CAMPAIGN GOALS

- Raise awareness and clarify image of CU
- Increase engagement
- Drive inquiries

*Initial campaign focused on Denver metro area, runs mid-March through early June*
TARGET AUDIENCES

- High school students
  - Focus on five initial pilot schools

- Community college students preparing to transfer to a four-year school

- Veterans taking advantage of the GI bill
CHALLENGES/STRENGTHS

- Challenges
  - CU Denver considered a safety school
  - CU Boulder casts a long shadow
  - Dual (Anschutz) and shared (Auraria) campuses

- Top reasons to attend CU Denver
  - Availability of desired major
  - Quality of faculty and programs
  - Location
  - Diversity of cultures, ages, experiences
  - University of Colorado brand
THINKING ABOUT COLLEGE?
LET'S EXCHANGE IDEAS.
IDEAS, PERSPECTIVES, WISDOM AND MORE.
REAL STUDENTS SHARE THEIR EXPERIENCES.

SAMUEL  Anybody can really do anything here—it's just a matter of finding your place.
WEBSITE – TWEET TANK

TWEET TANK
JOIN THE CONVERSATION #CU DenVerThink 126
#cuDenVerThink

All you need is a Twitter account to participate.

CU Denver Think
Check out what some of our students are thinking https://t.co/JVm7piJj #CU Denver Think

CU Denver Think
M1 @ucdcareercenter: Networking Tip: Get involved on campus. Join a student club. CU Denver clubs at http://t.co/UQiHo5ix #CU Denver Think

CU Denver Think
R1 @JoyJunction: UC Denver volunteers up bright and early serving our guests breakfast. http://t.co/nOmSi6Qz
#CU Denver Think

CU Denver Think
WEBSITE – ADMISSION LINKS

GET TO KNOW US BETTER.
RESOURCES TO GET YOU STARTED.

VIRTUAL TOUR
Get to know our campus

VETERAN RESOURCES
Let us help you succeed

FIRST-TIME COLLEGE STUDENTS
Learn about admission criteria

ON-CAMPUS HOUSING
Meet new people, get involved

TRANSFER TO CU DENVER
How to make the transition
MEDIA PLACEMENTS

- Print and outdoor
- Online
  - Banner ads
  - Google AdWords
  - Facebook ads
- Radio
- Cinema
- On high school premises
THINKING ABOUT COLLEGE?

Think about what you're thinking about and for a chance to win a $50 Flames card.

THINK TANK

University of Colorado Denver

A DIFFERENT WAY TO THINK ABOUT COLLEGE.

You might be a veteran or in the armed forces and thinking about college. Then why not check out the dozens of degree programs we offer at CU Denver. Our campus is located downtown where we offer real life experiences like internships with local business leaders, community involvement. We also have a dedicated veterans' resource center to help you transition to what's next. Visit CUENVERTHINKTANK.COM and see what we're thinking.
A DIFFERENT WAY TO THINK ABOUT COLLEGE.

If you’d like to check out what some of our students are thinking about college, or to tell us what you’re thinking, visit CUdenverThinkTank.com.

University of Colorado Denver
A DIFFERENT WAY TO THINK ABOUT COLLEGE.

CU DENVER THINK TANK

CU DENVER THINKTANK.COM
SOCIAL MEDIA – Facebook and YouTube
PROSPECTIVE STUDENT CULTIVATION

- Engagement
  - Site visits and time
  - Videos viewed, liked and shared
  - Click-thrus to site
  - Snap tag interaction
  - Tweet Tank interaction

- Inquiries
  - Requests for information from site
  - E-mails (thinktank@ucdenver.edu)
THANK YOU

ANY QUESTIONS?