preferred printer to be used for any population with which we are communicating (*Does not include costs associated with printing and/or postage*)

## CAMPAIGN DELIVERY & ANALYSIS

- Slate Campaign Execution
  - Refreshed Population and rule configuration
  - Template import and mobile responsiveness testing
  - Email and recipient list builds
  - Refreshed Strategy and configuration for up to one form per full campaign
  - Postcard recipient list strategy and Slate Print configuration
- Refresh for One Slate-hosted Campaign Performance & Conversion Slate report per campaign
- Refresh for One Slate-hosted Funnel & Conversions Report

## SEARCH LANDING PAGE

- One Slate-hosted landing page portal segmented by Dart including:
  - One branded header image
  - One personalized greeting
  - One informative content section
  - One facts & figures content section
  - Embedding of one RFI form
  - One branded footer
- Conversion metrics included in communications reporting

# Slate Portals & Data Visualization

Your custom prospective student, current student, donor, staff member—any audience—portal will meet your exact needs and specifications. We build your portal from scratch, using web best practices like dynamic content and on-brand design. Our reporting, often delivered via a portal, is digestible and visually appealing to ensure the very best experience for every audience. We're setting the industry standard—bring us any portal or reporting project, and we'll exceed your audience's expectations.

## Parent/Guardian Portal

- One custom dataset to house parent data, including relevant dataset-scoped fields
- and prompts
- One record creation form for dataset records
- One Slate query library to define applicant statuses and populations
- Custom CSS styling, HTML, and necessary Javascript based on brand standards
- Home Page with portal elements:
  - Navigation bar
  - Welcome text
  - Application details section (e.g., start term, intended major, application status, etc.)
  - Custom checklist including all checklist sections
  - Custom payment section
  - Decision notification section
  - Contact Us section (with staff assigned or general contact info)
  - Resources section (up to 5 external links)
  - Event registration section with student's current registration and up to two event categories per population
  - One priority event call out section template

*Additional populations (e.g., International, Adult) can be added for a cost of \$5,000 per population*

## PARENT/GUARDIAN PORTAL PACKAGES AND SUPPORT

### BASIC

- *Designed to serve parents/guardians of one population (e.g. Undergraduate, Graduate, etc.)*
- *20-week project duration*
- *Up to six project calls*

**\$25,000**

### Parent/Guardian Portal Enhancements

**Portal enhancements can be added for a cost of \$1,000 per enhancement.**

- Financial aid dynamic content (using partner-provided process)
- Up to three calls to action for yield or anti-melt (up to three created)
- Up to three custom material displays (e.g., transfer credit evaluation, scholarship letters, etc.)
- Up to three test score displays
- Up to three resources/FAQ displays (not including creation of questions and/or topics)
- One custom media display
- Custom enhancement

# Digital Marketing Strategy Detail

# Pioneers of Digital Marketing Strategy

- + Subject Matter Experts: Many of our team members came from leadership roles within higher education across all divisions.
- + In-House: All execution is done by our team of 100 digital strategists giving us the flexibility to pivot throughout the year.
- + Unified Marketing & Enrollment Strategy: Our work is development to support your overall marketing and enrollment strategy. We see these efforts as once piece of the overall puzzle.
- + Insider Understanding: Our access to teams within Google, Meta, and many other channels give us access to beta products, advanced targeting, specialized reports and more.
- + Custom Solutions: Everything we've designed for you today is custom to your goals, audiences, and trajectory of your institution.

## STRATEGY OVERVIEW

**GOAL:** Increase digital visibility during critical moments of students' online college search process.

**AUDIENCES:** Prospective undergraduate students, as well as, influencers like parents of prospective students.

**STRATEGY:** We've outlined integrated digital recommendations inclusive of **Display targeting, Google Demand Generation, Meta, IP Targeting, PPC Google Ads, Carnegie Clarity,** and **conversion-focused paid social media strategies.** The strategy is mindful of budget and utilizes foundational strategies that insert Ithaca College at critical moments during students' online search process to drive awareness, inquiries, and application activity.

### STRATEGY HIGHLIGHTS:

- + Incorporating the always-on tactics of Display Retargeting, Meta Retargeting and Google Demand Generation Retargeting to drive application behavior for those who have visited key web pages on your site.
- + Including conversion focused age/geographic targeting to individuals under 18 years old, as well as, behavioral targeting to individuals over 18 years old to reach prospective undergraduate students and parents in priority states/DMA markets from FY'23, segmented by Darts.
- + Ensuring Metro DMV area targeting is also incorporated into overall spend for Meta.
- + Utilizing IP Targeting to a list of 14,000 hot inquiries / prospects (segmented by Dart) to promote early action and regular decision application deadlines.
  - + Expanding to list size of 20,000 in Dec/Jan.
- + IP Targeting of a list of 8,550 admitted students (segmented by Dart) to promote awareness of the deposit deadline.
- + Leveraging PPC to generate inquiries from mid-funnel users who are actively searching your keywords
- + Utilizing Snapchat and TikTok to generate both awareness and inquiries for your priority programs.
- + Create a personalized experience for users on your website in real time based on their area of interest and position in the enrollment funnel utilizing Carnegie Clarity™

### RECOMMENDED ADDITIONAL SCOPE:

- + Leveraging Google Analytics Consulting to meet your institution's needs which may include implementing recommendations from an assessment, audit existing goals and rectify any issues.

[Ithaca College - Undergraduate - 2024- 2025 - Digital Renewal](#) Note: These recommendations are fully scalable and adjustable to fit any budget or goals.

# About Carnegie



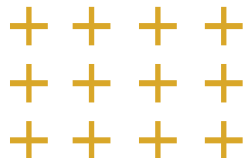
# The Power of Human Connection.

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

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

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

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



# Carnegie at a Glance

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

- **Higher Education Marketing and Enrollment Strategy**

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

- **The Power of Human Connection**

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

- **Custom Solutions**

Carnegie builds custom solutions with best-in-every-class services in Research, Strategy, Digital Marketing, Lead Generation, Slate Optimization, Student Search, Financial Aid Optimization, Web Development and Creative that generate student connection. Our approach is data driven, 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 education organizations we partner with annually including NACAC, NAGAP, UPCEA and more

**11**

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

**700**

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

**3**

The number of major conferences that we host every year

**3**

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

**25**

The number of major conferences we present at annually

# 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.

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