

Who are you as an institution? This is where your brand solution will begin—by defining your institutional personality. There is no better way to stand apart from the crowd than by being uniquely you. We'll start by asking some vital questions: What does the market believe about you? Who is your competitive pack, and how do you stand out from it? Whom do you attract, and how do you do it? How do you create the right story and tell it? How do you reach your target audience and convert it?

Together we'll answer those questions about personality, perception, pack, personification, and precision and by doing so we'll build a brand platform that is evergreen and unique to your institution. Your persona will be activated by the images you choose, the

design you execute, the campus culture you curate, and the stories you tell. This is the power of personality—distinctive positioning rooted in core truth.

Vying for attention and engagement in higher education is a hyper-competitive proposition. Why? Because today's students no longer adhere to a linear progression from engagement to enrollment. Today's prospective students are incredibly savvy, are brand-conscious, and each day have more information at their fingertips.

We don't ascribe to the more is more, philosophy. We don't promise increased enrollment by sending to the masses through one primary channel. Instead, we collect and interpret intelligent, market-driven, student-centric data and then leverage findings to

comprehensively curate your enrollment plan, including distinct and targeted content that is customized for each university.

As a result, we help position your university in key markets, build audience affinity through data-driven personalization, and create authentic interactions through integrated enrollment and marketing strategies that are optimized for your enrollment ecosystem.

Your solution might include generating early pipeline leads via **CollegeXpress**, **Digital** lead generation and refreshed **Creative Campaigns**. It might also begin with a **Market Opportunity Indexing** to find the students previously overlooked in your existing markets or a **Zip Code Model** to identify new lookalike markets, where

you will find enrollment success. But you tell us, where shall we begin?


## HOW DO I RUN AN EFFECTIVE STUDENT SEARCH ON A LIMITED BUDGET?

Sometimes there is a very clear way to begin – in this case it's a supported in-house **Slate Student Search** execution, a key pillar of the **Carnegie Student Search**. If you're not ready to bring Student Search in-house, we get that. Your solution could be advanced student segmentation with **Carnegie Motivator** and a sampling of our **Market Analysis** before deploying **IP Targeting** and **Retargeting**. Lean on us and we'll build it together.

# IS ADDING AN IN DEMAND PROGRAM THE ANSWER TO ACHIEVING ENROLLMENT GROWTH?

Maybe? Maybe not. We can get you a definitive answer.

We might get there with a **Program Potential Assessment** and/or a **Market Insights Survey**. You might decide you need to take a step back and fully assess your enrollment situation with an **Enrollment Analysis or Strategic Consult** to have a partner's support. We'll find the right solution together.



YOUR SOLUTION WILL BE BUILT FROM  
BEST-IN-CLASS SERVICES, TAILORED TO  
MEET YOUR NEEDS.  
WE'LL BUILD IT TOGETHER.

The more you know, the better you'll target, the smarter you'll work, the more confidence you'll have. This is what market intelligence is all about—empowering you to make important strategic decisions. Market intelligence comes from accessing the right data, asking the right questions of the right audiences, and producing an actionable and digestible analysis. We're here to help with your custom query or to optimize the tools and data you already possess. We're all about the answers without the fuss, and we only provide actionable and understandable results.

We're often asked, "When is the right time to invest in market intelligence?" Market intelligence may be critical to the start of your brand project or enlightening at the end of a digital campaign. It might supply the

information you need to overcome an obstacle in the midst of your enrollment planning work. The short answer: It's always a good time for intelligence.



## **What's Your Challenge?**

HOW CAN I BETTER UNDERSTAND MY POSITION  
IN THE MARKET?

A **Competitive Analysis** is a great start! Our seasoned strategists will explore your positioning against your direct competitors and then deliver in-depth insights on brand expression and quality rankings relative to your competitive set. This analysis allows you to clearly see where your institution has opportunities for authentic positioning, empowering you to stand apart from the herd. Is your market-position question more specific to your digital presence or your overall market share? A **Digital Perception Study** will deliver these answers for you.

## IN WHAT MARKETS AM I MOST LIKELY TO FIND MY RIGHT-FIT PROSPECTS?

This is a layered question and should start with a discovery of where you stand. You may want to dive




right in with a **Market Opportunity Analysis**, which will provide you with provable market-viability data to align your goals and your new market expansion. A **Zip Code Module** would help identify new lookalike markets for enrollment success and can evaluate saturation in existing markets—pinpointing zip codes where you can make gains. Your team might also want to tackle the whole picture with a **Strategic Marketing** or **Strategic Enrollment** Plan. We have an entire suite of **Market Analysis** tools for you to explore. We'll meet you where you are.

## WHAT IS THE BEST WAY TO OPTIMIZE FOR THE CAPTIVE AUDIENCES I ALREADY HAVE?

Laying the foundation for behavioral data collection could come from a proper **Google Analytics** set-up or

a **Search Engine Optimization Audit**. This type of data can help inform an optimization plan for any of your website audiences. **Carnegie Clarity™** is a great option for schools ready to personalize their on-site experience and drive conversions. Or you may want to take your optimization questions directly to your audience with a **Custom Survey**. The possibilities are many. Bring us your query and we'll devise a custom approach to secure the answers you need.




YOUR SOLUTION WILL BE BUILT FROM  
BEST-IN-CLASS SERVICES, TAILORED TO  
MEET YOUR NEEDS.  
WE'LL BUILD IT TOGETHER.

Our marketing philosophy is audience-centric and market-mindful. We measure and then market to your audience's unique behaviors and motivations. By better understanding the desires and habits of your audiences, we break through the noise, capture attention, and forge real connections—leading to action, enrollment, retention, and lasting affinity for your institution.

We'll combine your institutional knowledge with our marketing expertise to shape a customized strategy built from best-in-class services. From drip campaigns and website experiences to out-of-home and digital marketing, our in-house team will get your message in front of the right audience, at the right time, with

precisely the right message. You have a story to tell.  
We'll make sure it gets heard.



# What's Your Challenge?

HOW CAN I BETTER DEFINE, REACH, AND  
ENGAGE MY PROSPECTIVE STUDENT  
POPULATIONS?

Regardless of your audience or channel(s), all marketing can be elevated with great audience segmentation.

The **Carnegie Motivator** model is a turn-key segmentation solution for colleges and universities that are interested in segmented, personality-driven communications and need segmentation fast. **Psychographic Darts** are the advanced model, built on your data and your student population, resulting in additional profiles and even richer insights. This segmentation can be used across your **digital**, **signature creative**, **website**, **email**, and **Student Search** efforts.

## HOW CAN I MAKE MY DIGITAL MARKETING DOLLAR GO FURTHER?

To start, by partnering with Carnegie on your **Digital Marketing**, you're getting 100% in-house execution. The benefit to you is that we can prioritize your campaign performance over all else, moving your budget across platforms and tactics without limitation. Our seasoned specialists will make recommendations on which platforms best meet your goals as well as your budget, and they are actively monitoring your campaigns for optimization opportunities.

## HOW CAN I PROVE MY MARKETING EFFORTS ARE WORKING?

Our marketing teams strategize, plan, and set up marketing campaigns that are made to be measured. We'll supply you with the measurement and analysis on any campaign we work on together. For example,

our **Digital Marketing** teams expertly operate all components of your digital marketing, including reporting and optimization. Our Inbound team can work with you to get the most out of your website with a proper **Google Analytics** set up. If you're hoping for deeper, behavioral insights, **Carnegie Clarity**<sup>™</sup> is an incredible tool for both marketing ROI and on-site personalization. Our **Slate experts** can provide email campaigns that adhere metrics to the student record and integrate your digital campaign data too. If you've already executed your campaign and need help evaluating the performance and articulating your data story, our **Custom Research** projects might be a great strategy for you. We'll work alongside you to ensure all your efforts are integrated and tracked, so you have a great data story to tell.

Your operational infrastructure, your technical and human resources, should have a plan too. To fully realize your department's potential, you'll want a strategic partner who can look under the hood, address operational gaps, and uncover opportunities for optimization.

Our strategists have all walked in your shoes, and they are supported by an added level of intel from proprietary industry data. We build modern websites and teams, and will provide first-class support for your technical investments—like your CRM. Our team of technical experts and tenured higher ed professionals will refine and elevate your operations. We'll write the roadmap that will supercharge your resources and build



an agile foundation ready for whatever the future may hold.



## What's Your Challenge?

HOW DO I ENSURE MY WEBSITE IS, IN FACT, MY BEST MARKETING TOOL?

If you're ready for a **new site**, a refreshed site, or a redesign, our mStoner team will be there every step of

the way, making sure your site is beautiful, modern, and ready to evolve with you. If you love your current site but want to ensure each student has the best on-site experience possible, you can explore **Carnegie Clarity**<sup>™</sup> for bolt-on web personalization. For far-reaching impact, our proprietary **audience segmentation** and targeting tools are customizable. Or, we can help you design and implement a well-executed **SEM** strategy. Our suite of **SEO** offerings will give you some great optimization ideas.

## HOW CAN I OPTIMIZE ACROSS MY MARKETING AND ENROLLMENT CHANNELS?

What are your goals, and in which channels are you currently investing? If it's ad conversions, our **Digital Marketing** experts will devise an optimized conversion

strategy. If it's lead generation, our **CollegeXpress** offerings can hone your budget and offer a better ROI than your current lead platform. Our team can work with you on elevating your **Enrollment Communications** or your **Strategic Marketing Plan**—optimizing the staffing and technical infrastructure you already have in place.

## HOW CAN I MAXIMIZE MY SLATE CRM INVESTMENT?

We have you covered. We are a best-in-class **Slate Implementation** and development partner and Technolutions' trusted us as their first Slate Platinum Preferred Partner. Our specialists can join your team when you purchase Slate, or jump in later for enhancements and custom builds. We're here for your

application portals, setting up **territory management, and reporting** needs. If you're thinking about maximizing your investment by building an in-house **Slate Student Search**—we are ready to support you!

## WHAT SHOULD MY ENROLLMENT MARKETING TEAM LOOK LIKE?

We've all learned a number of lessons in the past years about organizational agility and our ability to pivot. The people we hire and the roles they hold is what enables us to grow, change and adapt. Our **Enrollment Consultation** and **Marketing Operations** services can help evaluate your current set-up and recommend a modern organizational structure that is right fit for your college or university.

If your need is to better connect in a remote environment or further strengthen an all-star team, our **Personality Assessments and Team Dynamics** tools will provide valuable insight about your professional and workplace dynamics. These tools were built with you in mind to help teams, students, and campuses connect.

Having partnered with hundreds of small colleges throughout its history, Carnegie recognizes that small colleges are facing unique challenges—we intend to deliver the innovation required to best support the small college community.

The Small College Initiative aims to serve the small college community through three initial commitments:

## NSCEC

### **Continuing the legacy of an essential annual conference.**

In January of 2023 we announced our acquisition of the National Small College Enrollment Conference (NSCEC), the industry's only conference dedicated to serving the needs of small colleges. Ensuring the NSCEC continues to thrive is the keystone of our Small College Initiative.

When we assumed the role of owner and host of this important conference, we made a promise to uphold the founding mission: The National Small College Enrollment Conference brings together peers, professionals, and thought leaders to support and

increase the knowledge of individuals engaged in all aspects of the small college enrollment profession. You can **[read more about this acquisition in our press release](#)**, and visit **[nscec.com](https://nscec.com)** to learn more about the conference!

# Specialized Products

**Products designed to better support the needs of small institutions.**

As a part of the Small College Initiative, we analyzed past small college successes, the services that delivered that success, and the scope that best fit our partners. The result is a suite of services designed with the needs of small colleges in mind. We now offer small college solutions in **[website design + development](#)**, **[financial aid optimization](#)**, **[Slate](#)**

**implementation**, and **lead generation** via

CollegeXpress Platform.

# Small College Expertise

**Project teams assembled not only for their talent, but for personal and professional small college backgrounds.**

We know that project teams that understand the small college landscape are the most efficient and effective teams for you. We're fortunate to have many talented professionals who have come to Carnegie from professional positions on small college campuses or who have been educated at a small college. We intend



to build our small college teams with these individuals going forward.

It's widely known that Gen X and millennials don't give at the same frequency or with the same generosity as their boomer parents. As wealth changes hands and passes to the next generation, advancement offices are looking to strategically transform their fundraising strategies to connect with these younger generations.

This is where Carnegie comes in. We've been monitoring the behaviors of millennials and Gen X for decades. We understand them—their preferences, platforms, sensitivities, and aversions. We also know, for every individual, that genuine connection is the key to capturing attention and building affinity. As a result, we measure and then market to an individual's unique

behaviors and motivators to create deep connections and real conversations. And we do this on their platforms of choice, at frequencies that drive action and with creativity that stops them in their tracks.

Human Connection leads to action, enrollment, retention, and lasting affinity. This is why our tried and true solutions in marketing, communications, CRM optimization, and creative work for the alumni audience.



# Precise Donor Screening + Personalized Solicitation

**Acuity Darts** is a precise donor screening and personalized solicitation tool that tells you which communications to prioritize and exactly what to say. It gives you custom intelligence on your prospect's capacity to give, a comprehensive giving history, and their motivations, attitudes, and beliefs. Acuity Darts can be broken down into two parts:

## **Donor Identification + Prioritization:**

Donor Identification and Prioritization allow you to forecast donor potential and focus your advancement efforts. Wealth screening, comprehensive giving history, and your engagement history are combined and analyzed to uncover a deeper understanding of the capacity and passion your donors have to support your organization. We pair the results with experienced guidance to help you structure an efficient prospect management plan you can implement quickly.

## **Donor Personas + Personalized Solicitations:**

Psychographic Darts (advanced segmentation profiles) set your communications apart with highly personalized messaging. Darts are developed through in-person qualitative research and survey-based

quantitative research. We use your data and your community to identify correlations between demographic and psychographic factors that definitively reveal your unique donor segments and what motivates them. The resulting audience segmentation analysis augments your donor prioritization data and is your team's cornerstone for personalized solutions. Personal solicitations will lead to increased engagement, affinity, and conversions.

Acuity Darts is made possible through our partnership with **Johnson, Grossnickle and Associates (JGA)**, a premier national provider of non-profit philanthropic and strategic consulting solutions.

Get in touch today to **talk about Acuity Darts.**



# Digital Marketing for Advancement

Digital is the most effective way to ensure your annual campaign, day-of-giving, or event is front and center for your alumni. From strategy to execution, we've got you covered. For advancement audiences we offer an innovation called **Darts to Digital**, pairing our precise digital targeting and advanced persona segmentation to deliver messaging developed for the individual, on the platforms where they are engaged. Your campaigns will be supported by the best team in the business, who

will ensure your donor or alumni campaign is top-notch.

Learn more about [\*\*Carnegie Digital Marketing\*\*](#).

# Advancement Implementations in Slate

Data integration is perhaps the most impactful strategy for any advancement operation. We offer customized Slate Advancement implementations, which ensure full life-cycle data at your fingertips. From Learning Lab to go-live, implementation of a specific phase, or a total reimplementation, we can help! We manage and build sustainable giving instances, ensuring you are prepared to maintain and optimize your Slate efforts after

implementation. Learn more about [\*\*Carnegie's Slate Implementations\*\*](#).

# Advancement Portals

Impress all your alumni audience with a personalized experience in a dedicated portal. Not only are our portals designed by our award-winning creative team but they are built by our best-in-industry Slate developers. Combining flash and function, our dynamic portals drive engagement in each interaction, no matter the end user. Learn more about [\*\*Carnegie's Slate Portals\*\*](#) offering.

# Signature Creative for Alumni Audiences



Our creative work is original, compelling, and gorgeous. And above all, it's powerfully, undeniably, you. It's also what your alumni expect, especially in moments of critical importance like a comprehensive campaign reveal. By defining and understanding what sets you apart and by learning what will speak to the individual within your audiences, we create impactful, tailored messaging and segmented collateral that builds reputation and forges powerful connections that last. Learn more about **Carnegie's Creative capabilities**.



**A Brand Story  
as Distinct as**

# Your Institution

In today's competitive higher education environment, an intelligent approach to brand strategy is mandatory. Carnegie's original psychometric model and brand reputation strategy allow us to do more than just create a brand for your organization. Through extensive brand research, we identify your institution's unique personality and transform the way you communicate to your audiences. Harnessing this human connection will give you a competitive edge in building a powerhouse brand foundation that's authentic to your college or university.



Home / Services / Brand Strategy



# Organizational

# Personality

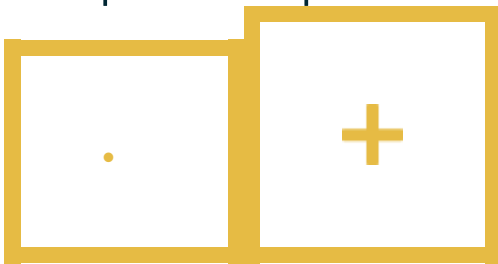
Who are you? Grounded in archetypal theory, we conduct stakeholder research to understand your institution's unique personality and to generate a brand voice and message that are as distinct as a thumbprint.



# **Brand Story +**

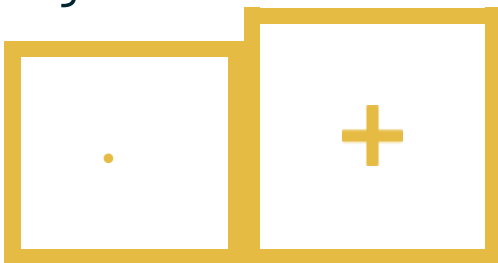
# **Positioning**

Our data-driven process for positioning your brand empowers you to tell your story like no other institution can. This playbook will serve as the basis for marketing campaigns, internal communications, and beyond—creating sustained reputation performance.



# Brand Activation

The first six months of a brand launch are crucial for establishing forward momentum, engaging stakeholders, and activating the brand across the institution. Our suite of customized consulting services will help you develop and execute a brand rollout strategy that's tailored to your needs and goals.



# Brand Training

We show your stakeholders how to utilize your strategy in their daily lives to shape their own communications. In highly customizable training sessions, we equip your team to tell your institution's specialized story.

## Unlock the Power of Data

Digital marketing for higher education requires constant innovation. With new technologies and

updating algorithms, the landscape is always changing. But no one understands the higher education landscape and the future of digital marketing as well as Carnegie. 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.



[Home](#) / [Services](#) / [Digital Marketing](#)





# Search Engine

# Marketing

More than 70% of students turn to search engines when researching schools and degree programs.

Carnegie's insightful digital marketing tactics cut through the competition to highlight your brand in front of key prospects.



# **Pay Per Click**

## **(PPC)**

Be at the top of their college search list. Our digital marketing expertise will help your institution appear at the highest spot in search engine results. Our cutting-edge strategies will increase your leads, inquiries and applications. See how Carnegie's higher education tools will help you stand out on Google, Bing, or Yahoo searches.



Connect with your audience on a more personal level while standing out from the crowd. By harnessing social media as a digital marketing tool, you'll build real relationships. Find your voice on platforms from Instagram to TikTok to Twitch.

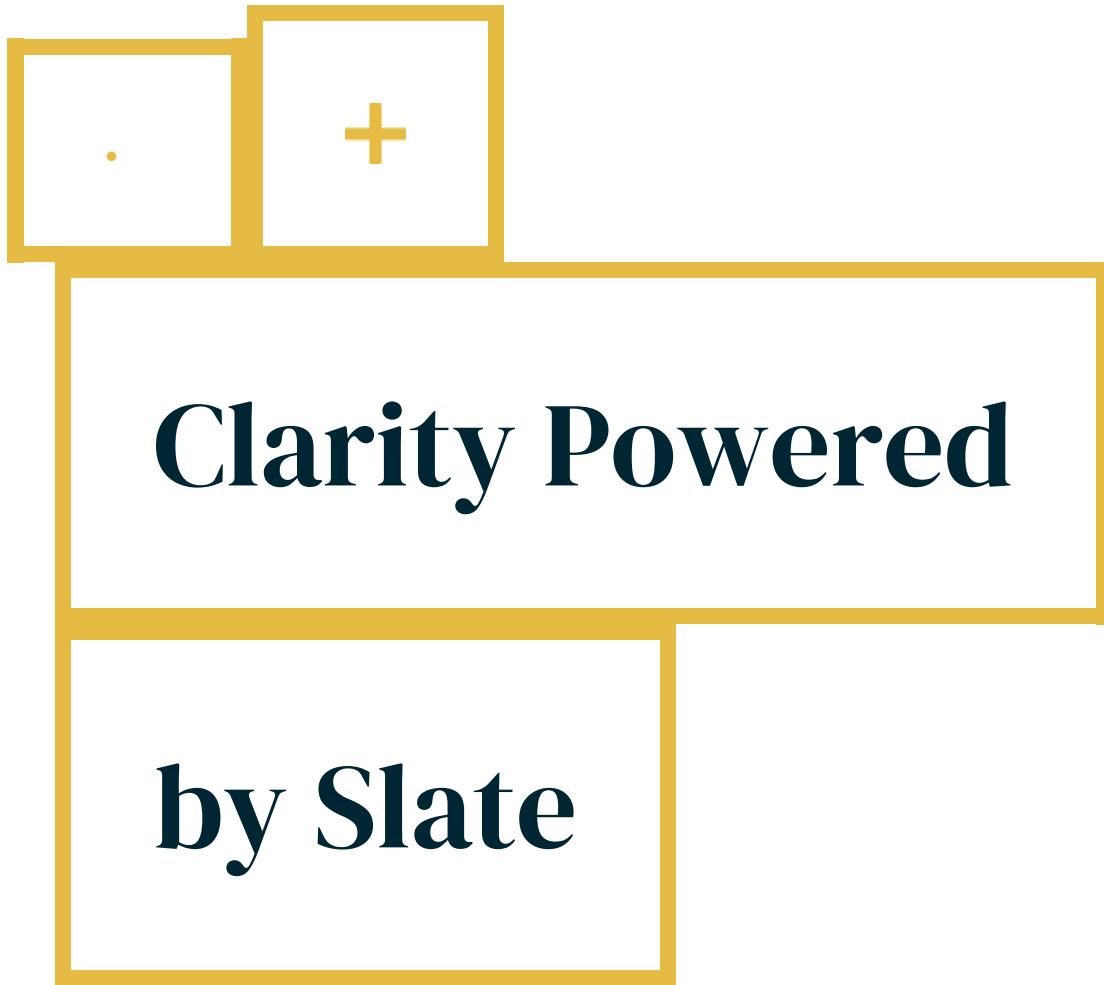


Learn how to better use the most powerful free analytics tool available to digital marketers.

Carnegie's experts will use your data to generate insights and identify opportunities that others might miss. Create better targeted higher education content with our Google-certified experts. Did we mention we're also the only higher education Google Premier Partner?



What if you could personalize your higher education web content for each visitor? It's possible with Carnegie Clarity™. Our innovative digital marketing tool helps you follow users from their first visits to application submissions. With this data, you'll be able to create customized web experiences so visitors get the information they need. And best of all, it all works within your current content management system (CMS).



Imagine a world where your Slate instance not only manages enrollment but also provides deep insights into how all your marketing efforts—from name buys to digital advertising—impact enrollment outcomes. Clarity powered by Slate makes this possible. This cutting-edge marketing

attribution tool seamlessly integrates with your existing Slate instance, enhancing your ability to track and analyze student behavior without the need for additional technology.



Our creative display marketing strategies put your brand in the spotlight. Share your story to students

and parents with our creative targeted ads. We'll help you create connections that lead to conversions.



Take higher education marketing to where students are. Use advances in new media to create digital ads on streaming platforms. You'll connect with high school and college-aged students (and their parents) at a fraction of the cost of traditional TV and radio ads.

**2024 Google Premier Partner**



Each year Google recognizes the achievements of top-performing digital marketing partners across the globe by awarding Premier Partner status. Only 3% of Google Partners achieve this honor. Our Google partnership has direct benefits to you in the form of expertly trained staff, dedicated Google account and technical support, and early access to exciting beta products.

# A True Ecosystem Approach To Enrollment

The days of big name buys and formulaic enrollment marketing strategies are behind us. Today, intelligent enrollment management is about understanding your

prospects in a deeper and more personal way and measuring and marketing to their unique motivations and behaviors.

Partner with Carnegie to unlock your institution's enrollment potential and forge a path toward long-term success in today's dynamic higher education marketing landscape.



[Home](#) / [Services](#) / [Enrollment Strategy](#)

# Enrollment Marketing Strategy

Carnegie's approach to enrollment marketing success is to uncover and interpret intelligent, market-driven, student-centric data—but we don't stop there; we

leverage these findings to comprehensively curate distinct and targeted strategies, customized for your unique institution.

We partner with colleges and universities on enrollment strategy and pipeline management solutions that incorporate the expertise and tactics you need, selected from our end-to-end offerings—from integrated research to personified creative.





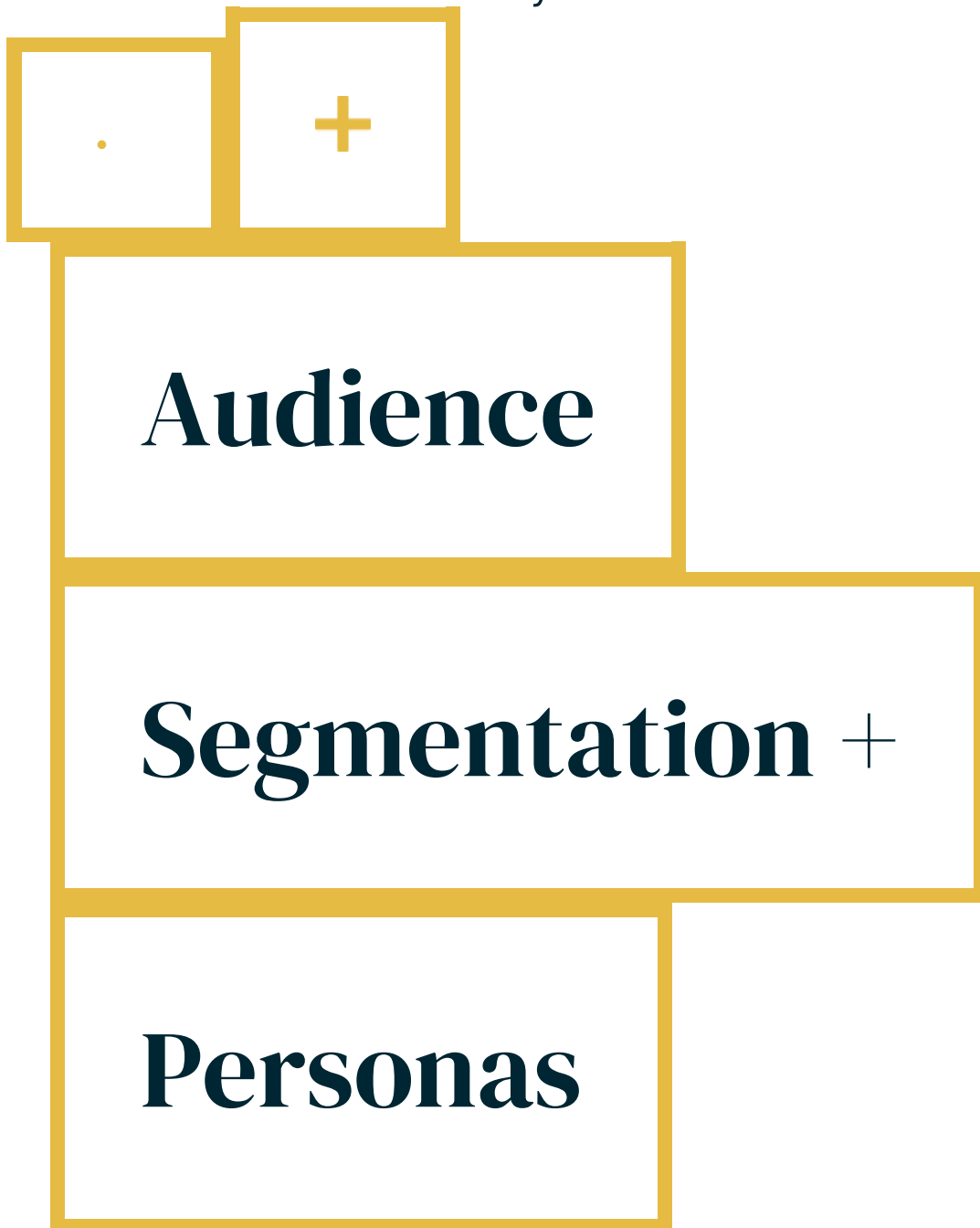
**Strategic**

**Enrollment**

**Consultation**

Carnegie's strategic consultation delivers holistic ecosystem strategies that empower you to effectively and competitively position your institution in your key markets and with key audiences. We dive deeply into the details with you

to identify what's working and to optimize your enrollment ecosystem so you can attract, engage, and enroll the students you need.



Carnegie offers the most advanced audience segmentation system in the industry to hyper-personalize your enrollment and marketing efforts. Our audience segmentation—known as Darts for its combination of pinpoint demographics and psychographics—positions you to communicate with your prospective student audience in the ways that are most attractive to each segment based on their core motivations and personality traits.



# Enrollment

# Communications

We specialize in creating targeted messaging, segmented collateral, and multichannel communication that drives human connection.

We'll assess where you've been and identify where you'll go next. As an extension of your team, we'll draft blueprints for effective communication flows, design and implement multichannel communications that connect, and refine your

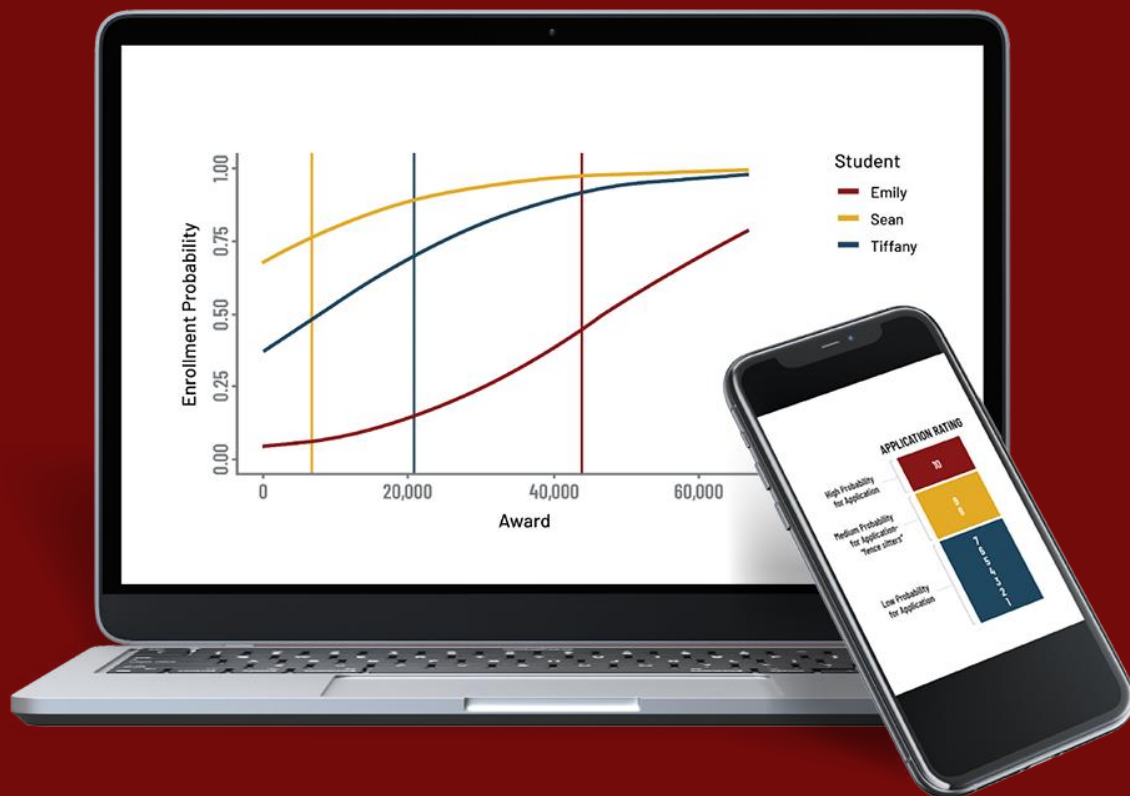


operations by integrating with your customer relationship management (CRM) system.

# Individualized Strategy for Optimized Results

We deliver individualized financial aid strategy—not only customized for your institution, but customized for each student. A strategy built from the ground up, accounting for shifts in market forces and student behavior, monitored by our experts for in-cycle

optimization. It's sophistication that leads to goal achievement.



Home / Services / Financial Aid Optimization



# Financial Aid

# Modeling

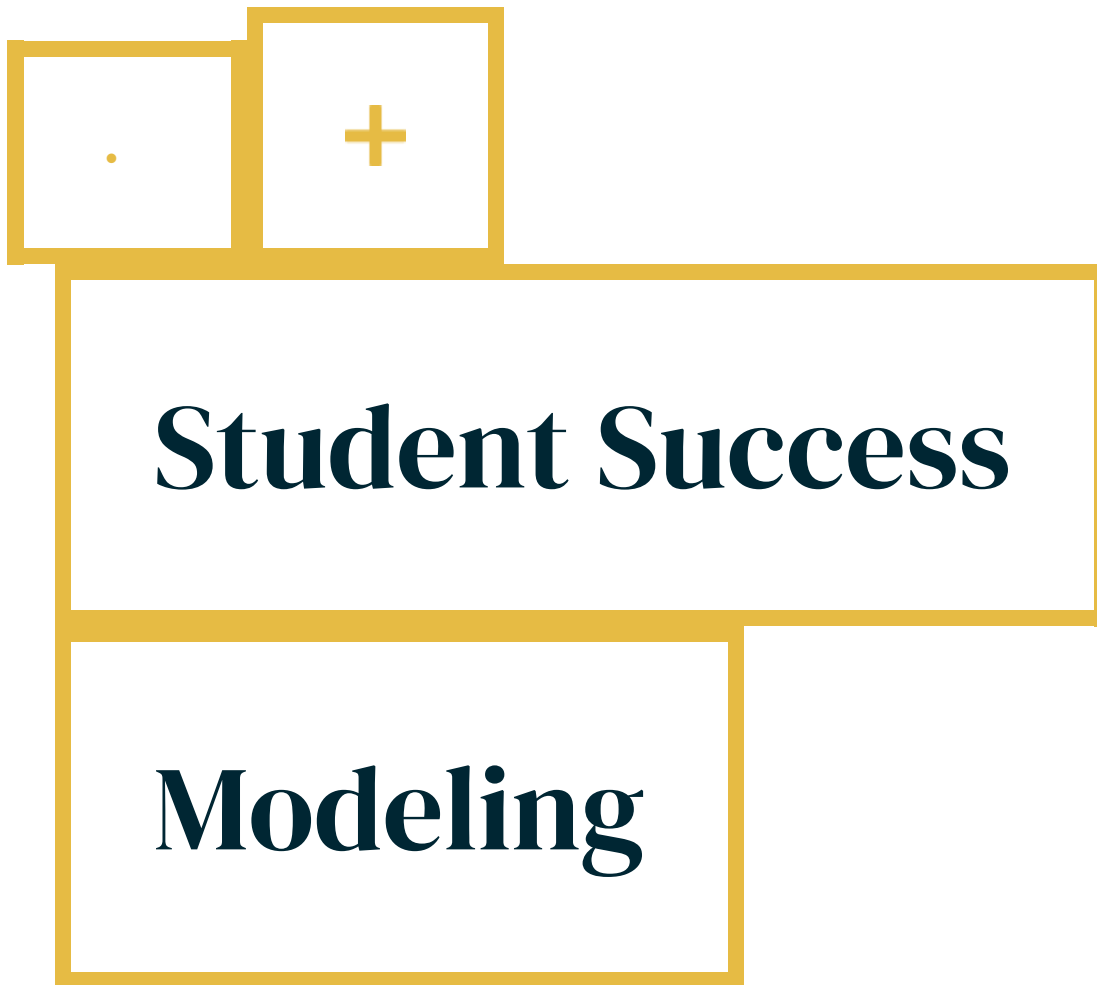
Align your admission and aid strategies under a coordinated, consistent vision. Our sophisticated predictive models and depth of consulting expertise help you meet or exceed your enrollment goals while controlling discount rate.



# Recruitment

## Modeling

Develop more targeted and cost-efficient approaches to recruitment. By scoring every prospective student record with an application probability, we help your team make the most of limited resources. Understanding conversion probability helps you focus recruitment messaging, evaluate the return on investment for key lead sources, and more effectively segment your communications.



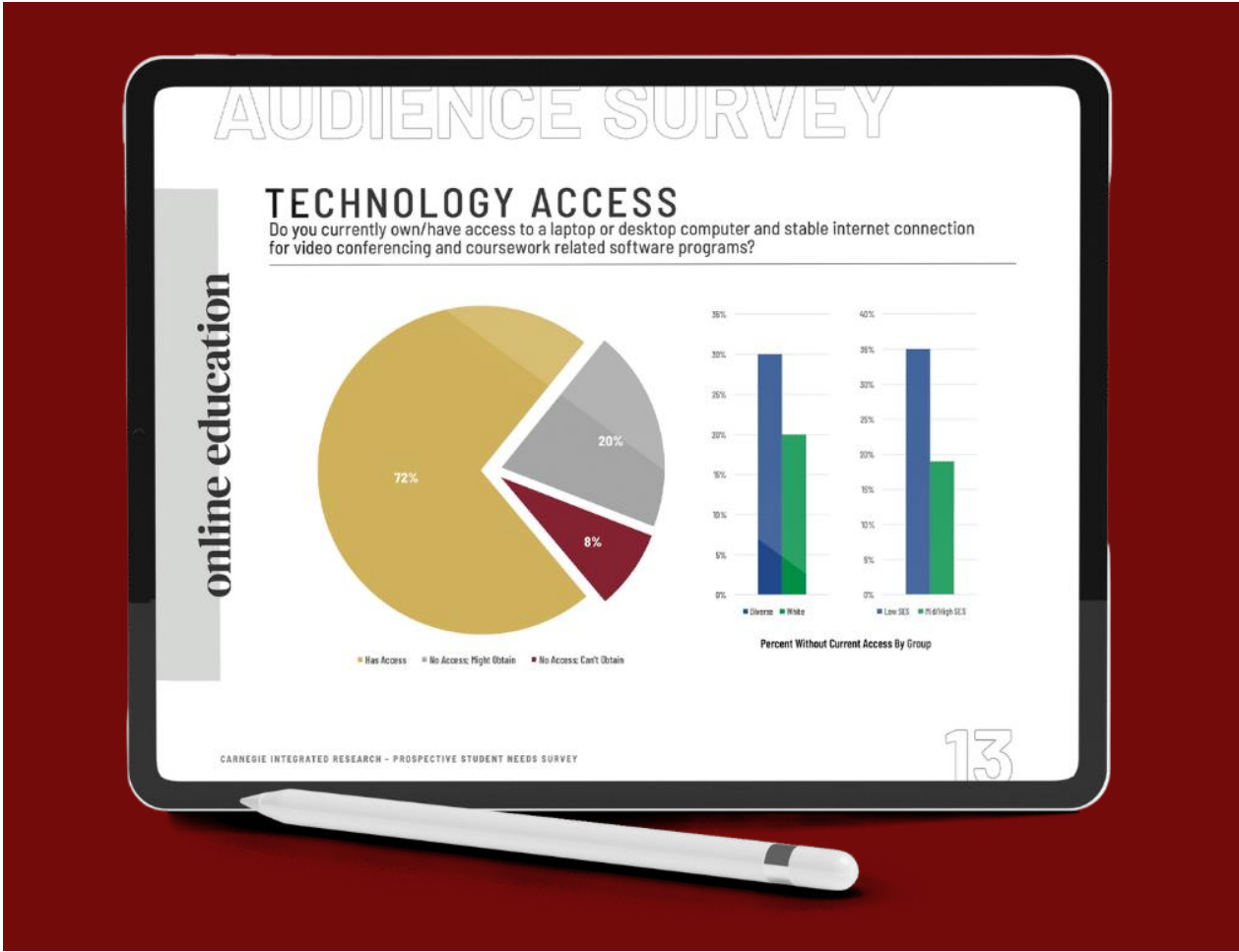
Measure retention probability at the individual student level before students enroll and build that understanding into your admission and aid strategies. Our pre-enrollment retention models and individual-level risk-scoring will ensure comprehensive enrollment planning for student

success and improved revenue outcomes over multiple years.

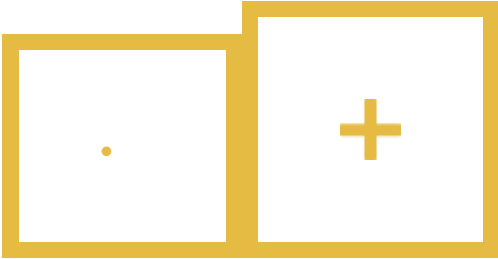
# Powerful Research, Unparalleled Insights

Carnegie's cutting-edge, proven methodologies and advanced analytical approaches give you the game-changing insights needed to transform your enrollment, marketing and branding, and communications outcomes. Power past guesswork around student

needs, markets, and programs in favor of actionable, statistically valid results. Whether turn-key or tailored, we're confident our research solutions will answer your prevailing questions—both the common and the unexpected.



Home / Services / Integrated Research







**Awareness +**

**Perception**

**Research**

How well your institution's personality and story resonate with your audience will ultimately determine your consideration set positioning in the market. High-impact, targeted research methodologies track down and benchmark your

audience's authentic perceptions— enabling growth in competitive differentiation, distinctive value propositions, and decisive digital strategies.



Every student has their own unique motivations, communications preferences, and program or career interests. Ground your vital programming, communications, and promotion decisions in progressive research that breaks through to an audience's core identity.



Location is everything. Determine where your institution would be most successful and craft region-specific strategies with forward-thinking,

penetrating insights into your market-specific performance.



Logos, taglines, names, and creative products are opportunities to reinforce and propel your institutional reputation. Confidently launch new campaigns and creative elements based on the

strength of rigorous market testing, internal evaluation, and expert analysis.



Competitive analyses provide colleges and universities with powerful insights into direct competitors and identify prime positioning opportunities that will set you apart. From

websites and social media presence to print and video campaigns, we analyze the communication channels most responsible for shaping prospective student perception and engagement.



Our research philosophies, approach, and methodologies are both dynamically evolving yet tried and true. We're prepared to skillfully answer any query you or your data might raise, with research solutions tailored specifically to your goals. Advance your understanding and visualize

results through leading-edge, custom research  
with Carnegie.

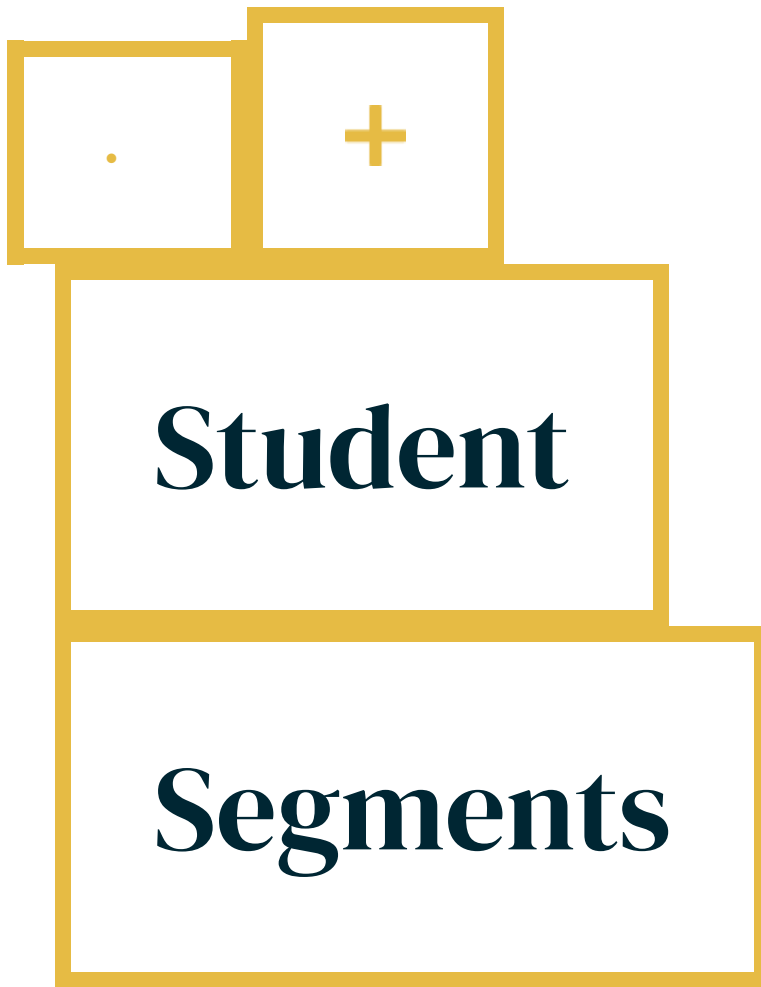
# The Most Powerful Lead Generation Engine: CollegeXpress

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.







With more than 35 different audience segmentation options to mix and match, CollegeXpress offers tailored lead generation solutions to fit any undergraduate, graduate, transfer, and/or international enrollment goals.



# Early Pipeline

Reach students, including elusive high school freshmen and sophomores, in the years leading up to their college decision—making the first connection early and gaining valuable visibility before they build an initial shortlist of schools.





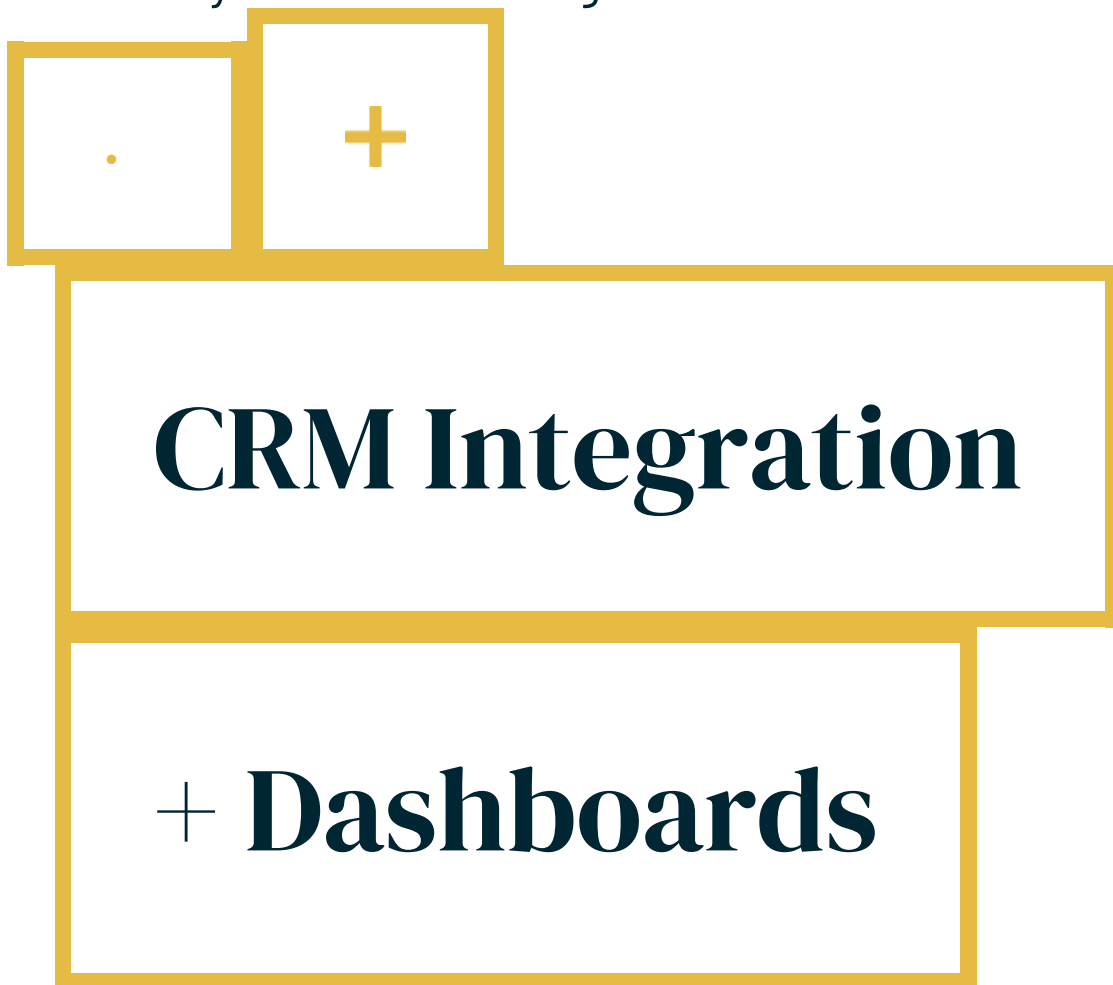
**Expanded +**

**Customized**

**Reach**

Our database and web traffic are at your fingertips, giving you access to thousands of highly engaged college-bound students who are searching for higher education institutions like yours. Reach specific audiences with your own customized

messaging, or take advantage of CollegeXpress' interstitial ad placement to drill down into your exact student profile and generate leads that match your enrollment goals.



We can connect seamlessly with any Customer Relationship Management (CRM) tool to ensure

leads are in your hands within 24 hours of a prospect looking to connect with you. Gain a deeper understanding of your leads through our performance dashboard, which highlights user data by high school, graduation year, gender, GPA, major, and more.

## More Lead Generation

Augment your CollegeXpress lead generation with **digital marketing** lead generation or a **Student Search** strategy as you're making your enrollment plans. Our full life-cycle portfolio of services are integrated and executed in-house.



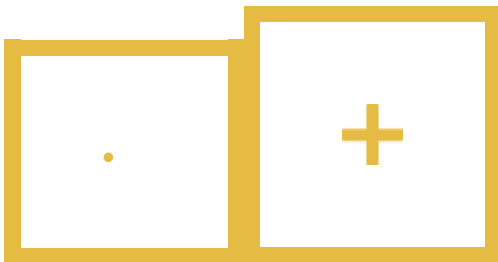
# Strategic Marketing Has Changed Forever

Colleges and universities must place more attention on reputation management and marketing strategy as evolving, competitive dynamics further impact higher education. Once you know who your institution is from a brand perspective, you have to engage audiences with your story to make an impact. Centralized marketing and communications operations driven by

strategic planning, collaboration, and efficient execution increase your ability to tackle the challenges of enterprise-level identity, reputation, and awareness.



Home / Services / Marketing Strategy





**Marketing**

**Operations +**

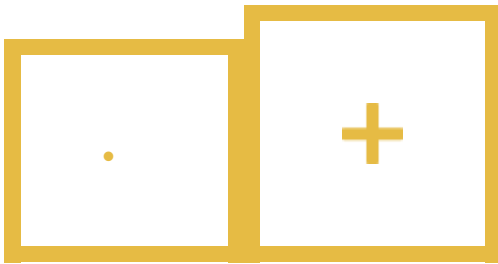
**Communications**

**Analysis**

From operations and communications to collateral and digital advertising, our strategists investigate



what's under the hood of your audience engagement strategies, diagnose roadblocks in your brand positioning, and recommend a strategic course forward. Carnegie intuitively understands and adeptly navigates the stakeholders, structures, and campus dynamics within which all marketing strategy is set and executed -- and positions you to do the same.





**Strategic**

**Marketing**

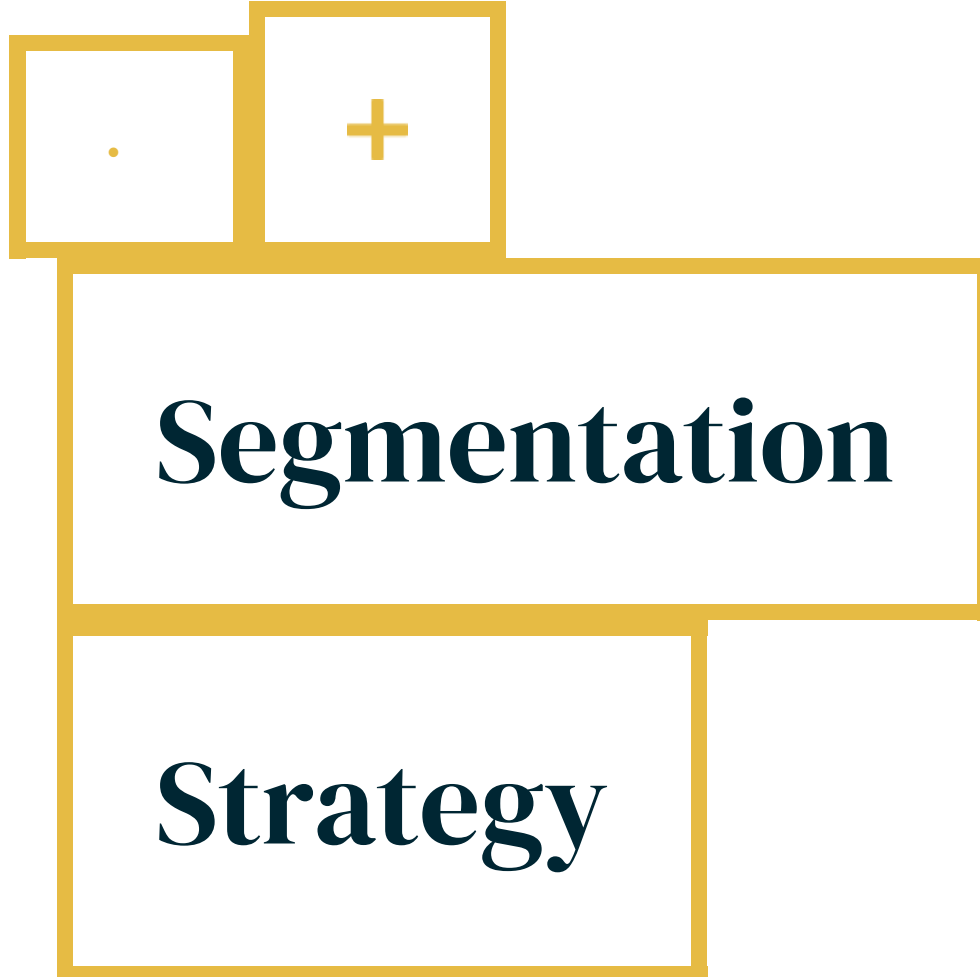
**Planning**

Carnegie's experts can equip you with the powerful tools necessary to achieve marketing success.

Marketing strategists will provide detailed, comprehensive marketing plans for your enterprise or department, or a foundational marketing plan to

serve as a stepping stone to more detailed plans in the future. We can provide go-to-market strategies for new programs or for entry into new markets.

Enhance our suite of market share analyses with customized, market-specific strategies leveraging the accumulated data.



We go way beyond demographics. Our advanced segmentation strategy marries demographic and psychographic data, empowering you to find your best-fit students and to identify likely enrollments based on their behaviors and motivations.

We are frontrunners in researching and utilizing human connection to create healthier relationships and better outcomes for individuals and teams.

CarnegieChem, our carefully designed suite of personality assessments and tools, reveals human personality and performance factors in an entirely new way.

Designed by experts in human performance and psychology and built from Carnegie's core psychometric model, these assessments identify the core motivations behind your behavior,

revealing your authentic self and core values. Not only do the assessments reveal a better understanding of self for each participant, but focused training modules unpack how to propel this self-awareness into better outcomes—for individuals, for team dynamics, and for leaders.

**Achieve Better Student Outcomes.** If you've already focused your enrollment strategies through next-level **audience segmentation**, **refined brand expression**, seamless **Slate execution**, and **targeted digital marketing**, you've likely secured your optimal enrollment numbers. As you're well aware, recruitment doesn't end with a deposit payment. Recruitment continues all year, every year, through graduation. Carnegie offers personality assessment tools to optimize student outcomes and retain enrollments.

ClassChem is a personality assessment tool built for students and optimized for institutions through your Slate instance. Designed to provide staff, faculty, and students with personality and human performance intel on each student, ClassChem is changing the way higher education optimizes student retention. With activation modules ranging from orientation to student success coaching, academic advising to career development services, ClassChem is positioned to bring depth and focus to your retention strategies.

**TeamChem™**

## **Realize the Power of Your Team's**

**Differences.** TeamChem™ offers a distinctive approach to personality diagnostics and interpersonal dynamics. In this iteration of our motivation-based personality test, we celebrate the strength of our differences.

TeamChem™ was founded on the premise that a team of people is healthiest, strongest, and most effective when its members offer differing or divergent qualities and characteristics.

- **For individuals,** TeamChem™ increases the understanding of oneself, one's dominant personality characteristics, traits, faults, and the intensity of one's comfort with and inclination towards 14 core factors of human performance. It also provides a dashboard that includes access to team members' results and aggregate data about the team as a whole.
- **For teams,** TeamChem™ creates transparency, initiates productive group dialogue, and provides a toolkit for effective communication.
- **For leaders,** TeamChem™ empowers you to objectively evaluate group members' strengths, weaknesses, motivations, and desires, and to utilize these insights to position your group for greater success.

Discover your personality, your team's core values, what makes your team members tick, how to collaborate more effectively, and where opportunity or risk might exist in your organization.

# Maximize Retention

Whether building long-term, deeply rooted connections with students or creating empowering and productive relationships with employees, **Carnegie's personality assessments can impact your culture and help retain students and staff.**

Carnegie currently offers online tools as well as in-person activation modules with groups. Reach out



today to learn how our personality assessments can boost the power of your efforts.

# We Make It Beautiful. We Make It Right

Our creative work feels like magic. It's original. It's compelling. It's gorgeous. Above all, it's powerfully, undeniably, you. By defining and understanding what sets you apart and by learning what will speak to the souls of your audiences, we create impactful, tailored messaging that builds reputation and forges powerful connections that last.



Home / Services / Signature Creative





# Print & Digital

# Creative

We create the key communications within your marketing and enrollment strategies. From direct mail to social, from outdoor to broadcast, we transform your institution's one-of-a-kind brand and personality into audience-focused, story-driven content that surprises, inspires, and compels action.



# **Brand Identity & Standards**

Empower your campus communicators to tell the right story. Your story. From brand rules and structures to tone and photography style, we will define the boundaries that form your authentic brand narrative, creating consistency in expression across departments and product types.



Amplify and unify every piece of marketing collateral around a potent, captivating theme rooted in your authentic story. We distill the true you into a memorable, unique, and powerful language and design construct ready for

integration across your various communication campaigns.



Make your storytelling unforgettable—and differentiated among your competitive set—with Carnegie’s custom photography and videography packages. Capture the moments and messages that will resonate most deeply with your key audiences, showing them exactly who you are, what sets you apart, and why it matters.



Through project-based consultation and foundational training, we open the doors to our strategic insights, data-backed recommendations,

proven knowledge, and game-changing creative applications—all so you can carry this work forward with the confidence that you have what it takes.

# Technolutions' First Platinum Preferred Partner

Our Slate Optimization team, powered by Underscore, saw the industry need and met it. Now we're transforming the higher education landscape by leveraging the power of Slate—one project at a time.



From custom implementations to in-house Student Search to dynamic portals, our market-leading expertise makes us the Gold Standard in Slate Optimization.

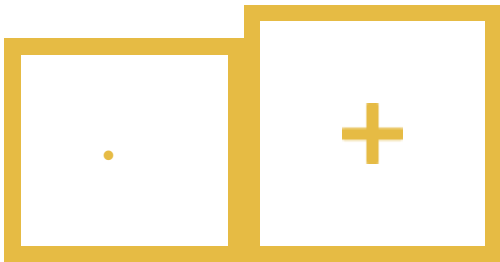


[Home](#) / [Services](#) / [Slate Optimization](#)

Our services are offered by the largest dedicated Slate team in the country and **Technolutions' very first**

**Platinum Preferred Partner**. Carnegie's Slate

Optimization team is a best-in-class development and implementation partner for Slate, the dominating technology platform in higher education. We're here to maximize your college or university's customer relationship management (CRM) investment and personalize your audience's experience.





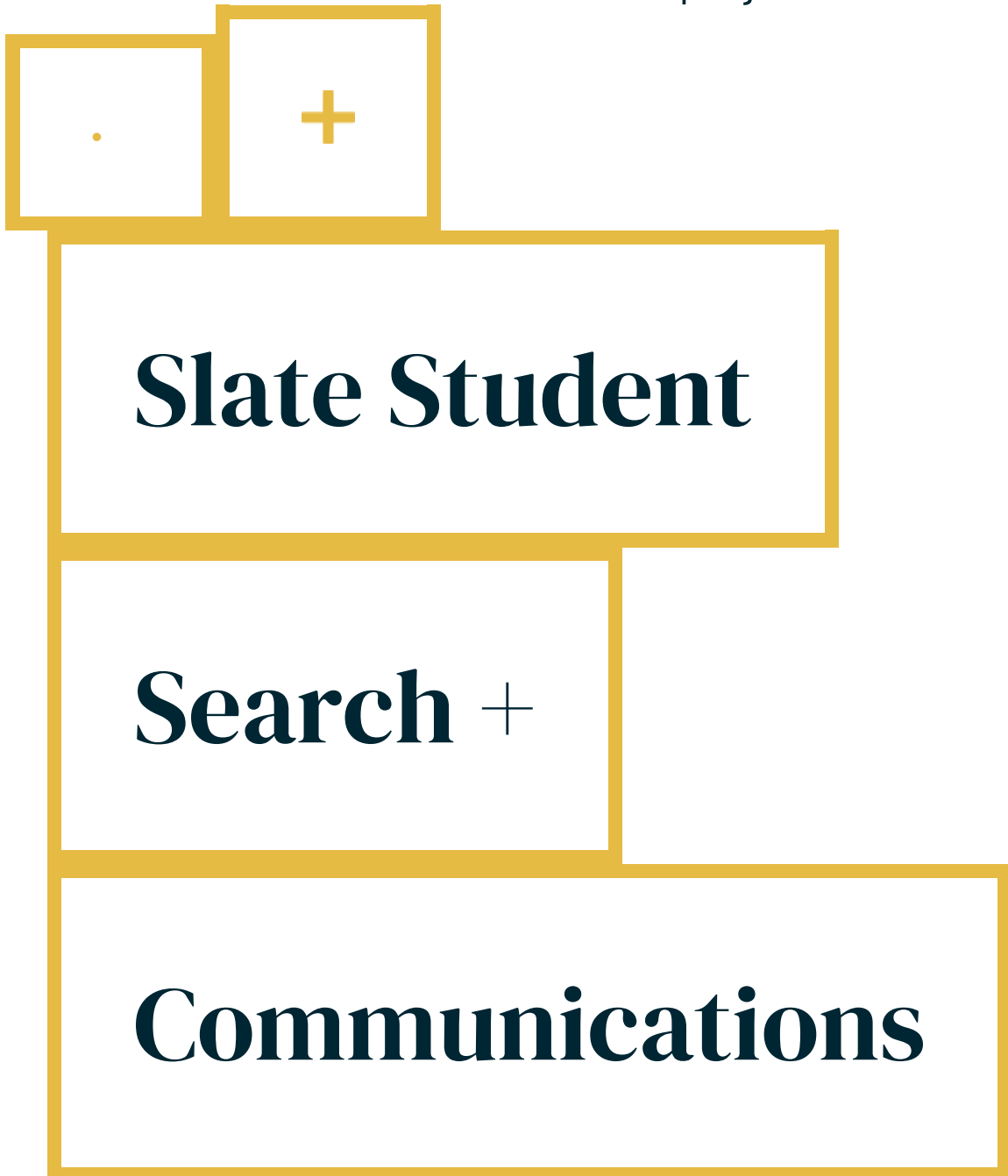
**Slate**

**Implementations**

**+ Consultation**

Slate is a powerful enrollment tool for higher education. With proper setup, it can become a lasting part of your enrollment operations infrastructure that supports your goals for years to come. From first-time implementations to

reimplementations and systems integrations, we build and consult on any Admissions, Student Success, or Advancement Slate project.



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.





**Slate Portals +**

**Data**

**Visualization**

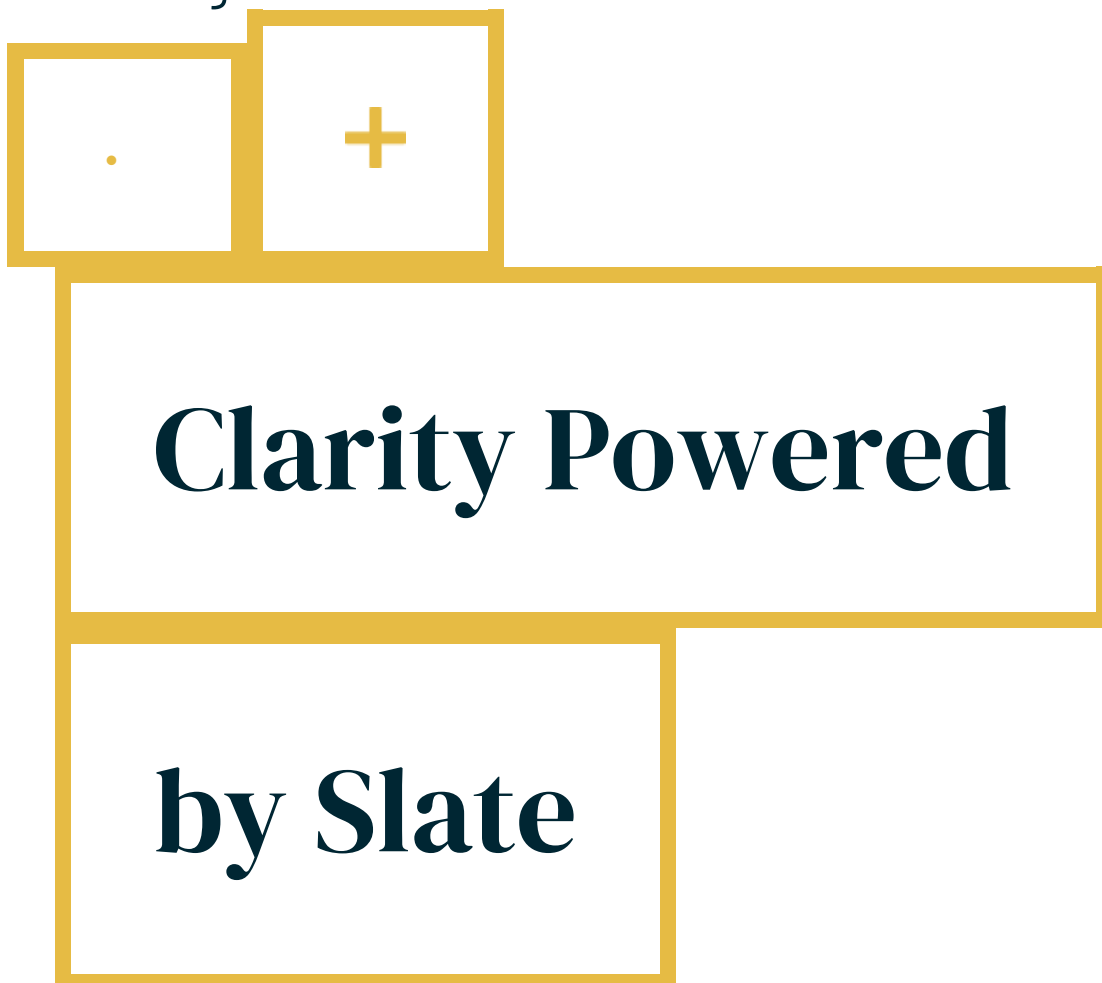
Your custom prospective student, current student, donor, staff member—any audience—portal will meet your exact needs and specifications. We build your portal from scratch, using web best practices like dynamic content and on-brand

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.



Our team can make any topic accessible and every training highly productive. We run customized, interactive workshops for all skill levels to advance the knowledge, skill set, and proficiency of your

Slate users. Our training topics range from Deliver to Configurable Joins and can be held in person or designed for a virtual audience. Your needs and our recommendations are the foundation of all trainings.





Imagine a world where your Slate instance not only manages enrollment but also provides deep insights into how all your marketing efforts—from name buys to digital advertising—impact enrollment outcomes. Clarity powered by Slate makes this possible. This cutting-edge marketing attribution tool seamlessly integrates with your existing Slate system, enhancing your ability to track and analyze student behavior without the need for additional technology.

## Technolutions' first Slate Platinum Preferred Partner

"The Slate Preferred Partner Program recognizes organizations that integrate with Slate and offer implementation support, while providing meaningful contributions to the higher education community. Slate Preferred Partners gain exclusive access to resources that provide a deeper understanding of product functionality, processes, and best practices.


Slate Preferred Partners are selected by a comprehensive application process for their commitment to providing Slate users with only the most exceptional

service. Institutions looking for supplemental Slate support and integration services can take confidence in knowing that each Preferred Partner has been vetted by Technolutions and approved for participation.”

-Technolutions

# Integrated Experience.

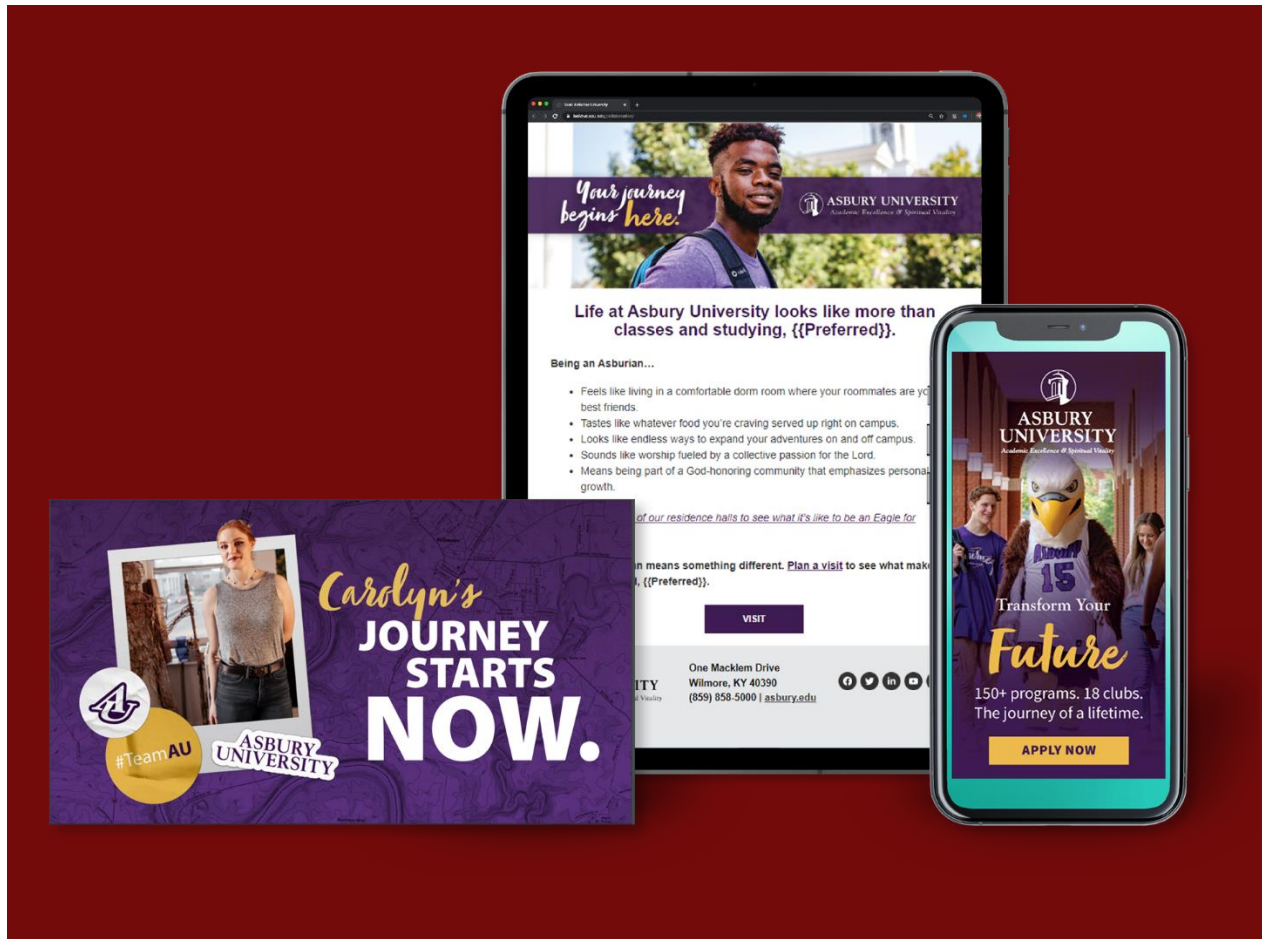
Our Slate services are integrated with our best-in-class **Brand Strategy**, **Creative**, **Digital**, **Enrollment Strategy**, **Financial Aid Optimization**, **Lead Generation**, **Research**, and **Web Development** services for an end-to-end marketing and enrollment strategy. The integration and elevation of these services are best celebrated in our comprehensive **Student Search** solution.



# A Yield- Focused Student Search

Carnegie's Student Search services are counter to the traditional high-volume, low-conversion Student Search of the past. When you partner with us, your strategic search solution will be built on the student's terms: when they are ready, where they want to connect, and with messaging that speaks directly to who they are as individuals.

If you are looking for a partner who integrates seamlessly with your team, leads with data-driven insights, uses scientific methodology to generate connections, and supports Slate and non-Slate clients, look no further than Carnegie.



Home / Services / Student Search

# Student Search Services

Enrollment management today involves so much more than search response and application generation.

Rather, success is powered by a data-driven, strategic, and personalized approach.

Our Student Search solution combines smart marketing and enrollment strategies that are purpose-focused for today's landscape and custom-built to address your enrollment goals. We support the full enrollment journey to elevate your enrollment aspirations, increasing engagement and conversions and ultimately yielding your class.

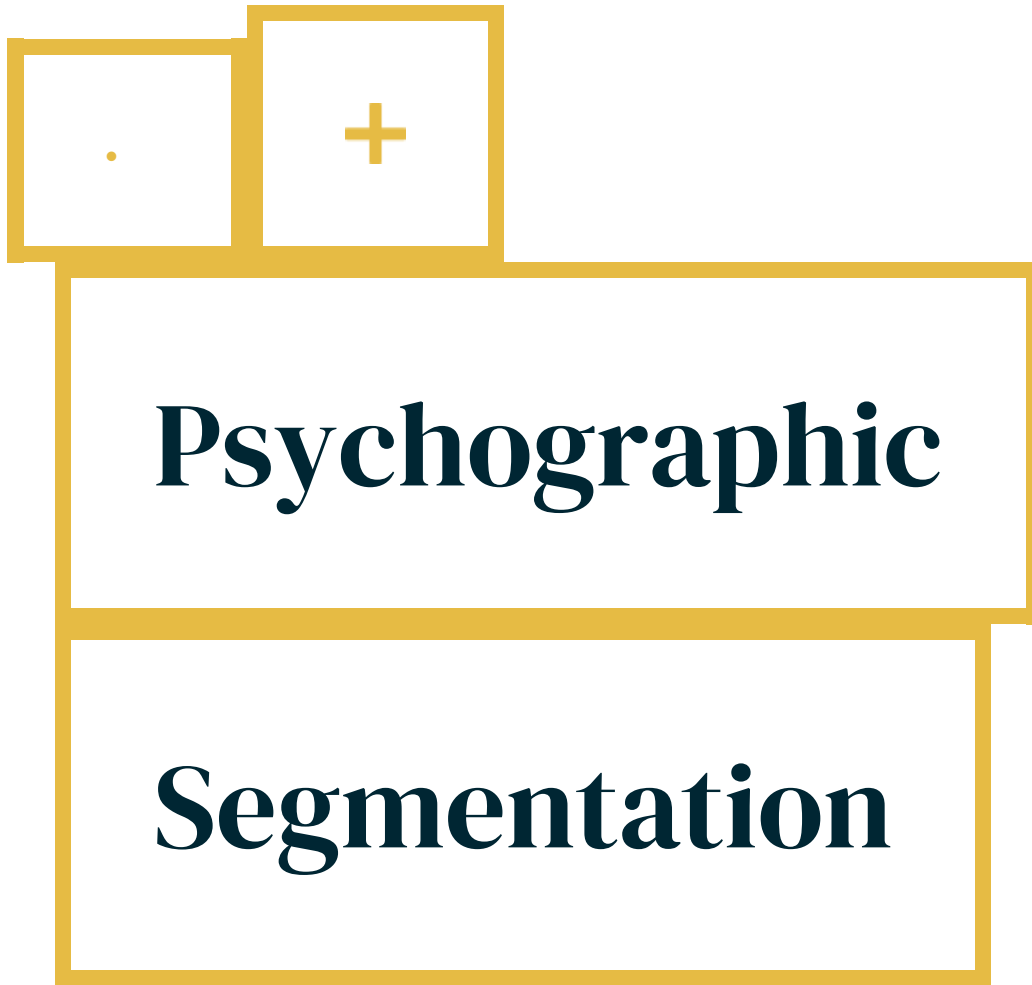




**Strategic Lead**

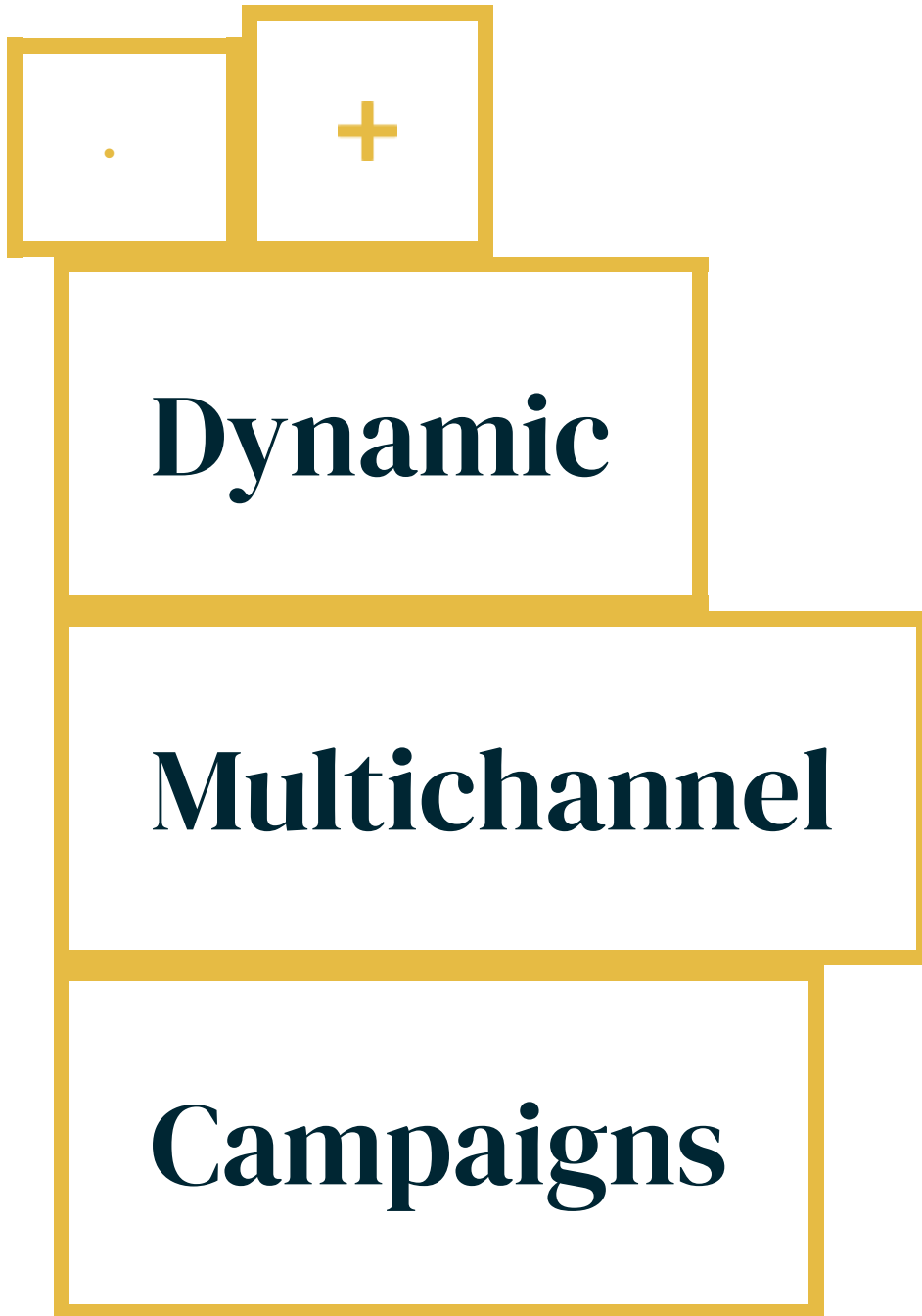
**Sourcing**

We'll help you identify, source, and cultivate students who have a greater propensity to take action. Your lead sourcing strategy will leverage market research and source analysis to ensure your prospects are diversified and have high-yield potential. This strategy will serve as the foundation of your entire Student Search effort, which will focus on yield from the start.



Marrying demographic and psychographic data, we create smart and strategic segmentation, primed for Student Search communications that generate human connection and lay the foundation for increased engagement and conversions.





We'll deliver the right message to your Student Search audience at precisely the right time. You'll be supported by a team with unparalleled

experience who will work directly in your campaigns to optimize performance. Your Student Search campaigns will be agile, personalized, and fully supported.





**Real-Time**

**Performance**

**Reporting**

We give you the data that you crave, real-time reporting, and expert analysis so your Student Search execution is agile. We provide full funnel data for year-over-year reporting, as well as real-time campaign performance. Our team of

marketing and communications experts works directly in your campaigns, tracking performance and delivering insights to optimize your efforts.



We combine behavioral data, geodemographic information, and Carnegie proprietary metrics to deliver highly predictive engagement scores.

These scores tell you exactly who is interested in your institution and which students have the greatest propensity to take action. With EnGauge Scores, we will partner on strategic choices that will maximize your entire recruitment effort.



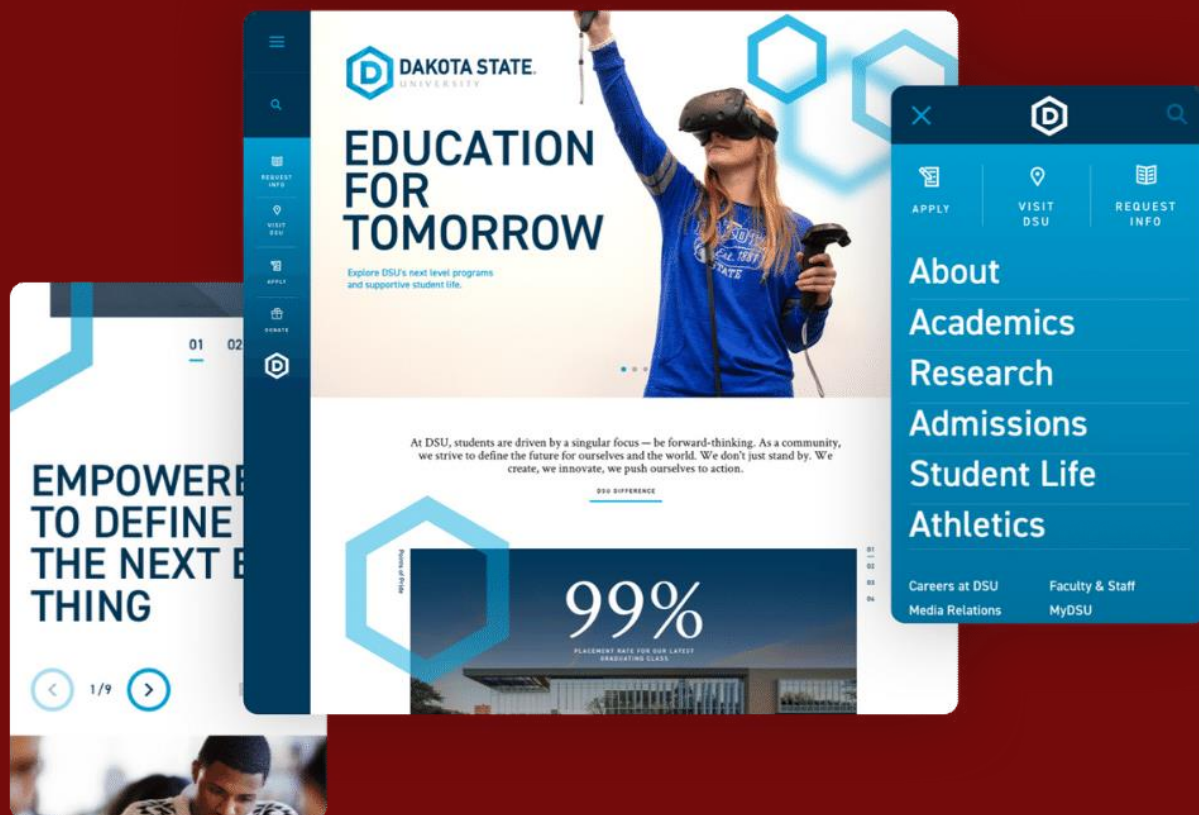
We support the full enrollment journey, aiding your enrollment aspirations by increasing engagement and conversions and ultimately yielding your class. To support your enrollment strategy, we deploy

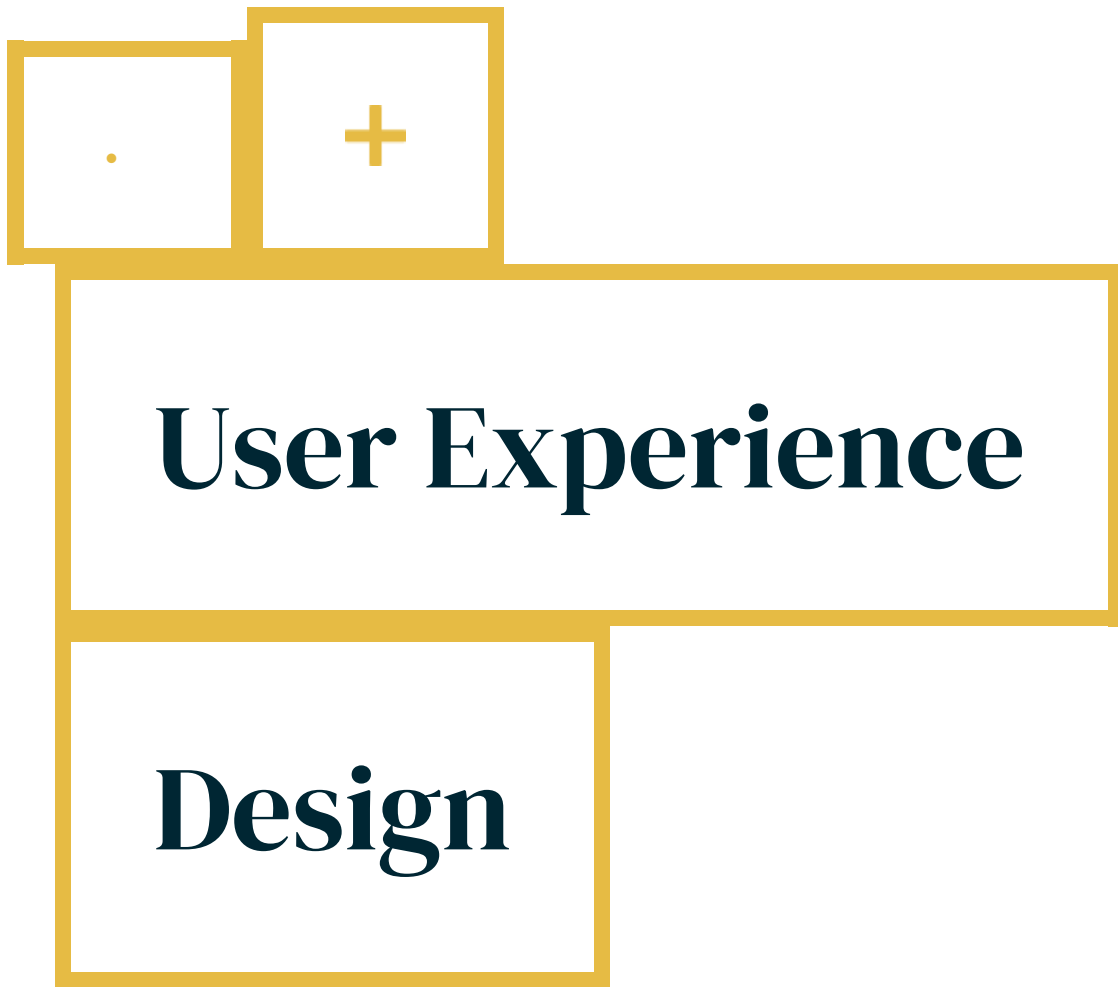
yield tools that increase your chances of being chosen and set you up for retention success.

# Build A Website That Reflects Who You Are

It's not enough to have a good website. You need to connect your story to your audiences' hopes, dreams, and values. We design websites for colleges and universities that are alive and persuasive—congruent with campus voices and integrated within your

marketing ecosystem. A partnership with Carnegie ensures your story and brand strategy are at the forefront of your website redesign and guiding every decision made—from kick-off through launch.





Our designers are fearlessly creative. We work as a team to develop creative feature ideas, preliminary navigation sets, and page layouts for your new .edu. We will review and collaborate with you to ensure a shared vision for the project. Your new



college or university website will be beautiful,  
flexible, modular—and it will get results.



Generic content. Information that's hard to find.  
Broken links. Sound familiar? Your institution  
serves myriad audiences—prospective and current  
students, faculty, staff, donors, community  
partners—and they all need to find relevant  
information quickly and easily. With our user-  
centric approach to content strategy and  
information architecture, you will have compelling

content with the right message, organized for people.



Our approach starts with empathy—understanding the hearts and heads of the people we are trying to reach. We blend both qualitative and quantitative data through stakeholder interviews, existing research, and current site analytics. With this research, we can make well-informed decisions about content, asset planning, information

architecture, and design to create a meaningful, immersive, data-driven website.



Our technology expertise is as developed as our creative skills. We've launched hundreds of sites on dozens of platforms and approach our front-end development with care and craft. We have the

skills and expertise necessary to partner with on-campus IT teams—bridging gaps and making it easier to accomplish goals.



About 70% of students use search engines to research schools and degree programs. That's why it's critical to create the content students are

looking for and to optimize your website and social media for search. We use online tools like Google Business Profile Optimization and processes like SEO. We optimize your social media posts and website design to drive traffic to your pages. With Carnegie's strategies, you'll have results for every step of the enrollment funnel.