

## Capitol College

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<b>Situation</b>	<p>Capitol College is the only independent college in Maryland dedicated to undergraduate and graduate degree programs in engineering, computer science, information technology and business. It is recognized for offering practical, hands-on education and training through classroom and online instruction in these areas to provide students with the skills and knowledge they need for competitive professional careers.</p> <p>The school needed a messaging platform to support its specialized offerings and enhance awareness of its expertise in preparing students for success in high demand fields. With career opportunities rapidly growing in technology and information science fields worldwide, Capitol College was well positioned to increase its visibility and attract more applicants. Accordingly, it looked to the Channel team to develop a high-impact branding program to differentiate itself from other colleges in order to reach students seeking careers in the technology sector.</p>
<b>Solution</b>	<p>To establish a foundation of knowledge that would serve as a launching point for creative strategies and executions, the Channel team conducted numerous interviews with administrators, staff, and, most importantly, students. We asked a wide range of questions to gain insight into why undergraduates and working professionals chose Capitol College: How did they find out about Capitol College? What sold them on it? What kind of career path were they interested in? What would they tell others about Capitol College? In addition, we examined the outreach programs of competitive schools and conducted a full review of all of Capitol's marketing materials.</p> <p>Our research led to the development of a positioning concept that served as the anchor for our campaign: "Capitol College isn't for everyone. But it's perfect for me." We leveraged this positioning theme across print, web, outdoor, and radio applications, with targeted messages and media buys for undergraduate and graduate prospects.</p>
<b>Result</b>	<p>When this campaign was launched in 2009, it drew enthusiastic support from Capitol College staff. One school official said, "Until now, we were unsure of how to define ourselves. This positioning, of being not for everyone but perfect for certain types of students, completely captures and articulates our identity."</p> <p>Response from calls to action messaging incorporated in the campaign is being tracked and evaluated; results indicate that the messaging is resonating, with a lift in inquiries being reported by Capitol College.</p>

- o positioning statement and tagline
- o print advertising

For goal-oriented students who want a successful career in the high-demand fields of engineering, computer science and technology, Capitol College is the perfect place to get inspired and excel. Through intimate classroom settings, state-of-the-art facilities and synchronous online learning, students get hands-on, real-world education from the first day of class. Capitol is no ordinary college—with its specialized focus, student-centered culture and job-offer guarantee, students realize their true potential.

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

#### Research Modes Used:

Video interviews with undergraduate students

Phone interviews with graduate students

Competitive brand benchmarking

Audit of existing communications material

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



**CAPITOL COLLEGE**  
1927

*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 strengthening my ability to use technology to solve business problems, the program fits my work and personal schedule. Courses are conducted online with live, streaming audio, so I can learn from home while getting the interactive, collaborative experience of a classroom. You have to be sharper than ever to build a company today. That's why the best business decision I ever made was getting my Capitol College MBA.

To learn more about our career-focused programs, visit [capitol-college.edu/dr](http://capitol-college.edu/dr)

**MY DREAM: To Work at NASA**  
**MY SCHOOL: Capitol College**



**CAPITOL COLLEGE**  
1927

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

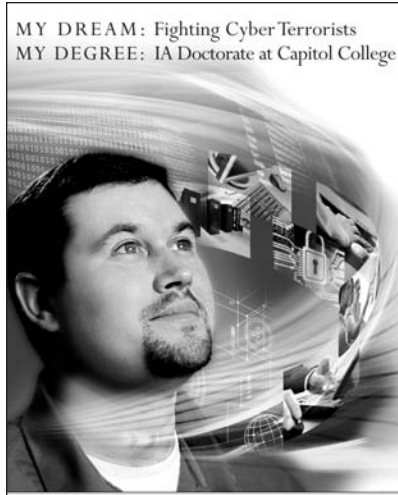
Not everyone wants a career in astronautics. Then again, I'm not everyone. That's why Capitol College is the best launch pad for the future I want as a spacecraft designer. It offers the astronautical engineering program and NASA internship opportunities I've been looking for, while giving me the flexibility and support to manage my studies around my part-time job at the Space Operations Institute on campus. It's the perfect place for making my dream come true.

To learn more about our career-focused programs and job offer guarantee, visit [capitol-college.edu/dr](http://capitol-college.edu/dr)

ENGINEERING • COMPUTER SCIENCE • INFORMATION TECHNOLOGY • BUSINESS • 800-936-1992

- o wall street journal advertising
- o postcards


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



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

I've been a soldier in the cybersecurity war for years. Now I'm ready to be a general, creating strategies to combat cyber terrorism on a larger scale. Capitol College offers a Doctor of Science in Information Assurance, which enables me to gain the high-level expertise to design initiatives and policies. One of the best things about the program is that it's conducted online with live streaming classes—which gives me the flexibility to manage my coursework 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.

**A Leader in Cybersecurity Education Since 2001**



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

To learn more about our DSc, MS, BS and certificate programs in information assurance, visit [capitol-college.edu/ia](http://capitol-college.edu/ia)

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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.*

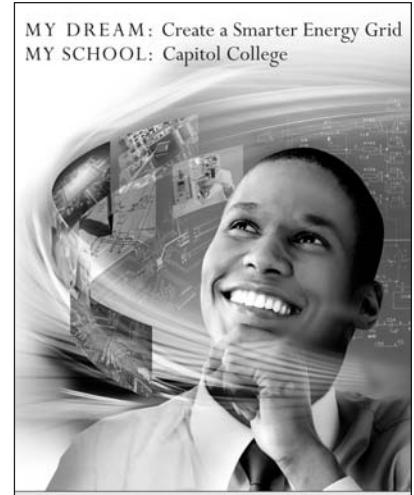
You can follow traditional paths. Or you can follow your dream which, for me, is starting my own business. But every dream needs a solid foundation — like the MBA program at Capitol College. In addition to developing my leadership skills and strengthening my ability to use technology to solve business problems, the program fits my work and personal schedule. Courses are conducted online with live, streaming audio, so I can learn from home while getting the interactive, collaborative experience of a classroom. You have to be sharper than ever to build a company today. That's why the best business decision I ever made was getting my Capitol College MBA.

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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. To help bring my vision for smarter and cleaner power systems to life, I'm getting my MS in electrical engineering at Capitol College. Professors who work at companies like General Dynamics and Northrop Grumman provide practical, instruction through online courses with live, streaming audio. I don't have to leave home to get the expertise I need with the interaction 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/ee](http://capitol-college.edu/ee)



ENGINEERING • COMPUTER SCIENCE • INFORMATION TECHNOLOGY • BUSINESS • 800-958-1992

**MY DREAM: To Run My Own Business**  
**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. To help bring my vision for smarter and cleaner power systems to life, I'm getting my MS in electrical engineering at Capitol College. Professors who work at companies like General Dynamics and Northrop Grumman provide practical, instruction through online courses with live, streaming audio. I don't have to leave home to get the expertise I need with the interaction 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](http://capitol-college.edu)



To learn more about our career-focused programs, visit [capitol-college.edu/dr](http://capitol-college.edu/dr)

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

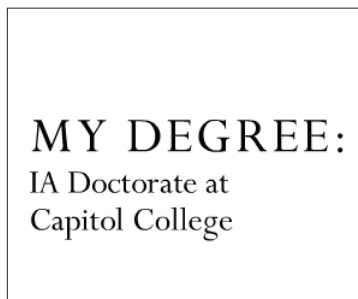


To learn more about our DSc, MS, BS and certificate programs in information assurance, visit [capitol-college.edu/dr](http://capitol-college.edu/dr)

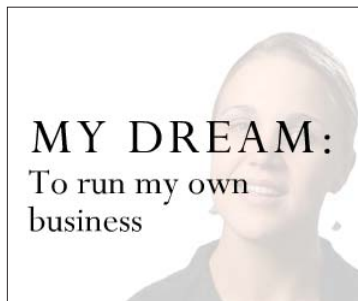


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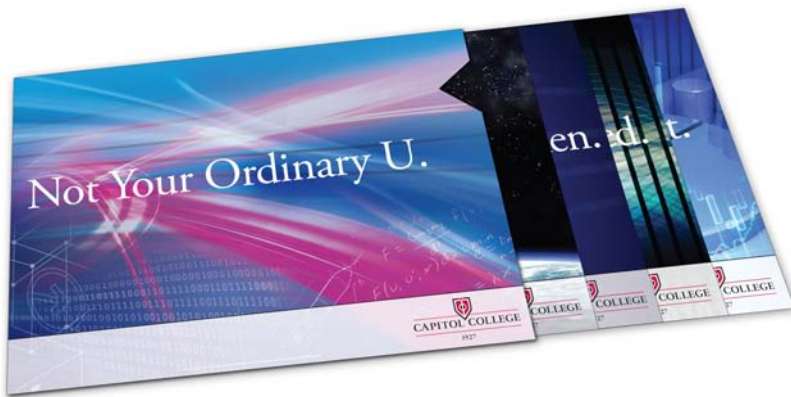
- online banner ads—graduate program
- graduate landing page



- online banner ads—  
undergraduate program
- undergraduate landing page



- o recruiting search piece
- o recruiting follow-up email



recruiting search piece packet containing 5 cards



Send Attach Insert Priority Signature To Do Categories Projects Links

To: Click here to add recipients

Cc:

Subject:

Attachments: none

Arial 10 B I U T

## Not Your Ordinary U.

Capitol College — Not for everyone. *But perfect for you.*

**Yes, you CAN be a rocket scientist here**

The Capitol College astronautical engineering program isn't science fiction. It's the way to make your dreams of being a NASA mission specialist come true. And we have a full range of other top-flight engineering programs and job-ready degrees.

**Get on the fast track to serious cyber cred**

If fighting evil online is your calling, then an information assurance degree from Capitol College is the badge you're looking for. In addition, our management of information technology program equips you with the expertise to walk into a leadership position in any industry that relies on sophisticated information applications. Can you say "major career opportunities?"

**Hardcore software is spoken here**

Our computer science degree program is among the most thorough in the area—get immersed in programming, operating systems, data communications, analytic techniques and much more. If you're hardwired into networking and the Internet, then the software and internet applications program at Capitol College is where you need to be.

**We're all about personal profit.**

Here's the bottom line: when you see the skills and knowledge you'll get out of Capitol's business administration program, you'll be sold. It's more than just learning the basics of accounting and marketing—it's about preparing for a successful career in commerce, industry and/or government. Our most important business plan is helping you achieve your goals.

**You're invited to get a jump start NOW**

See and hear more reasons why Capitol College could be perfect for you at our **Jump Start Junior Expo** on May 6, 2011. Talk to professors, meet other prospective students over lunch and explore academic and career opportunities available to you at Capitol College.

[I want to attend the Jump Start Junior Expo](#)

[I want more information about Capitol College](#)

Capitol College  
11301 Springfield Road Laurel, Maryland 20708

**JUMPSTART JUNIOR**

**CAPITOL COLLEGE**  
1927

**Want to know more?**

We share we want a capital college. But then again, it's that what you really want? See and hear more reasons why Capitol College could be perfect for you at our **Jump Start Junior Expo** on May 6, 2011. Talk to professors, meet other prospective students over lunch, and explore academic and career opportunities available to you when you're at Capitol College.

☐ I want to attend the Jump Start Junior Expo

☐ Please send me more information about Capitol College

**JUMPSTART JUNIOR**

Capitol College  
1927

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

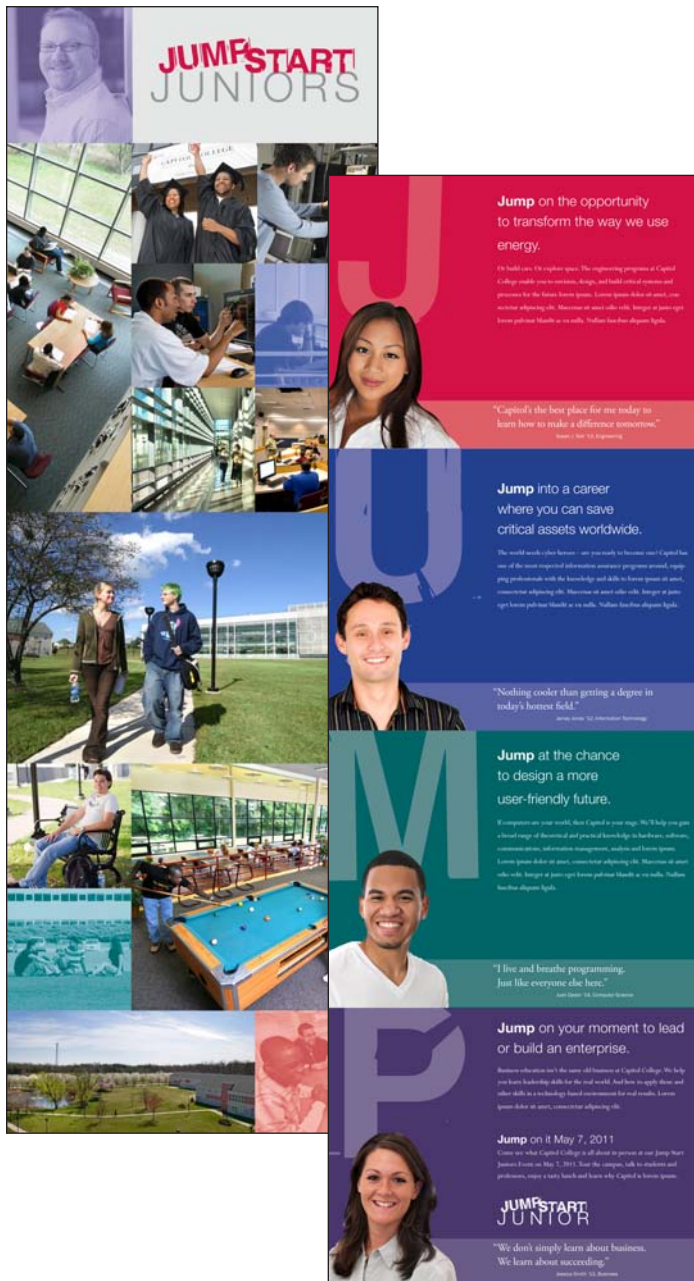
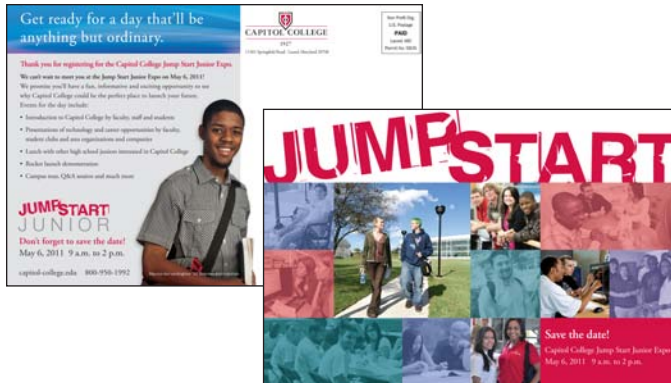
Major of Interest: \_\_\_\_\_

High School: \_\_\_\_\_

Year of Graduation: \_\_\_\_\_

SAF/ACT Score: \_\_\_\_\_ GPA: \_\_\_\_\_

- jumpstart junior fulfillment postcard
- jumpstart junior fulfillment email
- jumpstart junior high school poster

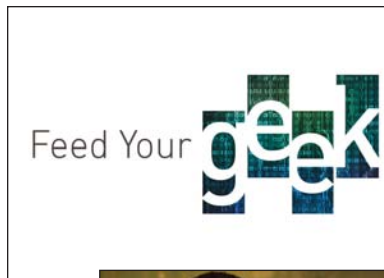


o viewbook

o microsite



- o search piece
- o poster
- o html email



# Feed Your geek

If you choose concentration over conformity, and passionately pursue skill and imagination instead of mainstream social acceptance, then Capitol College is perfect for you. We are the only independent college in Maryland that focuses exclusively on technology and management, with a job guarantee for our undergraduates.



Scan the QR code with your smart phone or visit [www.geekoncapitol.com](http://www.geekoncapitol.com) to see why Capitol College is the perfect place to get your geek on.



**CAPITOL COLLEGE**  
1927  
11301 Springfield Road • Land, Maryland 20786  
800.950.1992 • [admissions@capitolcollege.edu](mailto:admissions@capitolcollege.edu)  
[www.capitolcollege.edu](http://www.capitolcollege.edu)

ENGINEERING • COMPUTER SCIENCE • CYBER SECURITY • ASTRONAUTICAL ENGINEERING • MANAGEMENT







To: [Click here to add recipients](#)

Cc:

Subject:

Attachments: none

Arial 10 B I U T



## Geek on ENGINEERING

**There's no better place for it than Capitol College—a place that isn't for everyone, but could be perfect for you.**

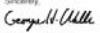
Because Capitol College is designed for individuals who are geeks on technology-based careers, like astronautical engineering, where opportunities are growing every day.





We help you pursue your passion by surrounding you with other students who share your interests. By having professors who are also experienced NASA engineers. By giving you the controls to an actual orbiting satellite that measures rainforest precipitation. By providing supplemental study and work opportunities at the NASA Goddard Space Flight Center and other NASA control centers.


And, by offering something no other college will: a job offer guarantee for qualified bachelor's degree graduates.


If you want a college experience that prepares you to experience success, check out Capitol College. One of the best ways is to attend an on-campus open house, where you can learn more about our programs, student life, and, of course, that job offer guarantee. [CLICK HERE](#) to register for one of our upcoming open houses.

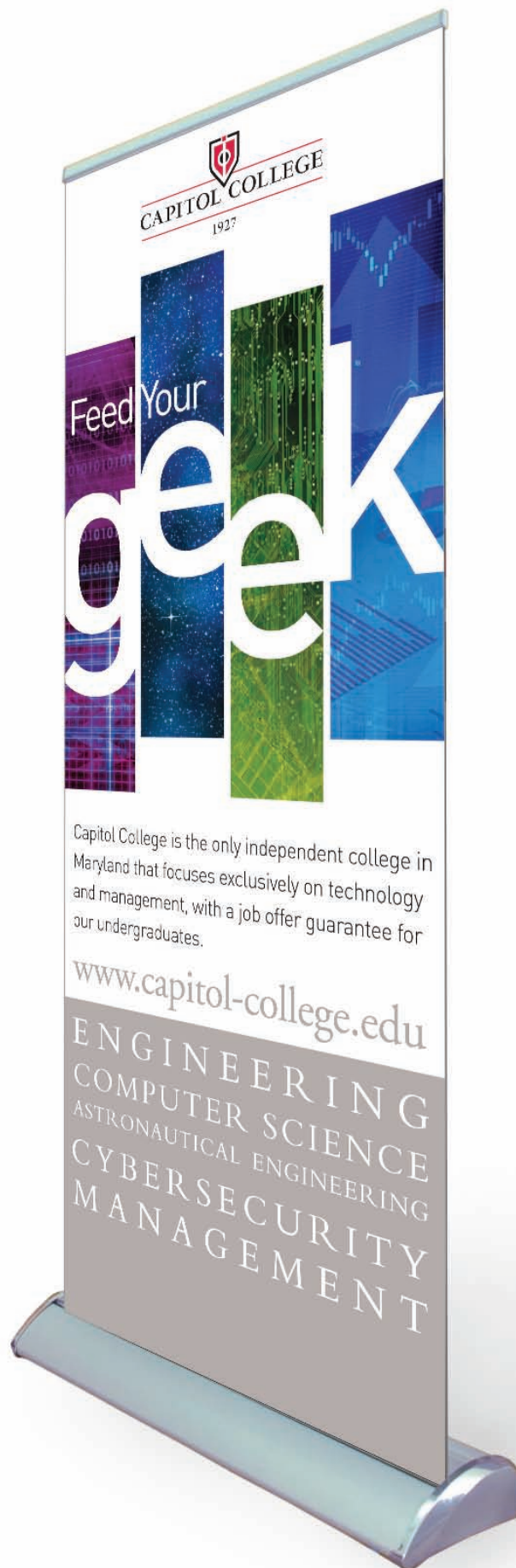
There's no better place to get your geek on than Capitol College. Visit us or attend an open house and you'll see why.

Sincerely,  
  
 George H. Veltz II  
 Director of Admissions  
 Capitol College  
 11301 Springfield Rd  
 Laurel, MD 20786  
 800-950-1992 x3033  
[gevalt@capitolcollege.edu](mailto:gevalt@capitolcollege.edu)  
[www.capitolcollege.edu](http://www.capitolcollege.edu)

Feed Your 

  
**CAPITOL COLLEGE**  
 1927



- 60-second radio spot—graduate degree program
- 60-second radio spot—doctorate program

## **“MSEE” :60**

SFX: TRANCE-LIKE SFX UNDER.

JOE: I have this dream...where I’m wading through a crowd. Now and then, someone stops and offers me a new job—and it seems like the opportunities are endless. Soon, I'm doing the work I've always wanted to do—designing smarter energy systems that transform communities, save millions of dollars and—(SFX ABRUPTLY STOPS). Wait, that's no dream. That actually happened...after I got my Master's Degree in Electrical Engineering from Capitol College.

ANNCR: Capitol's Master's Program in Electrical Engineering prepares you for some of today's most in-demand jobs. It's conducted online, with live streaming audio, so you get the interactivity of a classroom, without having to fight traffic to get there. And Capitol is one of only eight colleges and universities nationwide endorsed by IEEE (“I-TRIPLE-E”) as a provider of a quality engineering education.

JOE: I’m living out my dream because of Capitol College. It isn't for everyone. But it's perfect for me.

DJ: *For a virtual open house on graduate programs at Capitol College, visit capitol dash college dot E-D-U slash W-L-I-F (capitol-college.edu/wlif). That's capitol with an “o,” dash college dot E-D-U slash W-L-I-F*

## **“IA DOCTORATE” :60**

SFX: MUSIC UNDER THROUGHOUT.

SUE: I have this dream...where I'm the head of an army of cybersecurity engineers fighting cyber terrorists around the world. My strategies lead to real-world applications that are shutting down black hats and bringing them to justice. Government agencies and multi-national corporations are seeking me out to—(SFX ABRUPTLY STOPS). Hang on—this isn’t some fantasy. This is exactly what my doctorate in Information Assurance from Capitol College is preparing me for...

ANNCR: The online Doctor of Science Degree in Information Assurance at Capitol gives you absolute validation today as an authority on cybersecurity and safeguarding information assets. Capitol College is recognized as a National Center of Academic Excellence in Information Assurance Education by the NSA and Department of Homeland Security.

SUE: My dream is becoming a reality—because of Capitol College. It isn't for everyone. But it's perfect for me.

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- pay-per-click search engine marketing
- facebook advertising

Engineering degrees - Google Search

http://www.google.com/search?hl=en&client=safari&rls=en&q=Engineering+degrees&btnG=Search&aq=f&oeq=&aq=g10

Web Images Videos Maps News Shopping Gmail more

Google Engineering degrees Search Advanced Search

Web Show options... Results 1 - 10 of about 37,100,000 for Engineering degrees. (0.37 seconds)

**Engineering Degrees**  
Choose DeVry.com 96 Of Top Fortune 100s Employ DeVry Grads. You're Next: Apply Now!

**Electrical Engineering BS**  
Capitol-College.edu Capitol College Isn't for Everyone. But Perfect For You. Learn More!

**Engineering Courses**  
Info Degree.net Find online Engineering schools. Start your college experience here.

**Online Engineering Degree | Master's, Civil, Chemical, Industrial ...**  
Graduate and undergraduate degree programs available online in engineering management, chemical engineering, civil engineering, industrial engineering, ...  
www.worldwidelearn.com/engineering-construction/ - Cached - Similar

**Engineering (General) Degrees Online**  
Browse online degree programs in engineering (general) to get top-quality career training from the comfort and convenience of your home computer.  
www.worldwidelearn.com/engineering-general/ - Cached - Similar

Show more results from www.worldwidelearn.com

**Engineer's degree - Wikipedia, the free encyclopedia**  
at most countries of continental Europe, universities specializing in technical studies have awarded their students an **engineer's degree** instead of a ...  
In Europe - In the United Kingdom - In the United States  
en.wikipedia.org/wiki/Engineer's\_degree - Cached - Similar

**Online Engineering Degree Programs | Accredited Engineering**  
Earn an **engineering degree** online at an accredited **engineering school**. Find programs from top online colleges and universities.  
www.academicinfo.net/Online-Degrees - Cached - Similar

**What Types of Engineers Are There?**  
Types of **Engineering Degrees** (pdf) Cal Poly Pomona offers a wide range of programs for a total of 11 majors in seven academic departments to ...  
www.calpoly.edu/~engineering/prospective/types.htm - Cached - Similar

**Engineering Degree Online**  
Earn an Accredited **Engineering Degree** online from Grantham  
www.grantham.edu

**Become an Engineer Online**  
Earn a **Degree** via Distance Learning  
Get Info on **Electrical Engineering**  
eLearners.com/ElectricalEngineering

**Life Experience Degree**  
Convert Your Life Experience Into A **Degree** Now. Free Evaluation.  
www.bellorduniversity.org

**ITT Technical Institute**  
100+ Locations & Online Programs  
Official Site. Get Free Brochure!  
www.itt-tech.edu  
District of Columbia

Capitol-College-Search-Dec.09.xls

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Campaign Name	Date	Spend	Impressions	Clicks	Click Through Rate	Pages Viewed	Avg Pages Per Click	# Emails	# Calls	Total Leads	Cost Per Lead	Cost Per Click
2	Capitol College	12/1/09 - 12/31/09	\$2,441.68	41,003	457	1.11%	3780	8.27	20	22	42	\$58.14	\$5.34
3	Capitol College	11/1/09 - 11/30/09	\$2,407.09	40,513	421	1.04%	7180	17.05	26	18	44	\$54.71	\$5.72
4	Capitol College	10/1/09 - 10/31/09	\$2,067.18	45,410	422	0.93%	3971	9.41	12	16	28	\$73.83	\$4.90
5	Capitol College	9/01/2009 - 9/30/2009	\$928.54	21,733	141	0.65%	948	6.72	0	0	0	#DIV/0!	\$6.59
6													
7													
8													
9													
10													
11													
	TOTALS		\$7,844.49	148,659	1,441	0.97%	15,879	11.02	58	56	114	\$68.81	\$5.44

Facebook | Capitol College

http://www.facebook.com/capitolcollege/?v=wall

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**CAPITOL COLLEGE**

1927

Add to My Page's Favorites  
Suggest to Friends

Engineers, Innovators, Leaders!

**Information**

Location:  
11301 Springfield Road  
Laurel, MD, 20708  
Phone:  
301-369-2800

411 People Like This

Joe Flemke Lisa Sedares George Hilton Walls III  
Chidima I. Okoranta Andrew Curtis Mark Lutz

**Photos**

2 of 15 albums See All

Tech Mania 2010

**Capitol College** Like

Wall Info Photos Events YouTube Boxes

Capitol College + Others Just Capitol College Just Others

Capitol College On November 12, 2010, Capitol College held the biannual Tech Mania Day, hosted by the Fort Meade Alliance. We had a huge turnout with more than 175 students from Prince George's, Howard, and Anne Arundel County Public School Systems.

Tech Mania 2010

December 3 at 3:54pm · Share

3 people like this.

Capitol College Thanks to all of the Capitol College students, faculty and staff who participated in the photo shoot. Tag yourself and we look forward to seeing you, along with some fresh faces, at the spring shoot.

Fall 2010 Photo Shoot

24 new photos

November 15 at 2:47pm · Share

Capitol College Rick Maltz, president of The Maltz Group, discussed fraud, ethics and leadership as part of the ILI Speaker Series on November 3.

ILI Speaker Series presents Rick Maltz

Create an Ad

**The Code to a Cybersecurity Job**

CAPITOL COLLEGE

Capitol College offers master's and doctorate degrees in Information Assurance. Click here to learn more.

**Job Offer Guarantee**

CAPITOL COLLEGE

It's true - Capitol College offers this EXCLUSIVE promise to all of its qualified undergrads. Click here to learn more.

**My Dream, My School.**

CAPITOL COLLEGE

A bachelor's degree from Capitol College can help make the career you want in today's hottest tech fields a reality. Why not start today?

Chat (16)