

Capitol Technology University—Branding and Marketing

Situation Since its founding in 1927, Capitol College has thrived as the only independent institution of higher learning in Maryland dedicated exclusively to programs in engineering, computer science, information technology, and business. It is recognized for its practical, hands-on classroom instruction as well as for its online education that provides students with the knowledge and skills necessary to prepare for and advance STEM careers.

Capitol needed a more impactful branding and messaging platform to reflect its unique educational programs and standing in a job market that was increasingly emphasizing technology and information science knowledge.

Solution After being selected to lead Capitol's rebranding effort in 2009, The Design Channel embarked on a deep-dive research effort centered on interviews with Capitol administrators, staff, and students to establish a foundation for messaging and creative strategies. We also examined the marketing campaigns of competitive schools and conducted an in-depth review of Capitol's marketing materials. Our research led to a positioning and theme line that served as a campaign anchor for years to come: "Capitol College isn't for everyone. But it's perfect for me." This theme was implemented across print, digital, radio, and outdoor, with targeted messaging and media buys for undergraduate and graduate prospects. We also implemented a very successful search engine marketing campaign. All tactics were linked to a campaign microsite.

In 2014, when Capitol College made the decision to rename itself Capitol Technology University, it needed to ensure that its new name and expanded capabilities were featured in branding efforts going forward while still maintaining a familiar nod to its previous messaging. We developed a campaign theme of "The University of..." that featured a series of compelling benefits and possibilities graduates could realize through a Capitol education, as well as an evolutionary look and feel.

Result The branding campaign centered around the "...not for everyone. But perfect for me." theme was an instant success. It was cited as a campaign that strongly resonated with students that Capitol was seeking to attract and as a key factor in raising the number of students enrolled at Capitol by 20% during the first three years of the campaign.

The latest campaign supporting the school's name change has been widely applauded by staff, students, and recent graduates. And the PPC campaign has consistently helped generate interest from undergraduate and graduate leads nationwide. Each month, it has delivered, on average, 1,000 unique IP addresses and repeat visitors on "Cap Tech" landing pages, 210 phone inquiries, and 34 web contact form submissions—at under \$20 per lead.

- o wall street journal advertising
- o postcards
- o metro car rails

MY DREAM: Fighting Cyber Terrorists
MY DEGREE: IA Doctorate at Capitol College



Capitol College isn't for everyone. *But it's perfect for me.*

There's a niche in the cybersecurity market. Now the need is so great, creating strategic information cyber operations on a large scale, Capitol College offers a **Doctor of Science in Information Assurance**, which enables me to get the high-level expertise in design, installation and policies. One of the best things about the program is that it's centered entirely with the emerging "cloud" which gives me the ability to manage my own work around a full time work schedule. There's right and wrong in the online world, and an information assurance doctorate from Capitol College is definitely right for me.

To learn more about our DSc, MS, BS and certificate programs in information assurance, visit capitol-college.edu

A Leader in Cybersecurity Education Since 2001



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Capitol College is recognized as a National Center of Academic Excellence in Information Assurance Education by the NSA and DHS.

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MY DREAM: To Run My Own Business
MY SCHOOL: Capitol College



Capitol College isn't for everyone. *But it's perfect for me.*

You can follow traditional paths. Or you can follow your dream which, for me, is starting my own business. But every dream needs a solid foundation — like the MBA program at Capitol College. In addition to developing my leadership skills and sharpening my ability to use technology to solve business problems, the program fits my work and personal schedule. Courses are combined online with live, on-site practice so I can learn from home while gaining the theoretical, collaborative experience of a classroom. You know why the decision is so hard? A career made me getting my Capitol College MBA.

To learn more about our career-focused programs, visit capitol-college.edu



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MY DREAM: Create a Smarter Energy Grid
MY SCHOOL: Capitol College



Capitol College isn't for everyone. *But it's perfect for me.*

I like making things work. But I love making things work better. It's why I'm studying my doctorate in energy and power systems in the Electrical Engineering at Capitol College. Professors who work at companies like General Dynamics and Potomac Electric Power provide practical instruction through online courses with live, on-site practice. I don't have to leave home to get the experience I need with this innovation I want. To become an architect of a smarter grid, getting my MS in Capitol College is a no-brainer.

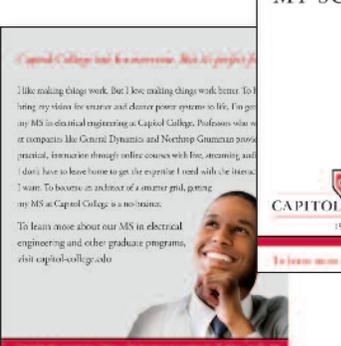
To learn more about our MS in electrical engineering and other graduate programs, visit capitol-college.edu



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MY SCHOOL: Capitol College



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I like making things work. But I love making things work better. To bring my vision for energy and power systems to life, I'm getting my MS in electrical engineering at Capitol College. Professors who work at companies like General Dynamics and Potomac Electric Power provide practical instruction through online courses with live, on-site practice. I don't have to leave home to get the experience I need with this innovation I want. To become an architect of a smarter grid, getting my MS at Capitol College is a no-brainer.

To learn more about our MS in electrical engineering and other graduate programs, visit capitol-college.edu

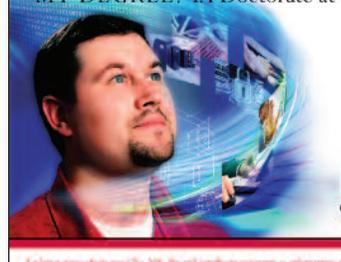


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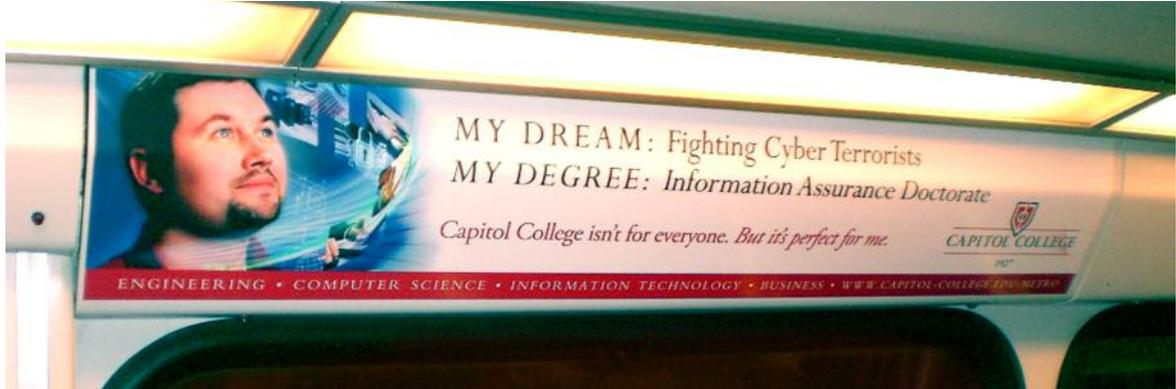
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MY DREAM: Fighting Cyber Terrorists
MY DEGREE: Information Assurance Doctorate

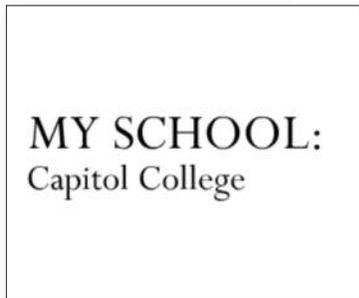
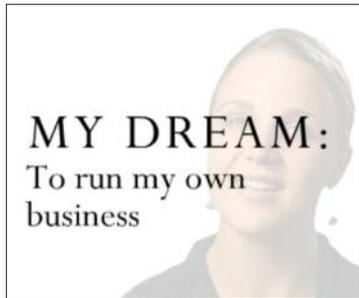
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- o online banner ads—
undergraduate program
- o undergraduate landing page



 "MSEE" :60 Radio Spot

 "IA DOCTORATE" :60 Radio Spot



electric engineering - Google

https://www.google.com/search?q=electric+engineering&ie=utf-8&oe=utf-8&fq=electric+en

electric engineering

Web Images Shopping News Maps More Search tools

About 257,000,000 results (0.56 seconds)

Did you mean: **electrical engineering**

Electrical Engineering BS - captechu.edu
 Ad www.captechu.edu/Capitol_Tech_Univ
 The Job Offer Guarantee University. See Available Classes & Register.
 About Capitol Tech Univ. - Graduate Programs - Prospective Students

Electronics Engineering - ECPI.edu
www.ecpi.edu/ElectronicsEngineering (844) 242-2872
 Learn in Virtual Labs from a Leader in Skills-Based Education.
 Best for Vets - In-Demand Graduates - Valuable Education
 Ratings: Career growth 9.5/10 - Campus 9/10 - Online experience 9/10
 Military Friendly - About Us - Accreditation

Google Engineering Jobs
www.google.com/careers
 Build Epic Stuff. Blazing Fast.
 Do Cool Things That Matter. Join Us

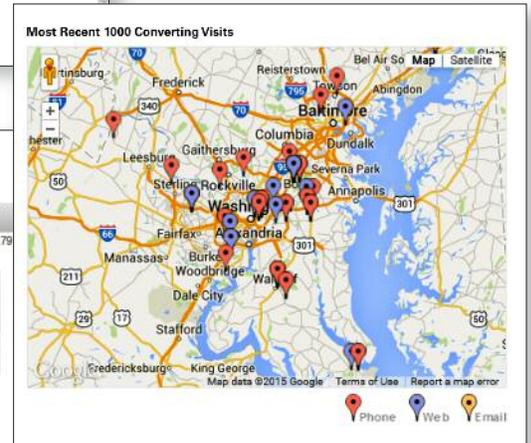
Electrical Engineering
www.apus.edu/Electrical-Engineering
 3.7 ★★★★★ rating for apus.edu
 Earn Your Electrical Engineering Degree Online at APU. Enroll Now.

Electronics Engineering
www.grantham.edu/ElectronicEng
 100% Online, Frequent Class Starts.
 Fin. Aid May Be Avail. Learn More!

Engineering Electrical
asuonline.asu.edu/electrical
 Get Your Bachelors 100% Online
 Arizona State University Online

Electrical engineering is one of the newer branches of **engineering**, and dates back to the late 19th century. It is the branch of **engineering** that deals with the technology of **electricity**. **Electrical engineers** work on a wide range of components, devices and systems, from tiny microchips to huge power station generators. Aug 26, 2014

What Is Electrical Engineering? - LiveScience
www.livescience.com/47571-electrical-engineering.html



Campaign Summary for Capitol Technology University

Impressions	Clicks	Visits	Pages Viewed	Avg Pages Per Click
16,861	412	2,000	8,566	20.79

Page Label	Page URL	Number of Views	Contact Type
More Information Clicked	/proxy-static/includes/trk.php?ApplyClicked	18	Lead
Contact Form Submission	/proxy-static/includes/trk.php?formSubmission	1	Lead

- **March Lead Volume:**
 - **255 Calls**
 - **19 Web Contact Form Submissions**
- **Brand Awareness** - Ads Shown 16,861 Times (Impressions)
- **412 Clicks (unique IP addresses)**
- **2,000 Visits (unique IP addresses + repeat visitors)**
 - Ad Strategy is proving Effective in **Generating Traffic Volume and repeat visits**
- **1.50 Average Clicks per Lead**
 - exceptionally high 66.5% campaign conversion rate directly related to high quality site traffic and ongoing optimizations

THE UNIVERSITY OF BUSINESS EDUCATION FLUENT IN TECHNOLOGY

IT-CENTERED MBA PROGRAM

Capitol College is now Capitol Technology University. But our business focus is still delivering exceptional degrees that yield dividends for your future. Our MBA program provides you with our industry-validated credentials for management and leadership positions but also an in-depth understanding of how to use technology to solve problems and achieve business objectives. And the live audio, online courses provide the perfect platform for balancing work and personal schedules. For career advancement, Capitol Technology University could be the smartest business decision you'll ever make.

Learn more about our job offer guarantee at theuniversityof.net

CHIEF OF COLLEGE INFORMATION SERVICES
800.952.1392
www.CapTechU.edu

CAPITOL TECHNOLOGY UNIVERSITY
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THE UNIVERSITY OF SERVING YOUR COUNTRY AS WELL AS YOUR FUTURE

MILITARY-FRIENDLY DEGREE PROGRAMS

Capitol College is now Capitol Technology University. Like the armed services, it's one of the best places to lay the foundation for or advance a technology-based career. Here you'll learn from experts who consult with national security leaders and guide top defense contractors. And our online platform delivers live streaming audio and allows for direct engagement with classmates and professors. These are just a few reasons we're listed annually as one of the nation's top military-friendly institutions. Wherever your future takes you, Capitol Technology University can help take you further.

Learn more about our military-friendly programs at theuniversityof.net

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CAPITOL TECHNOLOGY UNIVERSITY
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THE UNIVERSITY OF NEVER HAVING TO LIVE IN YOUR PARENTS' BASEMENT

STEM-FOCUSED DEGREE PROGRAMS

Our courses with even more ways to prepare you for the career you want. With Capitol Technology University—formerly Capitol College—our newly expanded STEM-focused programs have a well-earned record of launching technology and engineering careers. Capitol Technology University is one of a select number of institutions endorsed by the Institute of Electrical and Electronics Engineers as a quality engineering education. With a Capitol Technology University degree, your career will always be living on the fast track.

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THE UNIVERSITY OF LANDING A GREAT JOB BEFORE YOU GRADUATE

EXCLUSIVE JOB OFFER GUARANTEE

Our name is new, but our commitment to your success isn't. Capitol Technology University, formerly Capitol College, is so confident that the degree you earn here will land you a position in engineering, information science, or business, we offer a job guarantee. It's no words or idle promises. As a National Center of Academic Excellence in Cyber and Information Security by DHS and NSA, and with our ties to many leading technology companies and organizations, you may be employed in your degree field even before graduation. We don't just tell you we prepare you for success—we guarantee it.

Learn more about our job offer guarantee at theuniversityof.net

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EDUCATION REPORT

February 17, 2015

Capitol Technology University Proud to be Military Friendly

When it comes to educating active and former members of the armed forces, Capitol Technology University has a long, proud heritage. In fact, Capitol has repeatedly been named to *Victory Media Inc.'s* "Military Friendly Schools" list, which appears in *U.S. News & World Report's* annual *Military Friendly Schools* Magazine and honors the top 20 percent of colleges, universities, and trade schools that are doing the most to embrace America's military service members, veterans, and spouses at students and ensure their success on campus.



The Capitol Technology University campus

"We're honored to be recognized as a military-friendly school," says Associate Director of Admissions Justin Zwick. "It supports our mission of offering members of the military the opportunity to access their chosen field."

Capitol offers 15 undergraduate and 7 graduate programs, and 1,000 courses. Zwick notes that among the programs of particular interest to active and veteran service members are cyber and information security (Capitol is NSA and DoD-designated National Center of Academic Excellence in Information Assurance Education) and computer engineering. New programs are also being developed in data analytics, a field that is expected to see significant growth in coming years.

Many of Capitol's programs are offered online, allowing students to complete degree requirements at their own pace. Flexible class times, including weekday evenings and Saturdays allow active duty reserves, veterans, and National Guard members the chance to pursue their education amidst their busy lives. Courses blend synchronous (real-time), professional-led events with asynchronous learning sessions in which students access and study course material at their convenience.

According to Zwick, Capitol is dedicated to providing advanced military and veterans with an affordable, accessible, and innovative career-focused education, and a high level of student service. For instance, the college participates in the Yellow Ribbon Program, which is part of the Post-9/11 Veterans Educational Assistance Act of 2008.

The University is also approved by the Veterans Administration which allows active duty, Reserve, National Guard and veterans to use their educational benefits. Additionally, Maryland National Guard members are also eligible for a 50 percent National Guard tuition waiver. Capitol's programs are listed in the DANIES catalog, which allows students to get tuition reimbursement support under DANIES. Flexible payment options are available for active duty students under the tuition assistance program.

For more information, visit captech.edu.

THE UNIVERSITY OF SERVING YOUR COUNTRY AS WELL AS YOUR FUTURE



Richard Hill, Graduate of Security Programs, Cyber and Information Security

MILITARY-FRIENDLY DEGREE PROGRAMS

Capitol College is now Capitol Technology University. Like the armed services, it is one of the best places in the foundation for or advance a technology-based career. They may be hard to find, but we have them. We have national security leaders and guide top defense contractors. And our online platform delivers live streaming video for students to access anywhere with a laptop and internet. These are just a few reasons we stand proudly as one of the nation's top military-friendly institutions. Whether you finish today or tomorrow, Capitol Technology University can help you succeed.

Learn more about our military-friendly program at thecaptech.edu/military



In Yemen, fears grow that rebels will attack oil region

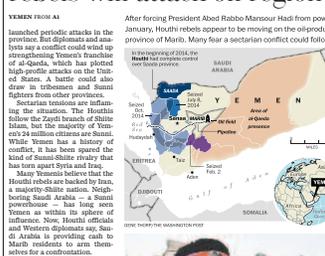
February 17, 2015

Houthi fighters in Sanaa, the capital. Many Yemenis believe that the Houthi rebels are backed by Iran, a Shiite Muslim nation.



Houthi fighters in Sanaa, the capital. Many Yemenis believe that the Houthi rebels are backed by Iran, a Shiite Muslim nation.

After forcing President Abdrabbuh Mansour Hadi from power in January, Houthi rebels appear to be moving on the oil-producing province of Marib. Many fear a sectarian conflict could follow.



Yemen's Houthi rebels launched periodic attacks in the province. But diplomats and analysts say a conflict could wind up strengthening Yemen's fragile unity. Sanaa, which has played high-profile attacks on the capital of Sanaa. A battle could also draw in a tribal coalition of Sunni fighters from other provinces.

Sectarian tensions are inflaming the situation. The Houthi rebels follow the Zaydi branch of Shiite Islam. About 40 percent of Yemen's 25 million citizens are Sunni. While Yemen has a history of conflict, it has been spared the level of Sunni-Shiite rivalry that has torn apart Syria and Iraq.

Many Yemenis believe that the Houthi rebels are backed by Iran, a Shiite Muslim nation. Sunni Arabians — a Saudi peninsula — have long been Yemen's main trading partner. Saudi Arabia has been Yemen's main trading partner. Saudi Arabia has been Yemen's main trading partner.

"This is becoming a sectarian-driven war," said Saif Hassan, a Yemeni political analyst. "The Houthi rebels are backed by Iran, a Shiite Muslim nation. Sunni Arabians — a Saudi peninsula — have long been Yemen's main trading partner. Saudi Arabia has been Yemen's main trading partner."

BUSINESS EDUCATION

Big Data Gets Master Treatment

Some Business Schools Offer One-Year Analytics Programs, Catering to Shift in Students' Ambitions

By Bennett Galanter

Business students can't get enough of big data. Neither can employers. Interest in specialized, one-year master's programs in business analytics, the discipline of using data to explore and solve business problems, has increased lately, prompting at least two business schools to roll out new big-data programs in the past two years.



April Agnew left her job as a senior business analyst to enroll in the analytics program at Arizona State University.

The growing interest in analytics comes amid a broader shift in students' ambitions. No longer content with jobs in big financial and consulting firms, the most popular jobs for school grads are now in technology, with many graduates taking jobs in data science, say school administrators.

Some faculty and school administrators have also noted that the programs properly prepare students to work with analytics.

The University of Southern California's Marshall School of Business began its Master of Business Analytics program this fall with 30 students, about 50 to 60 students are expected to enroll in the \$20,000 program next year, the school said.

The program was the brainchild of Marshall's corporate advisory board member and former CEO of Boeing Co. and Walt Disney Co. and its executive director, who has been working with analytics talent, said James H. Hamilton, dean of the school. The board also recommended that the school offer a "take a course" program, which would allow students to take a course in analytics as part of their undergraduate program.

B-School Candidate Test Scores Tilt to East

February 17, 2015

By Bennett Galanter

Business school candidates who finish their college careers in the East are more likely to be accepted for admission to top-tier business schools than those who finish in the South and West, according to a new study. The study, which analyzed data from 2008 to 2013, found that students who finish in the East are more likely to be accepted to top-tier business schools than those who finish in the South and West.

Tidy Profit on Cheap Phones

February 17, 2015

By Bennett Galanter

Xiaomi has built a loyal fan base in China. That strategy has only proven effective in creating a market for its smartphones, but it has also helped the company set a marketing one-up for its rivals.



China's rising star, the firm's revenue is 15.2% of Apple's, and its net profit is 37.6% of Apple's. Xiaomi's revenue is 15.2% of Apple's, and its net profit is 37.6% of Apple's.



Capitol College is now Capitol Technology University.

Capitol College is now Capitol Technology University. The school offers a variety of business programs, including a Ph.D. program in Business Administration. The school is committed to providing a high-quality education for its students.

Using Data Tools to Spur Sales Staff

February 17, 2015

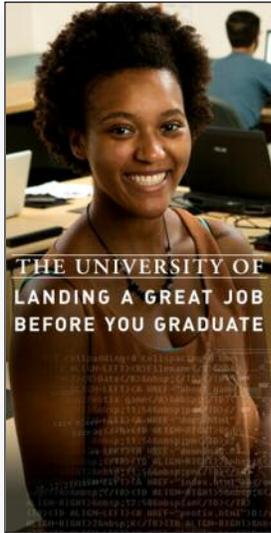
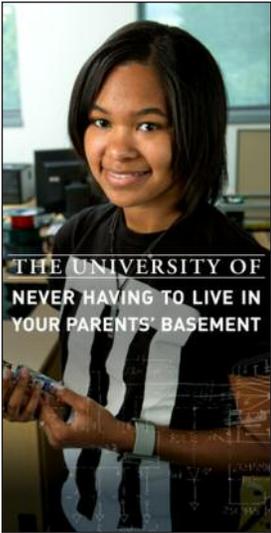
By Bennett Galanter

Business schools are becoming more data-driven. The use of data analytics is helping schools to improve their marketing and sales efforts. By using data tools, schools can better understand their students and their needs, and they can tailor their programs to meet those needs.

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- o online banner ads
- o radio
- o campaign microsite



- 🔊 “GRADUATION” :60 Radio Spot
- 🔊 “PROMOTION” :60 Radio Spot
- 🔊 “MOVING ON” :60 Radio Spot

