

All in.

CAMPAIGN

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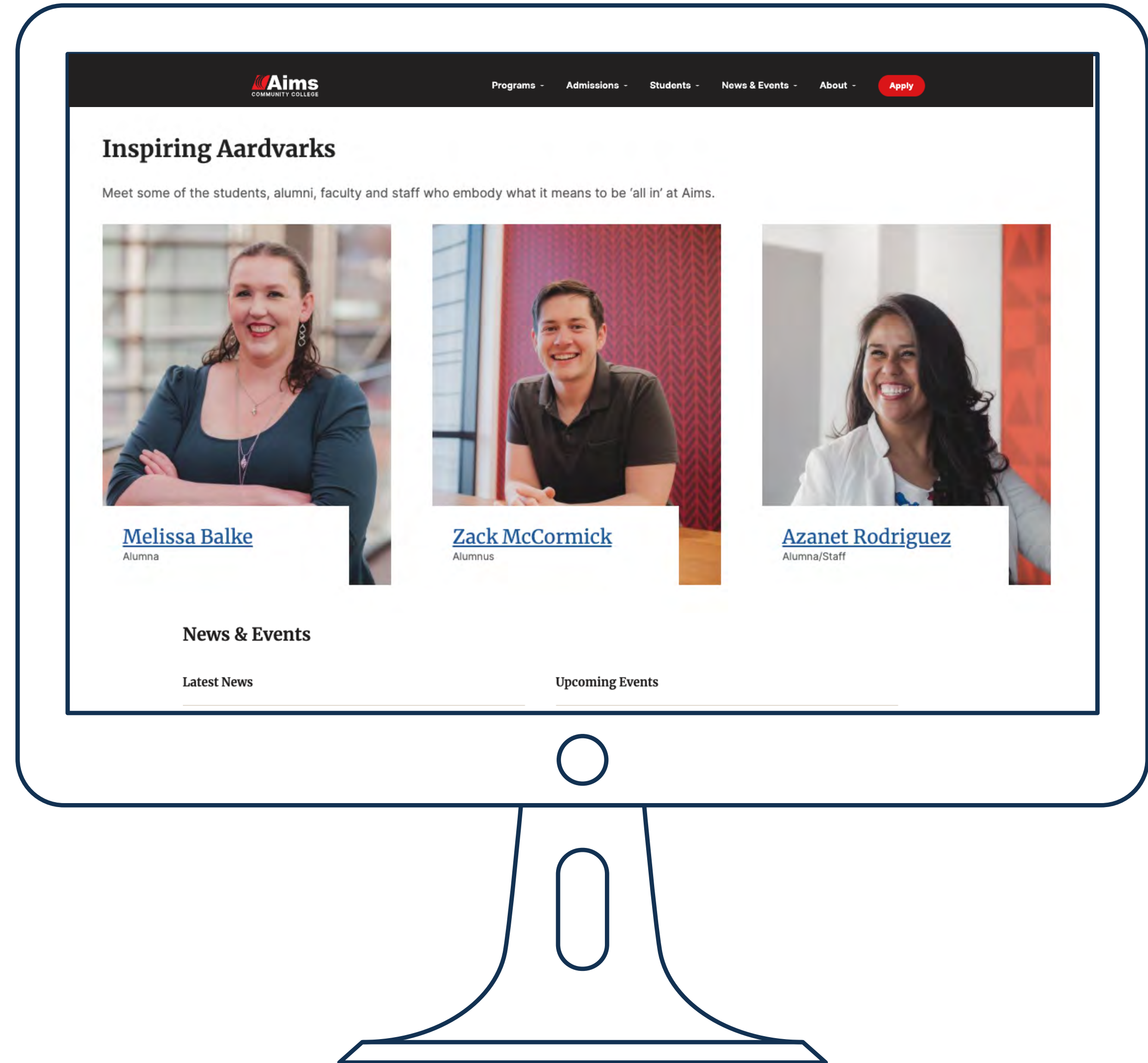
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 **Aims**
COMMUNITY COLLEGE

INTEGRATED MARKETING CAMPAIGN
AIMS COMMUNITY COLLEGE - COLORADO
2023

THE GOAL + STRATEGY

Inspire prospective students through stories that show personal transformation and illustrate what it means to be “All In” at Aims.



BRAND PLATFORM + TAGLINE

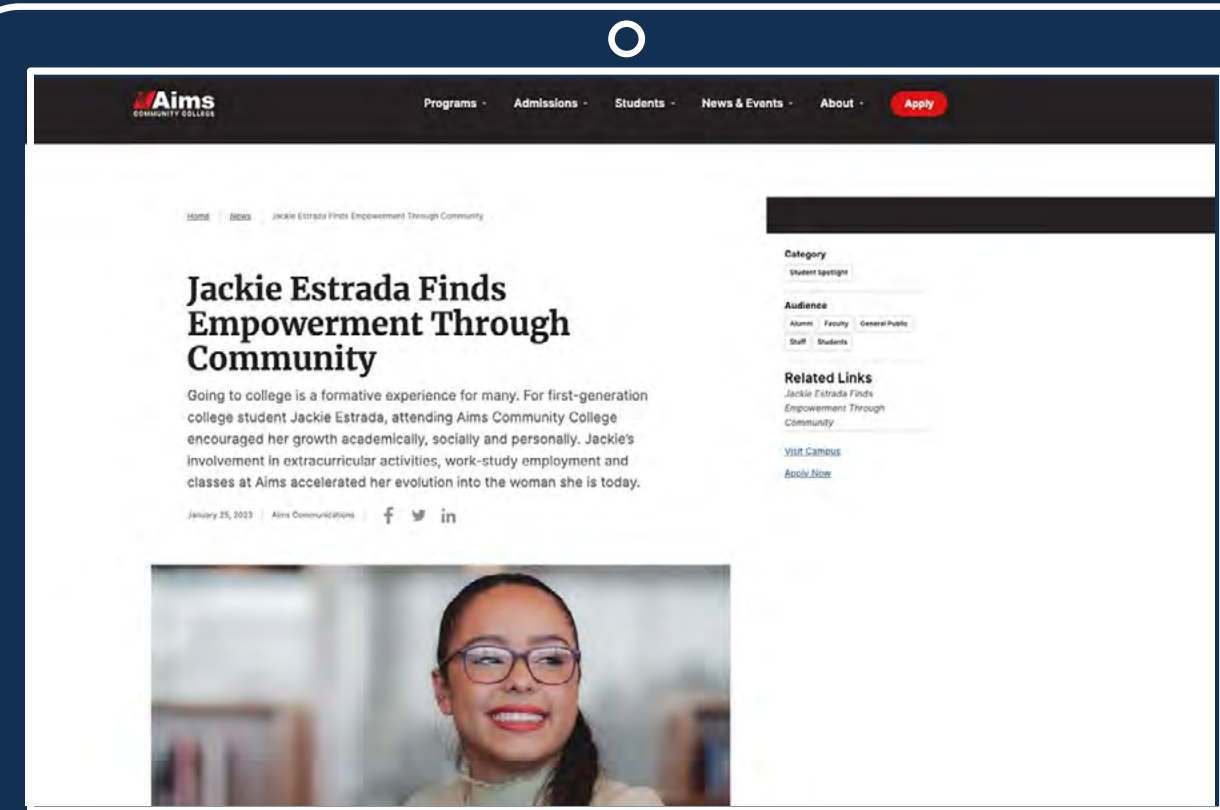
This campaign is centered on the Aims tagline “All In.”

“All In.” embodies the inclusive, supportive, student-first spirit of the college. It illustrates the commitment that students demonstrate to improving their lives. It has become more than a marketing tagline — it’s a rallying cry; a shorthand description that encapsulates what it means to be a part of Aims Community College.

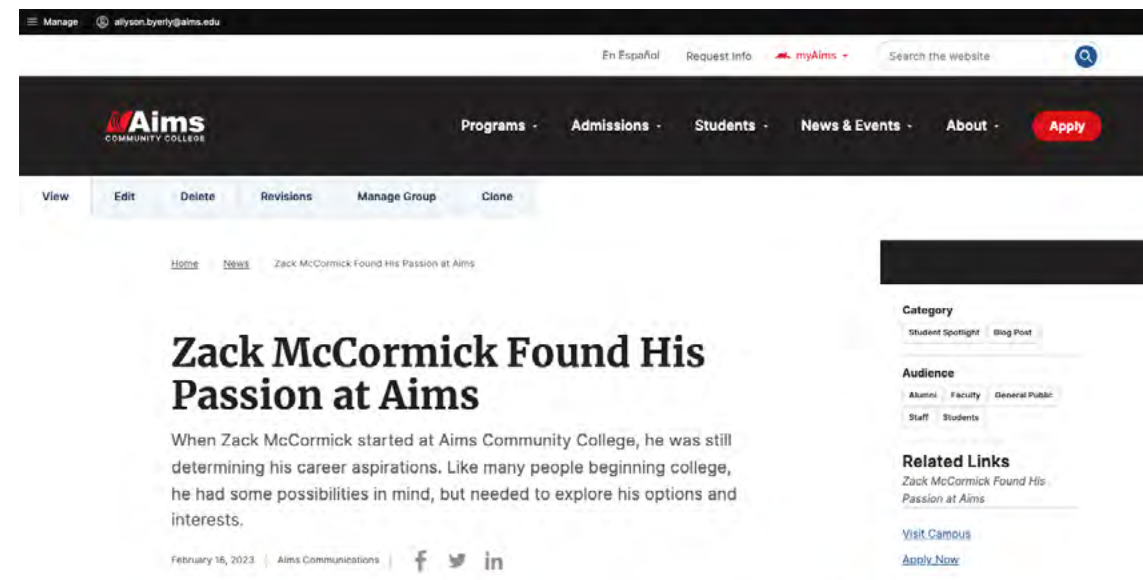
CREATIVE EXECUTION PHOTOGRAPHY



CREATIVE EXECUTION STUDENT STORY BLOG POSTS



View student stories



Then something finally clicked. After taking a political science course, he was inspired to pursue a government and international relations degree.

"Aims is where I decided what I want to do. I decided to study political science because of an Aims class. And so, it was the beginning, and it just kind of snowballed after that."

Feedback

History and politics are subjects he is passionate about. "I always say that political science is the calculus of history," Zack said. "It's because if you think of it like math, every math class that you take is preparing you to take calculus, where politics is the same thing, where everything you learn about the past is preparing you to make decisions about now. So I always liked that."

Zack is now a Junior at the University of Northern Colorado (UNC), transitioning there from Aims as part of the [Aims2UNC](#) program. He is currently working on a double major in political science and international relations. Zack is also pursuing minors in economics and French. He is considering doing a study abroad program in France, Ireland or New Zealand.

After graduation, he hopes to work with a federal agency or state government. "I'd like to work in intel, like the CIA, FBI, or NSA." Another particular area of interest of Zack's is working with an agricultural government agency, like the Colorado Department of Agriculture or the Food and Drug Administration. "I've never lived on a farm in my life, but I just think economics and plants are cool."

He didn't start out with that direction in mind. "When I was a high school senior, I couldn't decide whether I wanted to do business or education," Zack said. UNC is a top Colorado university for studying education, and the Monfort College of Business at UNC is also highly regarded. That is why he had UNC in mind.

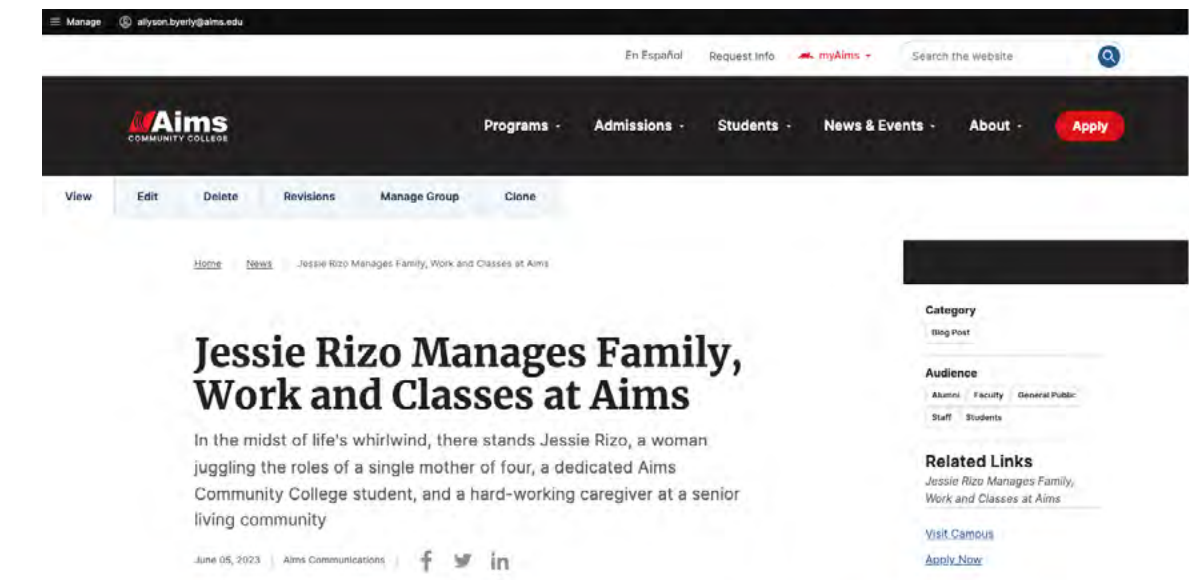
Choosing to Attend Aims

There were several reasons that he attended Aims before transferring. "It's a no-brainer not to go to Aims first because it transfers, and it's close to UNC," he said. Zack also decided to attend Aims, because some of his high school grades and test scores didn't reflect his full potential for university admission. He called himself "a slacker" in high school. As one can tell by his story and ambition, he is anything but, with double majors and two minors in progress. Zack is proof that high school records don't determine your success as much as perseverance, drive and ambition. Aims is an open-enrollment college; admission is not based on past academic achievement or test scores. It is a place where students can thrive and discover possibilities.

Another reason Zack chose Aims was its [affordable tuition](#). College costs across Colorado continue to get more expensive. The average credit hour is \$72 at Aims; the price is \$313 at nearby four-year institutions. When he saw the cost of attending Aims, he couldn't believe it. His first thought was, "There's no way that that's right." Zack also credits Aims for keeping the cost of college in check, "If I hadn't attended Aims, I would be in a lot of debt."

Zack's journey began online at Aims while the COVID-19 pandemic paused in-person classes. He lived in Delta, Colorado and came to Greeley when face-to-face learning resumed. When he moved to northern Colorado, he knew no one and rapidly found a home at Aims. "I quickly clicked with my classmates and then started working on campus and built a community," Zack said. "It made Greeley feel less lonely, especially for someone not from this area."

aims.co/all-in-zack



With so much on her plate, she maintains a 4.0 grade point average. "I do full-time classes and I'm working full-time and handling my kids, so that was a big accomplishment," she said. Jessie admits that it is "pretty challenging," and yet she says, "It's doable and I'm doing it."

Due to her high grades, Jessie was invited to join the [Phi Theta Kappa Honor Society](#). "I'm really proud of that because that just shows that I worked hard," she said.

This leg of her journey of educational excellence began when she decided to go back to school last year. The [Finish What You Started](#) program at Aims provided Jessie with scholarship funds and additional resources to once again embark on an academic path in pursuit of her goals.

Returning to Aims and Finding Support

Jessie came back to Aims after an eight-year absence from pursuing higher education. She saw this as a fresh start and a second chance. "I'm grateful to be able to do that," she said.

She initially began at Aims to study criminal justice. In 2015, she decided this path "wasn't something I was interested in doing anymore." Jessie admits, "my grades were not the best because I wasn't focused on school back then." Another reason for not completing school at that time was that she was pregnant and needed to focus on her growing family.

When Jessie came back to Aims, she found a nurturing and encouraging environment. "It was a really easy adjustment and everybody was super welcoming," she said. This environment fueled Jessie's success, knowing she was not alone and all Aims faculty and staff were in her corner.

This sentiment extends into Aims classrooms. Jessie said, "Instructors are all knowledgeable and have worked in other positions before being professors; that's helpful too." One Aims faculty member who inspired Jessie was Jennifer Markiewicz, who teaches business classes. She's willing to pour her knowledge out to everybody in different ways, and she's very approachable.

Jessie has found the study of economics challenging, but professor Mounita Roy has been essential in helping her comprehend the complex topic. "She's excellent and explains things well," Jessie said. As a teacher, she "does a good job making sure everybody understands and engages."

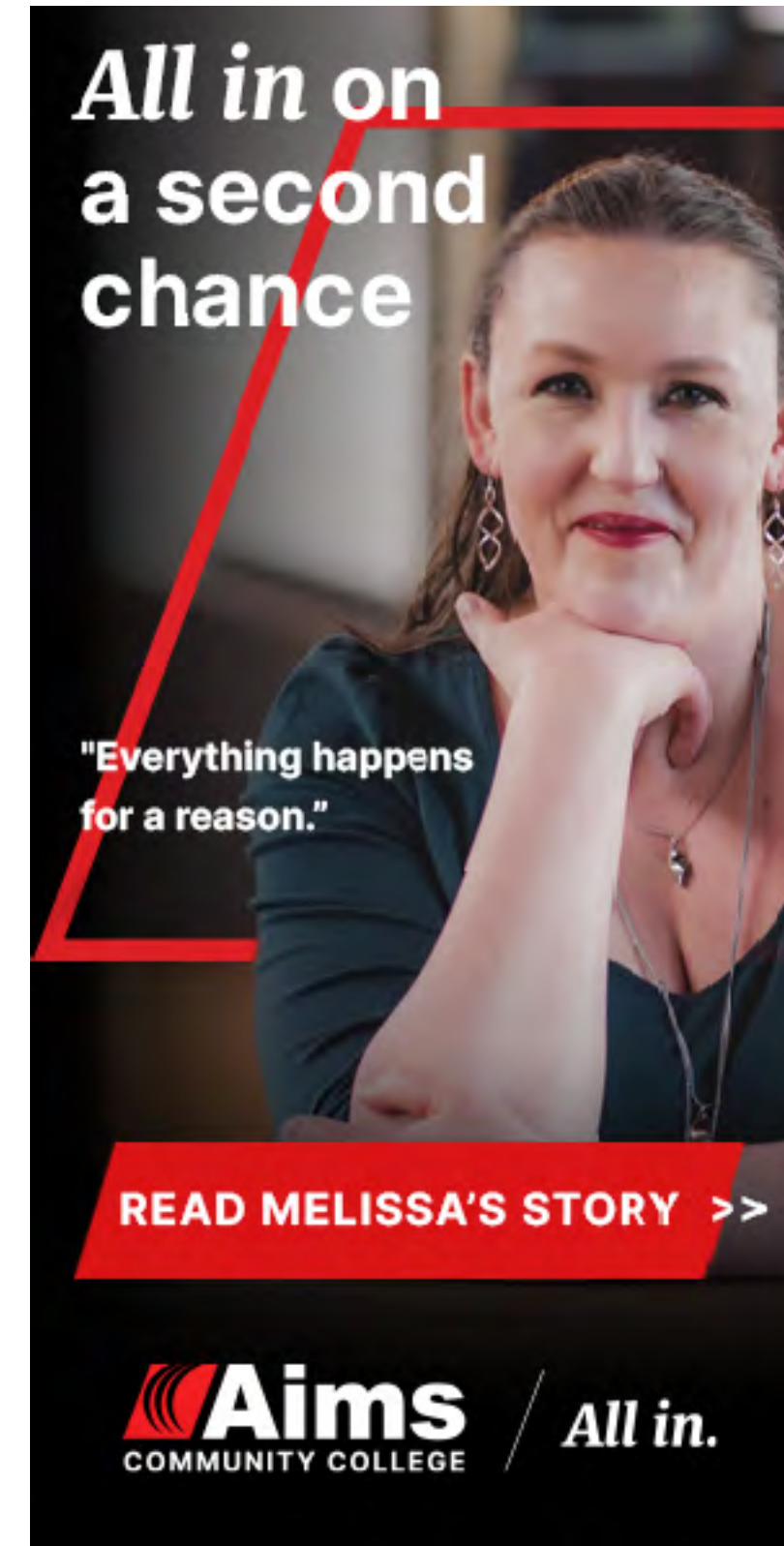
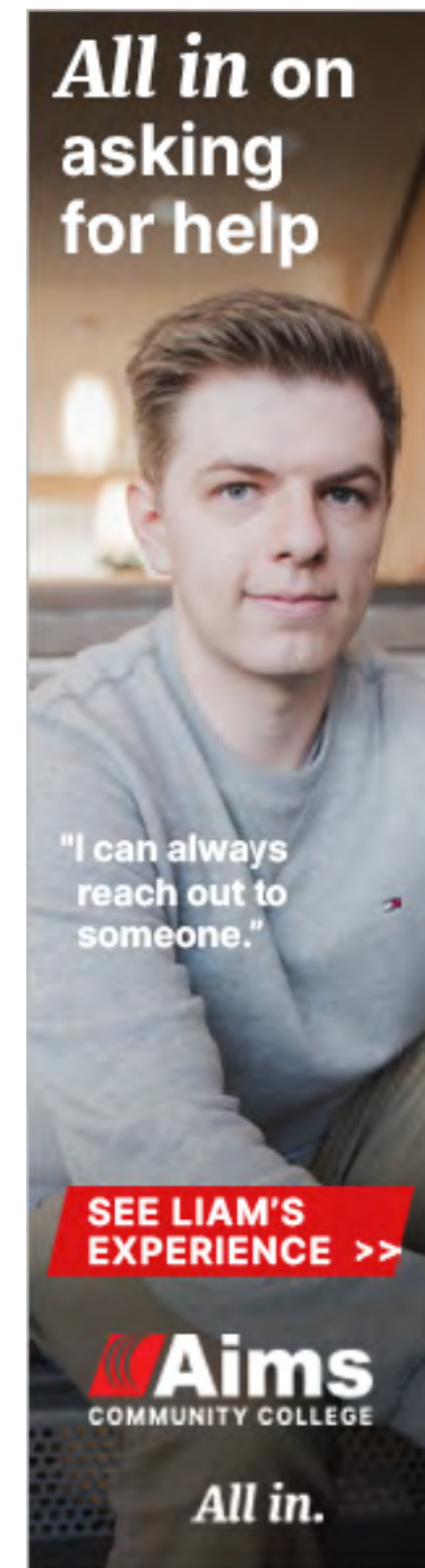
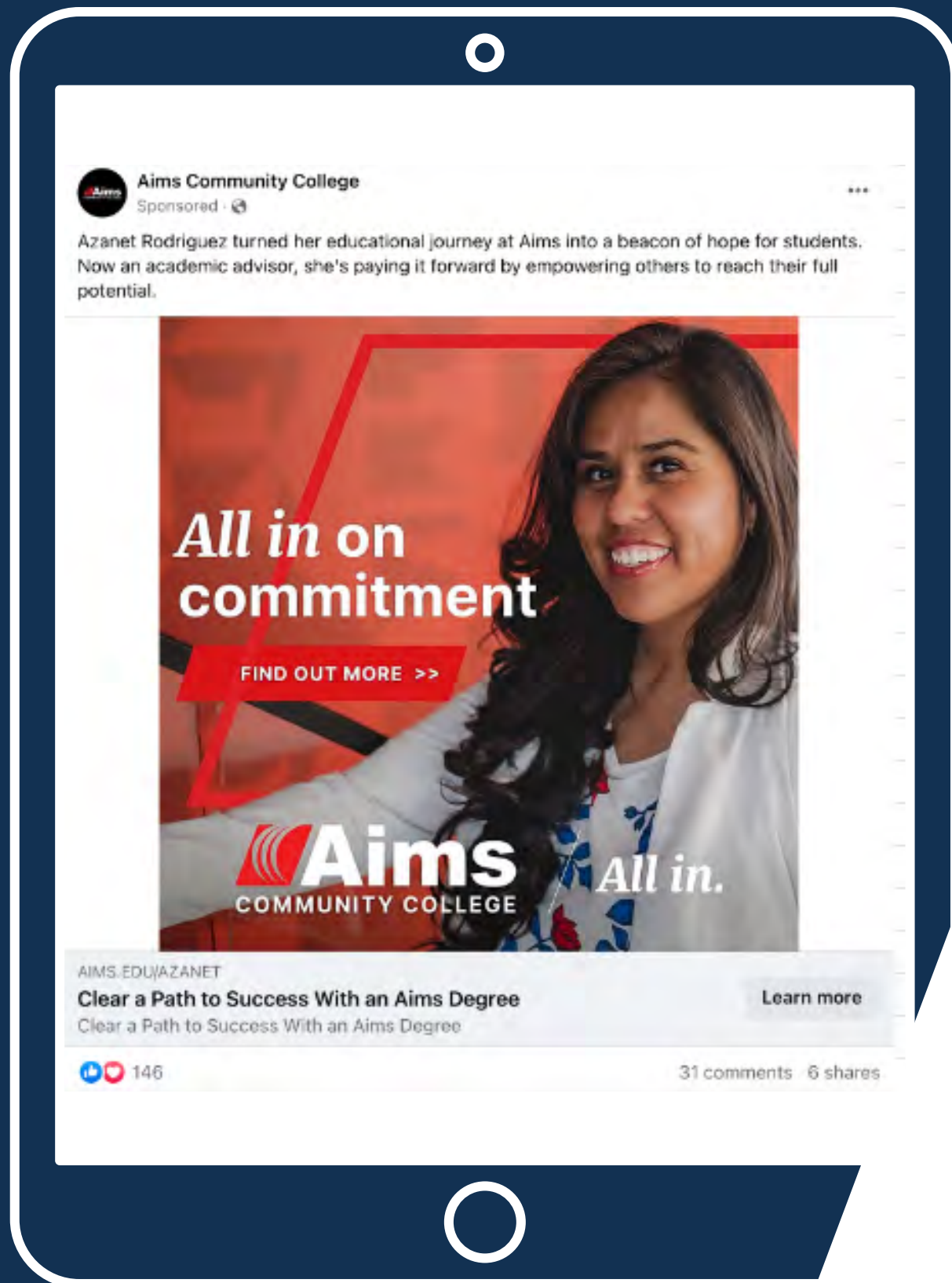
"The atmosphere at Aims just made me feel like I could do it."

Jessie attributes part of her success this time to taking part in the [Finish What You Started \(FWYS\)](#) program at Aims. FWYS is a statewide program to encourage people who completed some college to return to school to get a degree. Students in FWYS receive up to \$3,000 in scholarships and other financial aid programs. Aims also provides support services to remove the barriers to success. This includes 1-1 success coaching, leadership development, career transition support and more.

The state of Colorado developed the FWYS program for people like Jessie, who want to return to college but need more resources. There are about 650,000 people in Colorado with some college credits and no degree. Many adults return to college to continue developing skills or making a career shift. At Aims, approximately 35 percent of students are over the age of 21. Having classmates of various ages helped Jessie feel more comfortable on campus. "There's a lot of people that are non-traditional students like me."

aims.co/all-in-jessie

CREATIVE EXECUTION DIGITAL ADS



CREATIVE EXECUTION PRINT + OUT OF HOME

All in on making it happen

"The atmosphere at Aims just made me feel like I could do it."

Read Jessie's story
aims.co/all-in-jessie

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All in on being challenged

"The professors are unmatched."

Read Liam's story
aims.co/all-in-liam

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All in on finding your path

"Aims was the bridge for me to go to a four-year university."

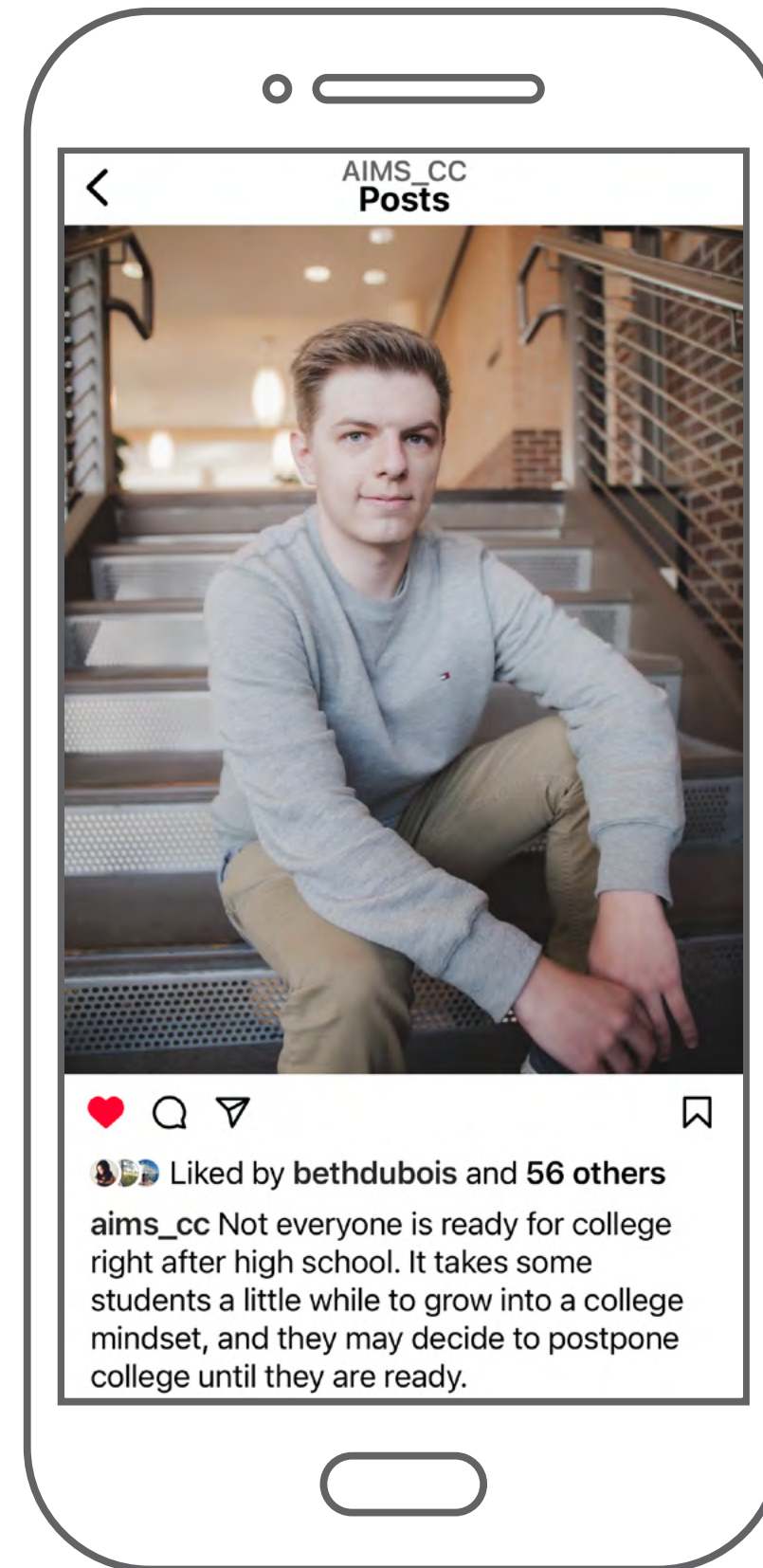
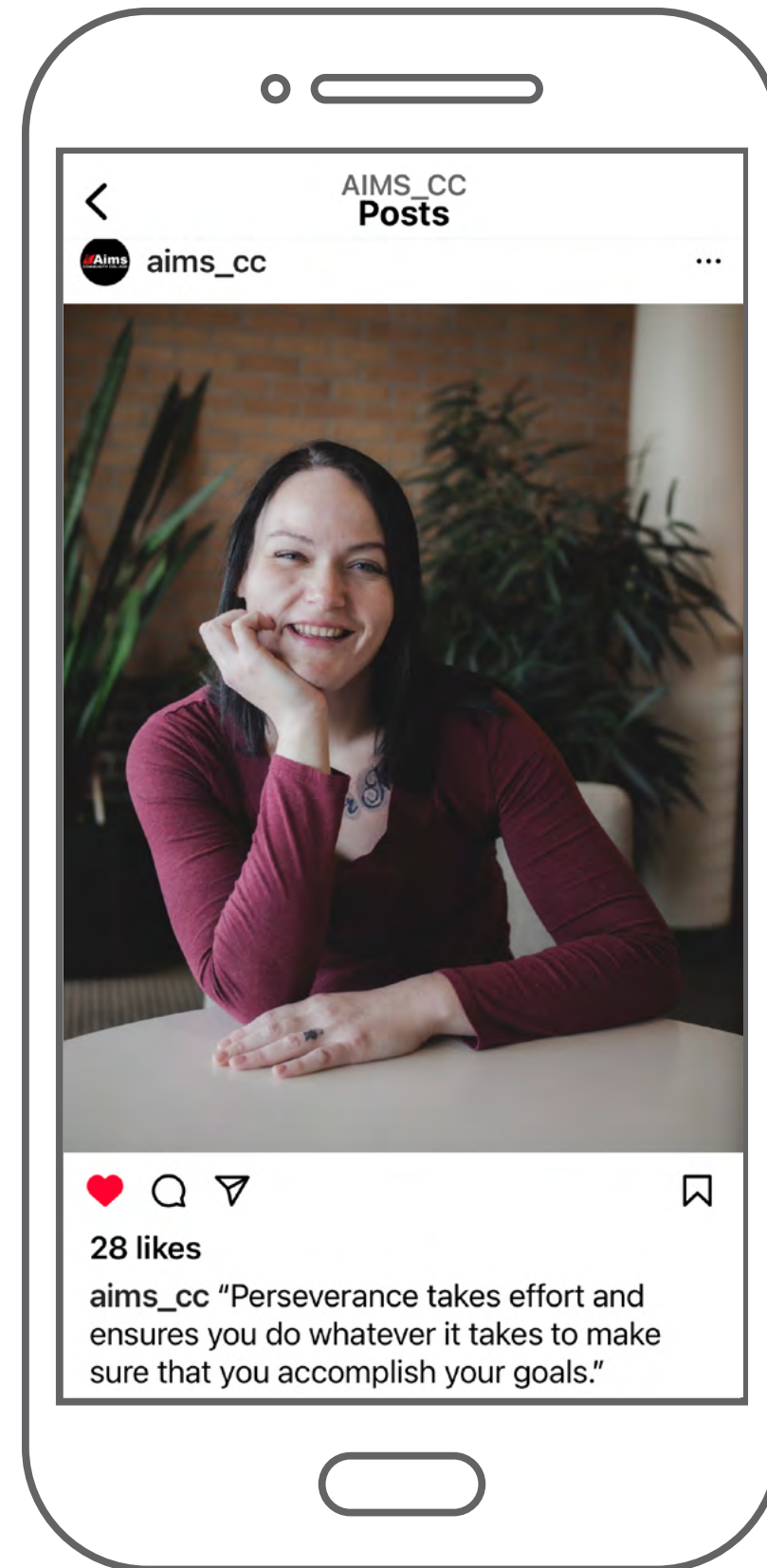
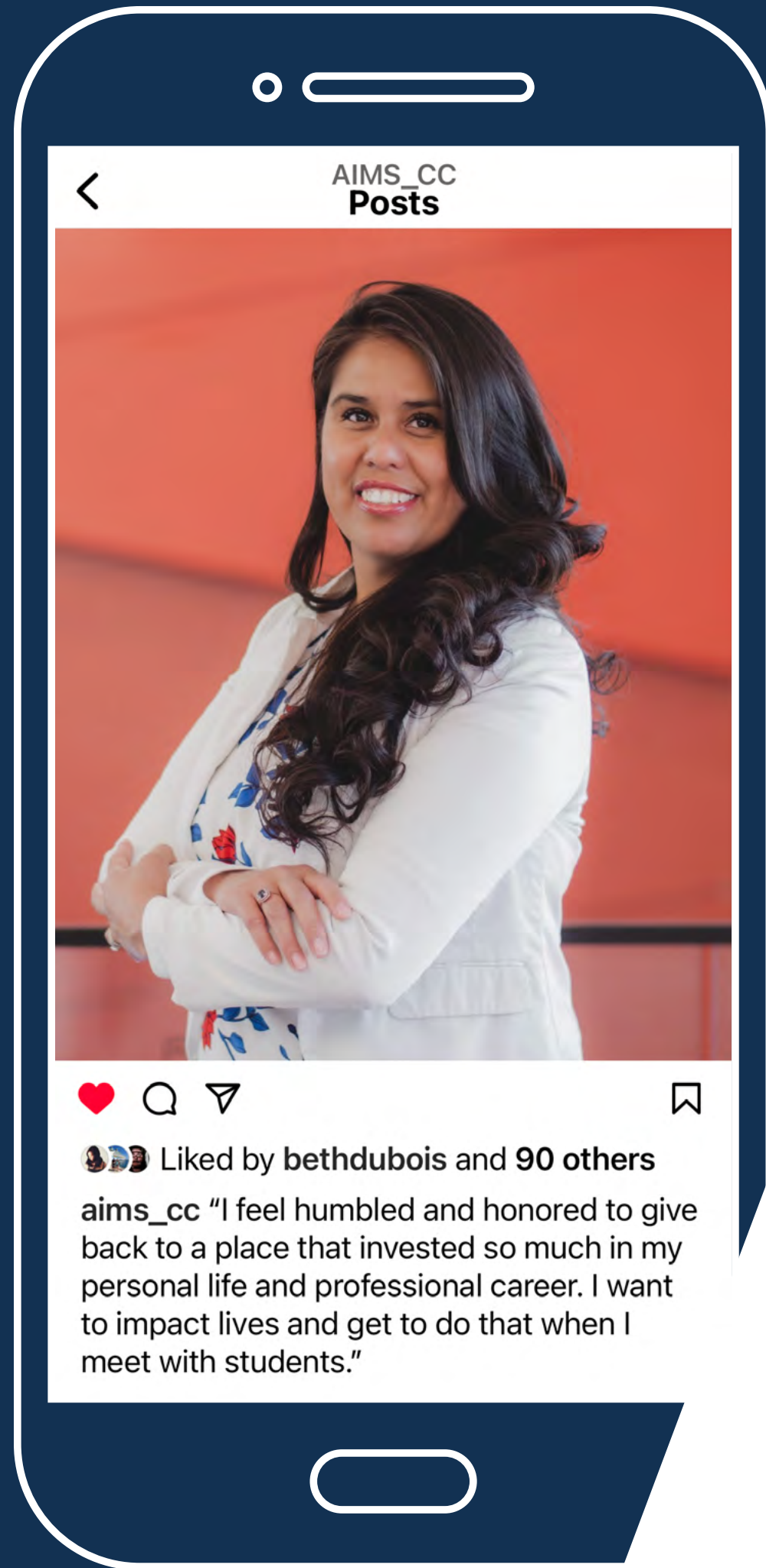
Read Jackie's story
aims.co/all-in-jackie

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SOCIAL POSTS



RESULTS

STUDENT STORY WEBSITE TRAFFIC

6,265
Total story
page views

4,970
Unique users

400
Views per story
83% more views than
the average news story

SOCIAL MEDIA AD PERFORMANCE

Delivered on social to high school students, parents and adult learners.

760,000
Impressions to
267,000 users
clicking over 4,400 times

“All In” campaign received
2x
the engagement of other
social campaigns

DIGITAL DISPLAY AD PERFORMANCE

Delivered to prospective students and parents on sites across the web.

44,500
Impressions

400%
Higher click rate than
past campaigns targeting
the same audiences

Print Ad Campaigns

Web visitors who scanned the QR code in our print ad campaign spent 2x more engaged time on the site than the average visitor.

