

JUNE 25, 2025

The Student Voice In Digital Marketing

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LOCATED IN SOUTH CENTRAL PA



PRIVATE LIBERAL ARTS COLLEGE



3800 TOTAL ENROLLMENT



65 UNDERGRADUATE MAJORS



20 GRADUATE PROGRAMS



ENROLL APPROX 1,000
STUDENTS/YEAR (FY, TR, GR)

Enrollment Marketing



Lives in Enrollment Management



Team: Director, Associate Director of Digital Marketing, Associate Director of Admissions and Events, and a Marketing Coordinator



Division Events, Traditional Media, Traditional Print, Digital Media, Website, Social Media



Collaborate and strategic planning with institutional marketing

The Power of Student Voice

Among the most trusted sources in higher ed marketing

Ambassadors aren't just tour guides- they are brand storytellers

Their lived experience makes our messaging more relatable, more authentic, and more effective.

WHERE WE STARTED

Ambassador Program (Pre-2023)

- 20-25 students
- Inconsistent expectations
- Limited integration with marketing goals
 - Used in photos/videos while working
 - No connection to digital campaigns
- Missed opportunity to strategically elevate student voice



The Need for Change

We needed to:

- Align student leaders with enrollment marketing strategy
- Make space for **intentional** digital storytelling
- Build a team that could support and lead our visit experience



Enter the Spartan Captains

PROGRAM OVERHAUL (2023-2024)

- Introduced a **tiered leadership structure**
- Created roles with clear responsibilities
- Targeted recruitment to match marketing strategies (ex: DARTs)
- Enhanced ownership, peer leadership, and buy-in



Spartan Ambassador Program Structure



Team Management Captain

Welcome Center Captain

Presentation Captain

Implementation Plan

Competitive pay

based on leadership and longevity

Role-specific apparel

and name tags for visibility

Weekly check-ins

with captains

Peer accountability

system built into leadership roles



Outcomes

FALL 2024 LAUNCH

- Increased student engagement and investment
- Stronger peer leadership and shift coverage
- Enhanced event execution and tour consistency
- Staff focus redirected to strategic priorities
- Ambassadors became owners of the program's success



IMPACT ON DIGITAL MARKETING

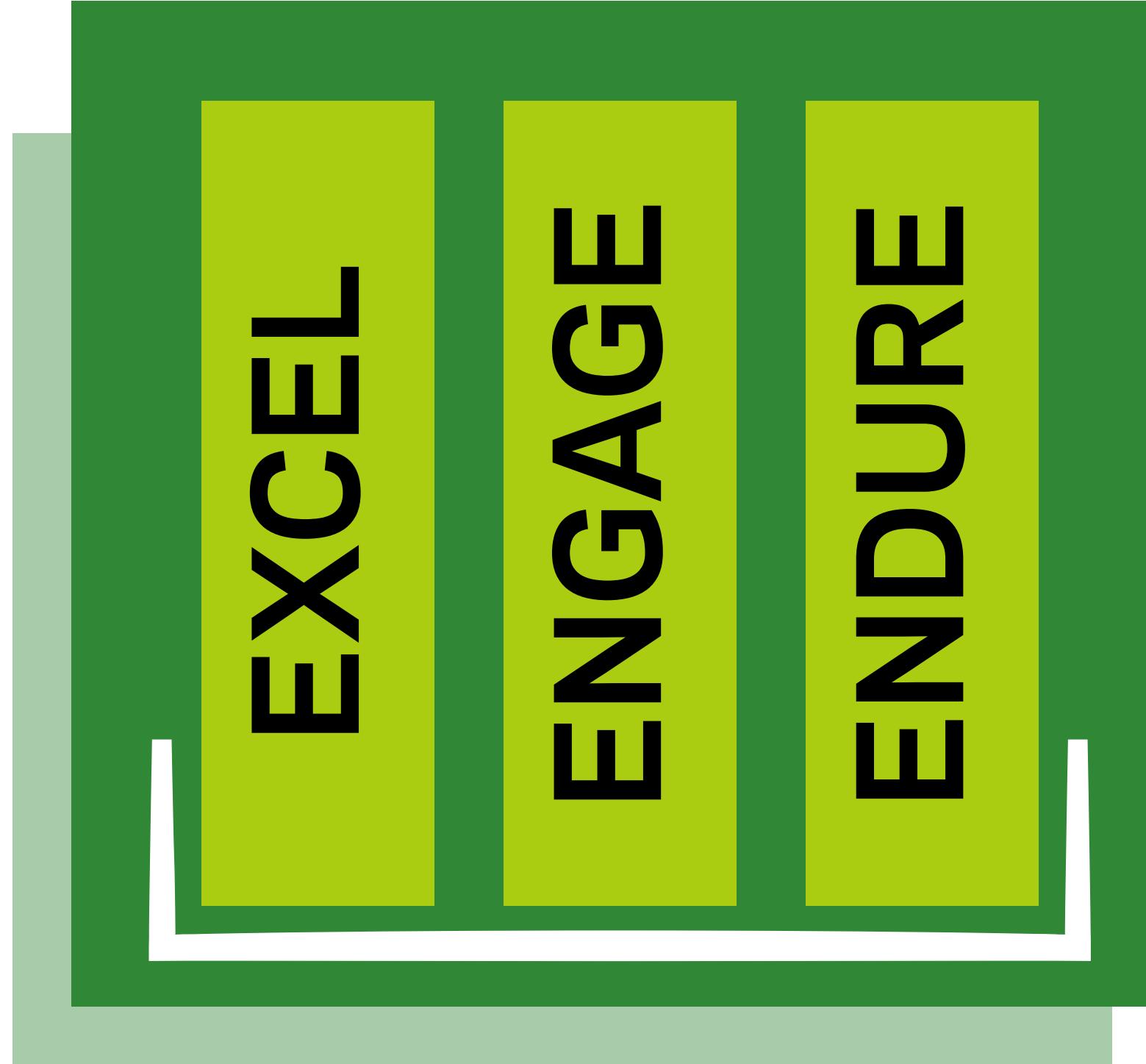
- Captains are confident and camera-ready
- Featured in **student takeover content**
- Source of **authentic quotes**, reels, and spotlights
- Embedded in email campaigns and behavioral outreach
- **Co-creators** of the student experience, not just the participants

Key Takeaway

THE STUDENT VOICE ISN'T A TOOL- IT'S A PARTNERSHIP

By investing in student leaders, we create storytellers who **live the brand**, lead with purpose, and connect with future students in ways we simply can't replicate as staff



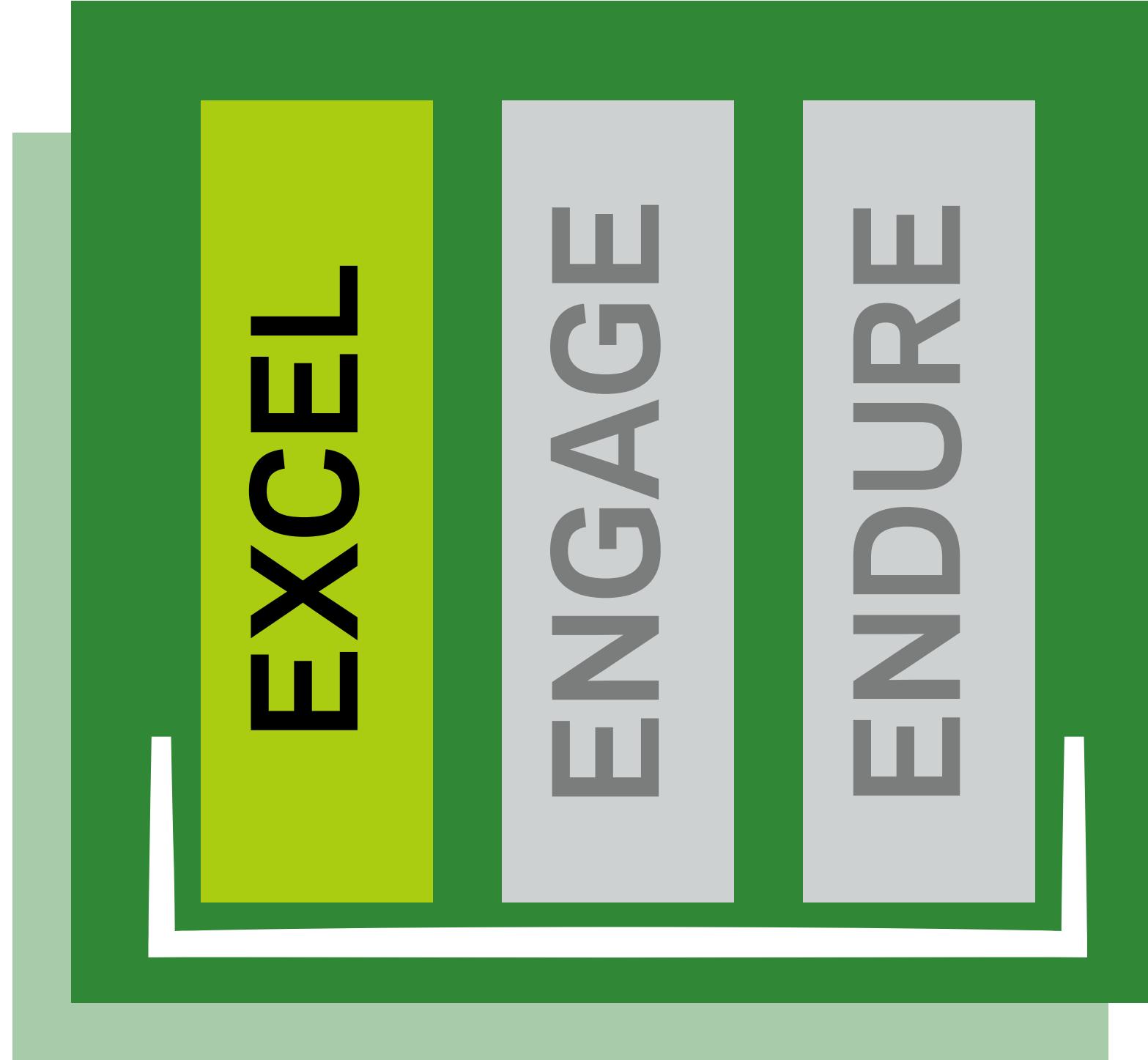


3 Brand Pillars of YCP

Excel: Starting Here and Now

Engage: Fusing Passion with Practical Wisdom

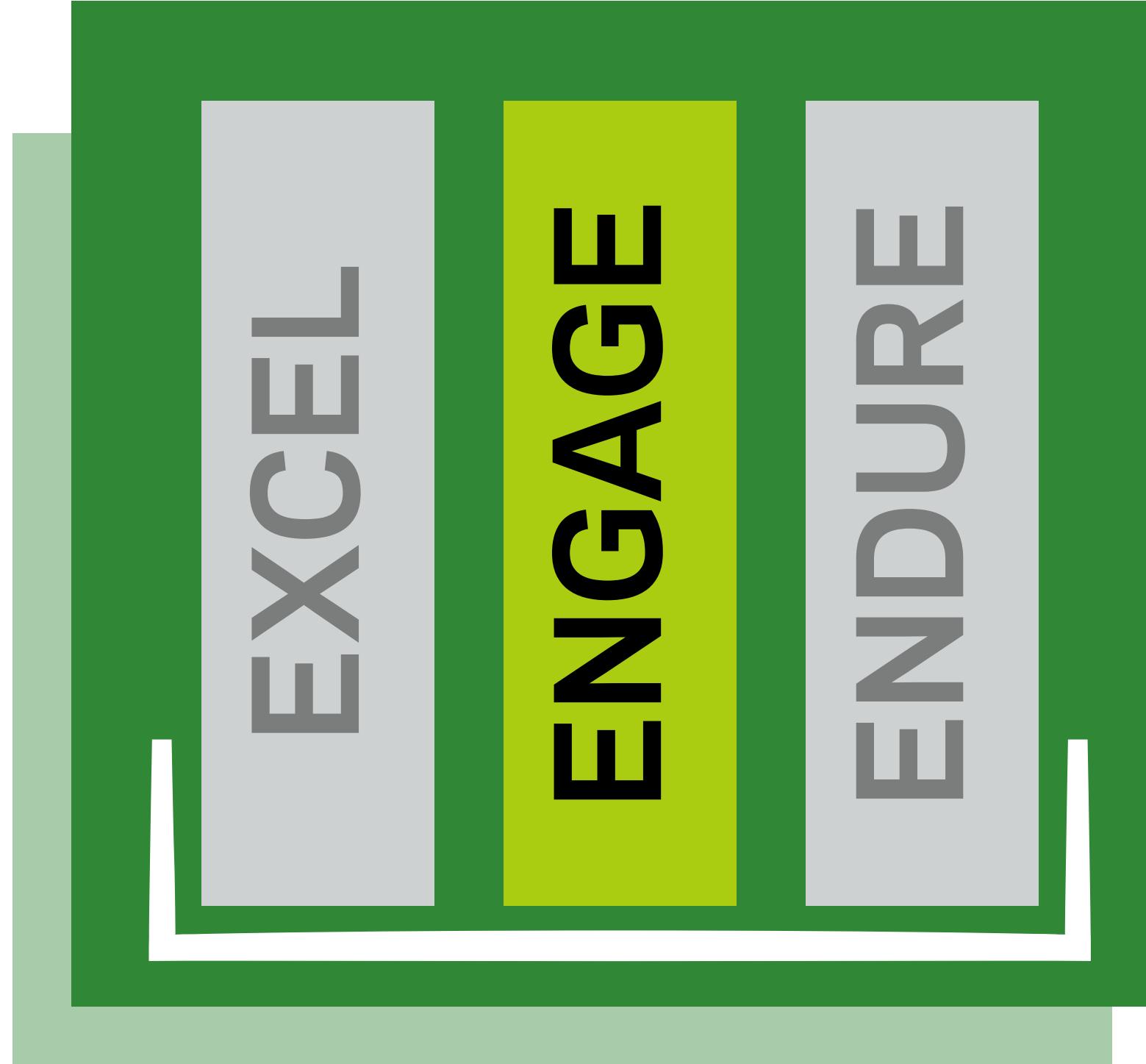
Endure: Bringing Impact to All



3 Brand Pillars of YCP

EXCEL

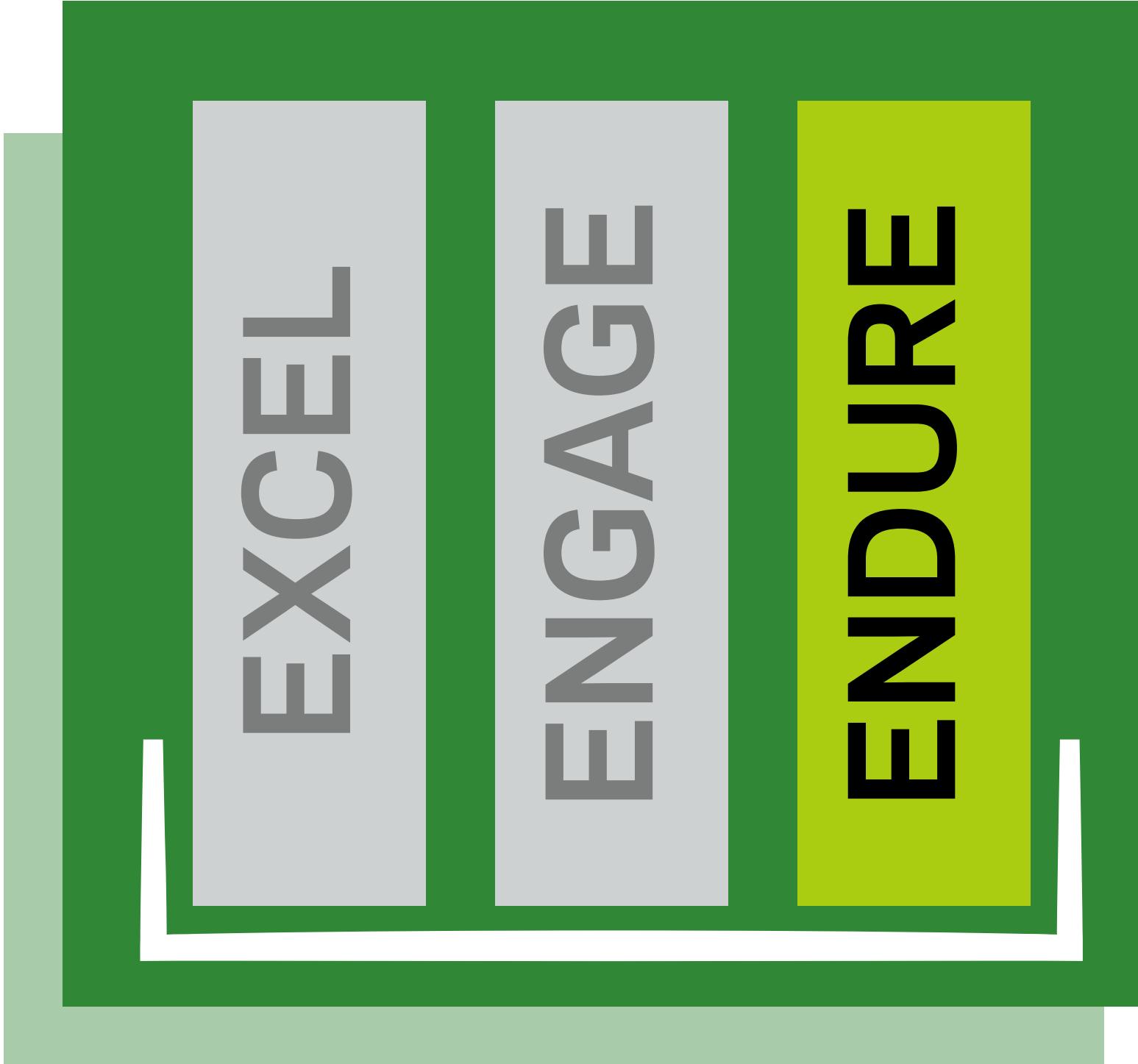
Starting Here & Now. Our graduates thrive in their careers and rise to meet any challenge because they prepared here, at a college dedicated to experiential and adaptable education, and in a city abundant with opportunity.



3 Brand Pillars of YCP

ENGAGE

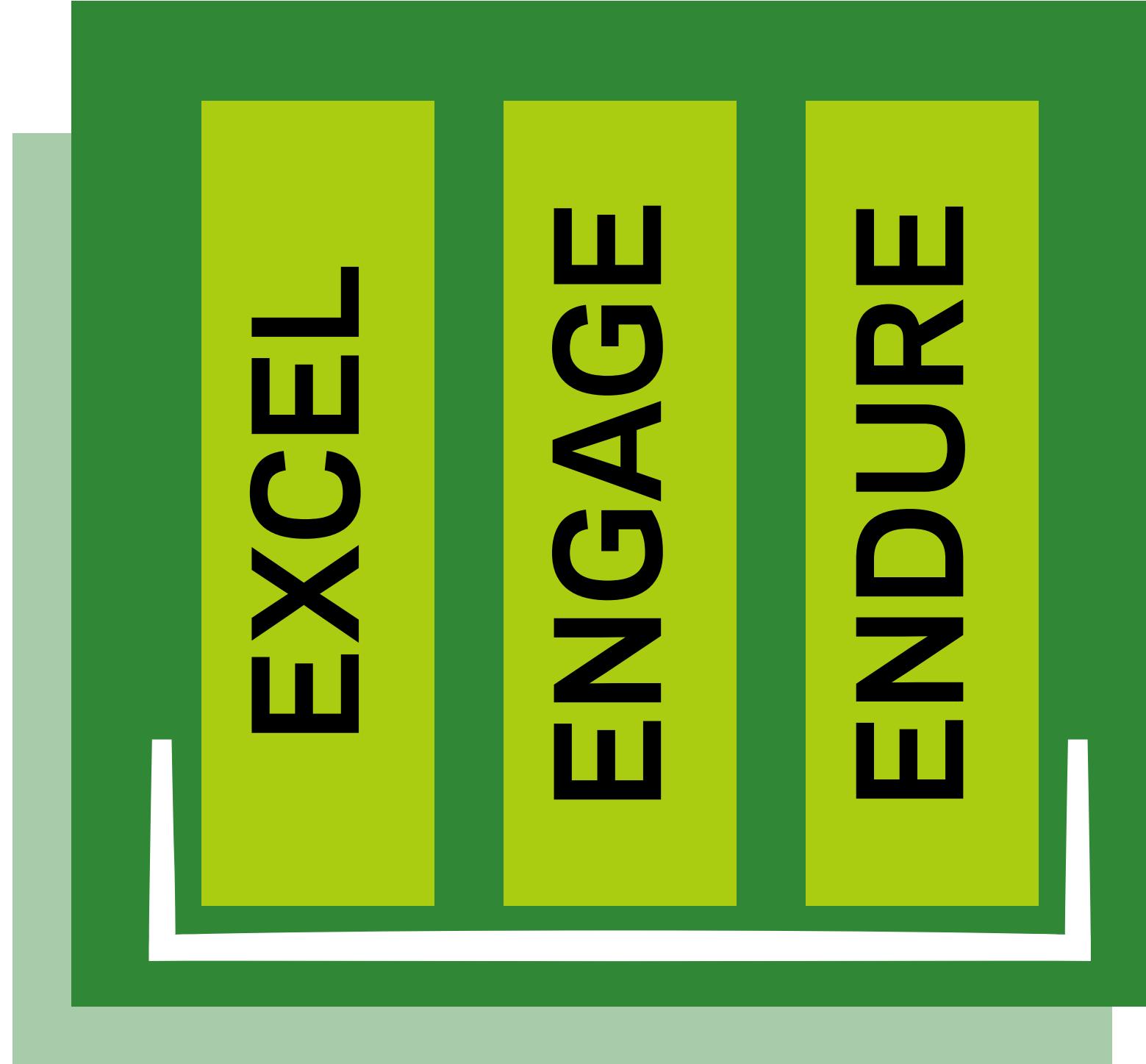
Fusing Passion with Practical Wisdom. Our faculty bring firsthand industry experience, expertise, and empowering support into the classroom, challenging passionate and eager students to hone their proficiencies and realize their own potential.



3 Brand Pillars of YCP

ENDURE

Bringing Impact to All. Our college brings change to our place in the world, providing an accessible, relevant, and meaningful education to students-turned-citizens who make a difference wherever they go.



*We use our
student's voice to
give these pillars
dimension.*

Generational Communication Matters



Capture the Student Voice...Strategically

-  KEEPS MESSAGING BRAND-ADJACENT WITHOUT SOUNDING SCRIPTED
-  MAINTAINS AUTHENTICITY AND EMOTIONAL CONNECTION
-  ALLOWS SCALABLE STORYTELLING WITHOUT SACRIFICING INDIVIDUALITY

Integrated Marketing Tactics

EMAIL - GRAPHICS

Sarah Olivieri '24

Major: Music Education

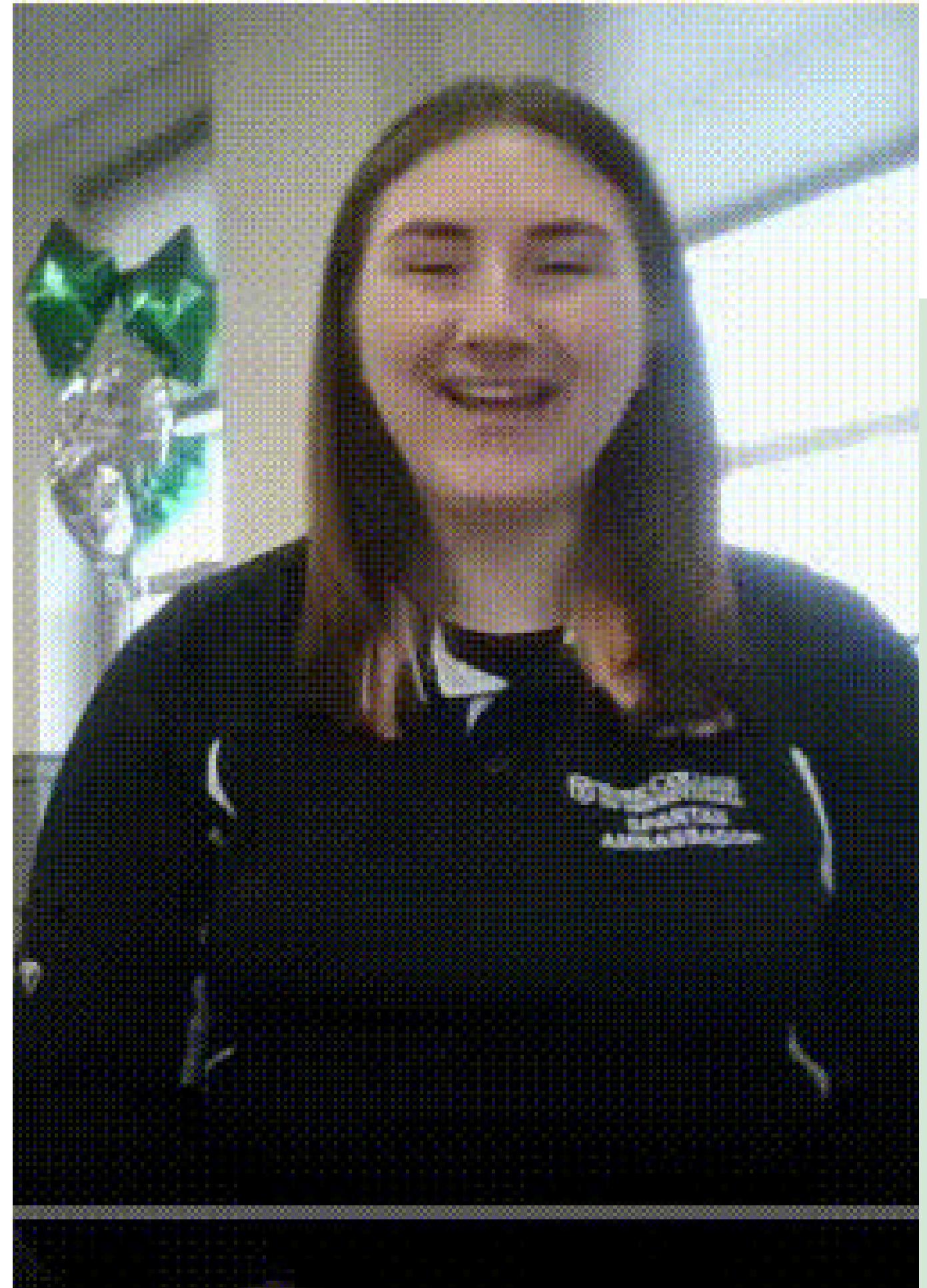
Hometown: Miliani, HI

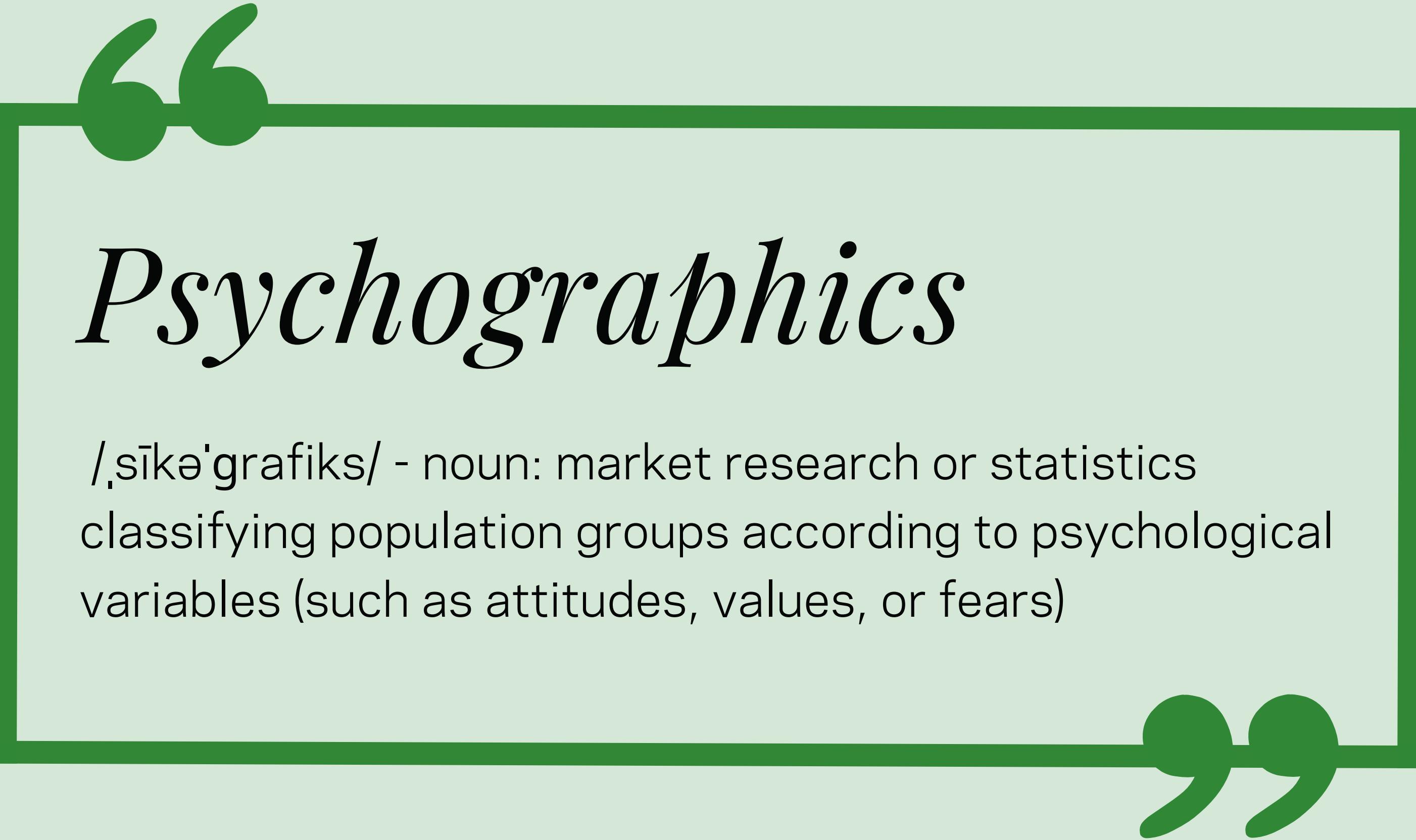


"I love that YCP is such a small community. It's easy to recognize people you know wherever you go on campus! From students and faculty to community members walking their dogs on campus, everyone you meet is friendly and welcoming"

Integrated Marketing Tactics

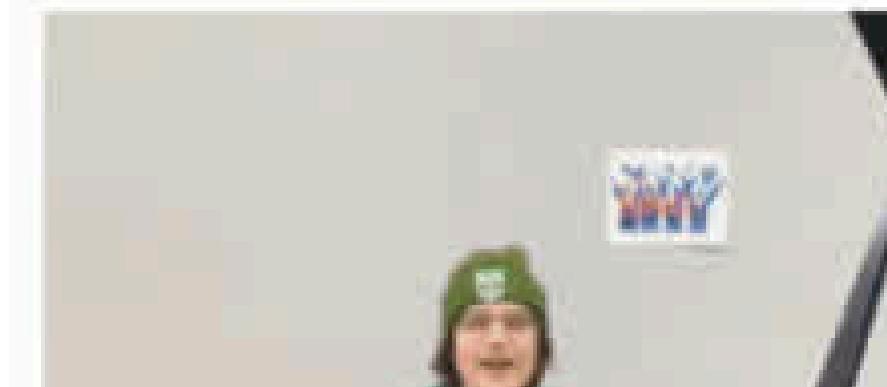
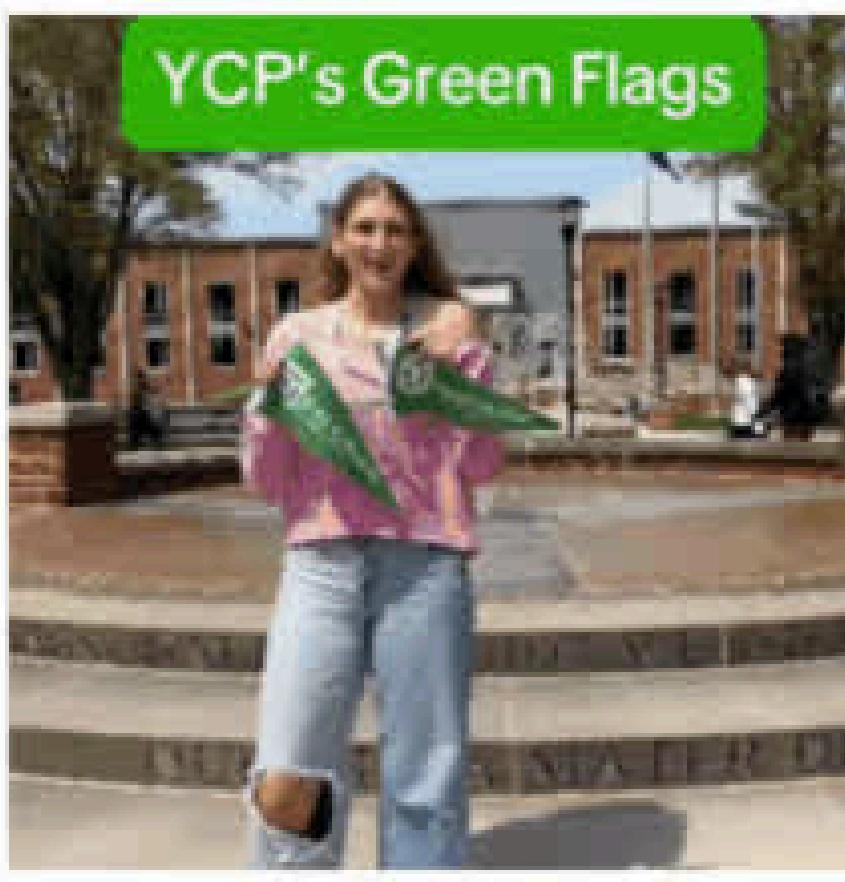
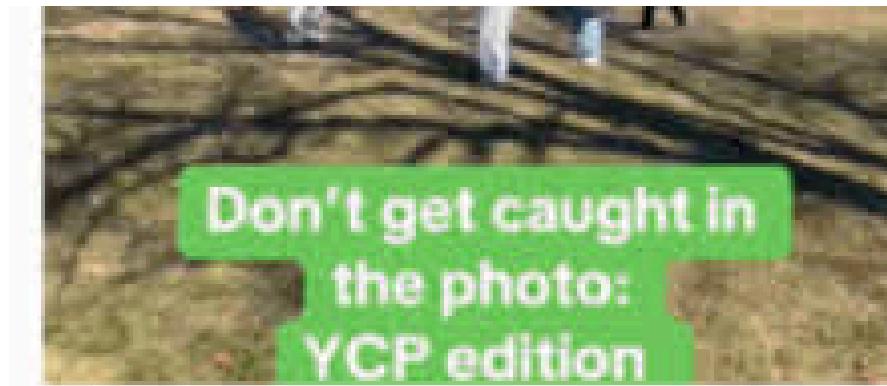
EMAIL - EMBEDDED VIDEO





Psychographics

/sīkə'grafiks/ - noun: market research or statistics classifying population groups according to psychological variables (such as attitudes, values, or fears)



SOCIAL MEDIA CREATIVE FREEDOM with guardrails

WHY IT WORKS:

- Spot and Respond to Trends Faster
- Cuts Through the “Noise” with Authenticity

“
Students want to hear from **ACTUAL**
students - not a marketer pretending
to be one.

”

Website and Visual Content

YORK COLLEGE OF PENNSYLVANIA

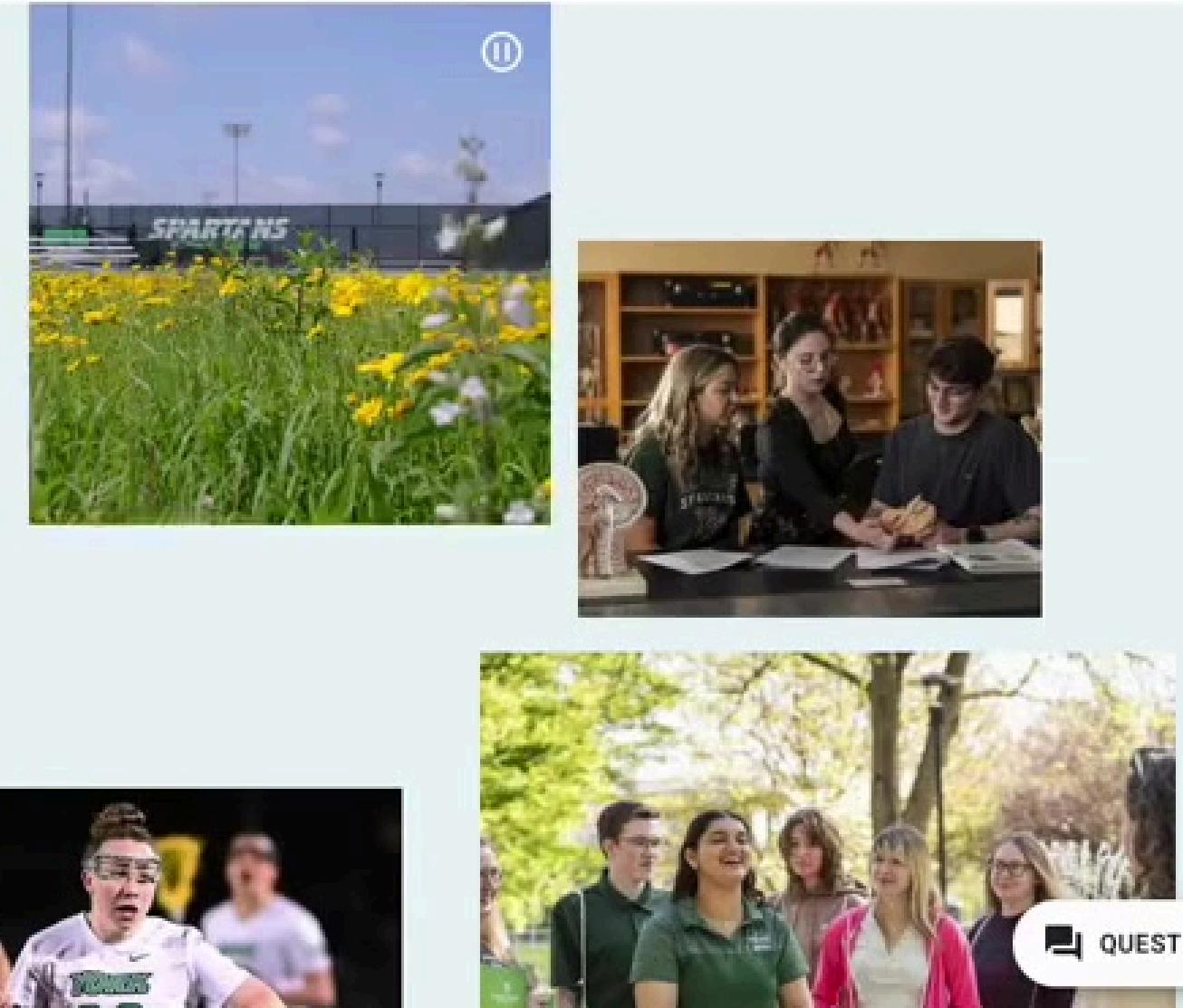
VIEW EDIT DELETE REVISIONS CLONE

About MyYCP Athletics Alumni Give Request Info Visit Apply

Academics Admissions Cost & Aid Student Life

At York College, you will receive more than an education — you'll become part of a community that makes learning personal.

Turn your passion into purpose.



- A field of yellow flowers with a "SPARTANS" banner in the background.
- Three students sitting at a table in a library, looking at papers.
- Students cheering on a basketball court.
- A group of students standing outdoors in a park-like setting.

QUESTIONS? ASK SPARTAN



WHAT WE KNOW

STUDENT VOICE PERFORMS HIGHER

Enrollment Increase YoY
3-5%



2024 Email Engagement = 72 emails

Senior Search 17%

App Gen 19%

App Completion 23%

Yield 22%

Anti-Melt 27%

2025 Email Engagement = 67 (to date)

Senior Search 21%

App Gen 21%

App Completion 24%

Yield currently: 20% (to date)

Anti-Melt currently: 25% (to date)

Highest Engagement Rate Highlights:

Search & Anti-MeltDARTed
student video email - over 40%

Search: Counselor introduction video

Yield: Get Involved (student email
highlighted)

Yield: Parent Email - next steps

Anti-Melt: Counselor video



Social Media Engagement (IG)

Jan 2025-June 16, 2025

STORIES

takeovers resulted in **2x** impressions vs. standard posts

POSTS

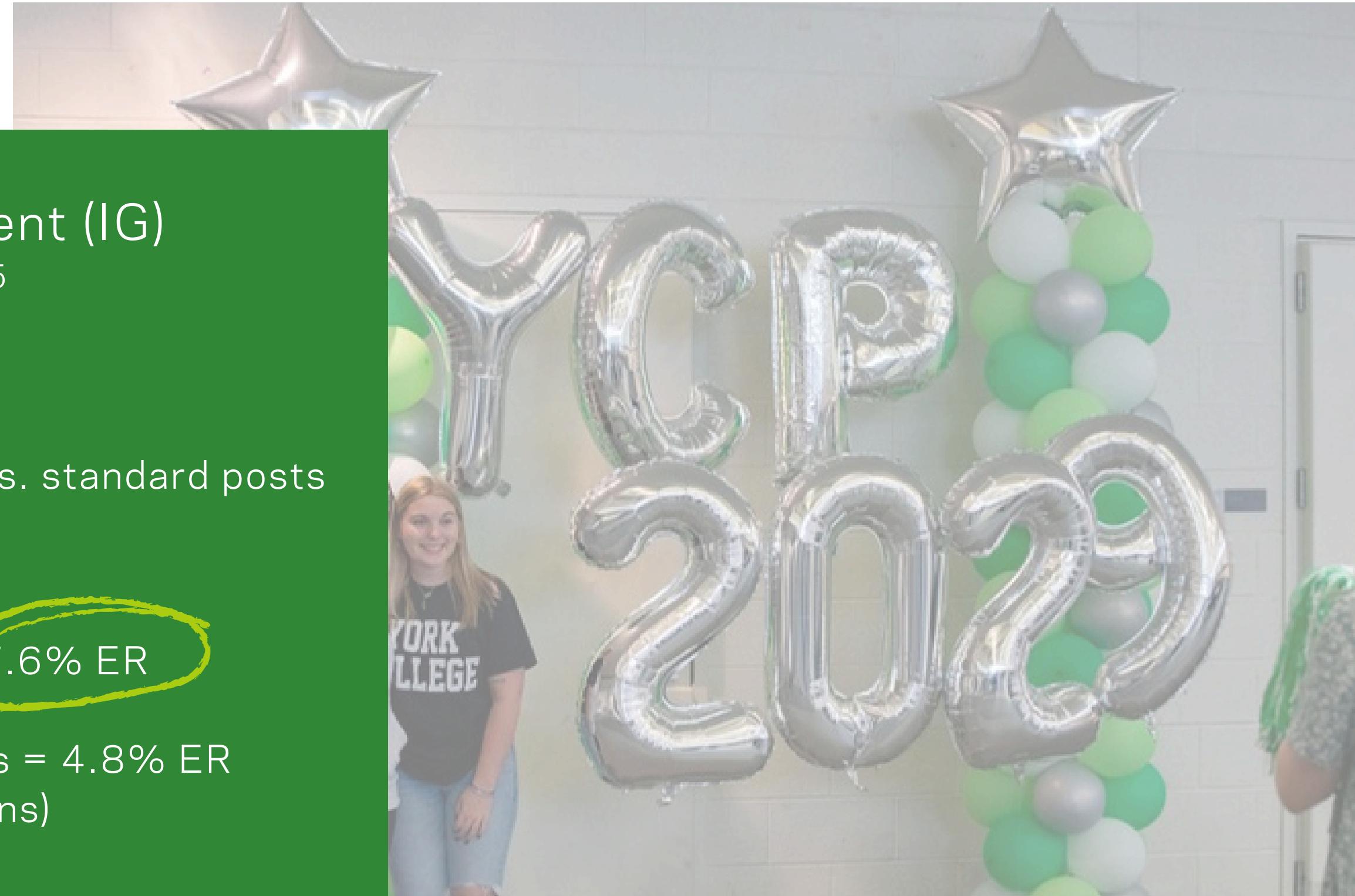
student-focused imagery = **7.6% ER**

campus imagery or Canva graphics = **4.8% ER**
(63,592 total impressions)

RIVALIQ DATA (LAST 30 DAYS):

Industry average = 12.7 posts per week with a **.59% ER**

YCP Admissions average = **3.5 post per week average**
with a **6.6% ER**



Key Takeaways



USE STUDENT VOICE

Find authentic ways to convey the student experience in your marketing



TAKE AN INVENTORY

Review what you currently have and build upon it



ASK YOUR STUDENTS

Conduct focus groups and/or use brand ambassadors to have inform your plan



SMALL SHIFTS = BIG WINS

Find ways to integrate the student voice into your plan

Take Action



REVIEW YOUR STUFF

Find the places it makes sense for you and your goals



DEVELOP A MESSAGE

What message do you want your students to tell? Does it align?



FIND YOUR STUDENTS

Start a campaign to find your strongest voices on campus

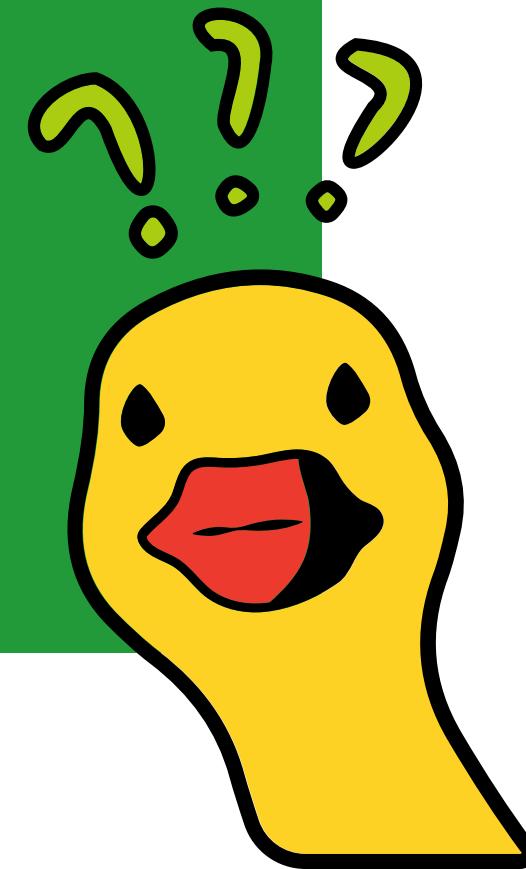


CONNECT WITH DECISION MAKERS AND MAKE IT HAPPEN



Questions & Conversation

Ask us anything, we love questions!



Let's Connect!

CONTACT US

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