What is “search”
Students who take the PSAT and/or PreACT and/or AP Test-takers

- Sophomores
- Juniors
- Targeted geographic areas
- Specific test ranges

Other third-party vendors
Partners

Fire Engine Red

Others:

Cappex

Carnegie Communications

Chegg/NRCCUA

Niche (new in 2018)

Raise.me
Communications / Strategies

- Blend of print and email
- Many vendors offer “college matching” (i.e. think dating sites)
- Targeted broad-based academic campaigns
- End goal: for students to opt in to receiving more information about UVM (and thus becoming an “inquiry” and part of our own communication flow)
DISCUSSION