

REASON + PASSION

Reaching the right people at the right time in the right way.

*A creative education is a lot of things.
One thing it is not is easy.*

*When you have a chance to meet like-minded people, see our
school up close, and find out what it takes to turn what you love into what you do
for a living.*

The Art Institute of California - Los Angeles

Culinary Arts

John

Doe

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RSVP

COME TO OUR
**OPEN
HOUSE**

*A creative education is a challenge. An adventure.
A chance to explore, to grow, to push your limits.*

EDUCATION EVENT MARKETING & DESIGN

VDS

THE ART INSTITUTES

THE CHALLENGE

The Art Institutes (Ai) is one of the best-known creative schools in the U.S., with locations across North America. Their biggest enrollment event is their monthly Open House, during which prospective students tour the school, learn about programs, and have the opportunity to apply.

The Open House event itself left something to be desired. With no comprehensive marketing strategy in place to support it, it was a stale, monotonous, and disorganized affair, leading to a steady decrease in RSVPs, attendance, and applications.

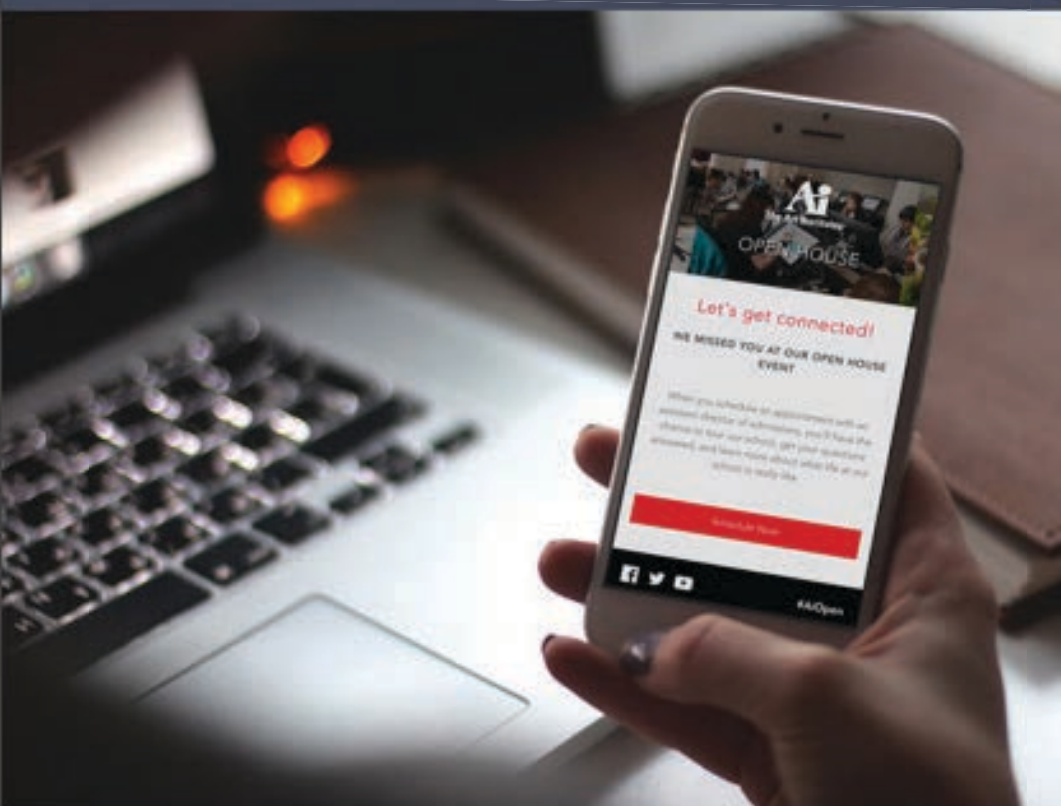


THE RESULTS

Our new marketing strategy paid off right away. By segmenting our audience, we were able to focus in on the right people, creating the following results:

- Marketing waste factor was cut by 40%.
- By centralizing the production and mailing of the invitations, we were able to save each campus more than \$4,000 per event.
- The invitations increased RSVPs by 77% year over year and by 60% event over event.

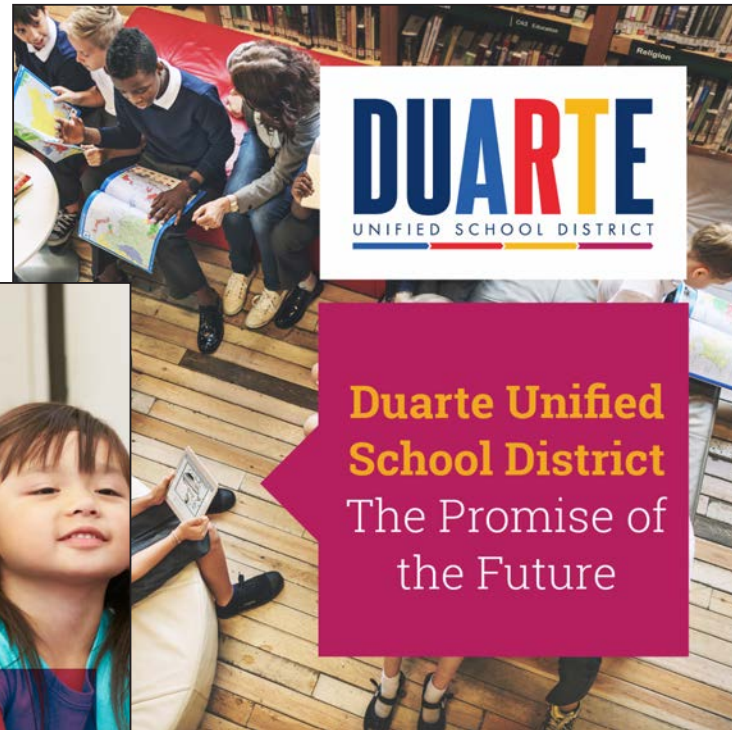
The new Open House experience improved both the same-day and post-event conversions. Fifty-two percent of people who attended the new event applied for admission to the school—a 17% increase. We also saw a 26% increase in the appointment schedule rate, increasing the likelihood to start school.



DUARTE UNIFIED SCHOOL DISTRICT

THE CHALLENGE

Duarte Unified School District (DUSD) is a smaller school district in Southern California surrounded by much larger, established districts. A negative perception of the schools in DUSD carried over from the city of Duarte's historic crime rate and past gang activity. School enrollment had been declining for many years, losing millions of dollars in funding from the state; teacher and staff morale was down, and lack of city support and families moving to schools outside the district created a depressed state within DUSD. A new and progressive Superintendent joined DUSD with the vision and energy to fuel a needed cultural shift, and VDS was brought on board to help.



RESULTS

Over 500 people attended the event—families who lived in Duarte but petitioned to have their students attend other districts, families who moved out of the district and were considering returning, and current families who wanted to know more about the schools their students were currently enrolled in. While event attendance was the main goal, a secondary effort was for people to sign up at the event to attend an individual school tour at a later date. To date, 215 school tours have occurred as a result of the Sneak Peek.



DUSD
The Promise of
the Future

Where Academics, Arts, and
Community come together
to achieve beyond what is
thought possible.

THE DAY HAS COME!
SNEAK PEEK EVENT!
December 17, 2016 • 9:30 AM
Register soon. Space is limited.
800-768-1568 or come2duarteusd.com



Join us and find out what exciting
programs Duarte Unified has to offer!

International Baccalaureate
City of Hope STEM Partnership
Project Lead the Way
Early College & Industry Internships
And Many Others



杜瓦蒂統一學區
對未來的承諾

由學術、藝術和社區
一起攜手來實現
出乎意料的成就。

佳日終於來臨！
預展首覽活動
2016年12月17日 • 上午9點30分
場位有限，請迅速預訂。
800-768-1568 或 come2duarteusd.com



恭候您的光臨，讓我們為您介紹
杜瓦蒂統一學區裡的各項不凡計劃！

國際文憑
City of Hope STEM 合作夥伴
項目領導方式
早期學院和工業實習
及更多其他

K至8年級的藝術整合
加州綜藝學校把創意教育
帶入杜瓦蒂統一學區

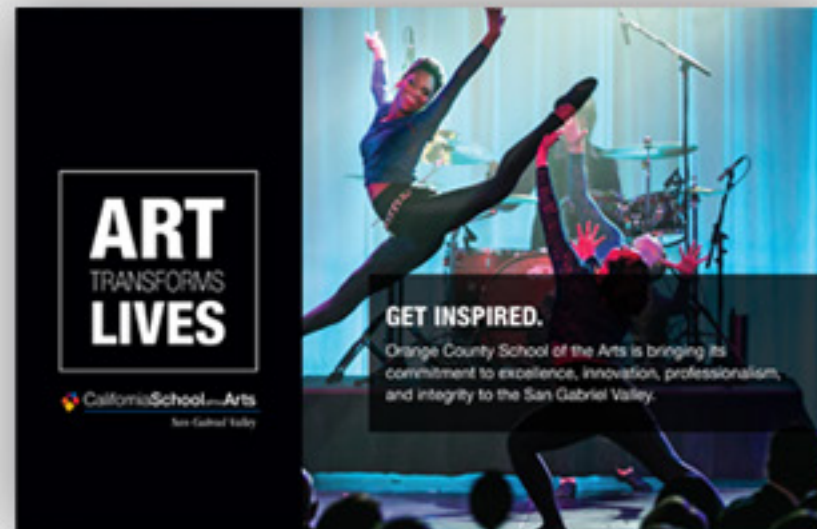
CSARTS

THE CHALLENGE

The California School of the Arts – San Gabriel Valley (CSArts-SGV) will be Orange County School of the Arts' (OCSA) first satellite campus. For the past 30 years, this award-winning public charter school has been known for providing unrivaled arts training combined with rigorous academic programs to aspiring young artists.

Our engagement was to identify an audience for a series of Preview Day events that were to take place within a few short weeks. In addition to meeting the school's incredibly high expectations, we were faced with significant challenges such as lacking a physical campus, an unidentified and not-yet-engaged audience, and undiscovered target demographics. We were also working with a strategic budget, demanding focused media and implementation, and, most importantly, we needed to generate lightning-quick results.

We took this opportunity to make an unforgettable impact: take OCSA's award-winning education reputation and pair it with our methodology—which includes data science, industry-leading research, enrollment marketing strategies, and unparalleled creative—to promote the school, drastically drive attendance efforts for Preview Day events, and get a positive message out to the community and prospective families.



OCSA'S HISTORY & HERITAGE ACADEMICS + ARTS

Orange County School of the Arts (OCSA) is one of the premier art schools in the country. Established in 1987, OCSA provides a creative, challenging, and nurturing environment that offers bright and talented students unparalleled preparation for higher education and a profession in the arts.

Considered to be one of the most demanding and intensive programs in Southern California, the school's academic program has been recognized locally, regionally, and nationally by organizations, including the U.S. Department of Education, California Department of Education, Newsweek, U.S. News & World Report, and Niche.

IS YOUR CHILD CREATIVE? AN OPPORTUNITY STUDENTS DESERVE

Because the demand for OCSA is so high, we are bringing this unique educational experience to a new location. Now students in the San Gabriel Valley will benefit from our commitment to fostering artistic and scholarly development.

BIGGER THAN MY ENVIRONMENT



"I remember, when I got the audition for OCSA, it was this big moment for me because I was becoming something bigger than my environment."
— Justice Smith (OCSA alumnus, 2015, Actor, The Star Wars on Netflix)

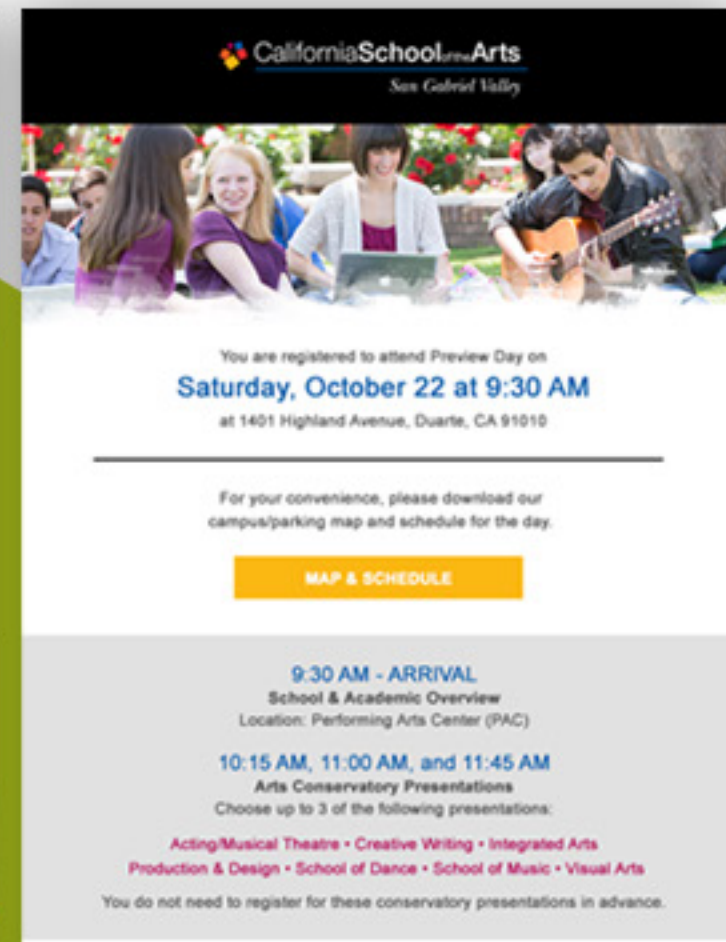
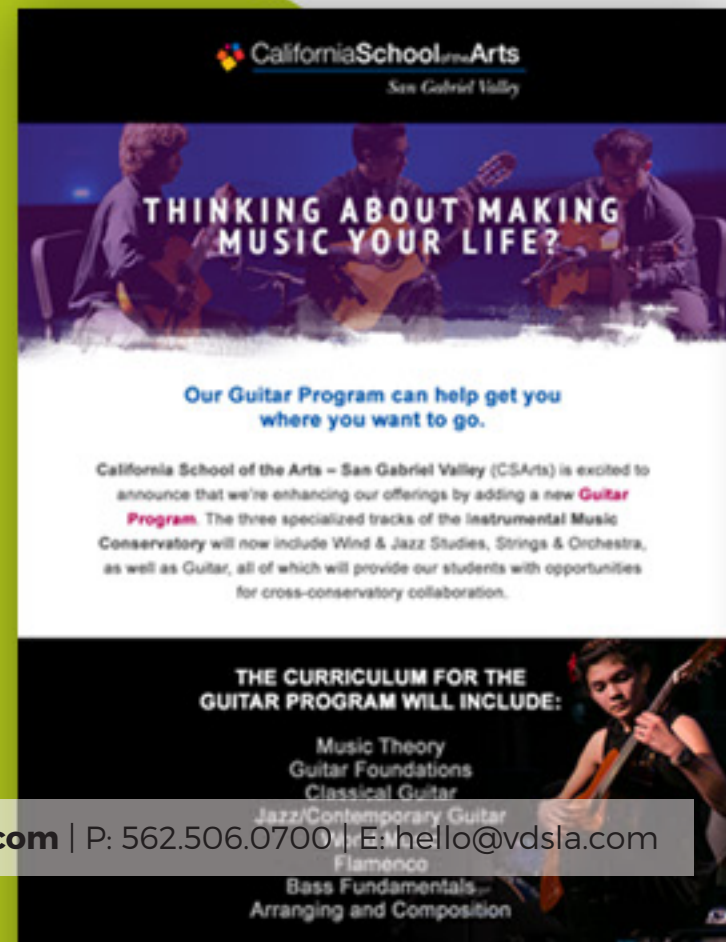
THE RESULTS

From the beginning of our partnership with CSArts to their first Preview Day, we had a short window of time to produce results. We delivered—on time and on budget.

We managed to drive awareness and excitement around a school that did not yet exist, around a district that was unfamiliar. We were also able to use our understanding of the education sector, targeted communications, and predictive modeling tools to create a valuable list of prospective families for enrollment. We helped CSArts uncover strong prospective student leads with incredible precision and generate an extensive database to give the school a strategic advantage.

From the first Preview Day in October 2016 to the last one in February 2017, more than 6800 potential families attended the events, with approximately 2500 RIFs (Request for Information Forms) filled.

Because of our work, CSArts was able to surpass its 840-student enrollment goal by generating more than 900 applications to date (February 2017), with a few more months until the start of the school year in August.



ACADEMY OF ART UNIVERSITY

THE CHALLENGE

Academy of Art University offers innovative arts education in San Francisco and online. They have a comprehensive selection of programs, which generates search engine traffic from people interested in a wide range of artistic pursuits.

This traffic was being directed to the same location: the school's home page. This provided a less-than-optimal user experience, making it difficult for prospective students to find information about their program of choice. There also wasn't any system in place to gather contact information and track their interactions. This lack of system and reporting made it difficult for the school to implement a cost-effective and compelling marketing plan.

We saw an opportunity to kill two (or three) birds with one stone: give prospective students a better online experience with AAU and improve the school's marketing outcomes while decreasing costs.

A hand holding a smartphone displaying a list of companies hiring graduates. The screen shows the text "Here are some of the companies hiring our grads" above a grid of logos including Apple, Google, Microsoft, Amazon, Facebook, and others. The background is a blurred outdoor setting.

A close-up, over-the-shoulder view of a person's arm and hand as they use a silver laptop. The laptop screen displays the Career Center website, which features a dark header with navigation links. The main content area has a large image of a person in a blue jacket with the text 'Companies hiring our grads' and several logos. Below this, a section titled 'The Fashion Programs We Offer' is visible. The background is a blurred indoor setting with a chair and a lamp.

Results + Passion | **VDS** | 9

THANK YOU.

We are focused on yielding extraordinary results for our clients. We understand that the lifeblood of their business depends on the efficiency of passion and reason coming together.

Matching their passions, we also infuse reasoning behind those passions to guide our clients to success.

Want to work with us? **P: 562.506.0700 | E: hello@vdsia.com**

vdsia.com

VDS