

Stockton University Atlantic City

Stockton University Atlantic City
Exceeds Enrollment Goals and
Meets Residential Goals



Overview - “A New Wave of Opportunity”

- “Beachfront Living and Learning”
- Exceeded enrollment goals for Atlantic City by 20%
- Filled new residence hall – 533 beds in 145 apartments
- Over 1 million social media impressions
- Public relations generated 340 stories
- AC campaign accounted for **63%** of pageviews from Nov. to May

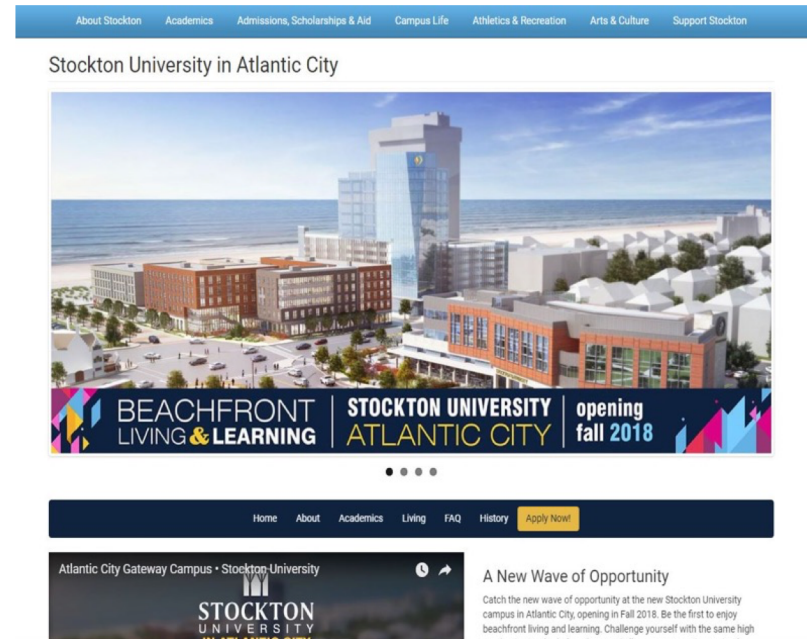


Research and Planning

- Promote the quality and value of a Stockton education as well as the new exciting Atlantic City campus location.
- Develop and implement an Integrated Campaign to target parents, prospective and current students, guidance counselors and other influencers.
- Integration of public relations, social media and paid media.

Integrated Communications Plan

Developed an integrated communications plan for the Atlantic City campus to increase awareness and drive traffic to www.stockton.edu/acgateway.



Project Branding

- “**A New Wave of Opportunity**” is the identity for the entire effort to build a campus and a community presence with public/private partnerships. “New” being important based on our research; “Wave” symbolizing the beach and the energy represented by the effort; and “Opportunity” connecting it to an ongoing theme from Stockton’s history of providing opportunity for students to get an education and to get a job, and the community’s opportunity to benefit economically and socially.
- More specific to the enrollment effort was the primary message of that students could benefit from “**Beachfront Living and Learning.**”



Graphic Design

The new graphics scheme referenced the existing Stockton look, but used colors that reminded viewers of the fun of the beach, and abstract shapes that were inspired by the angularity of the boardwalk and the architecture of the new buildings.



Public Relations – Media Coverage

Twenty-three press releases produced 340 media hits.
Highlights include:

[Stockton University unveils new Atlantic City campus](#)
[College kids get million-dollar ocean views from these N.J. Shore dorm rooms](#)
[Beachfront Living At Stockton's New Atlantic City Campus](#)
[Stockton U. opens oceanfront dorm, campus in Atlantic City](#)
[A Look Inside Stockton University's Atlantic City Campus](#)
[Sneak peek inside the new Stockton Atlantic City campus](#)

Stockton University shared a video.
Published by Stockton University [?] · August 30 at 7:08 AM ·

More than 500 N.J. students will wake up to an **ocean view** this fall.

213,419 Views

NJ.com
August 29 at 3:00 PM ·

Like Page

Stockton University's new dorm has an amazing view that's probably better than the Jersey Shore house you just rented. <http://nj-ne.ws/PIDwhPO>

1,900	217	1,310
People Reached	Engagements	Clicks



Public Relations – Media Coverage

Sneak peek inside the new Stockton Atlantic City campus

CLAIRE LOWE Staff Writer Aug 29, 2018



In addition to the academic building on the island, the new campus features a brand new student housing building, complete with ocean-front views.

Buy Now



ATLANTIC CITY — Paint is still going up on the walls, and desks and furniture are being delivered each day as the countdown nears to the opening of Stockton University's new campus next week.

Beachfront Living At Stockton's New Atlantic City Campus

August 28, 2018 at 7:08 pm Filed Under: Local TV, Stockton University



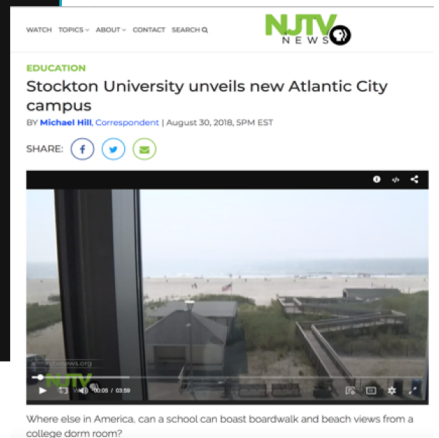
Follow CBSPHILLY Facebook | Twitter

ATLANTIC CITY, N.J. (CBS) — More than 500 Stockton University students are about to have the ultimate living-learning experience as they hang their hat and sandals in the new Atlantic City campus.



A Look Inside Stockton University's Atlantic City Campus

We're taking a first look inside Stockton University's oceanfront campus in Atlantic City, New Jersey. (Published Tuesday, Aug 28, 2018 | Credit: Ted Greenberg)



Public Relations – Media Day

Media day included a tour of the campus with **14 regional medial outlets**, including television network affiliates from Philadelphia, radio and print from New Jersey, Philadelphia and New York

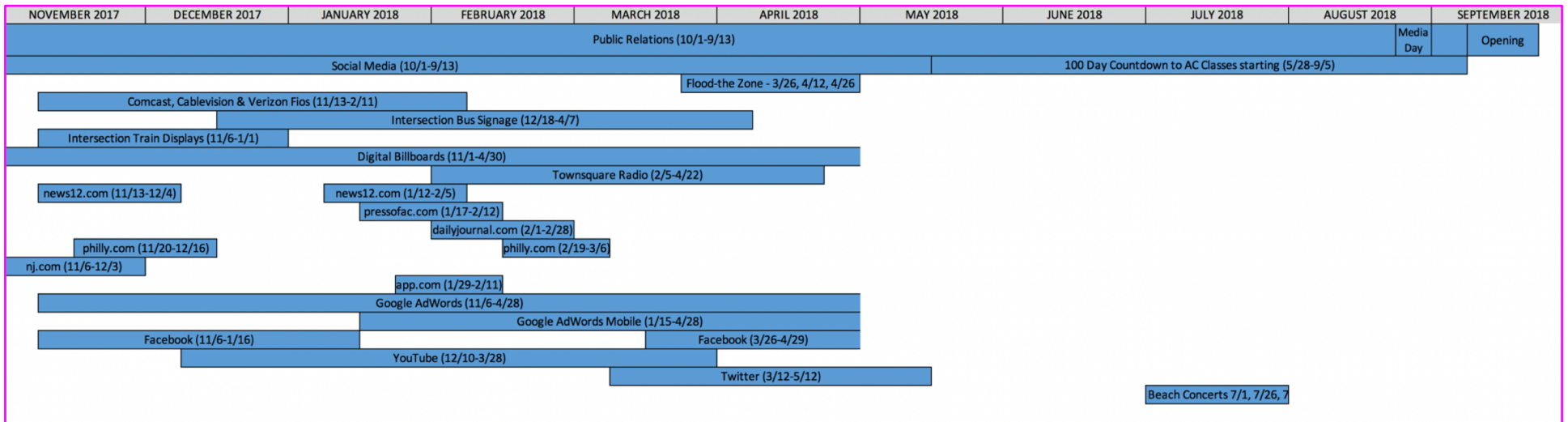
RESULT: 340 media mentions



Planning - Mixed Media Budget

Television	\$49,043
Bus	\$21,483
Transit Station Digital	\$5,750
Billboards	\$40,000
Radio	\$10,020
Web	\$15,995
AdWords	\$6,000
Paid Social Media	\$6,000
Production Costs	\$20,000
	<hr/>
Campaign Total	\$174,291

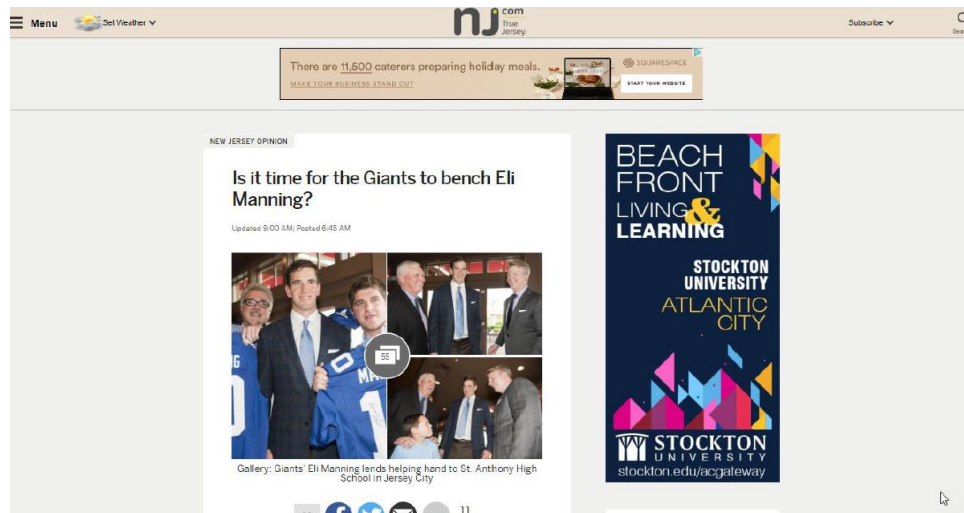
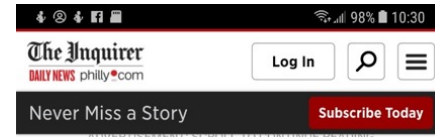
Planning – Campaign Timeline



Execution: Digital



Execution: Digital



Creative: Internal



Creative: Bus Wraps & Billboards



Creative: Beach Concert & Boardwalk Monitors




Creative: Aerial Advertising



Creative: Social Media

Instagram

stocktonuniversity Sponsored



Learn More

stocktonuniversity Use your Beach Bags & Backpacks at Stockton University in Atlantic City, opening Fall 2018.

Stockton University Sponsored


Experience Beachfront Living & Learning at Stockton University in Atlantic City, opening Fall 2018.



stockton.edu/acgateway

Beachfront Living & Learning

LEARN MORE



stockton.edu/acgateway

Intersection of Atlantic, Albany and Pacific Avenues

Atlantic City Gateway Campus • Stockton University

Stockton University

Subscribe 471

7,452 views

Add to Share More

Published on May 11, 2017

Stockton University Atlantic City Gateway Campus. Funding sources for the Atlantic City campus include the Atlantic County Improvement Authority; the N.J. Economic Development Authority; the State of New Jersey's Higher Education Capital Improvement Fund Act; state bond funds for higher education construction; and from Stockton. For more information please visit <http://www.stockton.edu/acgateway>

SHOW MORE



BEACHFRONT LIVING & LEARNING | **STOCKTON UNIVERSITY ATLANTIC CITY** | **opening fall 2018**

Social Media - Facebook

Facebook

Total Posts: 144

Total Reach: 458,710

Post Clicks/Action: 44,168

Top Post: 66,902 (see right)

Stockton University
Published by Jessica Jacob (1) · August 27 at 11:33 AM · 🌐

Worried about getting to class? #StocktonU students will have shuttle services between Galloway and #StocktonAC from 7:30 am -12:10 am Monday - Saturday and 10 am -10 pm on Sundays. And there's Wi-Fi! #LiveStocktonAC #9Days



4,785 People Reached 151 Engagements 458 Clicks

Stockton University
Published by Jessica Jacob (1) · August 30 at 11:00 AM · 🌐

Are you ready, Ospreys? #LiveStocktonAC #StocktonAC #6Days




1,823 People Reached 41 Engagements 94 Clicks

Top Post

Stockton University is with Laura Chase
July 21 · 🌐

Nothing like this view to remind you why #StocktonAC is worth it. #LiveStocktonAC #46Days



👤 66,902 people reached [Boost Post](#)

👍❤️👎 816 176 Comments 321 Shares

👍 Like 💬 Comment ➦ Share ⋮

Performance for Your Post

66,902 People Reached

5,810 Reactions, Comments & Shares

3,165 Like	681 On Post	2,484 On Shares
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302 Love	73 On Post	229 On Shares
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50 Haha	6 On Post	44 On Shares
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442 Wow	72 On Post	370 On Shares
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3 Sad	0 On Post	3 On Shares
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4 Angry	0 On Post	4 On Shares
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1,528 Comments	435 On Post	1,093 On Shares
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324 Shares	321 On Post	3 On Shares
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18,807 Post Clicks

6,001 Photo Views	65 Link Clicks	12,741 Other Clicks
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Social Media - YouTube

YouTube

Total Videos: 8

Total Views: 4,996



<https://www.youtube.com/watch?v=oe3e-kOZIU0&feature=youtu.be>



Social Media - Twitter

Twitter

Total Tweets: 165

Total Impressions: 451,189

Post Engagement: 32,761

Top Tweet: July 21, 2018



Tweet activity



Promote your Tweet
Your Tweet has 15,635 total impressions so far. Get more impressions on this Tweet!

Promote your Tweet

Impressions	15,635
Total engagements	5,287
Media engagements	3,895
Detail expands	810
Profile clicks	248
Likes	169
Hashtag clicks	69
Link clicks	52
Retweets	39
Replies	4
Follows	1

Social Media - Instagram

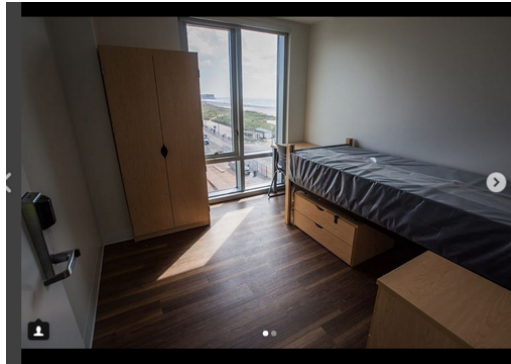
Instagram


Total Posts: 29

Total Reach: 106,903

Total Likes: 10,832

Top Post: Reach of 7,995/1,008 Likes



 stocktonuniversity
Atlantic City, New Jersey





stocktonuniversity The view from this #StocktonAC room overlooks the beach and the boardwalk. Surf checks are just a glance away. #29days #livestocktonAC

Load more comments

islandsimba Great post, inspiration is what I aim for

ya_boy_donnie @garyormsby

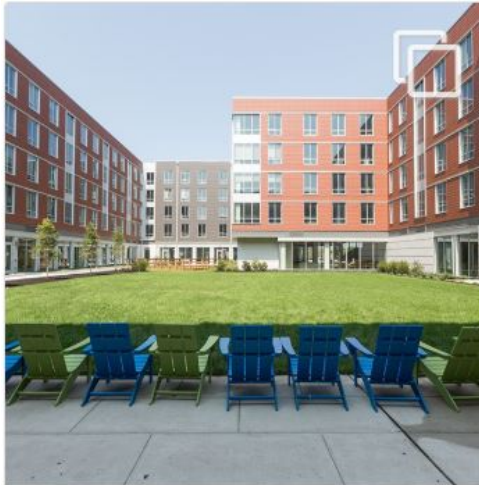
stocktonuniversity @lorellyn yes, pretty sure we took this on the fourth floor.




1,008 likes

AUGUST 7

Add a comment...



#TransformationTuesday: The vision is now tangible. Ospreys move in to the

 599  2 1w ago  Share

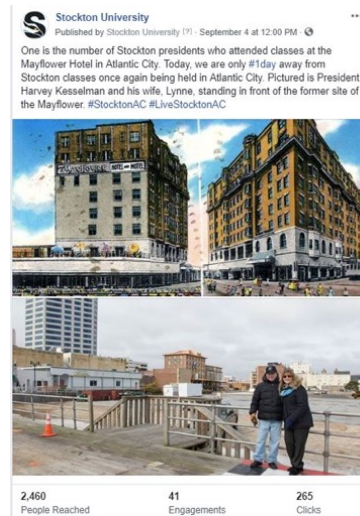
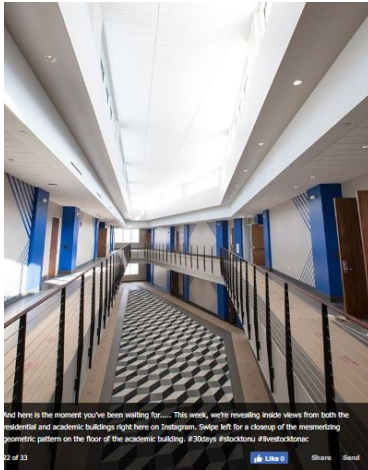
Flood the Zone

Complete takeover of the digital outlets on the Galloway campus including the LED sign on the entrance to the campus, television monitors throughout public spaces, as well as graphics on computer monitors, the main website and on sign-in pages for the Stockton-only portal.



100 Days Countdown

On May 28, the 100 Day countdown to the opening of Stockton University Atlantic City begins. Daily posts about Stockton AC on Twitter and Facebook helped to build excitement and increase awareness about the new campus.



Results – Distribution Over Class Levels



AC Residential Students by Class Level

FR	82	16%
SO	231	45%
JR	117	23%
SR	73	14%
GR	13	3%
Grand Total	516	



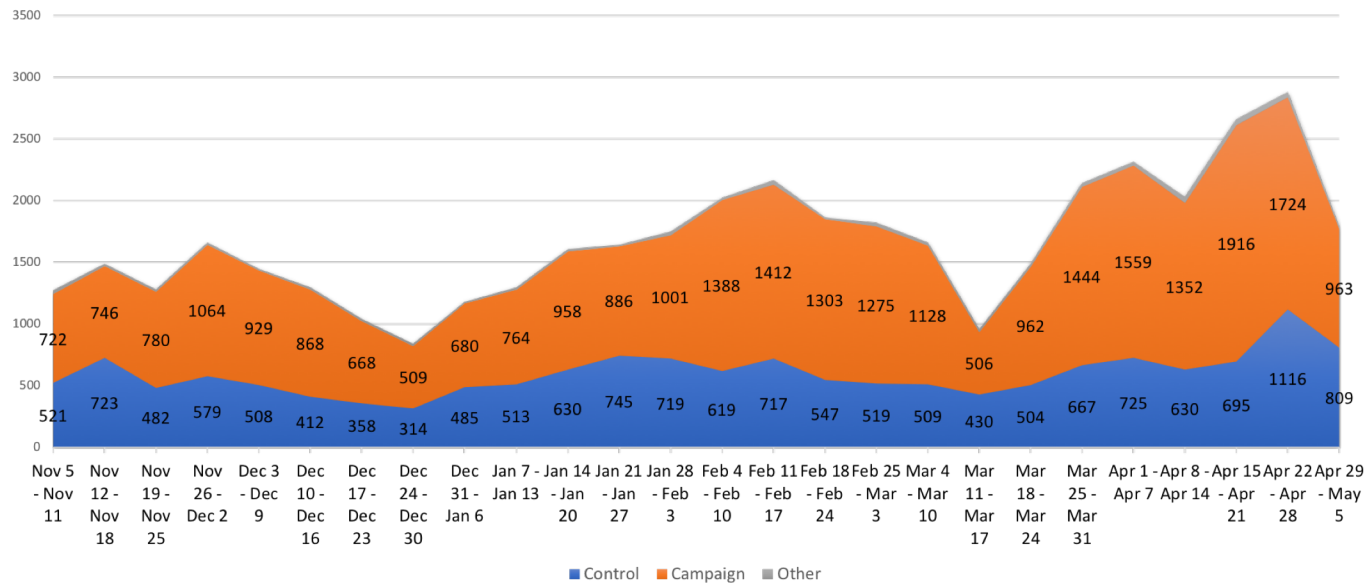
Results – Geographic Diversity



AC Residential Students by County of Origin		
County		
Atlantic	25	5%
Bergen	29	6%
Burlington	48	9%
Camden	44	9%
Cape May	12	2%
Cumberland	15	3%
Essex	21	4%
Gloucester	36	7%
Hudson	5	1%
Hunterdon	10	2%
Mercer	26	5%
Middlesex	27	5%
Monmouth	53	10%
Morris	20	4%
Ocean	72	14%
Passaic	11	2%
Salem	4	1%
Somerset	14	3%
Sussex	11	2%
Union	11	2%
Warren	6	1%
Out of State	16	3%
Grand Total	516	

Results – Campaign produced 63% of pageviews

stockton.edu/acgateway
Control vs. Campaign
November 5, 2017 - May 5, 2018



The AC campaign accounted for **63%** of pageviews from November 5 – May 5 (27,507 out of 43,610)



Ribbon Cutting



Steps to the
Boardwalk
& Beach

