

# 2017 UPCEA Marketing Awards Submission

**Category:** Mixed Media Campaign

**Project:** University of Wisconsin Sustainable Management Summer Scholarship Campaign

## Roles

Colleen Beres, Project Manager / Copywriter

Crystal Fey, Program Manager

Missy Katner, Copywriter

Marla Norton, Graphic Designer

Christianne Swartz, Student Services

## Project Description

Led by UW-Extension Division of Continuing Education, Outreach and E-Learning (CEOEL), [University of Wisconsin Sustainable Management](#) is an online, collaborative program offering bachelor's and master's degrees to busy adults who are balancing work, family, and other responsibilities. College affordability is often a pressing issue for these students. Each fall and spring semester, the Sustainable Management program offers scholarships to its bachelor's degree students to help alleviate their financial burden and keep students on track toward graduation. For the first time in summer 2017, Sustainable Management offered scholarship awards to both bachelor's *and* master's students. CEOEL's marketing, program management, and media teams collaborated on a mixed media campaign that encouraged current and prospective students to apply for summer scholarships.

Marketing materials created for the mixed media campaign:

1. Email to prospective students (attached)
2. Email to current Sustainable Management students (attached)
3. Web content post: "[Sustainable Management Summer Scholarships Available for the First Time](#)"
4. Facebook retargeting ad (attached)
5. Graphic created for web and social media content

## Objectives

- Generate 40 summer scholarship submissions
- Contribute to summer enrollment goals (54 for the bachelor's program and 120 for the master's program)
- Encourage prospective students to apply for summer semester
- Achieve open rate of 22 percent for the prospective student email
- Drive 150 sessions to web content post
- Produce 50 "engagements" (likes, shares, comments) on the Facebook retargeting ad
- Build compelling Sustainable Management fall marketing campaign around scholarship submission materials

## Results

The Sustainable Management summer scholarship campaign met or exceeded each of the objectives and resulted in the highest number of scholarship award winners in the program's history.

- **Generated double the scholarship submissions.** The campaign was a success, with a total of 92 scholarship submissions for summer semester, more than doubling the 40 submission goal! That means the program was able to award \$92,000 in tuition assistance to summer students. For many, the award covered tuition for the entire summer semester.
- **Reached enrollment goal.** The semester enrollment exceeded the goal; 56 bachelor's students and 146 master's students took summer courses.
- **Encouraged prospective students to apply.** The email to prospective students resulted in 39 clicks to the website—25 of those clicks were to the application page. And, a total of 23 students started the program during summer semester. Based on these numbers, we feel that the campaign successfully encouraged prospective students to apply and begin the program.
- **Achieved high open rate.** The industry standard for email open rate in higher education is 22 percent. The email to prospective students achieved a 23 percent open rate, which exceeded the goal.
- **Drove sessions to the web content post.** So far, the post has generated 182 sessions, exceeding the goal. The average time on page for content is 1 minute and 11 seconds; the higher time on page for this post (1 min and 17 seconds) suggests that readers were highly interested in this post.
- **Produced high number of Facebook engagements.** The total paid and organic reach of the retargeting Facebook ad was 4,061. The ad also produced a high number of clicks (68), conversions (3), and shares (9), surpassing our goal and suggesting the audience is engaged with the ad's image and copy.
- **Built compelling fall campaign.** Students who applied for the scholarship were required to submit a photo and essay about their summer plans. The marketing team repurposed this material for a fall campaign. Pieces created include:
  - Web content post: ["UW Students Pursue Summer Dreams and Scholarships"](#)
  - Email to prospective students
  - Targeted Facebook ad campaign