

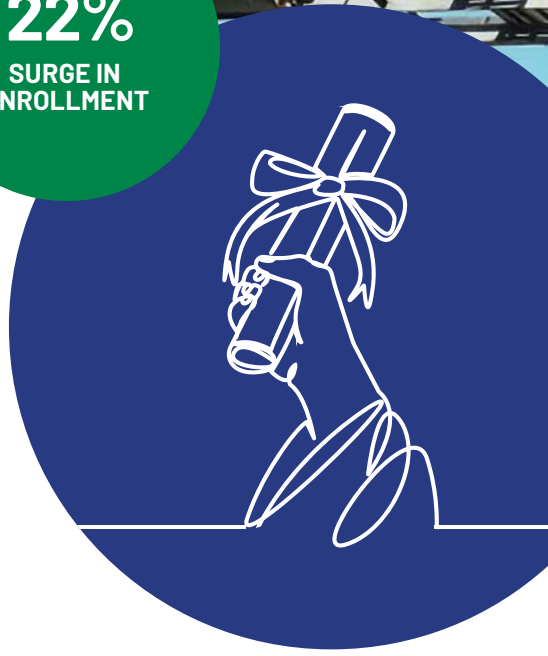


# VALUED

APPLY FOR LOW OR NO COST TUITION



22%  
SURGE IN  
ENROLLMENT



CASE STUDY

# SAN BERNARDINO COMMUNITY COLLEGE DISTRICT

## STUDENT RECRUITMENT CAMPAIGN

Timing: Oct. 2023 - Jan. 2024

Campaign Budget: \$243,054

### BACKGROUND

In response to the decline in student enrollment post-COVID-19 pandemic, the San Bernardino Community College District sought to reverse the trend with a goal of increasing enrollment by 20%. Recognizing the competitive educational landscape, our team employed a data-driven approach to marketing their campuses. We leveraged insights to personalize digital campaigns

tailored to specific target audiences, like individuals considering returning to school after time away. The creative content highlighted campus life and diverse educational offerings to boost community awareness, primarily using digital display ads, social media videos, and billboards. The result was an increase in student enrollment over the previous year, signaling the success of strategic efforts and reaffirming the importance of clear, measurable objectives from the start of a campaign.

## OBJECTIVES



Improve enrollment numbers for the spring 2024 semester

- Achieve a 20% increase compared to the spring 2023 enrollment numbers.
- Implement comprehensive outreach campaigns focused on prospective students through various digital channels and personalized communication.



Increase awareness and engagement

- Boost website traffic for San Bernardino Valley College (SBVC) and Crafton Hills College (CHC)
- Implement targeted advertising campaigns to drive traffic to application pages and encourage prospective students to complete the application process.



### Primary Audience:

- Adults 18 to 25 years old
- High school seniors and employed students
- Individuals located within specific zip codes for SBVC and CHC

### Secondary Audience:

- Currently enrolled students
- Men of color

## WORK PERFORMED

### Strategy

Community colleges serve a diverse audience, from recent high school graduates to adult learners seeking career advancement.

Our challenge was to craft a message that resonated across this spectrum. Our research revealed that most prospective students share a common desire: turning personal passions into professional success.

In our research, we also discovered differences between the two campuses. San Bernardino Valley College has a large population of students who are parents, and Crafton Hills College has an expansive campus featuring hiking/biking trails, sports fields, and other activities that attract a certain demographic of students.

We ultimately decided to create one main campaign with a multi-platform approach and one sub-campaign for each campus that would run on a single platform, identifying potential career paths that align with some of these common passions.



### LANGUAGES

English

Spanish

## Creative Development & Production

### Messaging

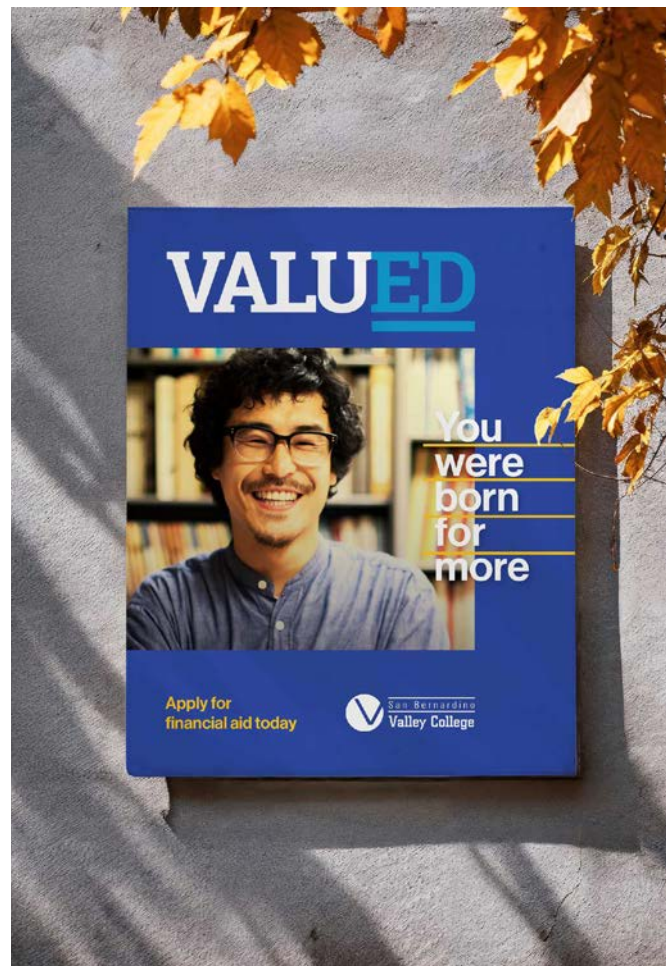
Our central theme, "Turn Your Passion Into a Profession," served as the guiding light for our campaign, showcasing the transformative journey awaiting students at both San Bernardino Valley College (SBVC) and Crafton Hills College (CHC). At SBVC, where a significant portion of the student body is made up of individuals balancing family life alongside their academic pursuits, we tailored our messaging to resonate deeply with their sense of familial pride and commitment. Hence, the tagline "Make Them Proud" was crafted to cater to the aspirations and dreams of not just the students themselves but also their families. This messaging emphasizes the impact of education on personal and professional goals alike.

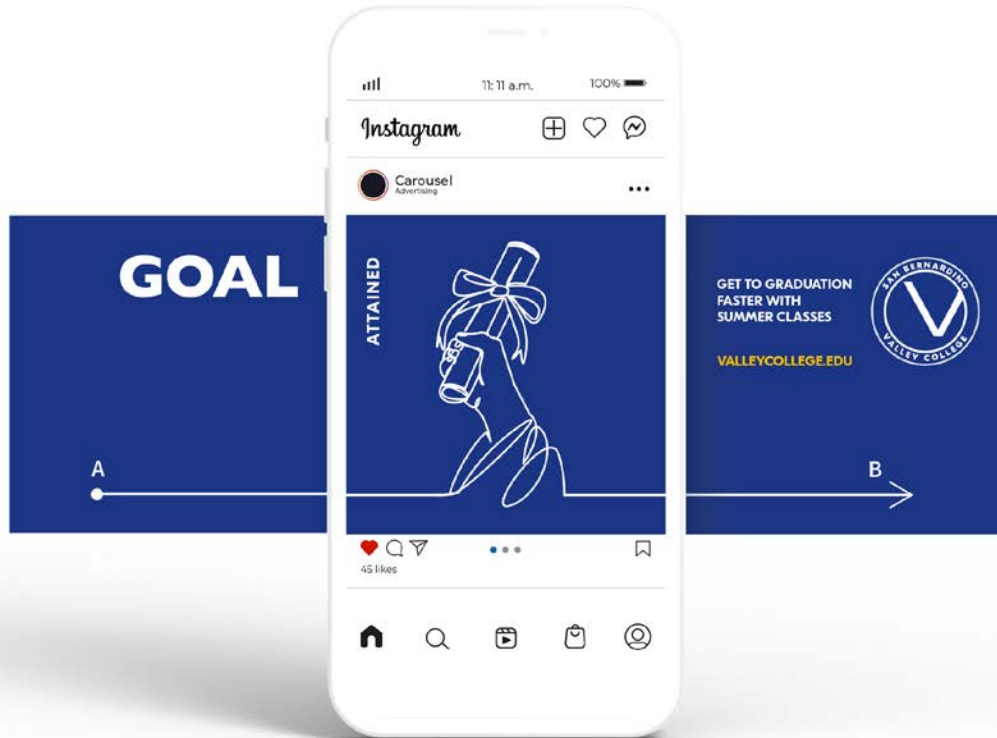
Meanwhile, at CHC, renowned for its expansive outdoor spaces and adventurous spirit, we sought to ignite the thrill of self-discovery and achievement among prospective students. Here, the taglines "You Thought You Couldn't, But You Did" and "Get to the Top" were carefully selected to inspire a sense of perseverance, mirroring the geographic landscapes of the campus and the fearless pursuits of its students. These messages aimed to resonate deeply with each campus' unique atmosphere, inviting students of all kinds to realize their fullest potential.

### Creative Direction

Our creative direction was focused on authentically depicting the multifaceted experiences available for students at SBVC and CHC. We recognized the importance of illustrating more than just academic pursuits; our visuals aimed to convey the richness of campus life and the diverse array of opportunities available.

By showcasing scenes of students engaging in various activities, from hands-on learning in classrooms to outdoor adventures on campus grounds, we aimed to create an immersive narrative that resonated with prospective students. Through compelling photography and videography, our goal was to create a sense of excitement and possibility for individuals to explore the vibrant communities fostered by both SBVC and CHC.









## Media Planning & Buying Strategies

### Media Strategy

Our media strategy encompassed a multi-channel approach, leveraging terrestrial and streaming audio, paid social media, and out-of-home (OOH) billboards to maximize reach and engagement among our target demographics.

**Streaming Audio:** Engaging 15- and 30-second audio spots were strategically aired on terrestrial radio and streaming platforms, directing listeners to the colleges' websites for further exploration and engagement.

**Paid Social:** Visually compelling content was meticulously crafted for Meta (Facebook/Instagram), TikTok, and YouTube, ensuring optimal engagement and reach across these popular social media platforms.

**Out-Of-Home (OOH):** Strategically positioned billboards in high-traffic areas served as dynamic visual touchpoints, enhancing brand visibility and driving traffic to the colleges' online platforms.

### Results Achieved

We proudly attained about a 22% surge in enrollment figures for both San Bernardino Valley College and Crafton Hills College. This outstanding achievement underscores the effectiveness of our strategic initiatives in driving substantial growth and fostering heightened interest among prospective students.

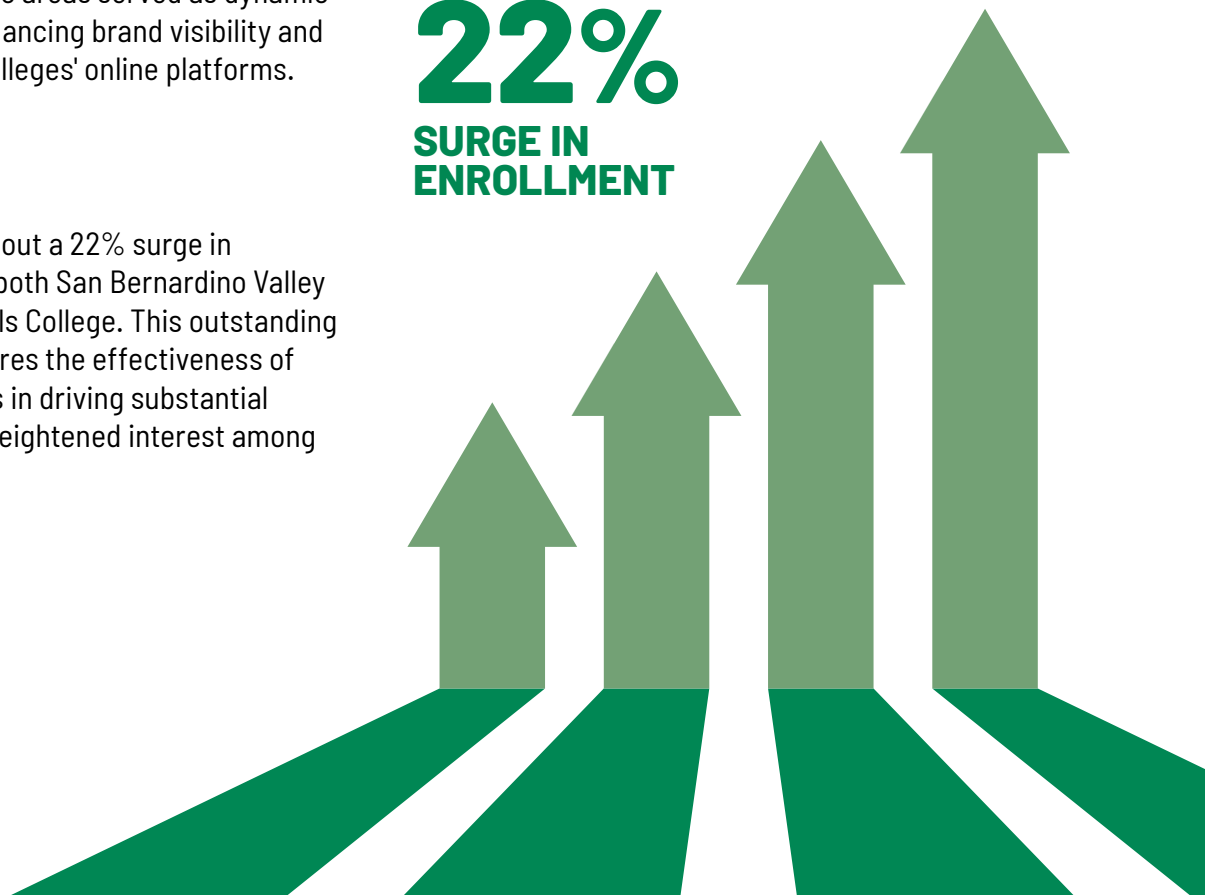
## Measurement and Evaluation

Our media team utilized a comprehensive approach to measure campaign effectiveness, tracking key metrics such as website traffic and application completions. Social media engagement metrics were also closely monitored to facilitate real-time strategy adjustments, while surveys and focus groups provided valuable qualitative insights into the campaign's impact and audience perception.

### Outcomes

Notably, TikTok's dedicated campaign emerged as a standout performer, underscoring the efficacy of tailored platform-specific approaches in driving engagement and conversions. Overall, the campaign succeeded in significantly elevating awareness, engagement, and enrollment for both San Bernardino Valley College and Crafton Hills College, affirming the effectiveness of our strategic media planning and execution.

**22%**  
**SURGE IN**  
**ENROLLMENT**





*“Working with HYPHEN (formerly JP Marketing) has been a gamechanger for San Bernardino Valley College. Their ad development capacity is top notch, consistently producing fresh, eye-catching and high quality ads that resonate with our target audiences. Their innovative digital advertising strategies and ability to tap into emerging social media trends has significantly boosted our recruitment efforts and overall brand presence. Collaboration has been seamless, thanks to their efficient account management practices and regular check-ins. HYPHEN's (formerly JP Marketing) commitment to excellence and client satisfaction is evident in every aspect of the campaigns they plan and undertake. We are so pleased with our campaign results and look forward to continued success together.”*

**Paul Bratulin, Campus Director of Marketing, Creative Services & Public Affairs, San Bernardino Valley College**

*“We appreciate HYPHEN (formerly JP Marketing) partnership with Crafton Hills College and are very happy with the outcomes of our campaigns. They consistently generate fresh high-quality ads that engage our target audiences and use the latest social media trends to enhance our recruitment efforts and brand visibility. They are collaborative and provide proficient account management, regular reporting, and frequent updates.”*

**Michelle Riggs, Campus Director of Institutional Advancement, Crafton Hills College**