

## Capitol Technology University – Admissions Campaign

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- Situation** Capitol Technology University is Maryland’s only independent institution of higher learning dedicated exclusively to STEM education and careers. After implementing a successful undergraduate admissions brand platform based on “geek pride” for nearly 10 years, Capitol Technology University was seeking to evolve it to continue to appeal to current prospective students. Based on input from current students and staff, it established “Charge Up Your Future” as the university’s theme moving forward. Capitol Tech turned to TDC to create an accompanying brand look-and-feel and to apply it to a wide range of admissions communications.
- Solution** We developed a visual brand presentation that provided a fresh yet comfortably updated look to Capitol Tech’s materials. In addition, we established a new brand positioning statement that put greater emphasis on Capitol Tech’s impact on students’ job prospects. This helped inform individual “Charge Up” theme extensions for key areas of study and degree programs that included astronautical engineering, autonomous unmanned systems, business, computer science, cybersecurity, and engineering.
- Result** The “Charge Up Your Future” branding was rolled out in late 2020 and included the following elements:
- “Charge Up Your Future” theme and extensions
  - New branded look-and-feel
  - New mascot design
  - Look book design and copy
  - Direct mail series highlighting individual areas of study
  - Email campaign for areas of study
  - Open House email series
  - Thank You postcard
  - Campus video tour
  - Geofencing campaign
  - Cybersecurity video series, banner ads, social media, and email
- The “Charge Up” geofencing campaign helped build greater awareness among area and regional high school students and community college transfer students. It targeted juniors and seniors at 40+ high schools as well as 18 to 20-year olds at 25+ community colleges.
- Secured 2,336,754 impressions over 5 months
  - Produced 3,917 clicks
  - Averaged .17% CTR
  - 320x50 ad size generated 72% of all impressions and 69% of all clicks

- o campaign positioning and theme
- o campaign identity

Every day the world is rapidly moving forward. Technology is the engine everywhere you look. And it's the scientists, analysts, engineers, software designers, and data experts from Capitol Technology University who will be leading the charge to be among those in the driver's seat.

The name says it all—go all in on tech or go home. Innovative, industry-specific programs are hard wired to integrate scientific theory with real hands-on experience. Capitol Tech students learn from faculty with years of proven expertise who help them gain the knowledge and will to find a way or make one. The result? Graduates with job-ready skills and high-demand degrees that attract corporate and government recruiters.

You can find colleges that offer STEM education. But you won't find one that lives, breathes, creates, and delivers technology career opportunities for students like Capitol Tech does. For those ready to be a leader in the technology world, Capitol Tech is the place to charge up your future.

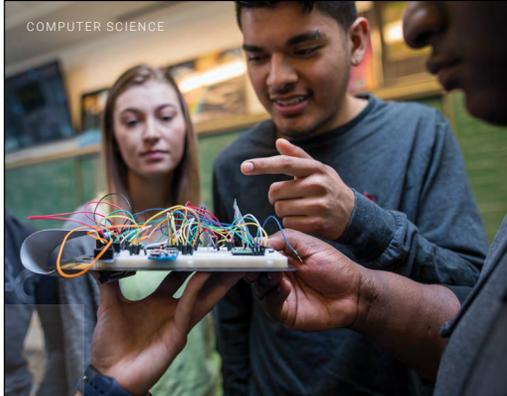
CHARGEUP  
YOUR FUTURE

CHARGEUP  
YOUR REACH

CHARGEUP  
YOUR TRAJECTORY

CHARGEUP  
YOUR CREATIVITY

CHARGEUP  
YOUR INGENUITY



**CHARGEUP**  
YOUR INGENUITY

**THE DATA IS CLEAR: YOUR POSSIBILITIES ARE**  
Our world is increasingly operating with the help of intelligent and accurate  
powered by machine learning, predictive inferencing, and data mining help  
to the advancement of these technologies are uniquely educated professors  
with the skills and broad training capabilities that Capital Tech develops  
Science program. We provide the environment and resources to research in  
the specialized, practical, and analytical knowledge that technology comes  
work. Our programs combine the rigorous hands-on education you need to  
to explore additional areas of interest you want to think, we think you'll  
perfected the art of computer science education here.

"Capital followed through on every job  
made. I'm still getting job opportunit  
even when I'm not looking. Having th  
security has been amazing"

www.capitoltech.edu



**CHARGEUP**  
YOUR READINESS

**BECOME A POWERFUL FORCE FOR GOOD**  
While today's technological wonders improve and enrich lives, their connectivity also carries  
constant risks to the people and communities who use them as bad actors threaten the  
security and integrity of our data. Due to our location, Capital Technology University attracts  
some of the world's leading experts, government authorities, and corporate enterprises that  
are needed in helping our students become the cybersecurity professionals our nation needs.  
Our program has long been recognized by the Department of Homeland Security and the  
National Security Agency as a National Center of Academic Excellence in Cyber Defense  
Education and recently won the title of Best Cybersecurity Program in the Nation by SC Media.  
If you're ready to become a hero, you won't find a better training ground than Capital Tech.

"My job requires flexibility. Capital Tech prepared  
me for this with foundational knowledge in  
various fields within cybersecurity. Today, there's  
work that's directly related to what I learned."

www.capitoltech.edu

**CYBERSECURITY**

Capital Tech is one of the  
**few colleges in the nation**  
currently offering a program in  
**Cyber Analytics.**

**CHARGEUP**  
YOUR FUTURE

**CAPITOL**  
Technology University  
11301 Springfield Road  
Laurel, Maryland 20708

Non Profit Organization  
U.S. Postage  
PAID  
Permit No. 5835  
Laurel, MD 20708

Become job ready with an engineering degree from Capitol Technology University. Get the specialized knowledge and hands-on training to earn a Capitol Tech degree. Bachelor of Science programs are available in:

- Astronautical Engineering
- Computer Engineering
- Computer Engineering Technology
- Electrical Engineering
- Electronics Technology
- Mechanical Engineering
- Software Engineering

Capitol Tech is Maryland's only independent university dedicated to STEM education and careers. We're located just 30 miles north of Washington, D.C., one of the nation's leading hubs of science, research, and technology innovation. Our location is just one of the many reasons all students are guaranteed a job offer after graduation.

Visit [captechu.edu](http://captechu.edu) to see why Capitol Tech is the best place to charge up your future.

[f](#) @captechu   [@capitoltech](#)  
[in](#) Capitol Technology University

**CHARGEUP**  
YOUR CREATIVITY

ENGINEERING

**CHARGEUP**  
YOUR FUTURE

**CAPITOL**  
Technology University  
11301 Springfield Road  
Laurel, Maryland 20708

Non Profit Organization  
U.S. Postage  
PAID  
Permit No. 5835  
Laurel, MD 20708

Become job ready with a Computer Science degree from Capitol Technology University. Expand your knowledge, experience, and opportunities to advance technologies with a Capitol Tech degree. Bachelor of Science programs are available in:

- Computer Science
- Software Engineering
- Information Technology

Capitol Tech is Maryland's only independent university dedicated to STEM education and careers. We're located just 30 miles north of Washington, D.C., one of the nation's leading hubs of science, research, and technology innovation. Our location is just one of the many reasons all students are guaranteed a job offer after graduation.

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[in](#) Capitol Technology University

**CHARGEUP**  
YOUR INGENUITY

**CHARGEUP**  
YOUR INGENUITY

COMPUTER SCIENCE

**CHARGEUP**  
YOUR TRAJECTORY

UNMANNED AND AUTONOMOUS SYSTEMS

**CHARGEUP**  
YOUR READINESS

CYBERSECURITY

**CHARGEUP**  
YOUR CONNECTIONS

BUSINESS



# CHARGEUP

YOUR INGENUITY

**Charge Up Your Future with a degree in Computer Science from Capitol Technology University.**

- Capitol Technology University is uniquely designed for students who want to be job ready in today's vast opportunities in computer science. At Capitol Tech, you'll be able to:
- explore new innovations in internet-based technologies, programming, and systems;
  - engage in practical training to be a software engineer;
  - get hands-on experience with professors who are working professionals;
  - participate in coding competitions and work in leading-edge labs; and
  - start earning Cisco certifications.

We offer a **JOB PLACEMENT GUARANTEE** within 90 days of your graduation in your field of study and at a competitive salary. [Here's an overview of the college experience that will land you your lucrative, essential, dream job.](#)

You can also learn more about our programs and student life at one of our [upcoming virtual info sessions](#). We look forward to showing all the ways Capitol Tech is the place to charge up your future!

Sincerely,  


Cameron Newsome, Director of Admissions  
Capitol Technology University  
11301 Springfield Rd. | Laurel, MD 20708

Follow us on: 




# CHARGEUP

YOUR CREATIVITY

**Charge Up Your Future with a degree in Engineering from Capitol Technology University.**

- Capitol Technology University is uniquely designed for students who want to expand their horizons and be job ready in a wide range of engineering fields. At Capitol Tech, you'll be able to:
- explore digital design, microprocessors, wireless systems, and more;
  - participate in various engineering labs and projects in your freshman year;
  - engage in engineering competitions and conferences across the nation;
  - be involved in robotics and compete in tournaments as a member of Capitol Tech's nationally-regarded team; and
  - learn from professors who are professional engineers and bring hands-on experience to classes and learning engagements.

We offer a **JOB PLACEMENT GUARANTEE** within 90 days of your graduation in your field of study and at a competitive salary. [Here's an overview of the college experience that will land you your lucrative, essential, dream job.](#)

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Cameron Newsome, Director of Admissions  
Capitol Technology University  
11301 Springfield Rd. | Laurel, MD 20708

Follow us on: 




# CHARGEUP

YOUR READINESS

**Charge Up Your Future with a degree in Cybersecurity from Capitol Technology University.**

- Capitol Technology University is uniquely designed for students who want to be job ready in fast-growing fields like cyber and information security. At Capitol Tech, you'll be able to:
- earn a degree in Cybersecurity from a program designated by the NSA and DHS as a Center of Academic Excellence in Cyber Defense Education;
  - design and lead projects for Cyber Battle competitions and build solutions in Identity Management and Forensics labs;
  - advance your knowledge and skills in our Security Operations Center;
  - learn from professors who are practicing cybersecurity professionals; and
  - gain internships and job opportunities as early as your sophomore year.

We offer a **JOB PLACEMENT GUARANTEE** within 90 days of your graduation in your field of study and at a competitive salary. [Here's an overview of the college experience that will land you your lucrative, essential, dream job.](#)

You can also learn more about our programs and student life at one of our [upcoming virtual info sessions](#). We look forward to showing all the ways Capitol Tech is the place to charge up your future!

Sincerely,  


Cameron Newsome, Director of Admissions  
Capitol Technology University  
11301 Springfield Rd. | Laurel, MD 20708

Follow us on: 



- o thank you postcard
- o open house email



**CHARGE UP**  
YOUR FUTURE

11301 Springfield Road  
Laurel, Maryland 20708

We're excited that you're excited about Capitol Technology University! While you consider your options, here is a little more information about our award-winning university.

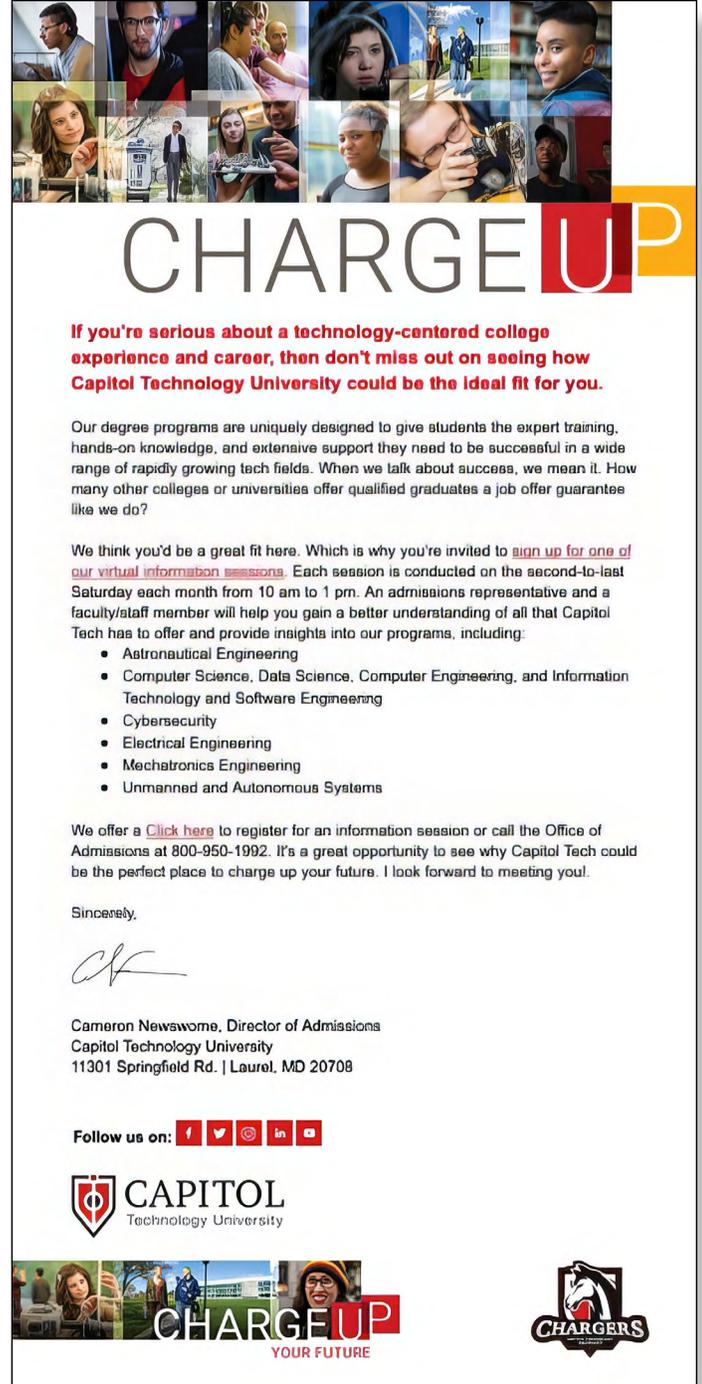
As the only non-profit, STEM-focused university in Maryland, graduates of Capitol Tech's bachelor's programs can rely on our job guarantee and reputation with industry-leading employers, including the NSA, NASA, Lockheed Martin, and more.

We have plenty more to share about Charge Up Your Future with you. Visit [captechu.edu](http://captechu.edu) or sign up for a virtual tour at [connections-online](#).

Visit [captechu.edu](http://captechu.edu) to see why Charge Up Your Future with us is the best place to charge.

 @captechu
  @captechu
  Capitol Technology University

**CHARGE UP**  
YOUR FUTURE



**CHARGE UP**

**If you're serious about a technology-centered college experience and career, then don't miss out on seeing how Capitol Technology University could be the ideal fit for you.**

Our degree programs are uniquely designed to give students the expert training, hands-on knowledge, and extensive support they need to be successful in a wide range of rapidly growing tech fields. When we talk about success, we mean it. How many other colleges or universities offer qualified graduates a job offer guarantee like we do?

We think you'd be a great fit here. Which is why you're invited to [sign up for one of our virtual information sessions](#). Each session is conducted on the second-to-last Saturday each month from 10 am to 1 pm. An admissions representative and a faculty/staff member will help you gain a better understanding of all that Capitol Tech has to offer and provide insights into our programs, including:

- Astronautical Engineering
- Computer Science, Data Science, Computer Engineering, and Information Technology and Software Engineering
- Cybersecurity
- Electrical Engineering
- Mechatronics Engineering
- Unmanned and Autonomous Systems

We offer a [Click here](#) to register for an information session or call the Office of Admissions at 800-950-1992. It's a great opportunity to see why Capitol Tech could be the perfect place to charge up your future. I look forward to meeting you!

Sincerely,



Cameron Newsome, Director of Admissions  
Capitol Technology University  
11301 Springfield Rd. | Laurel, MD 20708

Follow us on:     

**CAPITOL**  
Technology University

**CHARGE UP**  
YOUR FUTURE





- o geofencing campaign
- o geofencing report



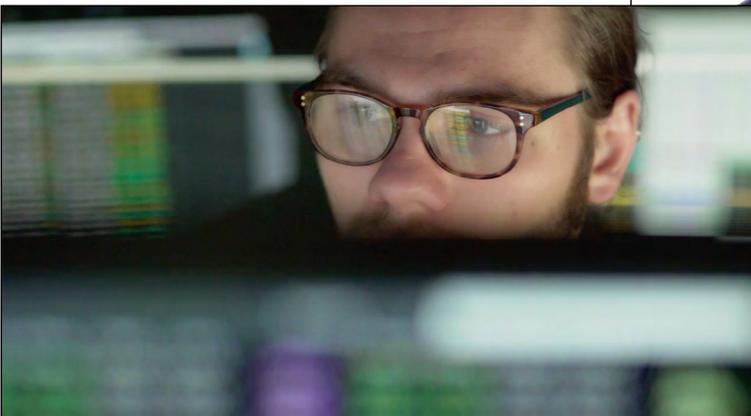
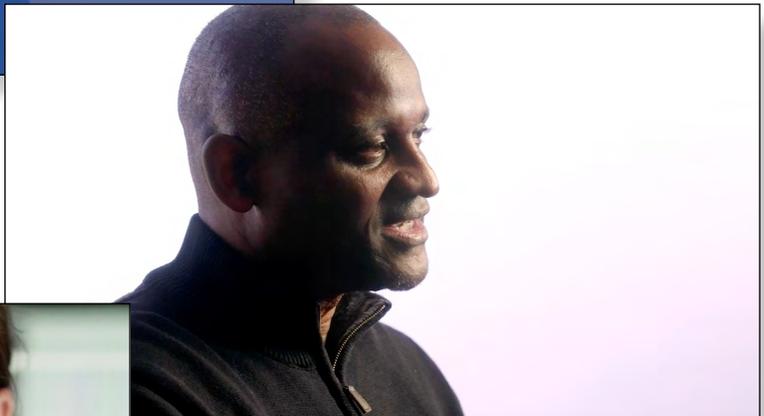
### Ad Performance: Cycle 5

Ad Size	Impressions	Clicks	CTR
320x50	322,020	448	0.14%
728x90	101,592	295	0.29%
300x250	46,850	55	0.12%
Total	470,462	798	0.17%

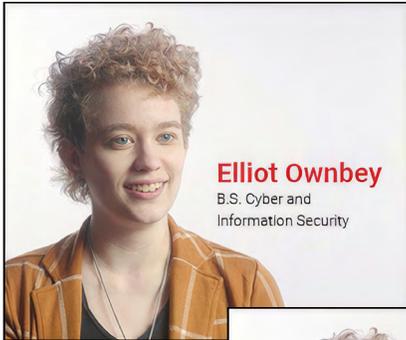


**Dr William Butler**  
Chair, Cyber and  
Information Security

Dr. Butler is a recipient of the  
SC Media **Leadership Award**  
for **Outstanding Educator**



- o cyber-focused banner ads
- o cyber-focused emails



**Elliot Ownbey**  
B.S. Cyber and  
Information Security



Capitol's hands-on learning prepared Elliot for a career with investigative or non-profit organizations



Capitol's hands-on learning prepared Elliot for a career with investigative or non-profit organizations

**CHARGE UP**  
YOUR FUTURE

**CAPITOL**  
Technology University

If you are having trouble reading this email, [view the online version.](#)



*"Cybersecurity isn't just another program at Capitol—it's what they do and is at the core of the curriculum they offer."*

Ed Sealing  
CEO, Sealing Technologies  
2012 Graduate

**Charge up your future with hands-on learning and cyber-focused facilities and activities**

There's no other institution of higher learning that emphasizes cybersecurity education, advancement, and student engagement like Capitol Technology University does. Every aspect of Capitol Tech's Cybersecurity program is designed to help students become skilled professionals as well as enthusiasts, no matter what level of expertise you have. You'll be able to:

- Earn a degree from a program designated by the NSA and DHS as a Center of Academic Excellence in Cyber Defense Education
- Design and lead projects for Cyber Battle competitions and build solutions in Identity Management and Forensics labs
- Advance knowledge and skills in our Security Operations Center
- Learn from professors who are current cybersecurity professionals
- Gain internships and high-paying job opportunities as early as your sophomore year

*"At Capitol, being a geek is a good thing—in fact, I'm the head geek. Our labs are what attract students to Capitol so that they can do what they like to do."*

Dr. William Butler  
Chair of Cybersecurity Program  
Recipient of SC Media Leadership Award for Outstanding Educator

Our Cyber education, labs, and competition teams have made us one of the top programs in the U.S. In fact, Samuel Hayden, 2021 Capitol Tech Cybersecurity grad, recently beat out more than 500 competitors across the country to be named captain of the U.S. Cyber team. You can learn more about the Capitol Tech Cybersecurity program at one of our [upcoming virtual info sessions](#). It's a great way to see how you can have an unparalleled education and student experience in one of today's most important fields. We look forward to meeting you!

Yours truly,

Dianne M. O'Neill, Senior Vice President, Enrollment Management  
Capitol Technology University | 11301 Springfield Rd. | Laurel, MD 20708  
800-950-1992 | [www.capttechu.edu](http://www.capttechu.edu)

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