

U - M AFFORDABILITY CAMPAIGN

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— YOU CAN —  
**GO BLUE!**

**TUITION SUPPORT FOR QUALIFYING  
FAMILIES WITH INCOMES UP TO \$180,000**

**IN-STATE STUDENTS | ANN ARBOR CAMPUS**



## CAMPAIGN GOALS

①

Increase application and enrollment rates among high-achieving, in-state students with family incomes up to \$65,000.

②

Increase communication of U-M as an affordable, high-value institution that is within reach to qualified in-state students at all income levels.

## MARKETING OBJECTIVES

- Communicate to families in Michigan making up to \$65,000 that they are eligible to receive free tuition, and may be eligible for further aid to defray the cost of attendance (room and board, fees and books)
- Communicate that U-M is affordable for all in-state students, including those with family incomes above \$65,000
- Communicate that U-M is the most affordable public university in the state for students with financial need
- Reach influencers in the college application process

## TARGET AUDIENCES

### PRIMARY:

- High school students and their families
- Counselors in Michigan high schools
- Community-based organizations/  
partners
- Current U-M students who are eligible  
in January 2018 to receive additional  
aid under this program

### SECONDARY:

- General public
- State and national media
- Stakeholders (elected officials,  
donors, alumni)
- In-state high-achieving high  
school juniors and seniors at  
all income levels

## TACTICS

- Earned media/news coverage
- Owned social media posts (U-M's Facebook and Twitter accounts)
- Paid social media campaign
- Original content created for social media:
  - Informational videos by President Schlissel and Vice President for Enrollment Management Kedra Ishop
  - Testimonial videos from students and alumni
  - Support video from Coach Harbaugh
  - Animated GIFs

## TACTICS

- Cinema advertising
- In-stadium signage for home football games
- :30 radio spots for each U-M football game
- Big House marquee advertising

## TACTICS

- Office of Enrollment Management:
  - Slice of Life, View of the U, Application Workshops and M is 4 U events
  - High School Counselor Workshops and Promoting the Publics event
  - High school college fairs
  - Financial aid outreach events

### Supporting materials:

- Table tents
- Retractable banners
- Flyers
- Table cloths

# MARKETING MATERIALS





CAMPAIGN GRAPHICS



— YOU CAN —  
**GO BLUE!**

TUITION SUPPORT FOR QUALIFYING  
FAMILIES WITH INCOMES UP TO \$180,000

IN-STATE STUDENTS | ANN ARBOR CAMPUS



FOUR YEARS OF  
**FREE U-M TUITION**

IN-STATE STUDENTS | \$65,000 & UNDER FAMILY INCOME  
ANN ARBOR CAMPUS | EFFECTIVE JANUARY 2018



GO BLUE GUARANTEE/  
YOU CAN GO BLUE  
SPLASH PAGE

The splash page features a blue and yellow color scheme. At the top, the University of Michigan 'M' logo is displayed. Below it, a banner reads 'GO BLUE GUARANTEE' and 'FOUR YEARS OF FREE U-M TUITION'. A sub-header states 'IN STATE RESIDENTS \* ELIGIBLE \* UNDER HOUSE BILL 5001 \* SEE ADMISSIONS WEBSITE \* EFFECTIVE JANUARY 2018'. The main text asks, 'Are You a Michigan Resident with a Family Income Less than \$66K?' and explains that if admitted, the university will cover the full cost of tuition for four years. It provides two buttons: 'If you're applying to U-M' and 'If you're already enrolled at U-M'. A link is provided for families with income over \$65K: 'See your ways to go blue, too!'. Two video thumbnails are shown: 'President Spillane on Go Blue Guarantee' and 'Katie's story on Go Blue Guarantee'. At the bottom, a section titled 'Our Commitment to Affordability' includes three statistics: '#2', '2 of 3', and '97%'.


ADMISSIONS  
WEBSITE  
LANDING PAGE

The landing page is a screenshot of the University of Michigan's Undergraduate Admissions website. The navigation bar includes 'Undergraduate Admissions' and 'INFORMATION FOR'. A sidebar on the left lists categories like 'Costs', 'Financial Aid', 'Michigan Residents', 'Rights & Responsibilities', 'Family Profile', 'Visit Us', and 'Value of a U-M Degree'. The main content area features a 'Go Blue Guarantee' section with the same banner and text as the splash page. Below this, there is a section titled 'IS YOUR FAMILY INCOME MORE THAN \$66K?' with a link to learn more. Other sections include 'Why Choose Michigan', 'Majors & Degrees', 'Value of a U-M Degree', and 'Next Steps', each with a 'Learn more' button.

VIDEOS SHARED VIA SOCIAL MEDIA

**University of Michigan**  
Sponsored · 🗨️

"We will find a way to help you afford a spectacular college education."  
#GoBlueGuarantee #LeadersandBest #GoBlue



Mark S. Sullivan  
President  
University of Michigan

Every student with an interest in higher ed


**GO BLUE GUARANTEE**  
Learn if you qualify  
GoBlueGuarantee.UMich.edu

Learn More

Like Comment Share

**University of Michigan**  
Sponsored · 🗨️

YOU CAN GO BLUE! "You can come to Michigan and the whole world opens up to you."  
#YouCanGoBlue #LeadersandBest #GoBlue



Support Lucas Myers  
ALUMNUS

You can come to Michigan and the whole world opens up to you


**U-M: AN EXCEPTIONAL VALUE**  
Explore your options  
admissions.umich.edu/you-can-g...

Learn More

Like Comment Share

**University of Michigan**  
Sponsored · 🗨️

YOU CAN GO BLUE! "U-M is committed to keeping a world-class education within reach of all Michigan residents."  
#YouCanGoBlue #LeadersandBest #GoBlue



Jim Hefner  
ALUMNUS

U-M is committed to keeping a world-class education within reach of all Michigan residents

**EXPLORE HOW YOU CAN GO BLUE!**  
Explore your options  
admissions.umich.edu/you-can-g...

Learn More

Like Comment Share

**University of Michigan**  
Sponsored · 🗨️

Offering FREE tuition for in-state students with a family income \$65K and under.  
#GoBlueGuarantee #LeadersandBest #GoBlue



**GO BLUE GUARANTEE**

FOUR YEARS OF  
**FREE U M TUITION**

IN-STATE STUDENTS | \$65,000 & UNDER FAMILY INCOME | JOHN ANDERSON CENTER  
© Michigan University 2018

**GO BLUE GUARANTEE**  
Learn if you qualify  
GoBlueGuarantee.UMich.edu

Learn More

Like Comment Share

## BIG HOUSE MARQUEE



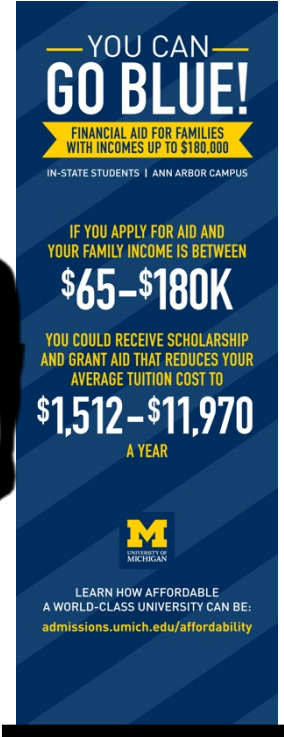
## IN-STADIUM ADVERTISING



CINEMA ADVERTISING



EVENT MATERIALS



U - M AFFORDABILITY CAMPAIGN

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# RESULTS



## HIGHLIGHTS—EARNED MEDIA & U-M CHANNELS

- 220+ stories in news outlets nationwide
- State of Michigan media coverage, including: *WDIV-TV*, *Detroit Free Press* and *The Detroit News*
- National media coverage, including: *The Chronicle of Higher Education*, *Forbes* and *USA Today*
- 6.93M impressions of the #GoBlueGuarantee hashtag on Twitter

## HIGHLIGHTS—EARNED MEDIA & U-M CHANNELS

- Coordinated outreach effort across U-M channels: The *Michigan Impact* newsletter, the Alumni Association social media channels, Office of University Development communications with donors, U-M Athletics' weekly newsletter
- 10 speeches by President Mark Schlissel, as well as other presidential communications including an op-ed in *Bridge* magazine and messages in the Michigan Impact newsletter and *Leaders and Best* magazine



## HIGHLIGHTS—EARNED MEDIA & U-M CHANNELS

- *University Record* story:
  - 13,321 pageviews (12,284 unique)
  - 3:56 average time on page
- [goblueguarantee.umich.edu](http://goblueguarantee.umich.edu):
  - 61,525 pageviews (52,972 unique)
  - 6:00 average time on page
  - 17.6% return visits
- 3,000 views of President Mark Schlissel and Kedra Ishop videos explaining the Go Blue Guarantee

## HIGHLIGHTS—EARNED MEDIA & U-M CHANNELS

- Office of Enrollment Management recruitment efforts:
  - Over 2,300 prospects and parents reached through themed events (e.g. Slice of Life, View of the U)
  - Over 500 counselors reached through Promoting the Publics and 200 counselors attended the High School Counselor Workshops
  - Over 500 high school college fairs/visits

## HIGHLIGHTS—PAID MEDIA CAMPAIGN

### Launch (July 1–15):

- 3,410,923 ads shown to the target audience
- Reach:
  - 81%+ of the 142,000 student/parent audience
  - 30%+ of the 1,500,000 statewide audience
- Total campaign reach: 605,378 unique people
- Ads viewed an average of 5.63 times

## HIGHLIGHTS—PAID MEDIA CAMPAIGN

### Launch (July 1–15):

- 1,086,778 actions (likes, views, clicks, shares, etc.) taken on the ads
- 407,934 video views (views of 10+ seconds)
- More than 5,000 visitors directed to [goblueguarantee.umich.edu](http://goblueguarantee.umich.edu)
- 300K+ audience members captured for remarketing purposes

## HIGHLIGHTS—PAID MEDIA CAMPAIGN

### **Rollout (September 18–October 16):**

- 5,038,145 ads shown to the target audience
- Total campaign reach: 1,846,806 unique people
- 516,772 actions (likes, views, clicks, shares, etc.)
- 128,549 video views of 10+ seconds

## HIGHLIGHTS—PAID MEDIA CAMPAIGN

### **Rollout (September 18–October 16):**

- Office of Enrollment Management custom forms to collect information on and follow-up with prospects:
  - 3,855 visits to the Go Blue Guarantee form page
  - 989 visits to the You Can Go Blue form page
  - 1,398 forms filled out in total

## HIGHLIGHTS—ADVERTISING

### **Cinema (September 1–October 27):**

- 17 theaters in West Michigan, Mid-Michigan, and the Upper Peninsula
  - 415,305 impressions

### **U-M Football/Basketball (September 16–January 9):**

- In-stadium/arena and radio:
  - 484,500 fans in-stadium/arena
  - 960,000 radio listeners

THANK YOU!