

APOGEE CAMPUS ENGAGEMENT SERVICES



How will you drive campus community in the new reality?

Engaging and creating connections among a diverse higher education campus community takes on new significance in a time of social distancing and emphasis on social injustice and equality. It falls on you to create and execute integrated campaigns that inspire and unify your students, faculty, staff, and alumni.

Apogee Campus Engagement Services are powerful, turnkey campaign curation and execution managed services complemented by Apogee marketing specialists. With little to no IT involvement required, we manage every step of the campaign and content creation process on your behalf, from campaign portal setup to campaign measurement. An Apogee paid Student Ambassador, appointed by you, helps ensure relevancy and authenticity of content. Together, we help free up your time to focus on your school's strategic priorities.

Apogee Campaign Engagement Services can help you:

- Address the communications challenges presented by social distancing, a geographically dispersed campus, and virtual campus events
- Tailor campaign content, messaging, and channels to reach your community wherever they are on whatever device they are on
- Create an environment in which communication and community are ingrained and reflect your vision, mission, goals, and brand.

Your communications team just got bigger.

You can engage your campus community with both “broccoli” (essential information) and “cake” (fun) content. Curating fun, interactive campaigns like photo contests, live virtual events with curated hashtags, or lip sync battles can help entertain and drive community, while content that delivers important safety information can keep the community on the same page during these difficult times. You can also break down silos and enable different departments, clubs, associations, and athletics teams to use the simple, accessible tools to amplify their voices according to your brand standards.

WHY APOGEE CAMPUS ENGAGEMENT SERVICES ARE DIFFERENT.



Built for higher ed

- **Exclusively focused on higher education.** Apogee Campus Engagement Services are hardwired to specifically serve the needs of college and university leaders and the students, faculty, and staff they serve.
- **800+ campaigns and counting!** Apogee has managed hundreds of campaigns for 75+ institutions, from large to small, from private to public, and for departments from residence life to sports to student groups.
- **Tailored for your campus.** Ideate, deliver, and measure campaigns and content to students, faculty, staff, alumni, and prospective students about on and off campus activities aligned with strategic goals.

Integrated

- **Integrate multiple mediums and channels.** Span digital signage, the web, social media, email, and more — enhanced by Apogee marketing support to enable an unrivaled campus engagement experience.
- **Get help with creative.** Leverage a contracted amount of design services, video editing, and other creative work to ease the demands on your internal marketing team.
- **Measure results.** Know who is engaging, where they are, and how they feel with integrated campaign analytics.

White glove service

- **Enjoy dedicated support.** From onboarding, implementation, delivery of service, to ongoing maintenance — with guaranteed response times.
- **Empower stakeholders.** Your school-branded content curation portal makes it easy for diverse campus stakeholders to quickly submit content and connect with other students, groups, departments, or teams on and off campus.
- **Provide students with learning opportunities.** We train and support Student Ambassadors who learn and grow helping the Apogee team create content that resonates because of their intimacy with the campus community.

Flexible

- **Democratize content while retaining control.** Assign access privileges as you see fit, reducing overhead and churn for improved ROI.
- **Take a “broccoli and cake” approach.** Showcase the voice and messages of essential campus information (the “broccoli”) as well as the fun and engaging parts of campus and student life (the “cake”).
- **Achieve high ROI.** Arrange investment level and access with a single department or across multiple departments.

