

## 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.