

The Power of Human Connection.

Carnegie is the future of higher education marketing and enrollment strategy, and has been since 1985. We connect colleges with students through the power of human connection by measuring and then marketing to a student's unique behaviors and motivators. This leads to action, enrollment, retention, and lasting affinity.

+ SERVICES TAILORED FOR COMMUNITY COLLEGES

STUDENT LEAD GENERATION

THE MOST POWERFUL LEAD GENERATION ENGINE: COLLEGEXPRESS

Gain access to local students actively engaging in the college search journey, and ready to connect with you. On-platform ads connect you with hundreds of aspiring community or technical college students in your target area, and automated, custom, emails coordinated by our communications experts create a turnkey solution to keep you top of mind. This affordable annual subscription is tailored for community colleges, providing targeting at the zipcode level, for precise marketing execution. For many community colleges, the tuition generated by as few as three full-time enrollees will cover your annual subscription.

Service Offerings:

- + On-platform advertising
- + Segmented email campaigns
- + Database access to college seekers near you
- + CRM Integrations + Dashboards

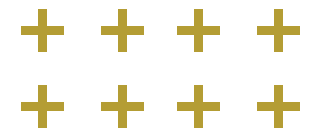
BRAND STRATEGY

TRANSFORM THE WAY YOU COMMUNICATE.

Carnegie's original psychometric model and brand reputation strategy allow us to do more than just brand your organization. Through workshops with selected stakeholders, we identify your institution's unique personality and transform the way you communicate to your many audiences. As an extension of your team, we will work with your key stakeholders on a brand strategy that will help crystalize your narrative.

Service Offerings:

- + Brand Foundation Development
- + Stakeholder Workshop
- + Brand Pillars + Positioning Strategy
- + Strategic Storytelling



SLATE OPTIMIZATION

TECHNOLUTIONS' FIRST PLATINUM PREFERRED PARTNER.

Our Slate Optimization team saw the industry need and met it. Now we're transforming the higher education landscape by leveraging the power of Slate—one project at a time. From custom implementations to in-house Student Search to dynamic portals, our market-leading expertise makes us the Gold Standard in Slate Optimization. Our Slate Optimization team includes strategists with community college backgrounds who understand the complexities and operations needed for Slate Optimization for two-year colleges.

Service Offerings:

- + Slate Implementations + Consultation
- + Slate Student Search + Communications
- + Slate Portals + Data Visualization
- + Slate Trainings



SIGNATURE CREATIVE

WE MAKE IT BEAUTIFUL. WE MAKE IT RIGHT.

Our creative work feels like magic. It's original. It's compelling. It's gorgeous. Above all, it's powerfully, undeniably, you. By defining and understanding what sets you apart and by learning what will drive action from your audiences, we create impactful, tailored messaging that builds reputation and forges powerful connections that last.

Service Offerings:

- + Audience-Specific Viewbooks
- + Template Production
- + Print + Digital Creative
- + Creative Campaigns
- + Photo + Video Packages

WEBSITE DEVELOPMENT

BUILD A WEBSITE THAT REFLECTS WHO YOU ARE.

It's not enough to have a good website. You need to connect your story to your audiences' hopes, dreams, and values. We design websites for community colleges that are alive and persuasive—congruent with campus voices and integrated within your marketing ecosystem. We understand that your constituents need UX, IA, and content strategy that prioritizes their unique path. We'll ensure your story, brand strategy and audience motivations are at the forefront of your website redesign, guiding every decision made—from kick-off through launch.

Service Offerings:

- + Website Redesign
- + Audits of your current environment including:
 - Governance
 - User Experience
 - SEO
 - Accessibility
 - Content Management Systems



CLARUS joined the Carnegie family in 2023 and continues to provide services for the community college market—now with even more to offer.