

Ashland University

# A RAPID-TRACK, HIGHER-ED PROGRAM ROLLOUT THAT EXCELS



POSTCARD FRONT AND BACK

**ASHLAND UNIVERSITY (AU) IS A PRIVATE, MID-SIZED INSTITUTION OFFERING UNDERGRADUATE, GRADUATE AND PROFESSIONAL DEGREE PROGRAMS AT ITS MAIN CAMPUS IN ASHLAND, OHIO, AS WELL AS AT SATELLITE CAMPUSES THROUGHOUT THE STATE AND ONLINE.** AU is ranked among the top-tier colleges and universities by *U.S. News & World Report*.

When AU's College of Education re-launched its accelerated summer advanced degree program for teachers and educators, they turned to Shamrock to help promote the program and drive enrollment. The AU 2019 Summer Institute included eight degree and licensure programs, wrap-around support programming and a free School Safety Seminar, offered in-person at three campuses and in a hybrid format.

In December 2018, Shamrock presented an initial rollout plan for the 2019 Summer Institute marketing program—all while program specifics were still being finalized. Working at an accelerated pace, we delivered branded elements on time and on target: 1 dynamic new program. 35 different content designs. 163,912 touches. All launched in less than 60 days.

## THE SOLUTION

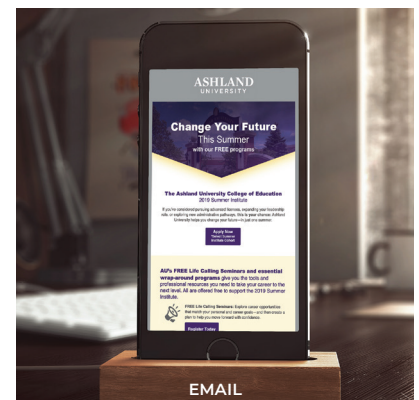
Shamrock managed the development, design, production and mailing of Summer Institute marketing collateral, including a six-panel program brochure, trifolds for the School Safety Seminar and wrap-around support services, 16 course schedules and large posters to promote the program to educators in schools.

In addition, Shamrock created an awareness campaign for over 23,000 teachers and administrators statewide, developing and deploying multi-touch email campaigns and a mailing for two Summer Institute program tracks: teachers and administrators. We created an administrator mailing which included a custom 9"x12" envelope to house a cover letter and program collateral and managed kitting, assembly and distribution.

Simultaneously, we developed, designed and managed the deployment of two drip email campaigns. Each campaign included six emails and coordinating landing



LANDING PAGE



EMAIL



ADMINISTRATOR MAILING:  
LETTER, ENVELOPE, BROCHURES & POSTER

pages with links to program details and how to enroll. Real-time marketing analytics on all emails allowed us to change up days/times for release based on click-through and engagement rates. **Enrollment numbers soar, and the Summer Institute accounts for nearly 55% of total College of Education summer enrollment, beating the previous year's credit-hour tally.**

### WHY IT WORKS

Since the Summer Institute itself was a work in progress with new program elements added on the fly, flexibility and attention to detail were essential. Shamrock worked hand-in-hand with AU to ensure that last-minute changes were quickly and efficiently incorporated in all collateral without compromising deliverables or brand integrity. The inaugural program rollout project was completed on time and on budget, with enrollment numbers that exceeded goals.

