



CREATIVE THAT WORKS

atozcommunications.com

CREATIVE THAT WORKS

Don't settle for cookie-cutter.

Community colleges deserve customized, strategic solutions, designs that WOW, and results that matter.

At A to Z Communications, we believe community colleges are one of the most powerful drivers of access, equity, and economic mobility. That's why we build creative that doesn't just win awards—it moves people, builds pride, and drives enrollment.

For more than 35 years, we've partnered with colleges like yours to clarify their voice, rally internal stakeholders, and communicate value in ways that feel real and relevant to students and families.

Working with A to Z doesn't feel like hiring an agency—it feels like adding strategic, creative teammates who think deeply, move fast, and care as much as you do about mission and impact.

We listen first. We bring clarity where things feel complex. And we translate your purpose into bold, honest storytelling that cuts through noise and inspires action.

**IF YOU'RE LOOKING FOR A PARTNER WHO SHOWS UP WITH HEART,
STRATEGY, AND CREATIVE THAT WORKS—YOU'RE IN THE RIGHT PLACE.**

DIGITAL & MEDIA BUYING

Tennessee Tech University



DESIGN

Landmark College





Penn State at New Kensington

Tennessee Tech University

TOTAL IMPRESSIONS
572,594
TOTAL AD REACH
271,271
CTR
0.29%

TOTAL IMPRESSIONS
288,846

SWIPES
1,807

63.44%
FEMALE
623.41K

36.31%
MALE
356.85K

?
2.42K
0.25%

LANDING PAGE	SOURCE WEBSITE	FOLLOWERS	IMMAGE PAGE LIKES	REVEALING URL PAGE
		620.67% 18,706 (6.232)	733.60% 123,764 (3,649)	124.89% 30,427 (10,043.5)
improving/website.php	Education			
October 5 - November 11		3,069 (6.103%)	6,447 (6.152%)	0.0452
August 9 - October 4		0 (0.00%)	0 (0.00%)	0.0000
% change				—
improving/website.php	Design			
October 5 - November 20		2,000 (11.03%)	1,706 (11.43%)	0.0395
August 9 - October 4		8 (0.34%)	51 (0.45%)	0.0007
% change		24,900.00%	21,225.00%	3,195.37%
improving/website.php	Image Design			
October 5 - November 20		736 (3.40%)	526 (3.88%)	0.0026
August 9 - October 4		833 (3.17%)	583 (3.16%)	0.0021
% change		-11.64%	-11.34%	24.18%
improving/psychological- improvement/psychological-improving- info.php	Image Design			
October 5 - November 18		582 (2.48%)	385 (2.22%)	0.0137
August 9 - October 4		464 (0.37%)	272 (0.19%)	0.0149
% change		24.89%	23.80%	-19.78%
improving/website.php	Image Content			
October 5 - November 20		566 (2.23%)	469 (3.42%)	0.0047
August 9 - October 4		240 (0.24%)	154 (0.19%)	0.0041
% change		126.42%	204.56%	14.82%
improving/website.php	Site Designing			
October 5 - November 20		437 (3.47%)	358 (3.42%)	0.0122
August 9 - October 4		5 (0.12%)	3 (0.13%)	0.0009
% change		8,640%	11,833.33%	331.01%

13,671
unique pageviews
to the engineering section of the
site during the time of the
campaign vs. 1,640 unique pageviews
overall during the previous period.

861,440
IMPRESSIONS

22%
OVER GOAL

PHOTOGRAPHY & VIDEOGRAPHY

Westminster College



EXPERIENCES

University of Pittsburgh



PATHWAYS

Community College
of Beaver County



BRANDING

Sandhills
COMMUNITY COLLEGE



PR & CRISIS COMMUNICATIONS

Westmont Hilltop School District



OUTDOOR

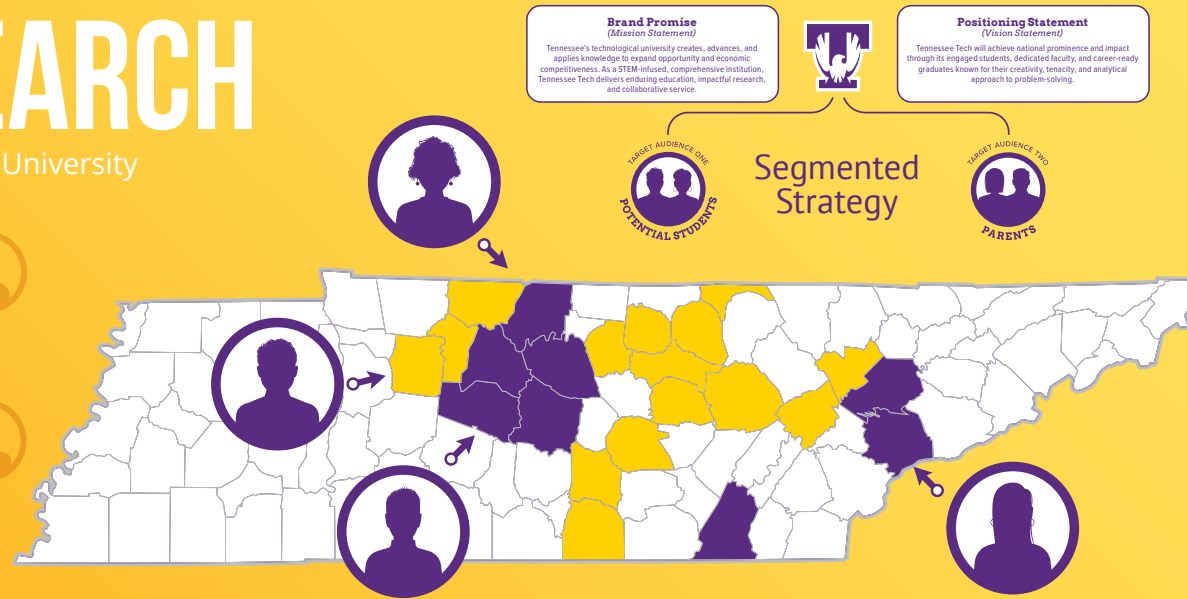
Minnesota State



MINNESOTA STATE
30 State Colleges
7 State Universities
Endless Opportunities
MinnState.edu

RESEARCH

Tennessee Tech University



DEVELOPMENT

Indiana University of Pennsylvania



STRATEGY LED BY EXPERIENCE. CREATIVE LED BY OUTCOMES.

When it comes to admissions and enrollment marketing, A to Z builds creative that works because it's informed by people who've lived it. Our higher ed team includes a former college CMO and leaders with university cabinet-level experience, which means every strategy is shaped by first-hand understanding of the pressures, politics, and performance metrics enrollment teams navigate every day.

We don't guess at what matters—we've been in the room when targets are set, budgets are stretched, and stakeholders demand proof. That insider perspective allows us to design campaigns that speak directly to prospective students while aligning with institutional goals and realities.

THE RESULT? FOCUSED STRATEGIES BUILT WITH PURPOSE, CREATIVE THAT CUTS THROUGH THE NOISE, AND PERFORMANCE WHERE IT COUNTS: INQUIRIES, APPLICATIONS, YIELD, AND ENROLLMENT GROWTH.

And in the following case studies, you'll see exactly what that looks like in action.

CASE STUDY

COMMUNITY COLLEGE OF ALLEGHENY COUNTY



A to Z was selected to create an awareness campaign for Community College of Allegheny County's (CCAC) 50th anniversary focused on students, alumni, the community, and community leaders.

A to Z created the **50 Years, One Million Stories** theme for CCAC's yearlong golden anniversary celebration. This theme served as the launching point for a strategic online and print campaign to acknowledge the school's accomplishments and attract alumni and donors.

CCAC sent out customized e-blasts with individualized messages to students and alumni, informing them of upcoming celebrations, activities, and events.



Developing and working off of the **50 YEARS, ONE MILLION STORIES THEME,**

A to Z's radio, print, and outdoor advertising and media strategy incorporated an anniversary logo, advertising campaign, gala materials, and an interactive website.



A to Z designed a mobile-first website where students, faculty, staff, and alumni posted their positive CCAC experiences, including how the College impacted their successes, futures, and families. **These submissions, featured with the individuals' photos, were updated monthly.**

In addition to serving as a calendar of anniversary celebration activities and events, the website presented a wealth of historical photos, including a timeline showcasing CCAC's growth.



CASE STUDY

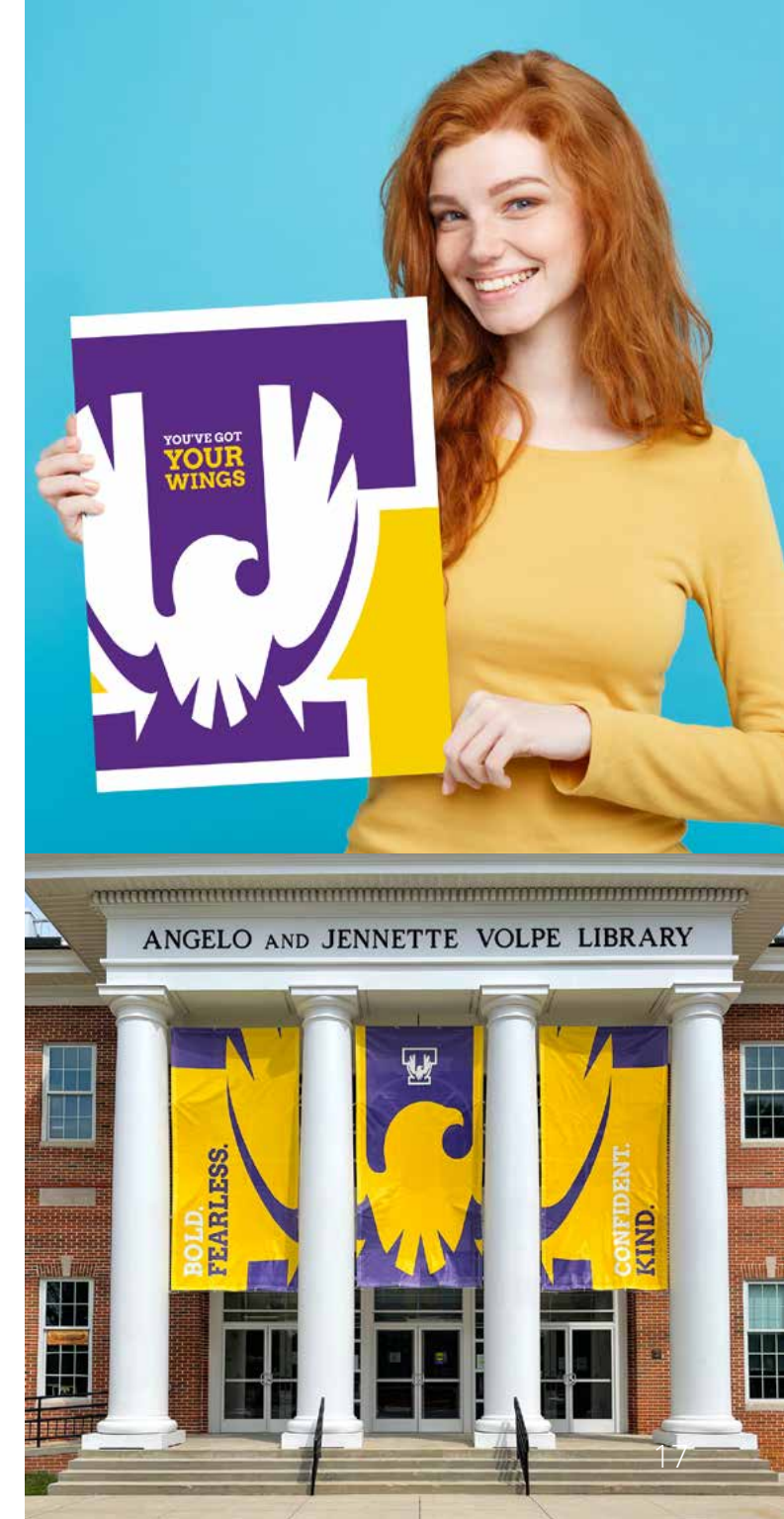
TENNESSEE TECH UNIVERSITY



Tennessee Tech University, a top-ranked public university located in the town of Cookeville, TN, named A to Z Communications as agency of record in 2019. Known as “Tech,” the University and A to Z developed a deep and **collaborative relationship to drive messaging for increased inquiries and enrollment.**

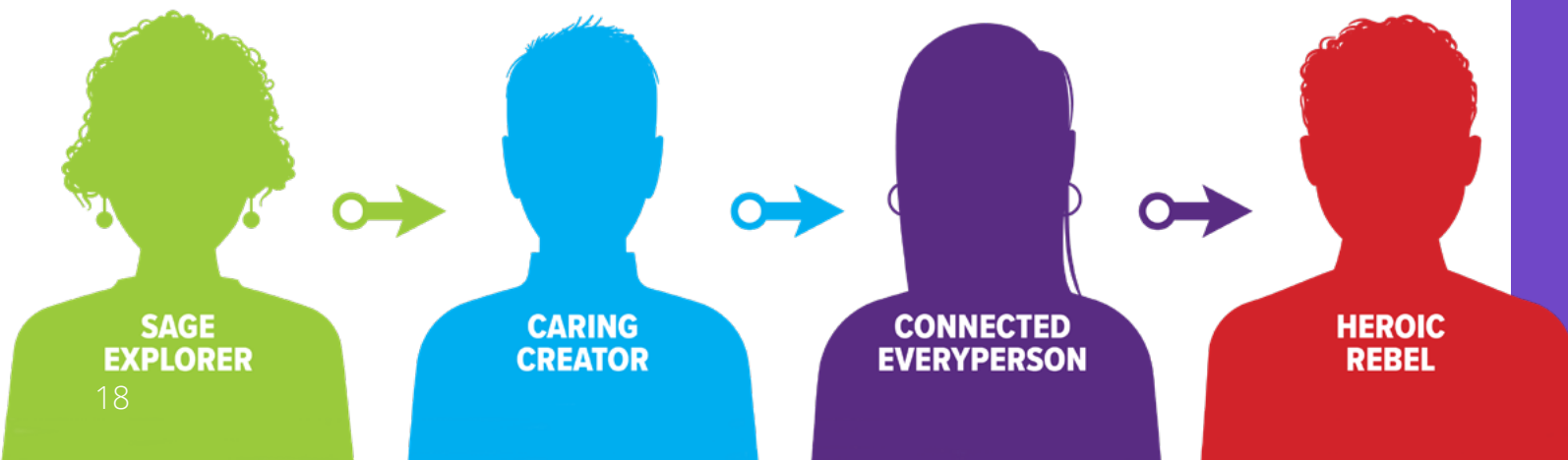
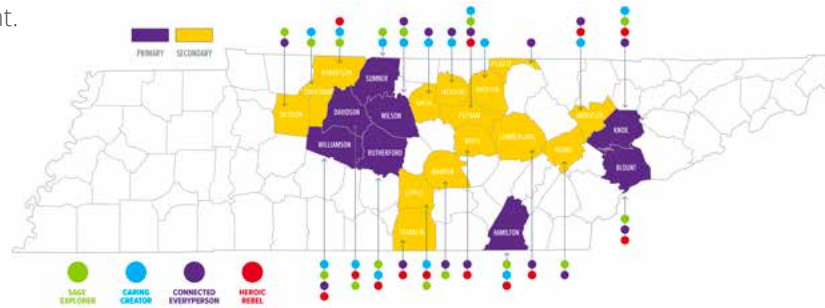
A to Z developed and executed many campaigns for Tech, from Preview Day to programmatic digital, print, and broadcast media, with **outstanding results.**

Using a mix of traditional media and digital media strategies, the A to Z campaigns **garnered tremendous metrics for Tech.** A to Z served five years as Tech’s strategic, creative, and media planning and buying partner.



A to Z conducted a three-month study into the student personas that thrived at Tech. Using data collection, interviews, and collaboration with the Admissions team, **we identified the most likely type of students to apply, enroll, and remain** at Tech. The personas identified personality, background, likes and dislikes, interests and more. Deeper research on socio-economic data and population clusters informed valuable insights for recruitment messages and highlighted the need for increasingly granular messages for each type of student.

Additionally, Tech and A to Z developed a “boots on the ground” approach to student recruitment. While the objective remained the same, the campaign widely differed and included mobile recruitment stations at high school events, athletic games, and career days, alumni-hosted barbecues, alumni and student matching and mentoring, and traveling road shows with admissions staff. These tactics allowed for one-on-one relationships, engendered trust and confidence, and **increased applications**.



20% INCREASE

Largely due to a strategic digital marketing push, Preview Day gained a **20% increase in attendees**, never before experienced by Tech.

164,951

Retargeting and pre-roll delivered 164,951 impressions during the summer campaign, along with 1,613 unique inquiries. **This over-delivered our inquiry goal by 12%.**

RECORD-BREAKING

During 2019 and 2020, (even during the challenges of COVID-19) programmatic and digital campaigns gained **record-breaking Impressions**, Click-through-Rates, Swipes, and OTT and Hulu completion rates.

1,000 INQUIRIES

A recruitment campaign for the College of Engineering targeted to in-state and out-of-state transfer engineering students exceeded the set goals by 10%, across all platforms. **Over a quarter of a million impressions were delivered, resulting in 1,000 inquiries to Tech's engineering programs.**

The 2023 Fall Admissions campaign became the bellwether for record-breaking success.

A MIX OF TRADITIONAL AND DIGITAL MEDIA DROVE APPLICATIONS TO NUMBERS NOT SEEN IN 15 YEARS.



The focus on driving high-quality conversions through digital media yielded remarkable results.

Reaching millions of viewers with compelling and actionable creative, Tech saw **unprecedented CTRs** for each digital category.

These digital CTRs are outstanding in any sector, and within the higher education segment, **GO ABOVE AND BEYOND ANY BENCHMARKS.**

43.52%
Paid Search CTR

91.3%
OTT/CTV
Completion Rate

3.5M
Social media earned a .60% CTR with 3,512,506 viewers reached.

.88%

TikTok produced over a million impressions with a strong .88% CTR.

CASE STUDY

CALIFORNIA UNIVERSITY OF PA



UNLOCK Your Story.



You have the power to do amazing things.

Cal U has the keys to unlock your passion.

Your abilities. Your dreams.

Unlock your story and build your future at Cal U.

CAL U

Start Your Story at calu.edu/cc

A to Z and California University of Pennsylvania (Cal U) worked collaboratively on robust and inventive campaigns and programs that resulted in a steady **increase in enrollment** for the University.

Working with the in-house marketing and creative team, A to Z functioned as an **extension of the internal team**, setting strategies, designing full campaigns, planning and buying media, and measuring outcomes.

A to Z and the internal creative team often shared concepts, files, and copywriting, demonstrating a solid and **collaborative partnership**.

Evaluating personas and types of potential Cal U students, A to Z **segmented messaging and media buys** to target and connect with the defined audiences. A to Z developed messaging based in storytelling to build heightened brand awareness both in and out of the state.

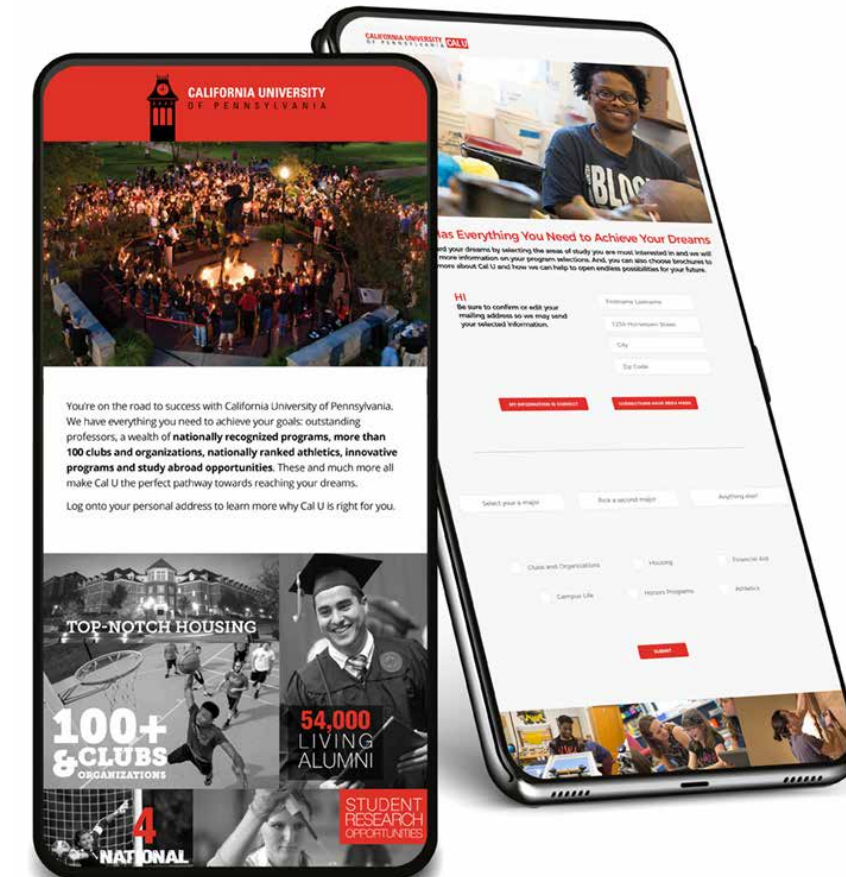


“A to Z truly became
AN EXTENSION
of our own team.”

Keli Henderson
California University of Pennsylvania



A to Z crafted a “push/pull” strategy to **convert inquires into applications** through personalized campaigns, the PURL digital program, tactical mail flow campaigns, experiential events, celebrity endorsements, letters, and email flow campaigns.



6.1%

PURL campaign was an overwhelming success and garnered **6.1% unique responses**

300

PURL campaign resulted in **300 additionally enrolled students**

43.52%

Paid search CTR

A to Z also created a **Career Days** program for applicants who had not yet committed to attending Cal U.

Using media partners and A to Z's vast network of clients, associates, and friends, we crafted full-day **events for potential students and their parents** at TV stations, manufacturing sites, non-profit organizations, and within the oil and gas sector.

These **immensely popular** Career Days gave students a chance to learn in a real-world workplace, ask questions of professionals and experts, and experience Cal U's commitment to career readiness.

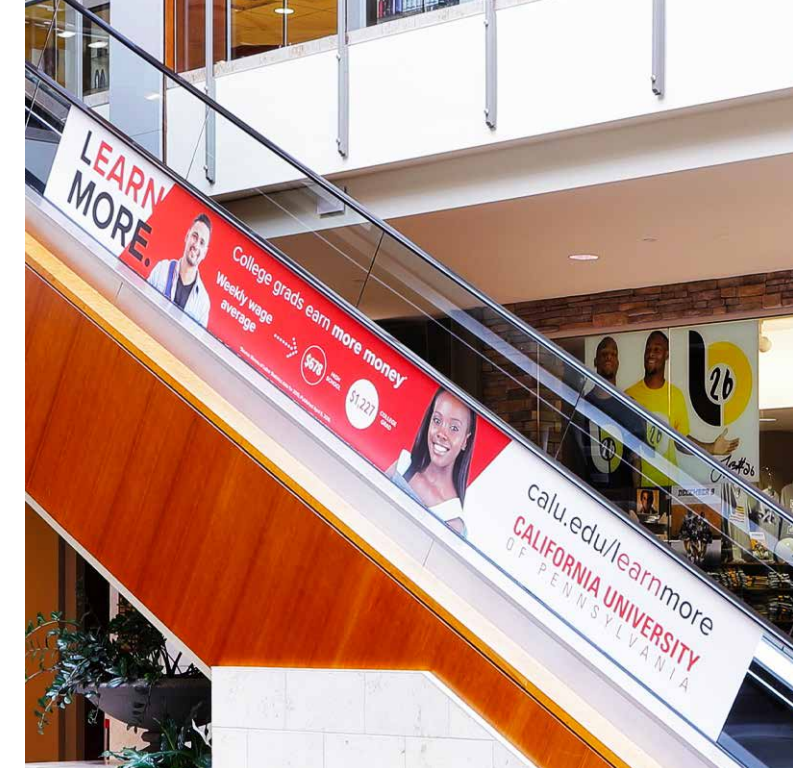


A to Z also collaborated with Cal to launch sponsoring **banners, escalator wraps, and signage** at popular shopping malls during the busy holiday shopping season.

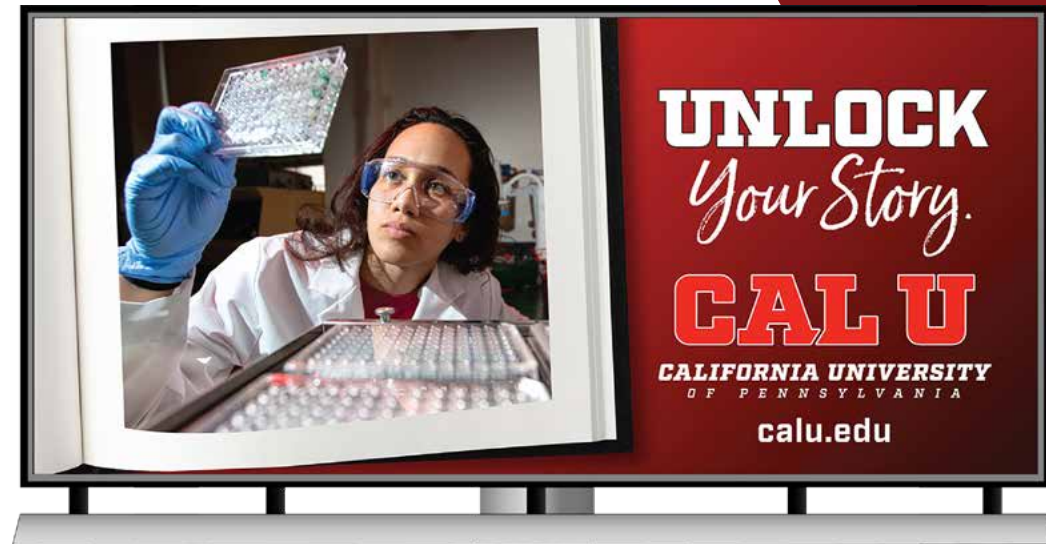
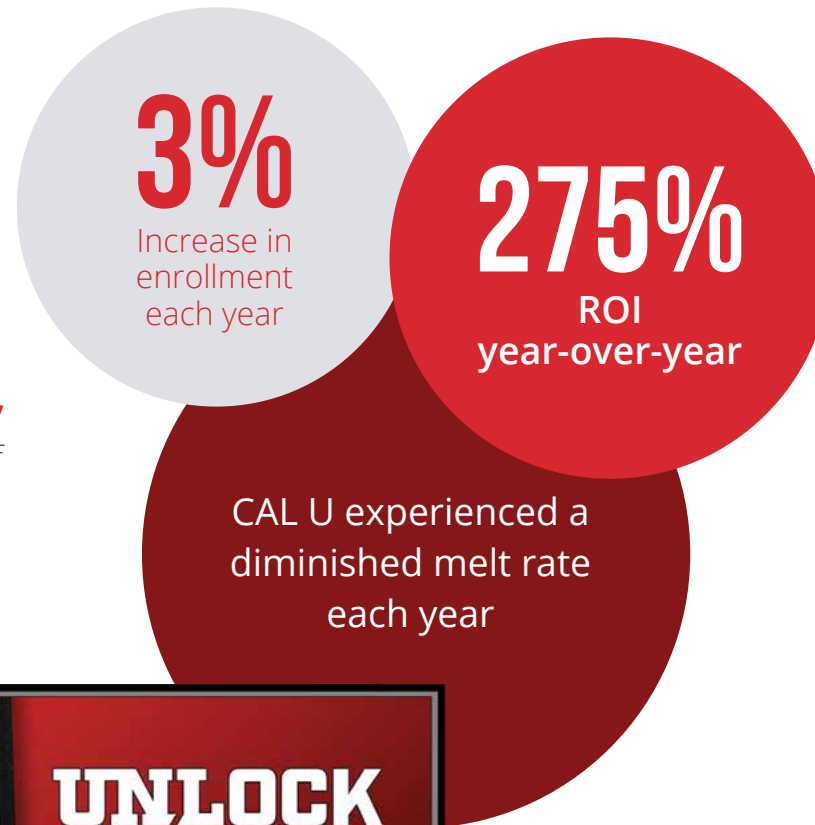
A to Z created a message of “Learn More, Earn More,” tying degree programs to higher earnings upon graduation.

Each marketing element and placement was strategically chosen to create a seemingly **ubiquitous presence, designed to stand out and inform among highly populated areas.**

5%
Increase of
applications



Overall, the highly strategized and integrated programs, media, and messaging translated to Cal U being **only one of two** Pennsylvania State System of Higher Education schools to realize an increase in enrollment.



OUR APPROACH

Our education clients may differ in size, but they all have an overarching requirement: clear, targeted communications that resonate with their segmented audiences.



contact us to discuss

OUTSTANDING STRATEGIES WITH CREATIVE THAT WORKS



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