

JUNE 25, 2025

# *The Student Voice* *In Digital Marketing*

Katie Schwienteck, Director of Enrollment Marketing  
Mady Sharp, Associate Director of Admissions and Events  
Steve Hall, Associate Director of Digital Marketing





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)

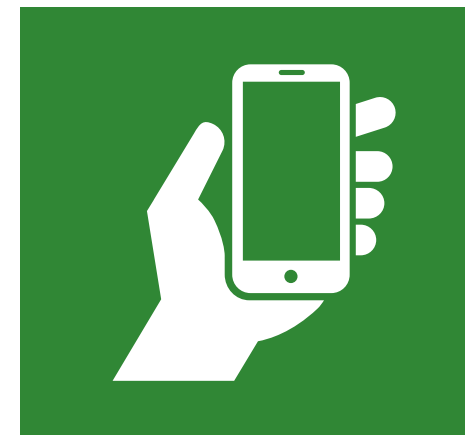
# *Enrollment Marketing*



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



ENTER

# *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



A graphic consisting of three vertical pillars. Each pillar is a light green rectangle with a dark green border. The pillars are arranged side-by-side. The first pillar is labeled 'EXCEL', the second 'ENGAGE', and the third 'ENDURE'. The text is in a bold, sans-serif font, oriented vertically.

**EXCEL**

**ENGAGE**

**ENDURE**

## *3 Brand Pillars of YCP*

**Excel:** Starting Here and Now

**Engage:** Fusing Passion with Practical Wisdom

**Endure:** Bringing Impact to All

A graphic consisting of three vertical rectangular pillars set against a dark green background. The first pillar on the left is lime green and contains the word 'EXCEL' in bold black capital letters. The second and third pillars are light gray and contain the words 'ENGAGE' and 'ENDURE' respectively, in bold gray capital letters. The pillars are framed by a white border that has a stepped, architectural look.

**EXCEL**

**ENGAGE**

**ENDURE**

## *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.

A graphic consisting of three vertical rectangular pillars set against a dark green background. The leftmost pillar is light gray and contains the word 'EXCEL' in dark gray, oriented vertically. The middle pillar is a vibrant yellow-green and contains the word 'ENGAGE' in bold black, oriented vertically. The rightmost pillar is light gray and contains the word 'ENDURE' in dark gray, oriented vertically. The pillars are separated by thin dark green gaps. The entire graphic is framed by a white border that has a stepped, architectural appearance on the left and bottom sides.

EXCEL

**ENGAGE**

ENDURE

## *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.

A graphic consisting of three vertical rectangular pillars set against a dark green background. The first pillar is light gray and contains the word 'EXCEL' in dark gray. The second pillar is also light gray and contains the word 'ENGAGE' in dark gray. The third pillar is a vibrant yellow-green and contains the word 'ENDURE' in black. The pillars are separated by thin dark green gaps. The entire graphic is framed by a white border that has a stepped, architectural look.

EXCEL

ENGAGE

ENDURE

## *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.

The image features three vertical pillars of equal height and width, arranged side-by-side. Each pillar is a solid, vibrant yellow color. They are set against a background of a solid, medium green color. The pillars are separated by thin, vertical green gaps. The entire set of pillars is framed by a white border that is slightly offset from the edges of the green background, creating a subtle drop shadow effect.

**EXCEL**

**ENGAGE**

**ENDURE**

*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

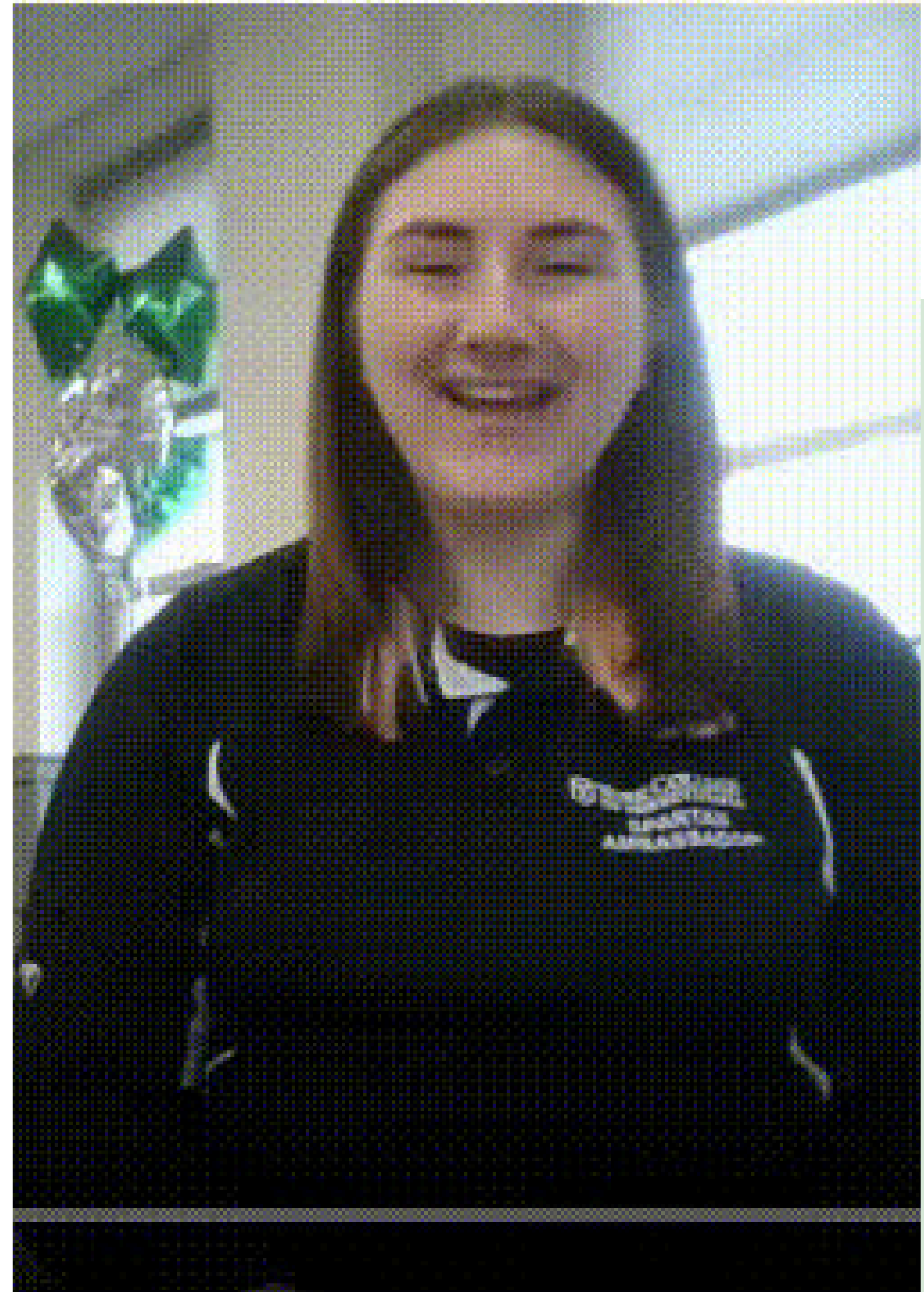
Hometown: Miliani, HI



"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

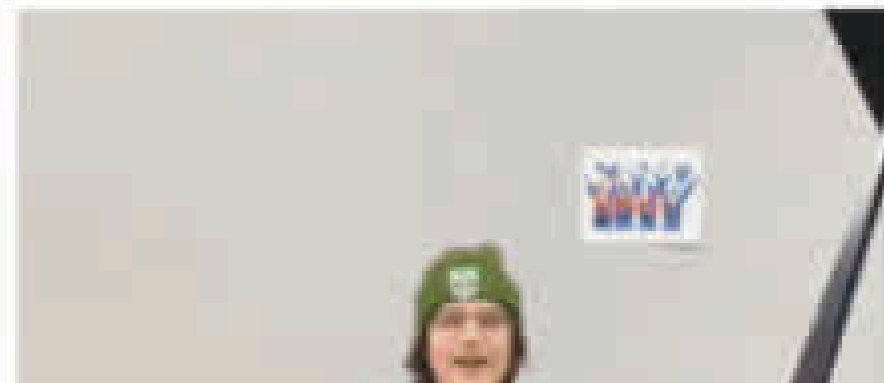
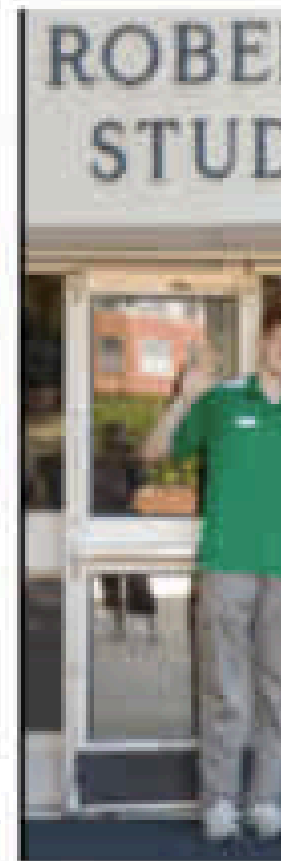
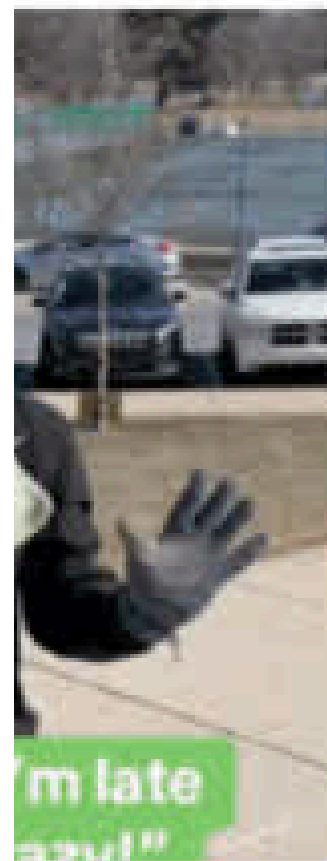
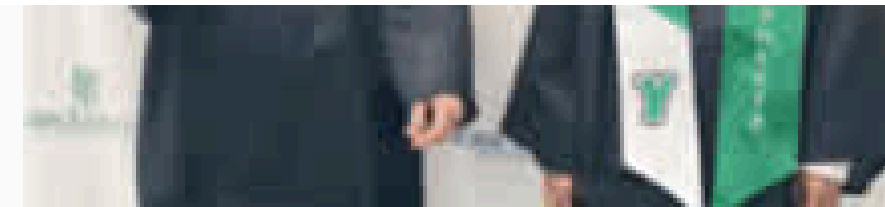
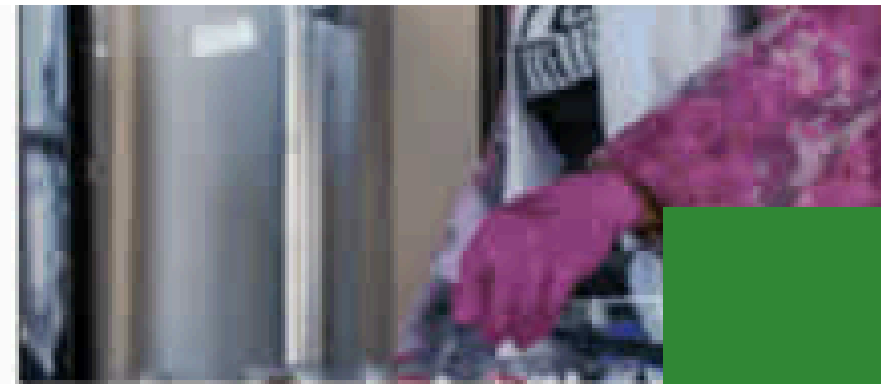
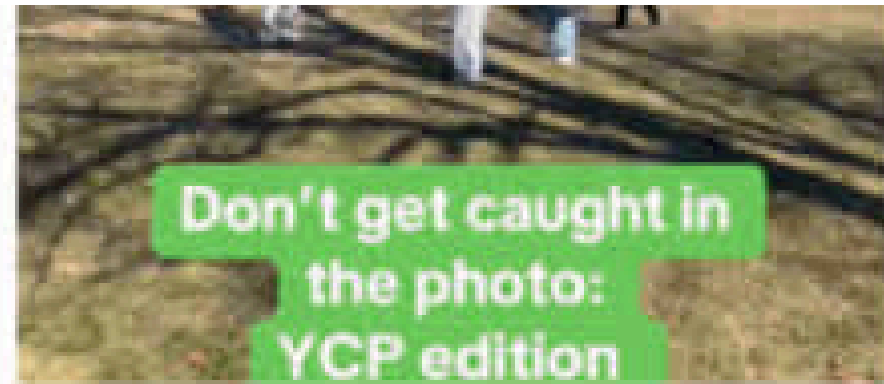


“

# *Psychographics*

/ˌsɪkəˈɡrafiks/ - 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

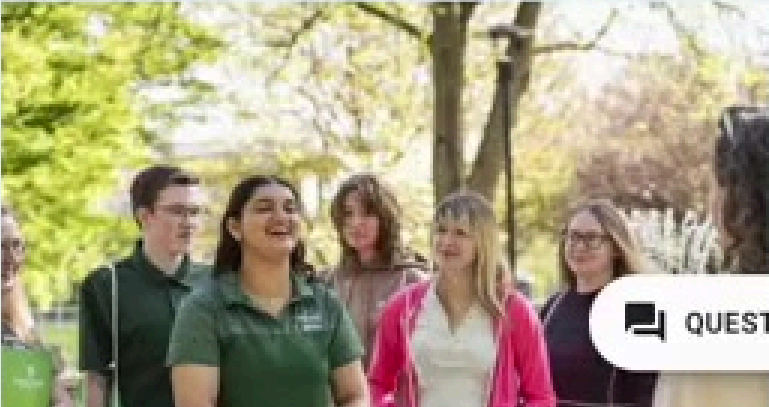



DELETE

REVISIONS

CLONE

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.



QUESTIONS? ASK SPARTAN

AboutMyYCPAthleticsAlumniGiveRequest InfoVisitApply

AcademicsAdmissionsCost & AidStudent Life



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

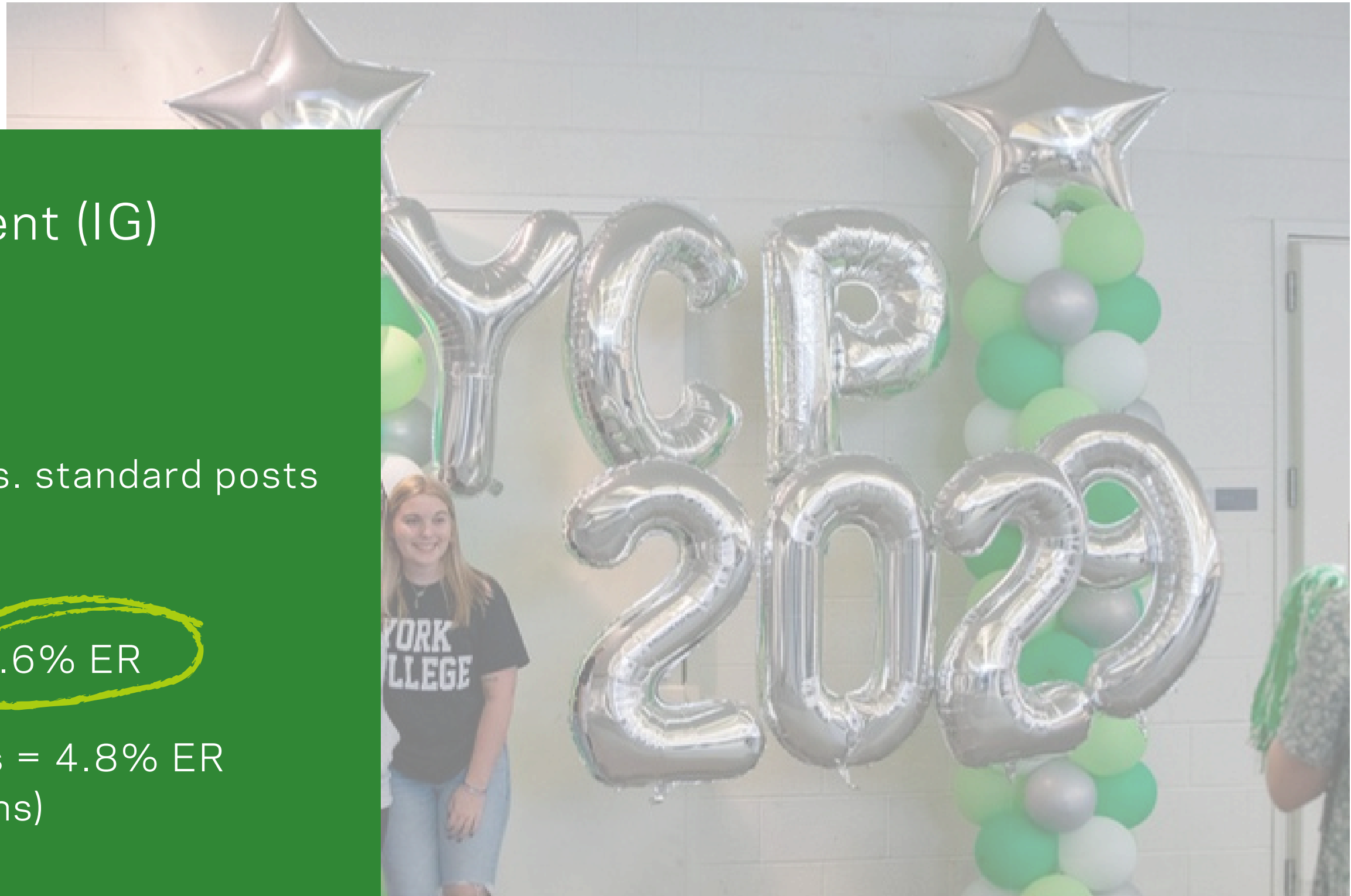
student-focused imagery = 7.6% ER

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



## ASK YOUR STUDENTS

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



## TAKE AN INVENTORY

Review what you currently have and build upon it



## 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

### **Steve Hall**

LinkedIn: [linkedin.com/in/stephenmhall](https://www.linkedin.com/in/stephenmhall)

Email: [shall19@ycp.edu](mailto:shall19@ycp.edu)

### **Katie Schwienteck**

LinkedIn: [linkedin.com/in/kschwienteck](https://www.linkedin.com/in/kschwienteck)

Email: [kschwien@ycp.edu](mailto:kschwien@ycp.edu)

### **Mady Sharp**

LinkedIn: [linkedin.com/in/madysharp](https://www.linkedin.com/in/madysharp)

Email: [msharp3@ycp.edu](mailto:msharp3@ycp.edu)

