

INTEGRATED MARKETING

Choose You! Campaign

Southeast Community College
southeast.edu



The Results



365 (+7.7%)

CAMPAIGN
LEADS SUBMITTED
APPLICATIONS TO SCC

4,528 applications received for the 2019 spring semester before the integrated campaign was launched.



Out of the 365 additional campaign leads, 40 new students enrolled in the 2020 spring semester for a total of 398 hours equaling \$42,984 in revenue.

The Summary

THE NEED

Southeast Community College in Lincoln (SCC) wanted a recruitment campaign that embodied the diversity of its student body and academic programs, which also eradicated the stigma of community colleges and their “limitations.”

THE CHALLENGE

Because many believe that community colleges don’t set students up for a successful future, SCC faced recruitment issues. They also battled a perception that their campuses were outdated. Combined with the pandemic, recruiting new students became an uphill battle. No one knew how schools would operate during COVID, let alone how safe and effective classes would be for hands-on trade programs. With so much uncertainty, prospects were putting their education plans on hold.

THE OBJECTIVE

One, to help grow the number of student applications beyond what SCC received the year prior. And two, to educate prospects about how SCC is on par with larger schools, but with the benefits of lower tuition and faster paths to well-paying careers.

THE STRATEGY & SOLUTION

Firespring created an integrated campaign called “Choose You.” Our creative team worked with actual SCC students, shooting and producing a campaign hero video with motion graphics and integrating the custom assets to bring a robust campaign page to life. Along with signature print pieces (including postcards and a welcome kit for regional guidance counselors), the campaign’s message and aspirational vibe resonated with prospective students, including high school students and adult learners.

Testimonial

“It is a pleasure working with the skilled professionals at Firespring. Their creativity and innovative thinking has really made our campaigns successful. They have truly become an extension of our marketing/recruiting staff.”

— Stu Osterthun
SCC’s Administrative Director of
Public Information & Marketing

REMOVABLE
CHOOSE YOU!
VINYL DECAL

CLEAR ENVELOPE



RECRUITMENT
POSTERS



DIRECT MAILER

CAMPAIGN
LANDING PAGE

