

# DREAM BIG

The background of the poster is a collage of three photographs. The top-left photo shows a woman in a blue and red dress walking on a paved path outdoors. The top-right photo shows a woman with curly hair, wearing a colorful patterned shirt, smiling while looking at papers on a desk. The bottom photo shows a young girl with her hair in a bun, resting her chin on her hand and looking thoughtfully at a laptop screen in a classroom or office setting.



Building trust helps students make big decisions,

like where to attend college or if college is the right choice for them.

Students should be at the center of every creative decision, conveying:

**You belong. You matter. This experience will change your life.**





100+

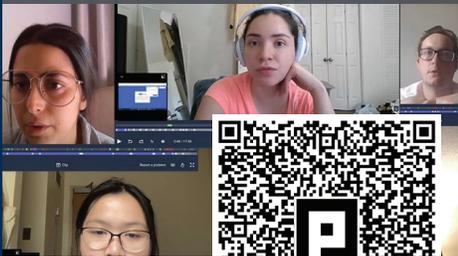
TEAM OF DIVERSE  
HIGHER ED EXPERTS

1986

A LONG-TIME ADVOCATE  
OF NEW STUDENTS



FIRST-GEN STUDENTS  
SHARED THEIR WEBSITE  
PREFERENCES



GET THE FREE  
RESEARCH

# Every student deserves an incredible higher ed experience

We create that experience through paid media, website solutions, brand strategy and creative, market research, admissions training and so much more.

Hundreds of higher ed partners have entrusted us with their enrollments. That's thousands of student journeys. We can help you build your enrollment while building a sense of belonging for your students. Because every journey — every student, every dream — matters.



**We believe**

innovation

inspires

enrollment

growth



## Schools must engage students in an age of high expectations

**Our enrollment marketing approach to in-demand services means the services you need most are delivered for success in metrics and meaning.**

Every student should be the hero of their enrollment journey. If they choose to visit your website, will it build connections and stand out in the marketplace? We use market research, the latest UX thinking and SEO tactics to create a custom web experience based on your enrollment goals and prospects' preferences.

Our digital marketing and branding expertise engages prospects authentically and nurtures right-fit conversions. From paid media to drive leads and awareness, video to amplify campaigns and analytics to support strategic decision making — we ensure every touchpoint delivers.

What becomes possible? Students start to see themselves (and their dreams) thriving in your community.

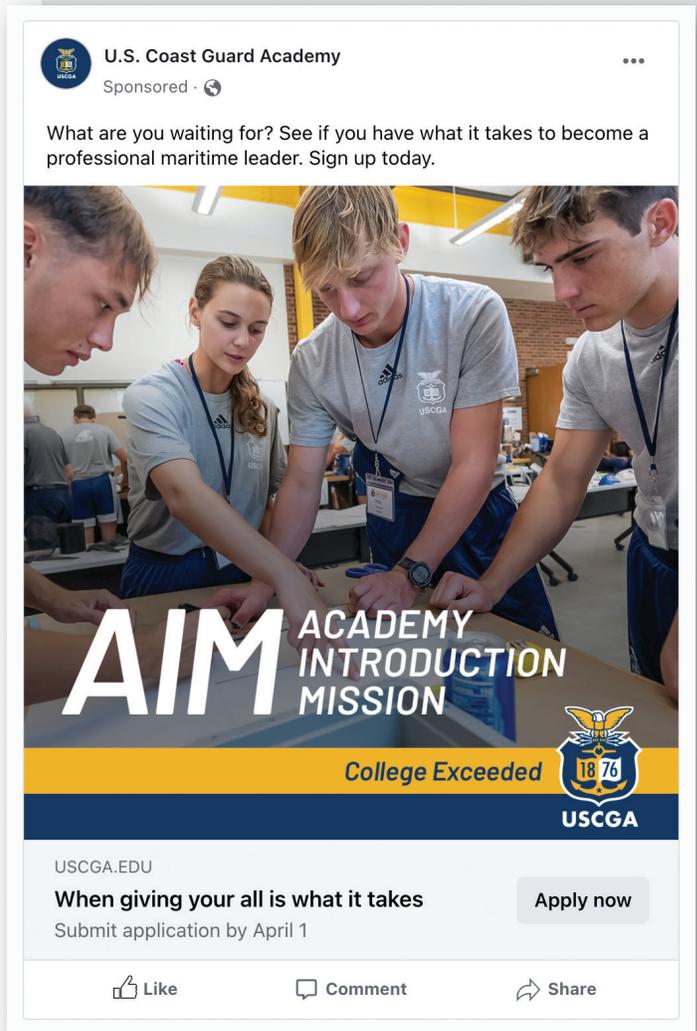


< BRAND  
WEB  
MEDIA  
ANALYTICS  
AND MORE >



# Share an experience worth having

The Coast Guard Academy AIM program is a unique summer experience. We were tasked with delivering a comprehensive campaign that appealed to a special kind of student: one more interested in being influential than being an influencer. Our messaging needed to hit on making a difference and sharing a college experience that offers something more.



**U.S. Coast Guard Academy**  
Sponsored · 🌐

What are you waiting for? See if you have what it takes to become a professional maritime leader. Sign up today.



**AIM** ACADEMY INTRODUCTION MISSION

College Exceeded   
**USCGA**

USCGA.EDU  
**When giving your all is what it takes** [Apply now](#)  
Submit application by April 1

 Like  Comment  Share

*We delivered:*

- Message strategy
- Media plan
- Meta ads
- YouTube video ads
- Native ads
- Digital display ads
- Email templates



When you want a degree in making a difference.

**AIM** College Exceeded   
**USCGA**



When you want a college visit like no other.

**AIM** College Exceeded   
**USCGA**



When your child wants more out of college.

**AIM** College Exceeded   
**USCGA**

**MILITARY and Then Some**

**America's Maritime First Responder**  
 With nearly 62,000 men and women in active duty, the U.S. Coast Guard fulfills a strategic mission of ensuring the safety, security and stewardship of our Nation's waters. We protect those on the sea. We protect the Nation against threats delivered by sea. We protect the sea itself. We are always ready. **SEMPER PARATUS.**

<b>MARITIME SAFETY</b>	<b>MARITIME SECURITY</b>	<b>MARITIME STEWARDSHIP</b>
<ul style="list-style-type: none"> <li>Search and rescue</li> <li>Aids to navigation</li> <li>Ice operations</li> </ul>	<ul style="list-style-type: none"> <li>Anti-terrorism and coastal security</li> <li>Drug interdiction</li> <li>Maritime interdiction</li> <li>Offshore operations</li> </ul>	<ul style="list-style-type: none"> <li>Living resource recovery</li> <li>Marine environmental protection</li> <li>Law enforcement</li> </ul>



Our cadets are as diverse as the 50 states and 20 countries they call home. Yet they all share the same mindset that drives them to be scholars, athletes and patriots who live to serve.

**STRENGTHENED Through Diversity**

Some come from military families. Others are the first to wear their country's uniform. But each and every one of them is compelled to lead and make a difference.

The United States Coast Guard Academy provides an elite education in an exclusive environment where expectations are high.

**KNOWLEDGE Is Earned**

Extraordinary opportunities abound for those whose merit has earned them entry and whose perseverance earns them the privilege to advance. The experience is not for all, but the



**THIS IS COLLEGE EXCEEDED**

U.S. COAST GUARD

UNITED STATES COAST GUARD ACADEMY

**College Exceeded.** The College Exceeded brand campaign touched all aspects of the Academy's marketing efforts including this viewbook.

Paskill's design of the new Academy shield honored the tradition of this revered institution while providing an identity applicable to today's digital marketing environment.



# Grow your digital presence

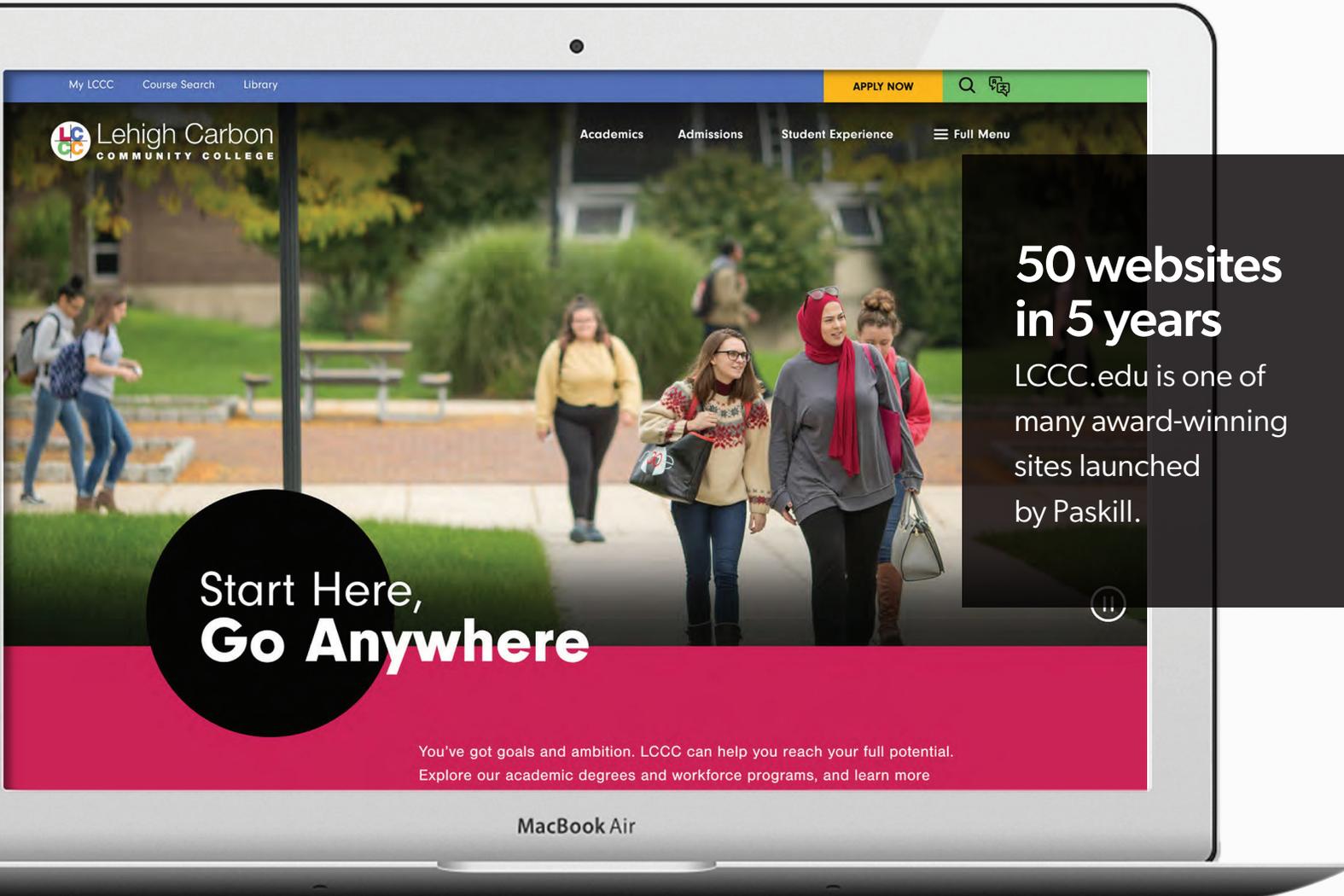
Promoted by the school as “new and improved,” the Lehigh Carbon Community College (LCCC) website features user-informed navigation, innovative ways to explore programs and content governance strategies to align stakeholders across the institution.



**EduADAWARDS**

*LCCC's bold color palette and eye-catching designs earned them a 2024 Educational Advertising Award.*

Visit [lccc.edu](https://lccc.edu) and discover our work in action.



Start Here,  
**Go Anywhere**

**50 websites  
in 5 years**

LCCC.edu is one of many award-winning sites launched by Paskill.

You've got goals and ambition. LCCC can help you reach your full potential. Explore our academic degrees and workforce programs, and learn more

MacBook Air

### Choose Your Path

With over 90 programs ranging from associate degrees to workforce certificates to ESL and GED courses, LCCC has what you're looking for.



Academic Programs



Job Training & Personal Interest



Online Learning



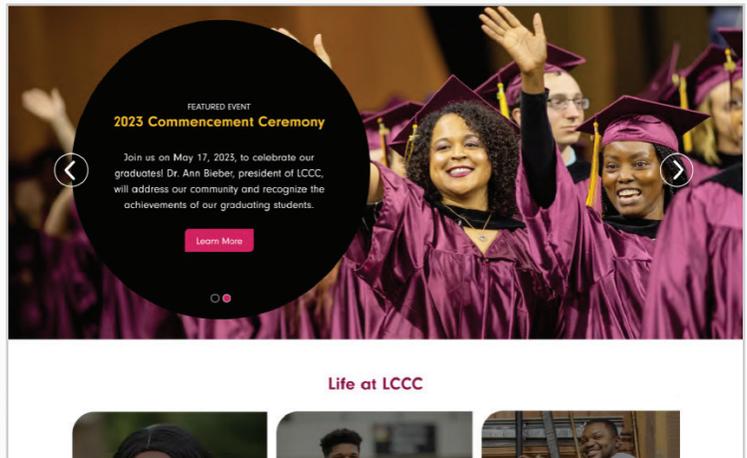
College Honors Program



GED



Transfer to a Four-Year School



### FEATURED EVENT 2023 Commencement Ceremony

Join us on May 17, 2023, to celebrate our graduates! Dr. Ann Bieber, president of LCCC, will address our community and recognize the achievements of our graduating students.

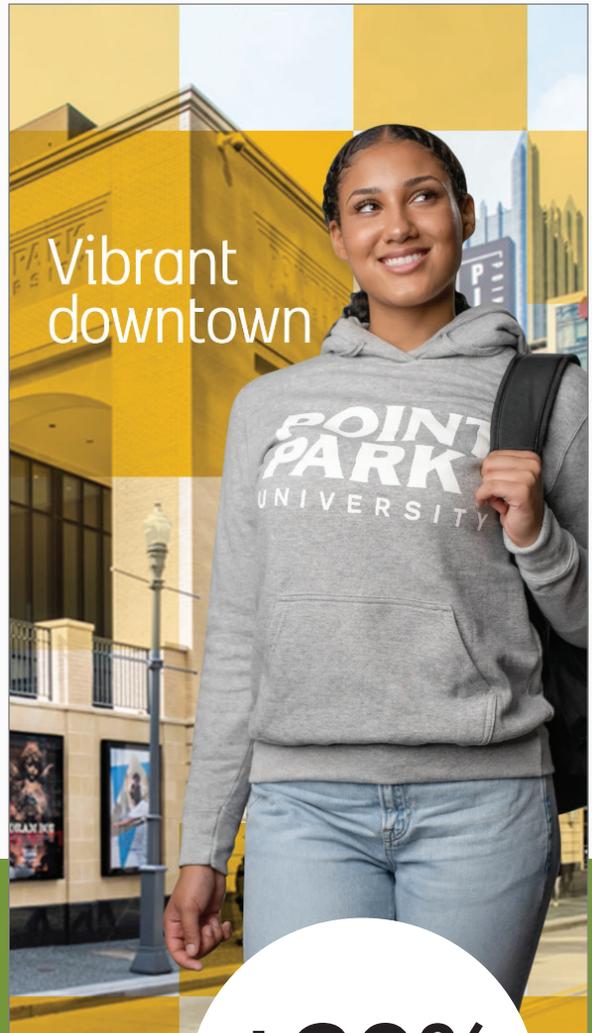
Learn More

### Life at LCCC

LCCC supports thousands of diverse students. As a designated Hispanic-Serving Institution, LCCC is especially committed to empowering Latinx students.

# Bring it all together

We delivered an award-winning brand campaign for Point Park University (PPU) by building on their reputation as a center of arts, entertainment, media and recreation in downtown Pittsburgh. But they wanted to take things a step further and grow enrollment by 30% over two years.



**+20%**  
increase in inquiries over the previous year

We created a robust dashboard to measure campaign performance across 170 total ad units. It provides on-demand data for both PPU and the Paskill team to determine which creative and programs need to be optimized.



**Point Park University**  
Sponsored · 🌐

The professors at Point Park teach from real-world experience in over 100 undergraduate, master's and doctoral programs.

**POINT PARK UNIVERSITY** Where it all comes together.

pointpark.edu  
**Learn from those who do**

[Learn more](#)

**Point Park University**  
Sponsored · 🌐

Get a career-focused education plus culture, entertainment, sports, restaurants and night life. Need we say more?

**POINT PARK UNIVERSITY** Where it all comes together.

pointpark.edu  
**The city is your campus**

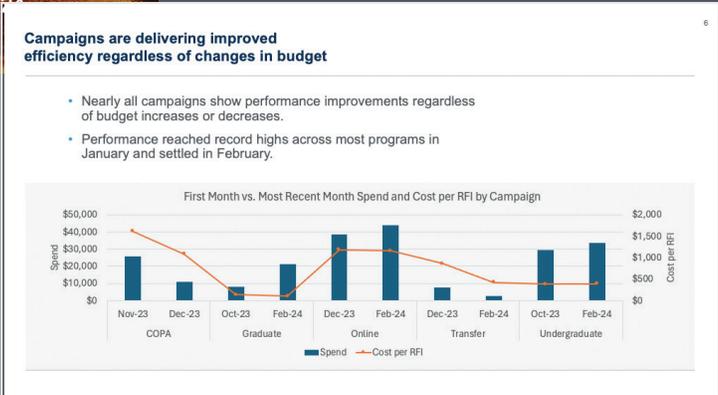
[Learn more](#)

**PASKILL**  
INNOVATING ENROLLMENT SUCCESS

**Point Park Campaign Performance**  
Data Range: September 1, 2023 – February 29, 2024  
March 19, 2024

**+100%**  
increase in on-campus open house attendance over last year

**KEY INSIGHTS:**  
Creative units where the audience can “see themselves” performs the best.



# Because

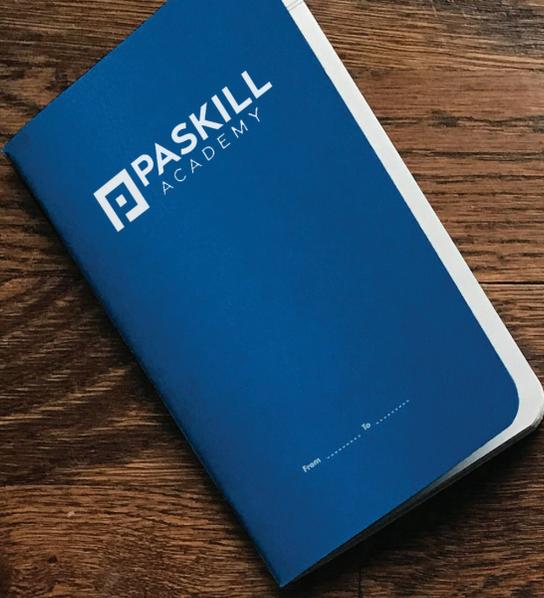


every  
touchpoint  
of the



journey  
matters





# WORKSHOPS



EACH YEAR WE ARE ON DOZENS OF CAMPUSES ACROSS THE COUNTRY,

TRAINING ADMISSIONS TEAMS AND BOOSTING MORALE.

MONDAY  
10:00 NEWBILL UPDATE  
11:00 TEAM MEETING  
1:00 QUEUE SPRINT  
2:00 N

TUESDAY  
10:30 E  
2:00  
3:30

WEDNESDAY  
1:00  
2:00  
4:00

THURSDAY  
10:45  
1:00  
2:30

FRIDAY  
10:00  
11:00  
1:00 QUEUE SPRINT  
5:00 REVIEW WEEK

TOP TASKS  
X UPDATE MA  
X CHURN NUMBERS  
X NEW BILLING STEPS  
X TEAM UPDATE



Paskill Academy offers professional development workshops that support recruitment, yield and brand building.

**Learn more and schedule a workshop.**



[paskillacademy.com](http://paskillacademy.com)



# Paskill offers much more than most agencies

ASSESSMENTS & MEASUREMENT

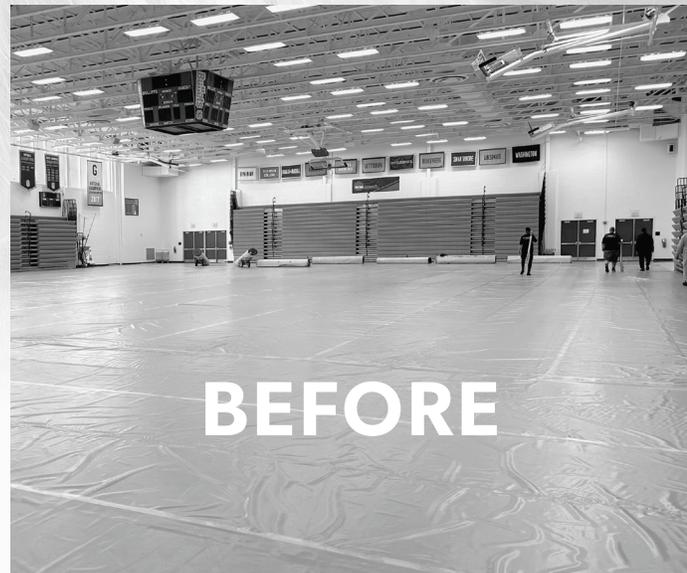
ENROLLMENT CONSULTING

**LIVE EXPERIENCE EVENTS**

MARKET RESEARCH

STAFF DEVELOPMENT  
& TRAINING

VIDEO & MOTION CONTENT



GETTYSBURG  
COLLEGE  
ALUMNI EVENT



We have more than 20 years of experience executing mission-critical meetings and events.

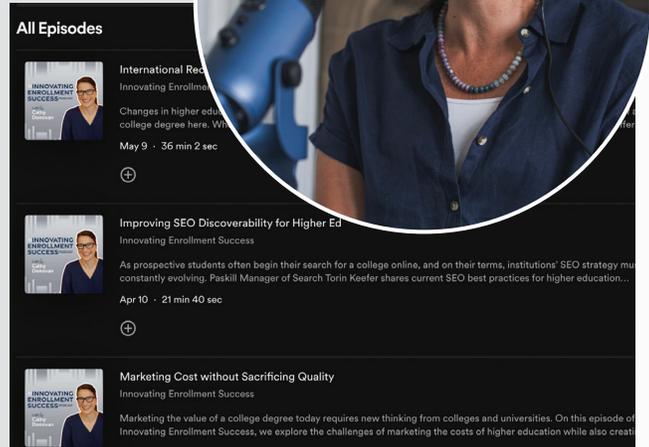
- Planning, coordination and event design
- Communication strategy and messaging
- Presentation coaching and design
- Event logistics and management
- Technical production and A/V
- Audience engagement and interactivity
- Conference apps
- Live streaming and virtual events
- Event promotion and registration
- Success measurement



# Cultivating Convos

**We created the Innovating Enrollment Success podcast to keep you connected on the trends and tactics making an impact right now.**

Community isn't just important for students, it's essential to everyone in higher ed enrollment marketing. Like you, our hundreds of college and university partners are invested in every student's potential. That takes effort and support.



**Innovating Enrollment Success** podcast

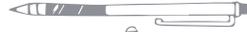


Paskill is a division of JPL Integrated Communications, Inc.



Listen to the **Innovating Enrollment Success** podcast

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Glenside, PA 19038-3497  
**paskill.agency**



# NOTES



# DREAM BIG?

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**YOUR GOALS**



**YOUR INSTITUTION**



**THEIR FUTURE**



**TOGETHER**