



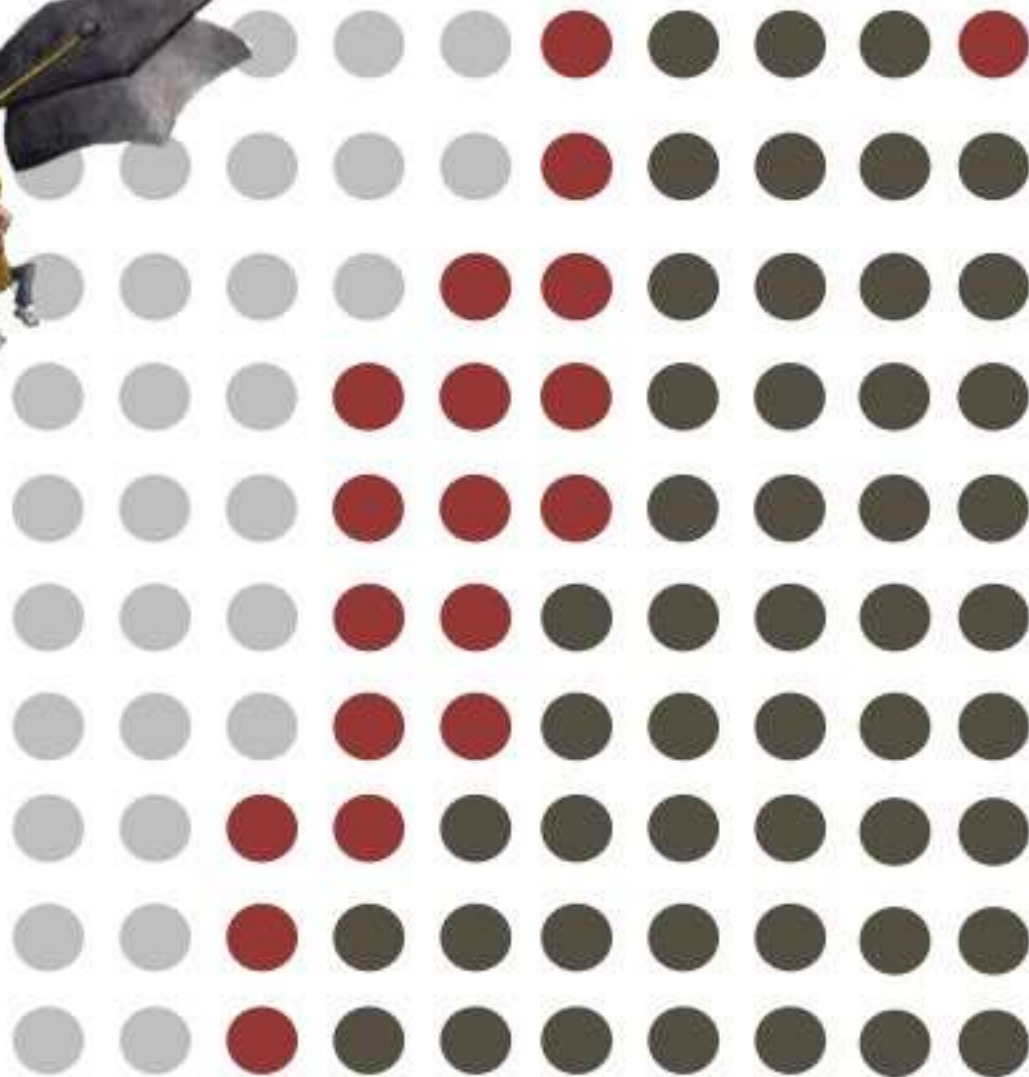
**GO BACK.  
MOVE AHEAD.™**

Advancing college completion in Georgia

## Campaign Overview

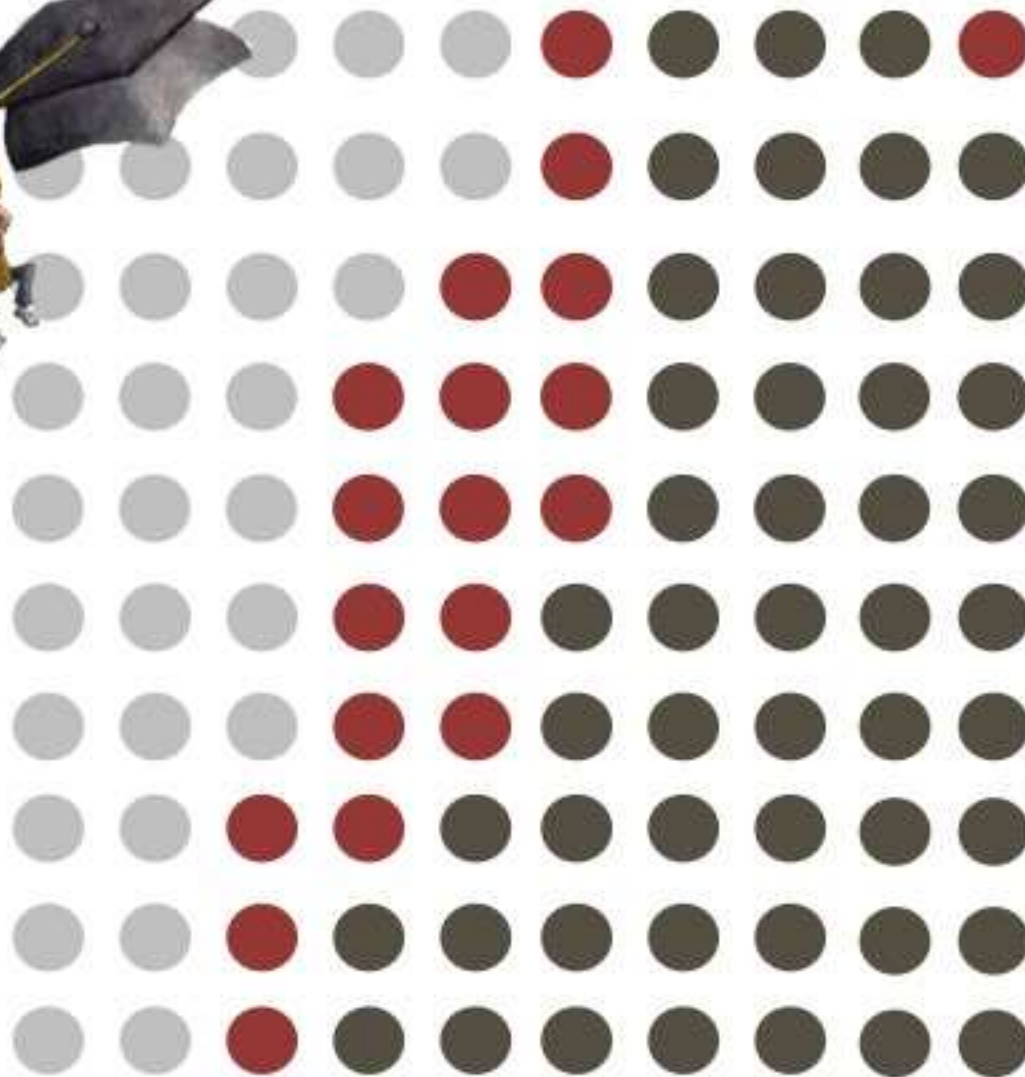
USG Enrollment Management Symposium |  
November 14, 2014

# In Georgia...



**68%**  
of adults  
do not  
hold either  
a two- or  
four-year  
degree.

# In Georgia...



By 2020,  
**61%**  
of the jobs  
in Georgia  
will require  
a college  
degree or  
certificate

# Target Population in Georgia



The nearly **1 million** working adults who have already earned some college credit, but have not yet completed a degree.



# Target Population in Georgia



Only about **40%** of young adults in Georgia have a college credential. CCG aspires to supply over **250,000** additional graduates by 2025.



**There exists an opportunity to “retool” Georgians for the 21<sup>st</sup> century economy.**



**Use data**

**To build a public awareness campaign and outreach plan**

# Pioneers of the Work

*“A College Degree.*

*What’s It Worth to you?”*

**Discover your**  
**GOAL**  
Georgia Opportunities for Adult Learners

# **THE STATEWIDE CAMPAIGN**

## **PROCESS**

**QUALITATIVE RESEARCH**

**STUDY OF COMPETITIVE LANDSCAPE**

**EXCAVATION SESSION**

**FOCUS GROUPS**

**CAMPAIGN DEVELOPMENT**



**LAUNCH**





## ABOUT



- ◆ Full service marketing communications firm
- ◆ Founded in Atlanta in 1995
- ◆ Engaged Bantum for Market Research
- ◆ Worked in partnership with Lattimer Communications

# CAMPAIGN DEVELOPMENT

# The **BENEFITS** of a post-secondary education are no secret to GA students

Touting the benefits of a college degree with greater frequency or volume is likely to yield a low return

Highlighting the obstacles to getting a degree and letting students know there is help will be more meaningful to this audience

# Factors associated with dropping out

## Poor planning

No clear goal for where to go after college

No clear understanding of what is required in the way of course load, credit hours or grades

No understanding of the repercussions of leaving before degree completion

No plan in place to follow – so, if you don't know where you're going, it is hard to know if you are moving in the right direction or when you will arrive at your destination

## Financial hurdles

Begin college without financial aid and no forethought about the total cost over 2 or 4 years or how the cost will be met (see "poor planning")

A loss or reduction in financial aid at some point in the process

No financial backup or safety net in place

## Personal issues

Need for childcare conflicts with class schedule

Starting a family – getting married and/or having a child (or another child)

Illness of a family member that requires emotional focus or physical care or both from the student

## Life skills

Time management – little or no understanding (or discipline) regarding how to manage time to get classwork done – the result is lower quality work and/or missed deadlines...and frustration

Study skills – many are not accustomed to the amount of study/work required outside the classroom

Academic groundwork – for some, high school did not prepare them to start on a level footing with others – so they start with a deficit

## Lack of pro-college network

While family and friends will say college is a good thing and you should stick it out, there is little more than lip service offered in support

Many of those offering advice have never been to college and, thus, cannot offer academic, time management or study skills support; in addition, they may not be in a position to help with any of the financial hurdles

High school and college counseling departments are either not sought out for help by students or are understaffed to reach out or react in a meaningful way

# Factors associated with returning to finish degree

Financial or  
personal  
hurdle is  
removed

Dis-  
satisfaction  
at work

Friends and  
co-workers  
graduate

Maturation

When the decision to return is made...

Local school  
is typically primary  
information source

Little or no research is done  
during the due diligence  
process for returning to school

Local school  
is almost  
always selected

One and done

Re-enrollment process → grassroots opportunity

# RESEARCH INSIGHTS

- ◆ Focus on the how – not just the why
- ◆ Treat these students differently
- ◆ Make the process easier for them
- ◆ Reach people where they are ... where they live, work and spend time online

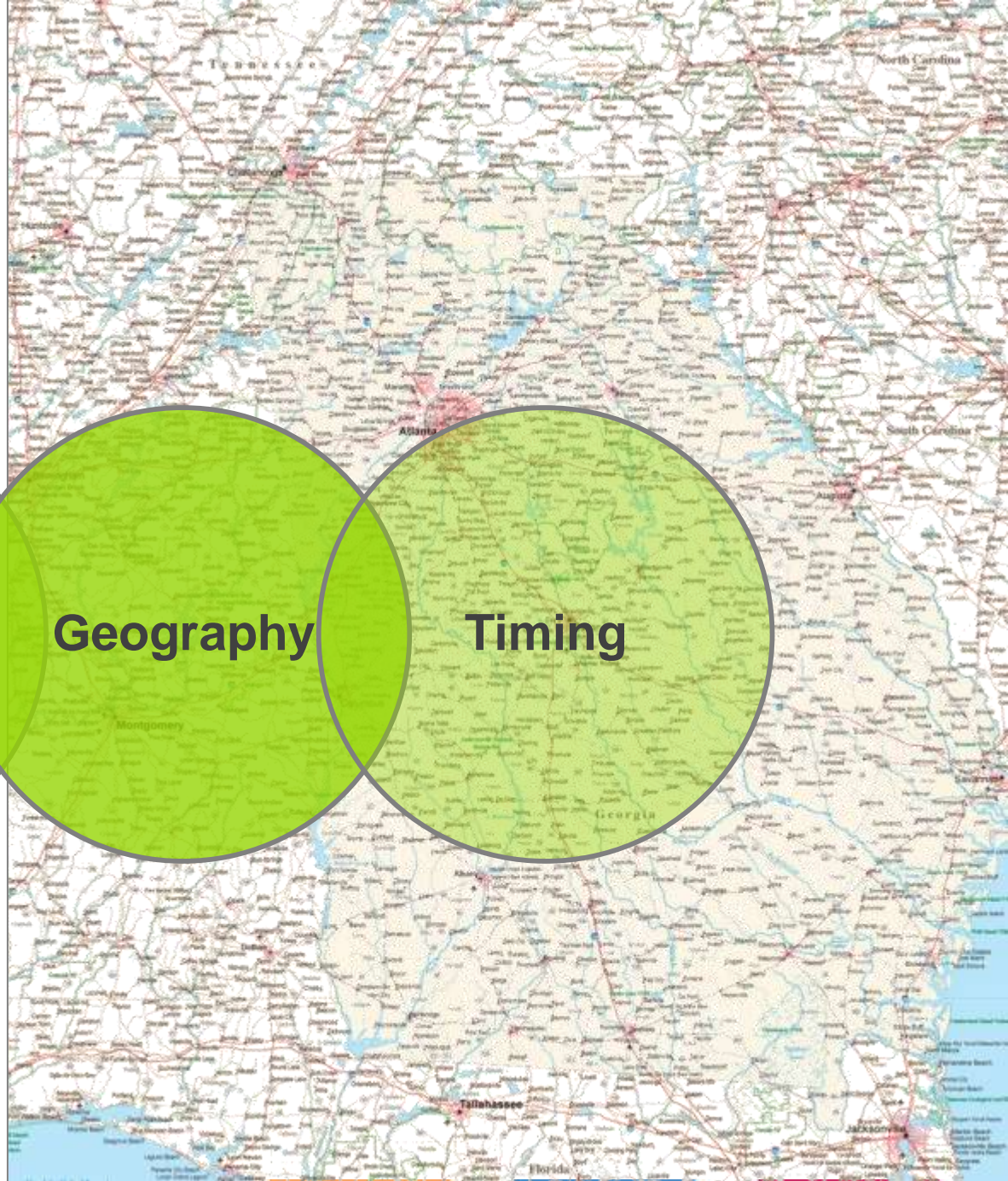
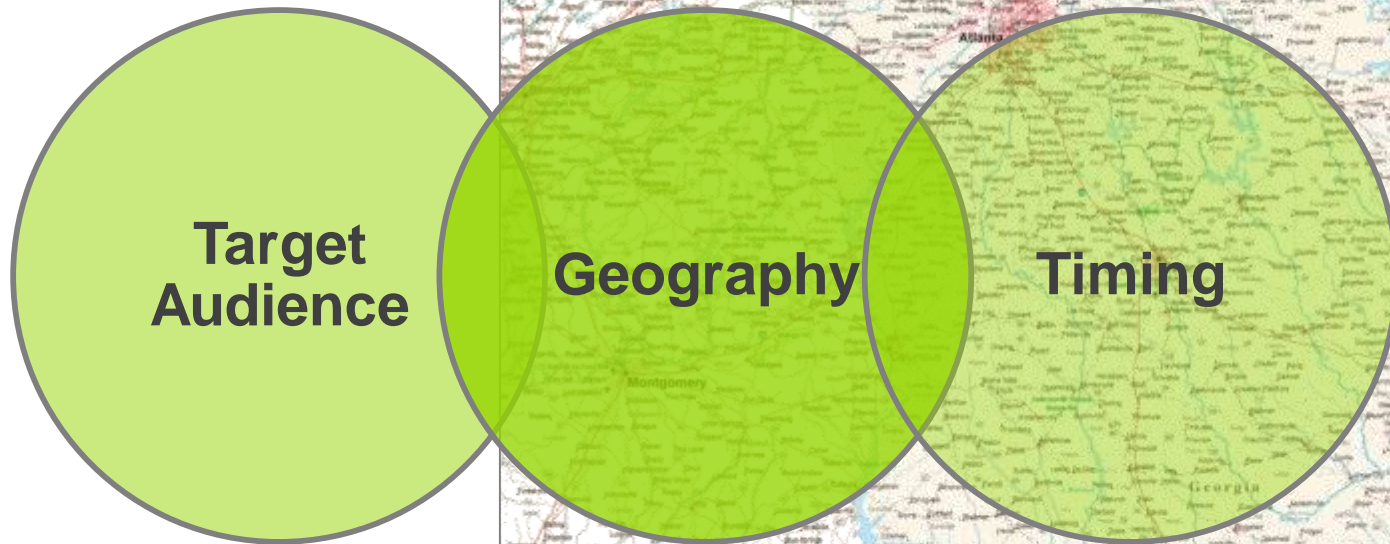
# FOCUS GROUP INSIGHTS

- ◆ Definite interest in marketing support
- ◆ Localization is important
- ◆ Liked idea of someone to guide the student
- ◆ Technology is a must – but not for everybody
- ◆ Web content more focused on adult learner



# CAMPAIGN STRATEGY AND TIMING

# Planning Parameters



# Planning Parameters

- ◆ **Demographics:**
  - ◆ Adults 25-64 (Skewing Younger)
  - ◆ Some College, No Degree
  - ◆ Georgia

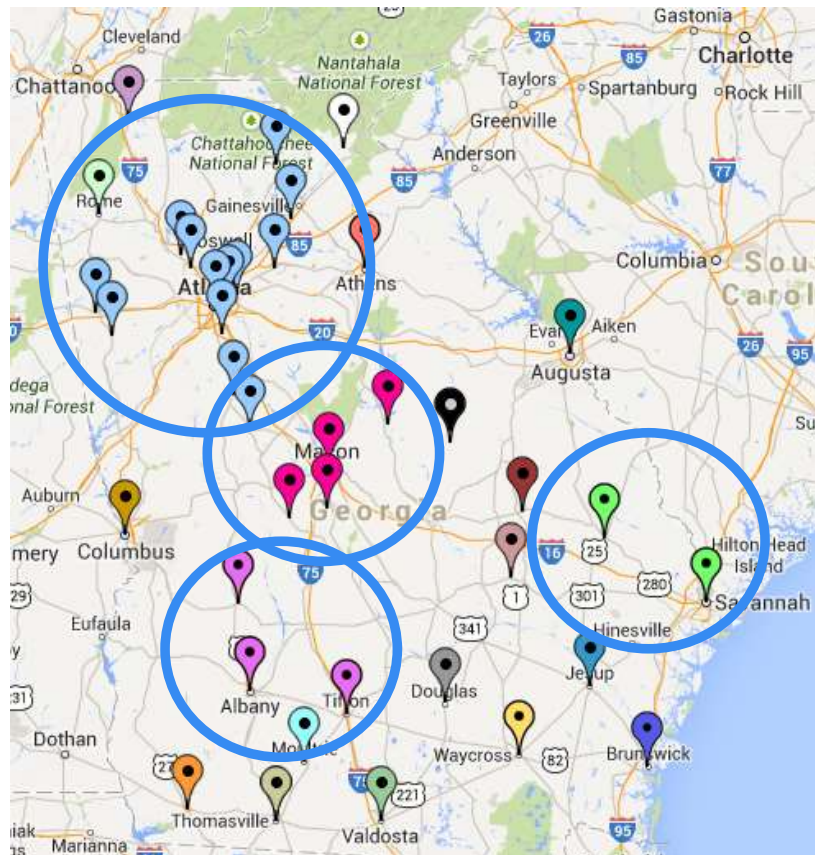
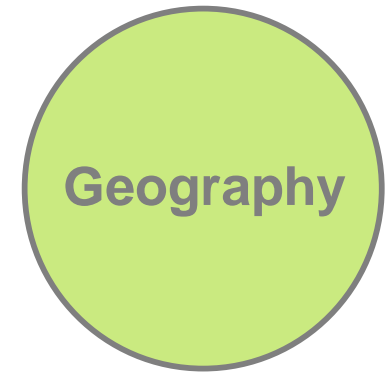


Through MRI, we learned that  
**34% of our target is African-American.**

Therefore, it was important for us to take into consideration the media usage and habits of this audience.

# Planning Parameters

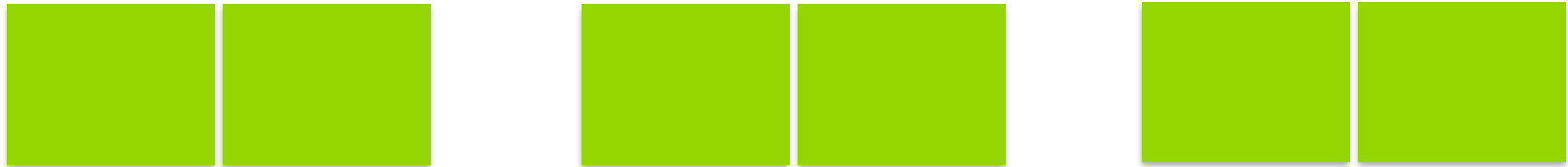
- ◆ There are 39 cities that are home to USG and TCSG institutions. Some media markets are composed of several of these cities, providing cost efficiencies.



# Planning Parameters



- ◆ For GBMA, we recommend a **flighting strategy** which allows us to maximize budget, reach and frequency during the times people are most likely to inquire about re-enrollment.



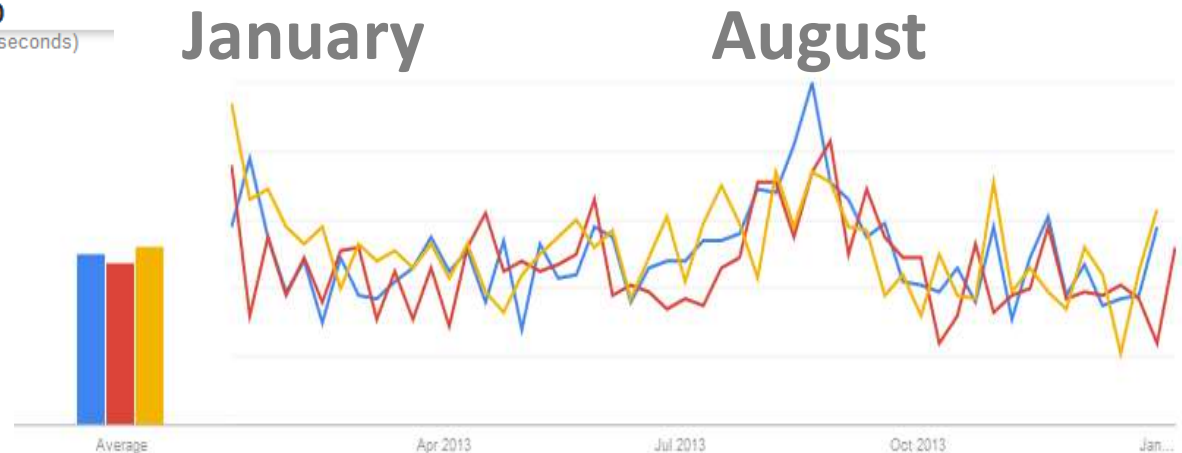
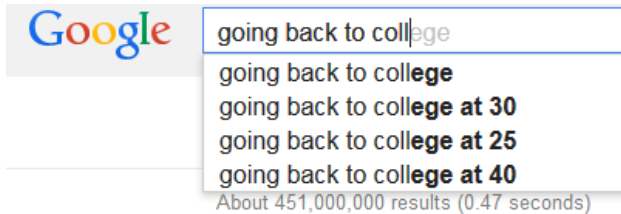
**Paid search and social media ads** will run continuously, as it is important for us to be in front of the user when they are actively searching for and engaging in conversation about 'Go Back. Move Ahead.'



# Planning Parameters



- ◆ According to Google, January and August appear to be when 'going back to college' (and related terms) are searched most.



- ◆ The enrollment periods for USG and TCSG are as follows:
  - ◆ Mid-October through January – Spring
  - ◆ March through May– Fall/Summer

# OVERALL STRATEGY

- ◆ Make necessary operational adjustments to make it easier for returning students
- ◆ Build awareness and interest via integrated marketing campaign
- ◆ Secure contact information and help make connection to the college that might best serve a student's particular interest and need
- ◆ Provide on-going attention and assistance as the student moves toward graduation

# CAMPAIGN TIMELINE

- ◆ Governor's press conference      Tues., July 29
- ◆ On-going public relations      August - February
- ◆ Paid advertising / flight #1      August
- ◆ Go Back. Move Ahead. Week      October
- ◆ Paid advertising / flight #2      October - November
- ◆ Paid advertising / flight #3      January
- ◆ Paid advertising / flight #4      March - April



# PUBLIC RELATIONS

# GOVERNOR'S PRESS CONFERENCE

- ◆ Tuesday, July 29 at the Capitol
- ◆ Official campaign announcement by:
  - ◆ Governor Deal
  - ◆ Chancellor Huckaby
  - ◆ Commissioner Jackson
  - ◆ Adult Learner graduates Molly Bickerton (Ogeechee Tech) and Mark Smith (Valdosta State)

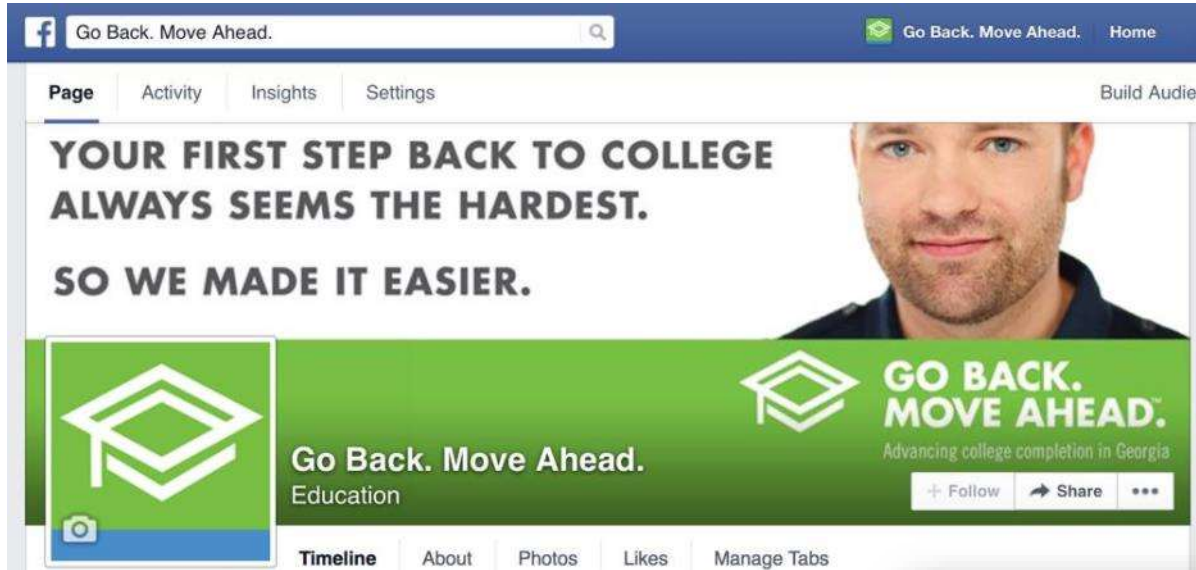


# ON-GOING PUBLICITY / SPEAKERS

Campaign spokespeople appearances at:

- ◆ Podiums at civic clubs, Chambers of Commerce
- ◆ Editorial board visits
- ◆ Local radio interviews
- ◆ Private legislative and business leader events

# SOCIAL MEDIA



Go Back. Move Ahead. Home

Page Activity Insights Settings Build Audie

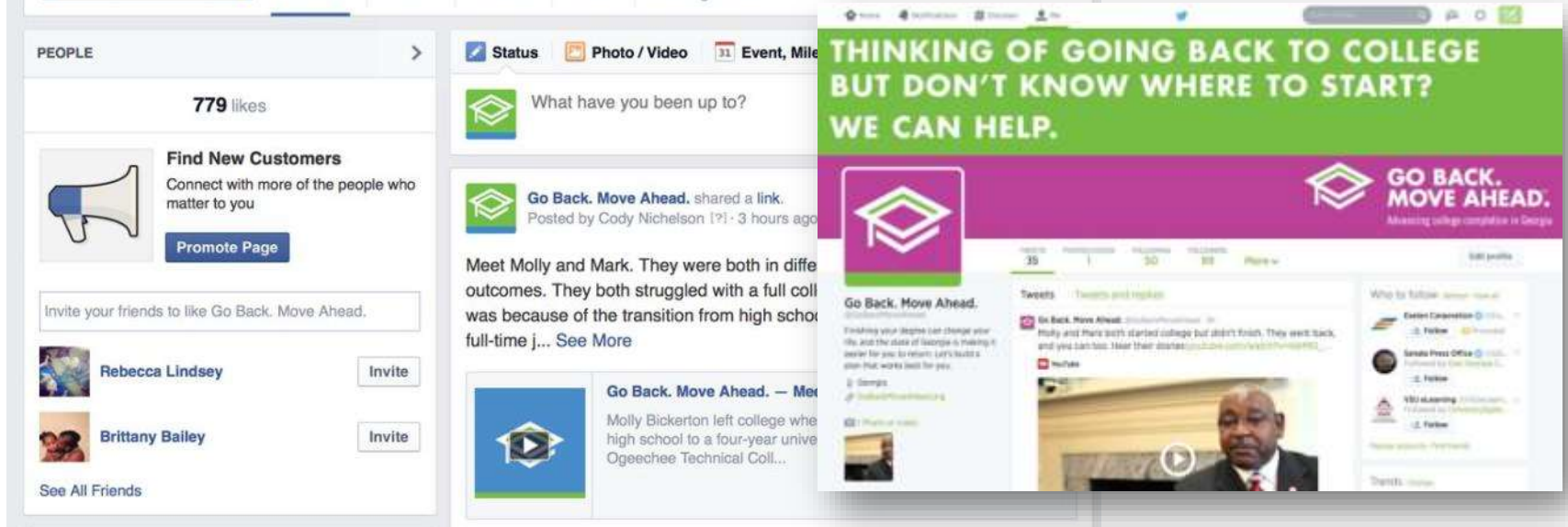
**YOUR FIRST STEP BACK TO COLLEGE ALWAYS SEEMS THE HARDEST. SO WE MADE IT EASIER.**

**GO BACK. MOVE AHEAD.**  
Advancing college completion in Georgia

Go Back. Move Ahead. Education

+ Follow Share

Timeline About Photos Likes Manage Tabs



PEOPLE >

779 likes

**Find New Customers**  
Connect with more of the people who matter to you  
[Promote Page](#)

Invite your friends to like Go Back. Move Ahead.

Rebecca Lindsey [Invite](#)

Brittany Bailey [Invite](#)

See All Friends

Status Photo / Video Event, Mile

What have you been up to?

Go Back. Move Ahead. shared a link.  
Posted by Cody Nicholson 191 · 3 hours ago

Meet Molly and Mark. They were both in different outcomes. They both struggled with a full college because of the transition from high school full-time j... [See More](#)

Go Back. Move Ahead. — Molly Bickerton left college when high school to a four-year university Ogeechee Technical Coll...

**THINKING OF GOING BACK TO COLLEGE BUT DON'T KNOW WHERE TO START? WE CAN HELP.**

**GO BACK. MOVE AHEAD.**  
Advancing college completion in Georgia

35 1 30 111 More

Go Back. Move Ahead. Thinking your degree just changed your life, and the state of Georgia is making it easier for you. So now, let's build a plan that works best for you.

Go Back. Move Ahead. Molly and Mark both started college but didn't finish. They went back, and you can too. Hear their stories: [mcm2016.com/backtothecollege](#)

Who to follow: Carter Corporation, Senate Press Office, VBI Learning

# ON-GOING PUBLICITY

## State to college dropouts: Please come back to school



Dave Williams  
Staff Writer-  
Atlanta Business Chronicle

When Gov. **Nathan Deal** announced an initiative three years ago encouraging Georgia college students to stay in school long enough to earn their degrees, the focus was on students at risk of dropping out.

Now, the governor is shifting gears with the second phase of the Complete College Georgia program to target adults who have already left college or technical school.

On July 29, Deal rolled out "Go Back. Move Ahead." The campaign is aimed at providing the tools former students who have earned credits at a public university or technical college but failed to finish need to return to class and earn a degree or certificate.



## Georgia pushes adults to finish college programs

### Georgia launches campaign to help young adults finish college

Email 20 Share 23 Tweet 11 ShareThis 133



By Janel Davis

#### Sponsored Links

Save 50-75% with summer deals from Kudzu!

The Atlanta Journal-Constitution State officials launched a program to help young adults with some college credit finish their degrees.

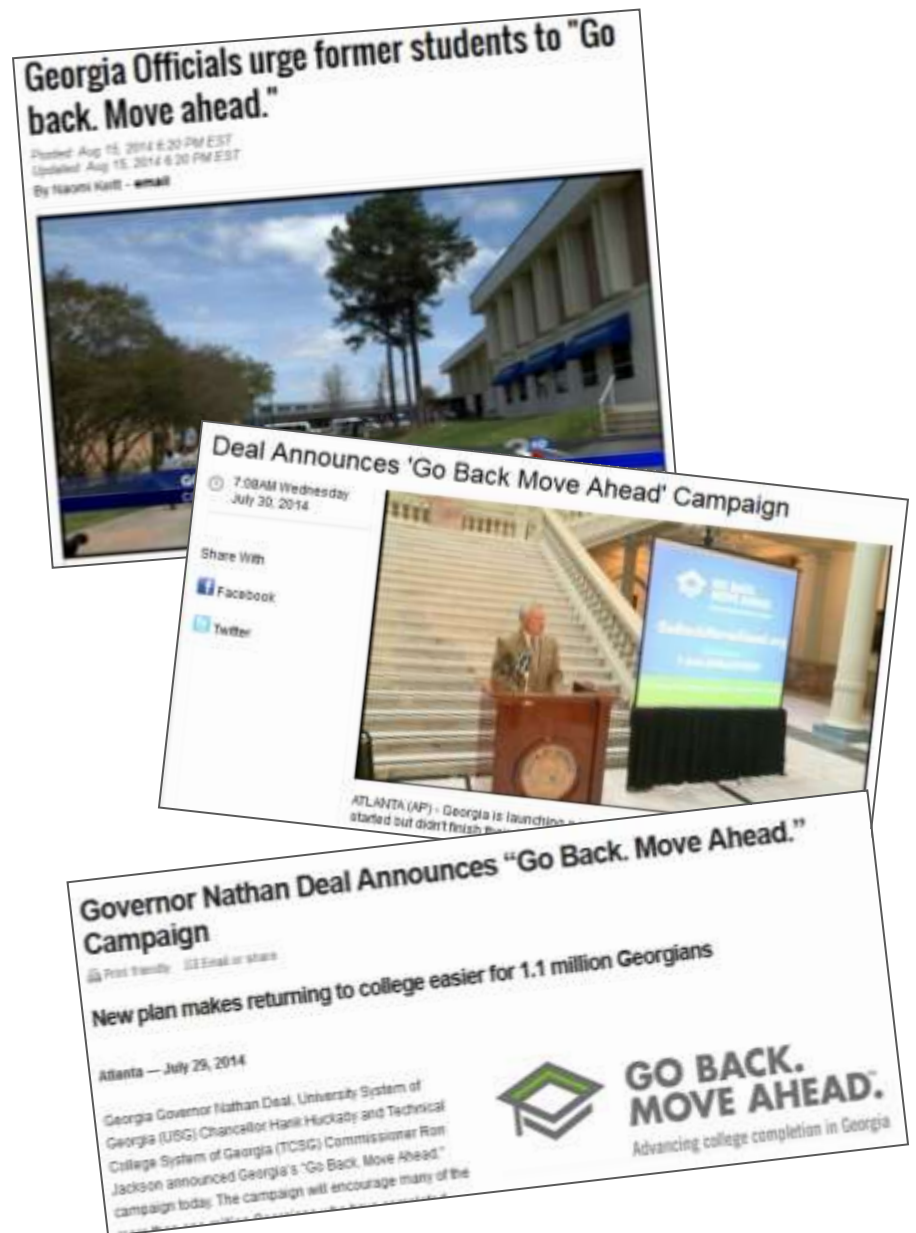
The program is part of a push to achieve a statewide goal of having 250,000 college graduates by the year 2050. To reach that goal, as many as 90,000 Georgians would need to return to college and complete their degrees, said Hank Huckaby, the chancellor of the University System of Georgia.

The national nonprofit organization Complete College America has projected that by 2020 more than 60 percent of jobs in Georgia will require a college certificate or degree, but only 42 percent of young adults in the state currently have these college credentials. About 1.1 million Georgians, ages 25 to 64, have some college credit but have not completed a degree.

...ls launched a new campaign out never earned a college ial to meeting the state's ost-high school education and to

## News Coverage

- ◆ Coverage in major outlets including the *AJC*, *Atlanta Business Chronicle* and *Associated Press*
- ◆ Coverage in major markets with participating institutions and even outside of the state, including TV affiliates from Tampa, Fla., Greenfield, Ind., and Greenville, S.C.
- ◆ More than **40 stories**, including print, broadcast TV and broadcast radio
- ◆ Additional publications ran the press release and picked up the AP story



# GO BACK. MOVE AHEAD. WEEK

- ◆ October – [campuses can still choose any other time to conduct these events]
- ◆ USG Adult Learning Consortium, admissions and PR teams hold events on campus, at local libraries and community venues to assist with enrollment via workshops, access to online registration, etc.
- ◆ Integrate radio remotes
- ◆ Goal next year – to see all campuses participate

# ADVERTISING CREATIVE




# ADVERTISING / CREATIVE

- ◆ **Print**
  - ◆ **Local newspapers**
- ◆ **Broadcast**
  - ◆ **TV (via GAB)**
  - ◆ **Radio**
- ◆ **Outdoor**
  - ◆ **Billboards**
  - ◆ **Bus shelters**
- ◆ **Digital**
  - ◆ **Banner ads**
  - ◆ **Landing pages**
  - ◆ **Website**



# ADVERTISING / PRINT



**YOUR FIRST STEP  
BACK TO COLLEGE  
ALWAYS SEEMS  
THE HARDEST.**


**SO WE MADE IT EASIER.**

Finishing your degree can change your life, but it all starts with that first step.

With a simpler enrollment process and more ways to transfer your college credits, one of our personal advisors can help you get back to school sooner than you think. You'll have more class options – online or on campus – to fit your schedule. And the best part is you'll be earning a degree with real value from a respected and affordable Georgia college.

We're ready to help you build a plan. Visit [GoBackMoveAhead.org](http://GoBackMoveAhead.org) or call 1-844-GOBACKNOW today to get started.

Let's find the way back that works for you.  
[GoBackMoveAhead.org](http://GoBackMoveAhead.org)



**GO BACK.  
MOVE AHEAD.**  
Advancing college completion in Georgia

*Brought to you by Georgia's public colleges, technical colleges, and universities*

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[GoBackMoveAhead.org](http://GoBackMoveAhead.org)

# ADVERTISING / PRINT



**YOU HAD TO PUT  
COLLEGE ON HOLD.**

## **NOW COLLEGE IS CALLING YOU BACK.**

Life can get in the way of finishing your degree, but it's never too late to go back.

With a simpler enrollment process and more ways to transfer your college credits, one of our personal advisors can help you get back to school sooner than you think. You'll have more class options – online or on campus – to fit your schedule. And the best part is you'll be earning a degree with real value from a respected and affordable Georgia college.

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**Let's find the way back that works for you.**

[GoBackMoveAhead.org](http://GoBackMoveAhead.org)



**GO BACK.  
MOVE AHEAD.**

Advancing college completion in Georgia

*Brought to you by Georgia's public colleges, technical colleges, and universities*



**FINISH  
COLLEGE ONLINE.  
ON YOUR  
SCHEDULE.**

## **ON YOUR WAY UP.**

Do you have partial college credits but no degree? If so, Georgia is committed to helping you go back to earn the degree that will help you get ahead. That means more online courses to help you earn a valuable degree from a respected – and affordable – Georgia college, on a flexible schedule that fits your needs.

Whether it's taking classes online, on campus or both, you've got options, and we're ready to help you build a plan.

Visit [GoBackMoveAhead.org](http://GoBackMoveAhead.org) or call 1-844-GOBACKNOW today to get started.

**Let's find the way back that works for you.**

[GoBackMoveAhead.org](http://GoBackMoveAhead.org)



**GO BACK.  
MOVE AHEAD.**

Advancing college completion in Georgia


*Brought to you by Georgia's public colleges, technical colleges, and universities*

# ADVERTISING / PRINT w/ space for customization

YOUR INFORMATION  
HERE (TO INCLUDE  
LOGO/CONTACT)

**YOUR FIRST STEP BACK TO COLLEGE  
ALWAYS SEEMS THE HARDEST.**

**SO WE MADE IT EASIER.**



**GO BACK.  
MOVE AHEAD.**  
Advancing college completion in Georgia

GoBackMoveAhead.org | 1-844-GOBACKNOW

*Georgia's public colleges, technical colleges, and universities*

**YOUR FIRST STEP BACK  
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**GO BACK.  
MOVE AHEAD.**  
Advancing college completion in Georgia



Your Logo

With a simpler enrollment process and more ways to transfer your college credits, one of our personal advisors can help you get back to school sooner than you think. You'll have more class options – online or on campus – to fit your schedule. And the best part is you'll be earning a degree with real value from a respected and affordable Georgia college.

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Let's find the way back that works for you.  
[GoBackMoveAhead.org](http://GoBackMoveAhead.org)

# ADVERTISING / OUTDOOR



# ADVERTISING / OUTDOOR



**GO BACK.  
MOVE AHEAD.™**

Advancing college completion in Georgia

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**1-844-GOBACKNOW**

Georgia's Public Colleges, Technical Colleges & Universities | [GoBackMoveAhead.org](http://GoBackMoveAhead.org)

**YOU HAD TO PUT COLLEGE ON HOLD.  
NOW COLLEGE IS CALLING  
YOU BACK.**



**GO BACK.  
MOVE AHEAD.™**

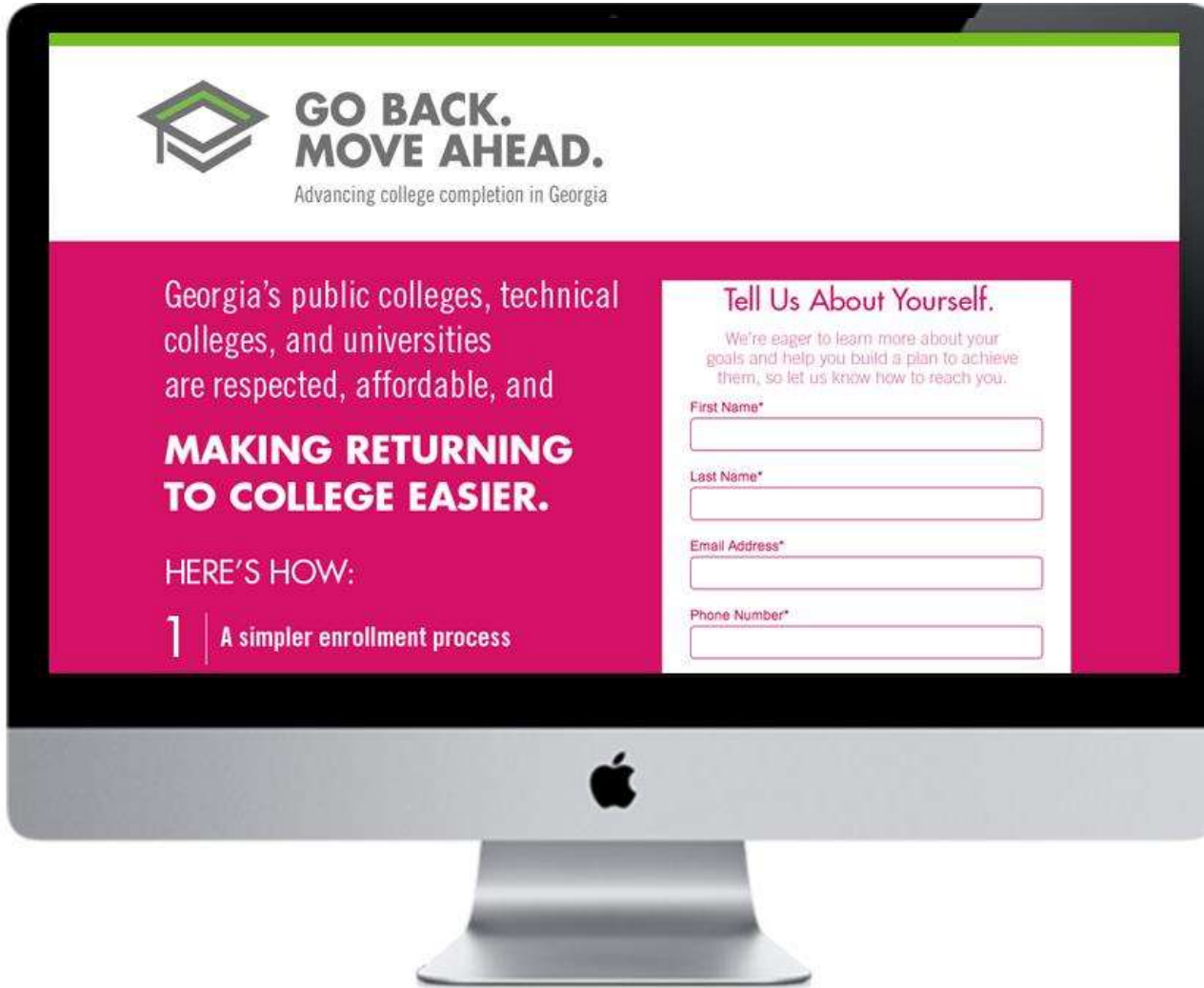
**1-844-GOBACKNOW**

Georgia's Public Colleges, Technical Colleges & Universities | [GoBackMoveAhead.org](http://GoBackMoveAhead.org)

# ADVERTISING / BANNER ADS



# ADVERTISING / LANDING PAGES

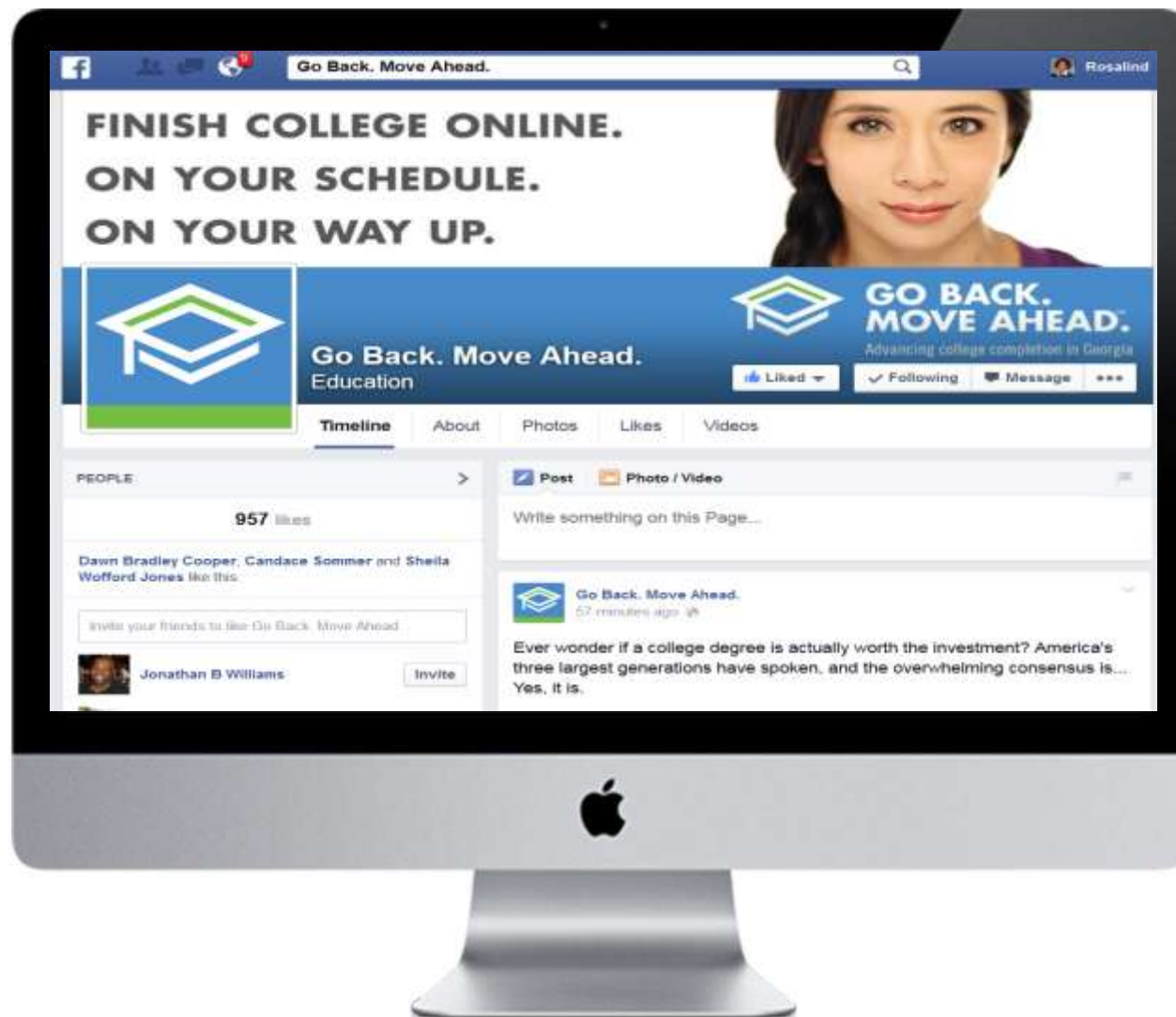




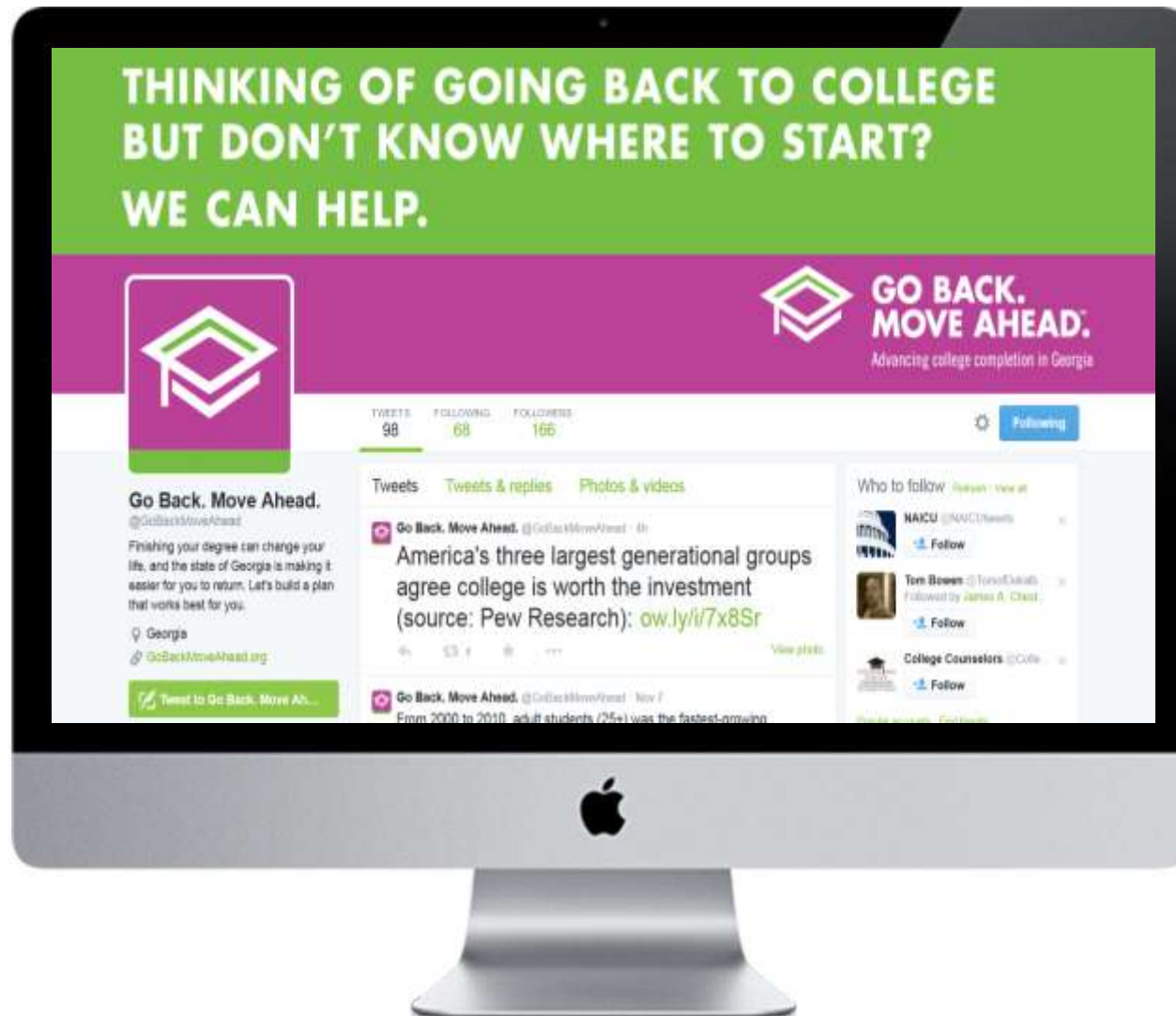
# ADVERTISING / WEBSITE



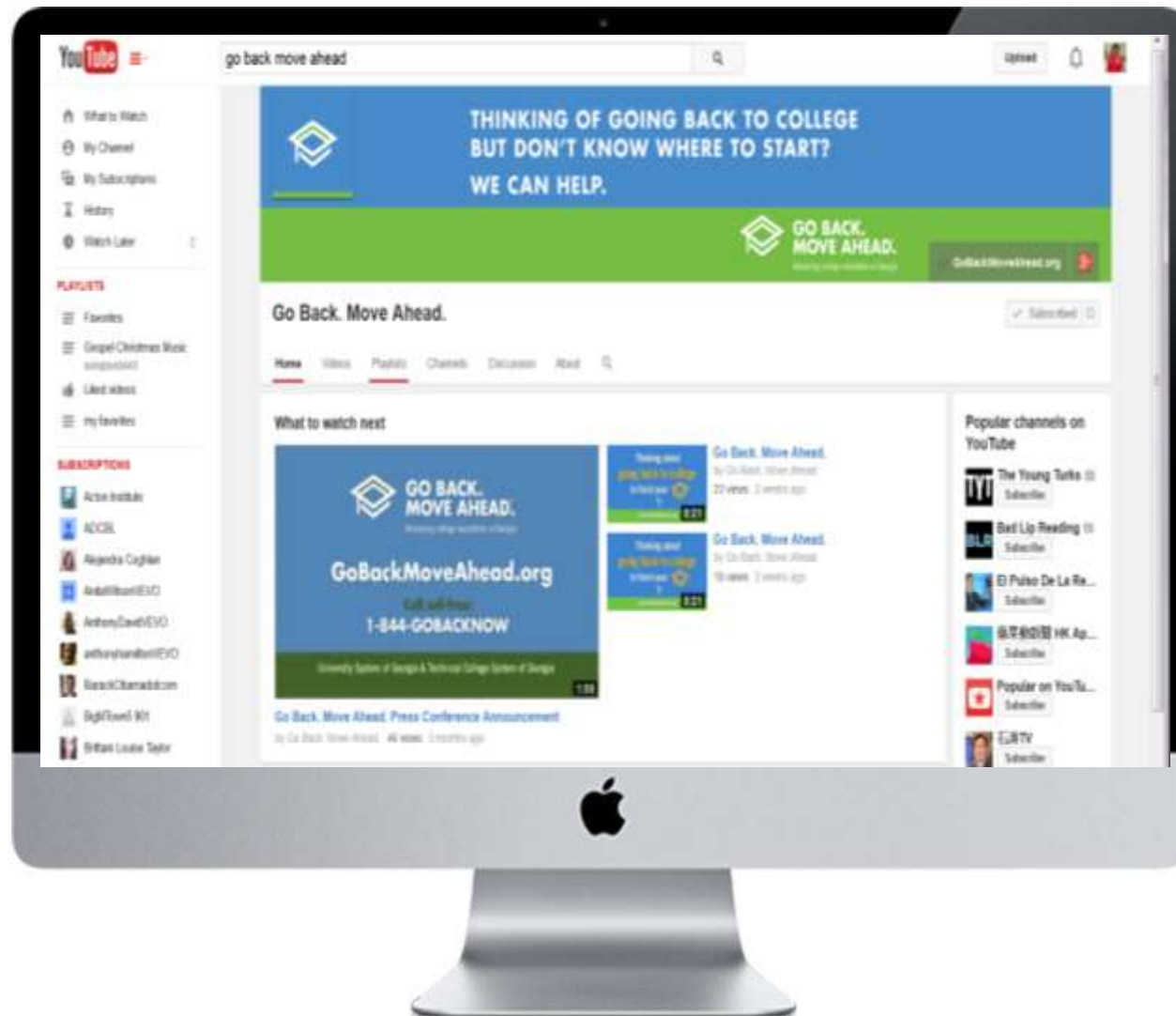
# ADVERTISING / FACEBOOK



# ADVERTISING / TWITTER



# ADVERTISING / YOU TUBE



# PAID MEDIA PLAN

# PAID MEDIA PLAN

## ◆ Target Audience

- ◆ Adults 25-64 (identified audience, but skewing younger)
- ◆ Some college, no degree
- ◆ Live in Georgia
- ◆ 34% of our target is African-American

## ◆ Geography

- ◆ Georgia
  - ◆ Prioritize markets with large population and multiple institutions
  - ◆ Secondary focus on smaller markets with single institutions

## ◆ Timing

- ◆ August
- ◆ October/November
- ◆ January
- ◆ March/April

## ◆ Budget

- ◆ \$1,272,000

# PAID MEDIA PLAN / COMPONENTS

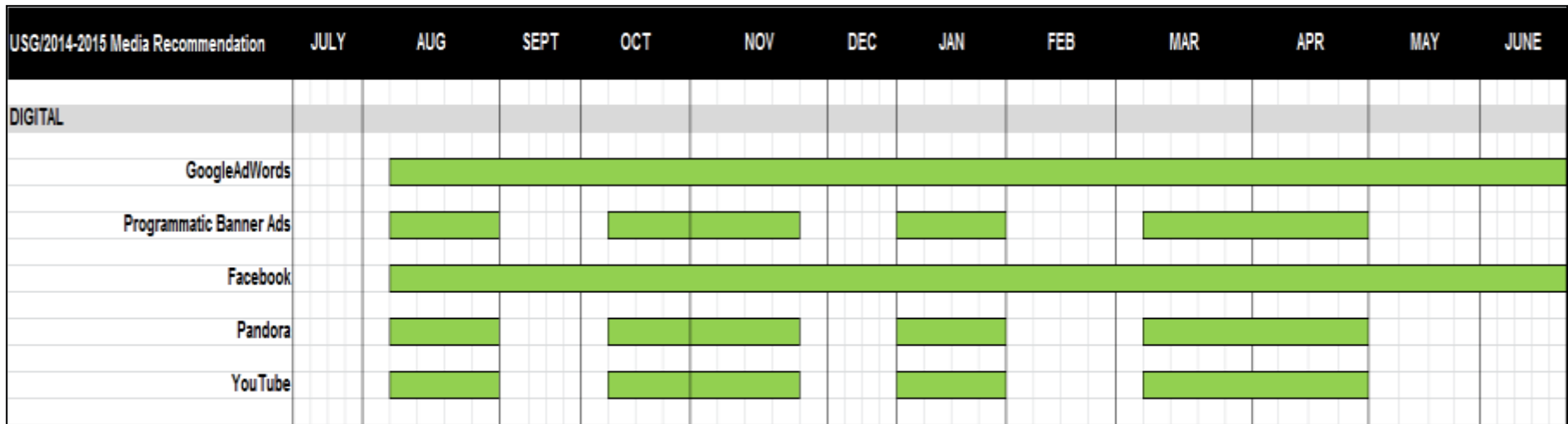
- ◆ According to MRI, a large percentage of our target audience are heavy users of:

Media	A25-64, No Degree, Some College and Live in Georgia	A25-64, No Degree, Some College, Live in Georgia and African-American
Internet	69%	82%
Outdoor	77%	62%
Television	55%	66%
Radio	53%	57%

- ◆ Our target is more likely to be a light user of:

Media	A25-64, No Degree, Some College and Live in Georgia	A25-64, No Degree, Some College, Live in Georgia and African-American
Newspaper	62%	55%

# Media: Digital Flowchart





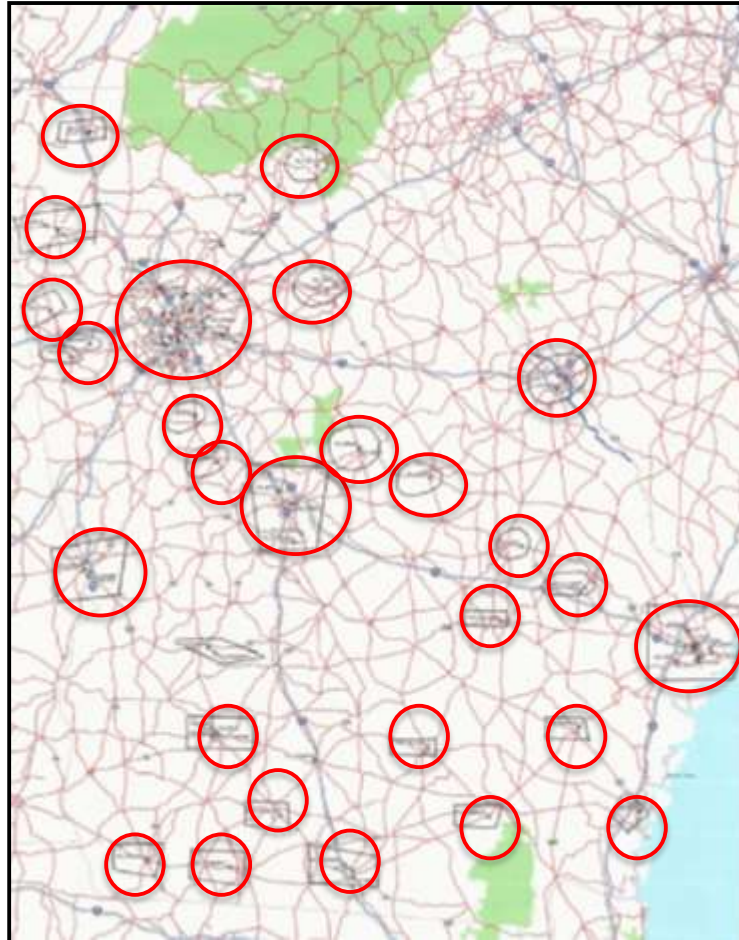
# Media: Outdoor

## Overall Market Distribution

Market	Number of Boards	Weekly Impressions	Reach	Frequency	Market	Number of Boards	Weekly Impressions	Reach	Frequency
Atlanta	57	10,686,978	86.8	12.1	Clarkesville	1	17,866	26.8	5.3
Savannah	17	1,214,897	95.2	15.8	Dalton	2	154,928	59.1	6.7
Albany	4	328,802	85.3	11.3	Douglas	1	26,079	23.9	5.8
Macon	8	677,516	98.3	12.1	Jesup	1	32,748	97.8	7.3
Columbus	4	315,807	61.9	8.1	Moultrie	1	14,940	37.1	4.9
Valdosta	3	121,236	63.2	5.8	Rome	2	194,149	76.9	8
Americus	2	30,807	58	6.9	Sandersville	1	19,060	36.2	5
Athens	2	234,928	66.9	7.6	Swainsboro	1	3,127	14.8	5
Augusta	3	266,641	39.1	6.8	Vidalia	1	43,293	50.9	5.8
Bainbridge	1	35,489	42.3	6.4	Thomasville	1	20,648	20.1	6.8
Brunswick	1	60,827	48.7	6.3	Waycross	1	8,836	20.6	5.6

# Media: Outdoor

- ◆ **Statewide/Placement Map**



# Media: Radio

- ◆ **GRPs/Number of Spots per Week**

Market	Gross Rating Points	Average Number of Spots Per Day
Atlanta*	75	3
Savannah	150	14
Albany	150	7
Macon	150	14
Columbus	150	12
Valdosta	150	5
Augusta	150	13

\*Atlanta schedule will be supplemented with 100 traffic sponsorships a week

# PAID MEDIA PLAN / TIMELINE

USG/2014-2015 Media Recommendation	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
USG TC SG Key Enrollment Periods												
High Google Search Volume for 'Back to College'												
DIGITAL												
GoogleAdWords	[Green bar spanning all months]											
RocketFuel	[Green bar spanning all months]											
Quantcast	[Green bar spanning all months]											
Facebook	[Green bar spanning all months]											
Pandora	[Green bar spanning all months]											
YouTube	[Green bar spanning all months]											
DoubleClick	[Green bar spanning all months]											
TOTAL	[Green bar spanning all months]											
OUTDOOR												
Atlanta Transit	[Green bar spanning all months]											
Savannah	[Green bar spanning all months]											
Savannah Transit	[Green bar spanning all months]											
Albany	[Green bar spanning all months]											
Macon	[Green bar spanning all months]											
Columbus	[Green bar spanning all months]											
Valdosta	[Green bar spanning all months]											
Americus	[Green bar spanning all months]											
Athens	[Green bar spanning all months]											
Augusta	[Green bar spanning all months]											
Bainbridge	[Green bar spanning all months]											
Brunswick	[Green bar spanning all months]											
Clarksville	[Green bar spanning all months]											
Dalton	[Green bar spanning all months]											
Douglas	[Green bar spanning all months]											
Jesup	[Green bar spanning all months]											
Moultrie	[Green bar spanning all months]											
Rose	[Green bar spanning all months]											
Sandersville	[Green bar spanning all months]											
Swainsboro	[Green bar spanning all months]											
Vidalia	[Green bar spanning all months]											
Thomasville	[Green bar spanning all months]											
Waycross	[Green bar spanning all months]											
RADIO												
Atlanta	151   140   140			152   140   140			140   140   140		151   140   140			
Atlanta Traffic Radio Sponsorships	85   85   85			85   85   85			85   85   85		85   85   85			
Albany	42   42   42			38   38   38			42   42   42		40   38   38			
Augusta	101   101   101			106   101   101			101   101   101		180   101   101			
Macon	94   94   94			98   94   94			94   94   94		98   94   94			
Savannah	98   98   98			101   98   98			98   98   98		101   98   98			
Columbus	94   94   94			98   94   94			94   94   94		98   94   94			
Valdosta	94   94   94			98   94   94			94   94   94		98   94   94			
TOTAL												
NEWSPAPER												
The Atlanta Voice	[Green bar spanning all months]											
The Atlanta Daily World	[Green bar spanning all months]											
Athens Banner Herald	[Green bar spanning all months]											
The Brunswick News	[Green bar spanning all months]											
Dalton Daily Citizen	[Green bar spanning all months]											
Rome News-Tribune	[Green bar spanning all months]											
Douglas Enterprise	[Green bar spanning all months]											
Bainbridge Post-Starlight	[Green bar spanning all months]											
Swainsboro Forest-Blade	[Green bar spanning all months]											
Northeast Georgian (Clarksville)	[Green bar spanning all months]											
Press-Sentinel (Jesup)	[Green bar spanning all months]											
Moultrie Observer	[Green bar spanning all months]											
Sandersville Progress	[Green bar spanning all months]											
Thomasville Times-Enterprise	[Green bar spanning all months]											
Vidalia Advance	[Green bar spanning all months]											
Waycross Journal-Herald	[Green bar spanning all months]											

# LOCAL ACTIVATION

# LOCAL ACTIVATION / TOOL KIT

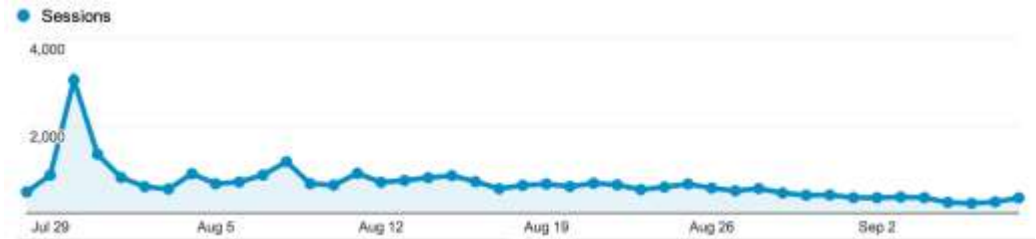
- ◆ Access online via dedicated site
- ◆ Resources include:
  - ◆ Campaign overview and calendar
  - ◆ Paid media plan summary
  - ◆ News and social media plan summary
  - ◆ Style guide w/ graphics guidelines
  - ◆ Customizable print ads, digital ads and posters
  - ◆ Radio PSA copy for campus and local stations
  - ◆ Press kit materials (release, fact sheets, etc.)
  - ◆ Key messages and FAQs
  - ◆ PowerPoint presentation
  - ◆ Go Back. Move Ahead. Week supporting materials

# EARLY RESULTS

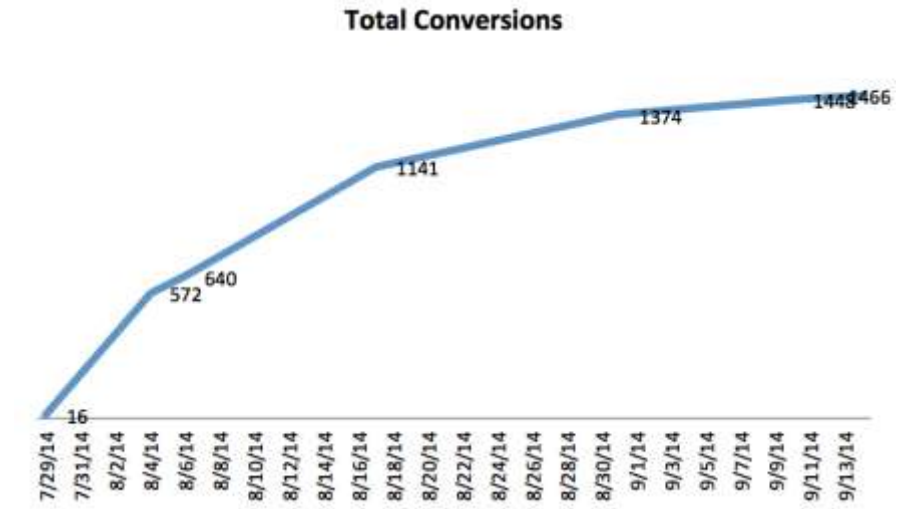
# Campaign Performance

- ◆ Visits to site have decreased slightly over past few weeks, likely due to end of advertising flight
- ◆ **2,030 total conversions** (each lead is considered a “contact conversion” for the campaign), as of 11/12 including 363 inbound calls to the call center
- ◆ **Conversion rate is 4.77%**, which is strong compared to the average for a campaign of this nature

### Traffic to Website and Landing Pages



### Total “Contact” Conversions





# Digital Advertising Performance

## Non-AdWords ads have delivered (as of 8/31)

- ◆ 12.72 MM impressions to display banners and Pandora banners
- ◆ Click-through rate for display banners is 0.11%, which is on par with national average of 0.1%
- ◆ Facebook ads generated 3.3MM impressions and over 10,000 clicks. Promoted content far outperformed right-hand ads
- ◆ YouTube video views approx. 37,000 with a 16% completion rate



## AdWords ads have delivered (as of 8/31)

- ◆ Over 2,000 clicks with branded keyword term ads delivering the majority of clicks (64%, though as high as 75% during advertising flights)
- ◆ Click-through rate for AdWords ads is 0.76%

# Traditional Advertising Performance

**Outdoor advertising** has delivered (as of 11/12)

- ◆ 100+MM impressions to adults age 25-54 who live in Georgia
- ◆ This breaks down to 12.8MM impressions per week to our target
- ◆ First flight was 4-weeks (7/28-8/24)
- ◆ Second flight was



**Newspaper advertising** has delivered

- ◆ 356,000 impressions through a combination of 1/2P and 1/4P ad units that ran the first and third weeks of August



# Improvements Based on Data

## **YouTube video improvement**

Based on the 16% video completion rate, the branding and URL information now appears earlier in the video. This change went live in October.

## **Evaluate AdWords approach**

To bridge the gap between advertising flights, we have placed greater focus on more non-branded keyword terms and competitor terms in AdWords.

## **Increase social media efforts**

Based on the strong performance of the Facebook promoted post, we have increased our engaging non-branded social content. This change expands reach and increases engagement through promoting content.

## **Outdoor Creative Improvement**

Based on feedback from the field, the contact phone number is slowing being featured more prominently to encourage potential students to call for more information.



# QUESTIONS?

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