

The City University of New York (CUNY)

Background

The City University of New York (CUNY) is the nation's largest urban public university comprising 25 colleges across New York City's five boroughs, serving 275,000 degree-seeking students of all ages and awarding 55,000 degrees each year. Its Accelerated Study in Associate Programs (ASAP) is a comprehensive academic support program offered at nine CUNY colleges and designed to help associate degree-seeking students earn their degrees within three years. It was critical to develop a citywide campaign to bolster program awareness to sustain an enrollment of 25,000 ASAP students across the system.



Objective

Despite the strengths and assets that students bring to their college experience, various systemic barriers and personal responsibilities preclude many students from timely degree completion. As a result of the obstacles met by students, and the decisions they grapple with about enrolling in college, CUNY ASAP needed to develop a campaign aimed at:

- Engaging stakeholders (i.e., traditional and non-traditional prospective students, caregivers, and influencers)
- Providing information about comprehensive program benefits and partner colleges
- Driving stakeholders to the program website where they could learn about joining ASAP and where the CUNY ASAP team could measure visitor engagement



Strategy

The plan used a layered approach in New York City, reaching potential students as they commuted to essential jobs, or were in their local neighborhoods.



Plan Details

Market: New York City, NY

Flight Dates: April 13, 2020–July 5th, 2020

OOH Format: Subway Car Cards, Subway One-Sheets, Bus Kings

Budget: \$10,000 and over

Results

Throughout the advertising period, the CUNY ASAP website received nearly 90,000 views as noted through Google analytics, and 53% of CUNY undergraduate applicants indicated an interest in joining ASAP on the CUNY application. Subsequently, CUNY ASAP enrolled approximately 8,900 new students in the fall semester.