

Capitol Technology University—Admissions Campaign

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	<p>The "Charge Up Your Future" branding was rolled out in late 2020 and included the following elements:</p> <ul style="list-style-type: none">– "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 <p>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.</p> <ul style="list-style-type: none">– 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

- campaign positioning and theme
- 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.

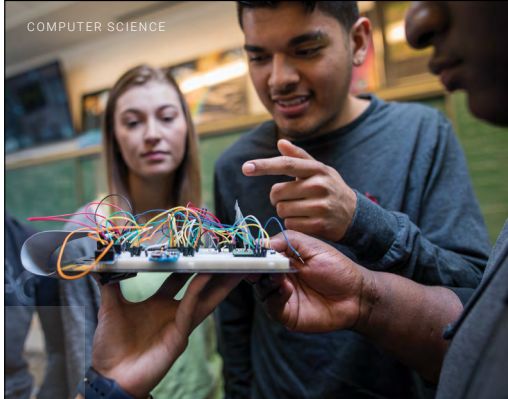
CHARGEUP
YOUR FUTURE

CHARGEUP
YOUR REACH

CHARGEUP
YOUR TRAJECTORY

CHARGEUP
YOUR CREATIVITY

CHARGEUP
YOUR INGENUITY



CHARGEUP
YOUR INGENUITY

THE DATA IS CLEAR: YOUR POSSIBILITIES ARE ENDLESS.

Our world is increasingly operating with the help of intelligent and accurate data. This data is powered by machine learning, predictive analytics, and data mining algorithms. The advancement of these technologies are uniquely educated professionals with the skills and broad thinking capabilities that Capital Tech develops in its Computer Science program. We provide the environment and resources to ensure that the specialized, practical, and analytical knowledge that technology companies seek. Our programs combine the rigorous hands-on education you need to explore additional areas of interest you want to pursue. In short, we think you'll find the art of computer science education here.

"Capital followed through on every promise made. I'm still getting job opportunities even when I'm not looking. Having this security has been amazing!"

Source: 2019 Capital Tech Survey of Student Satisfaction



CHARGEUP
YOUR READINESS

BECOME A POWERFUL FORCE FOR GOOD

While today's technological wonders improve and enrich lives, their connectivity also carries constant risk 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 vested 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.

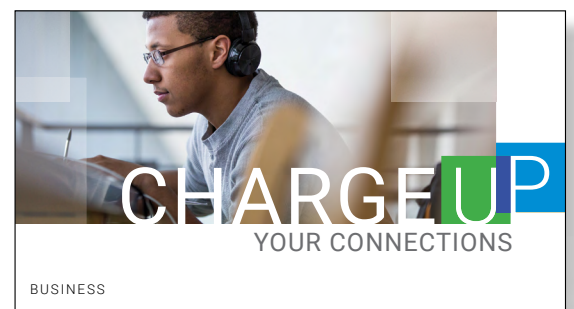
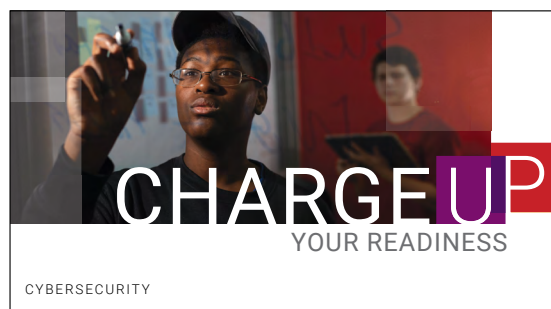
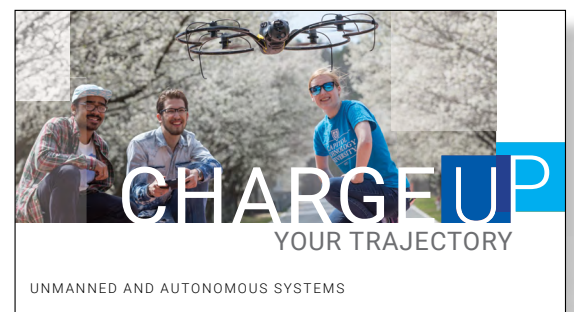
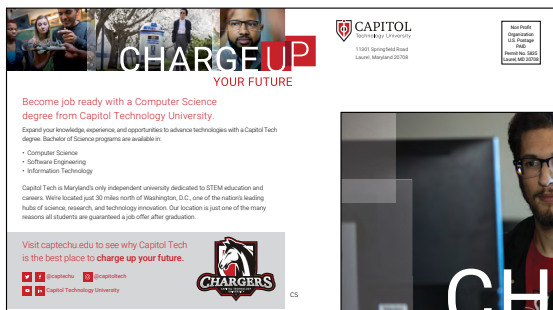
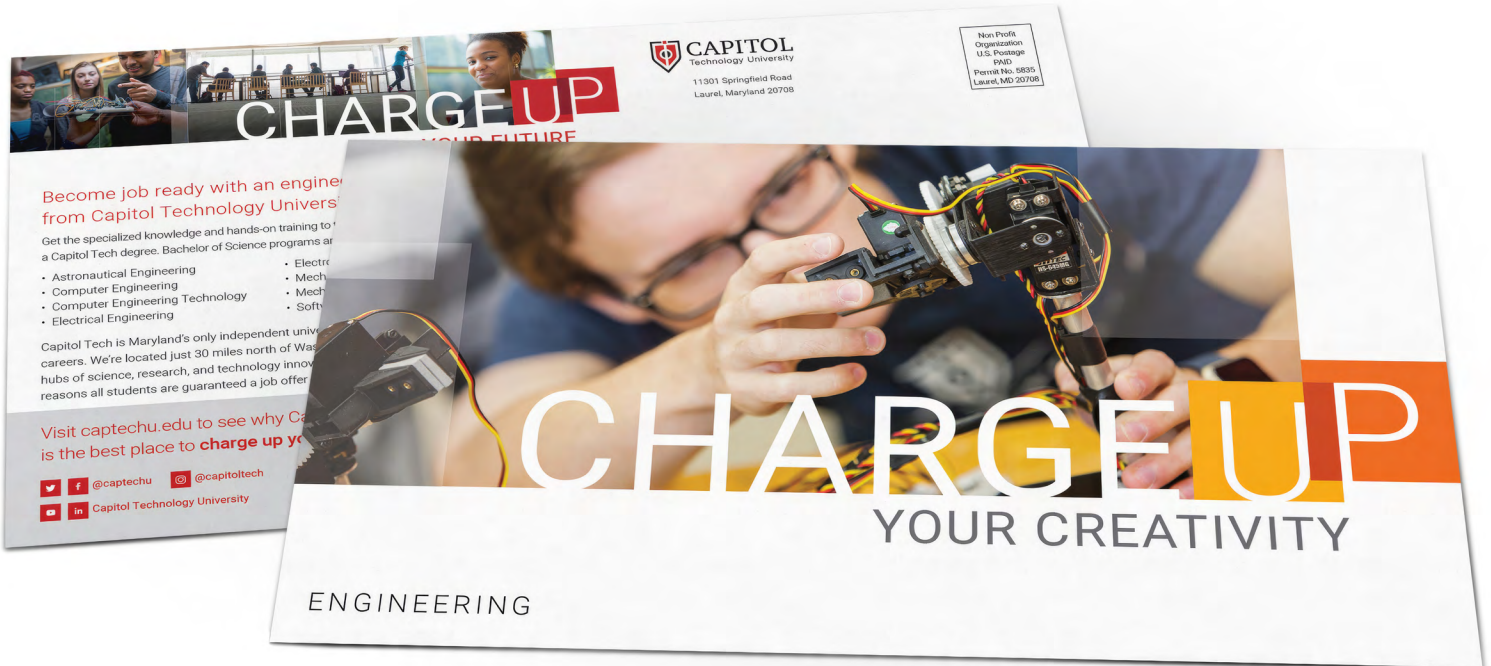
"My job requires flexibility. Capital Tech prepared me for this with foundational knowledge in various fields within cybersecurity. Today, there's work that's directly related to what I learned."


Source: 2019 Capital Tech Survey of Student Satisfaction



CYBERSECURITY

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





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

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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 knowledge 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 highly regarded team; and
- learn from professors who are professional engineers and bring hands-on experience to classes and learning engagements.

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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.](#)

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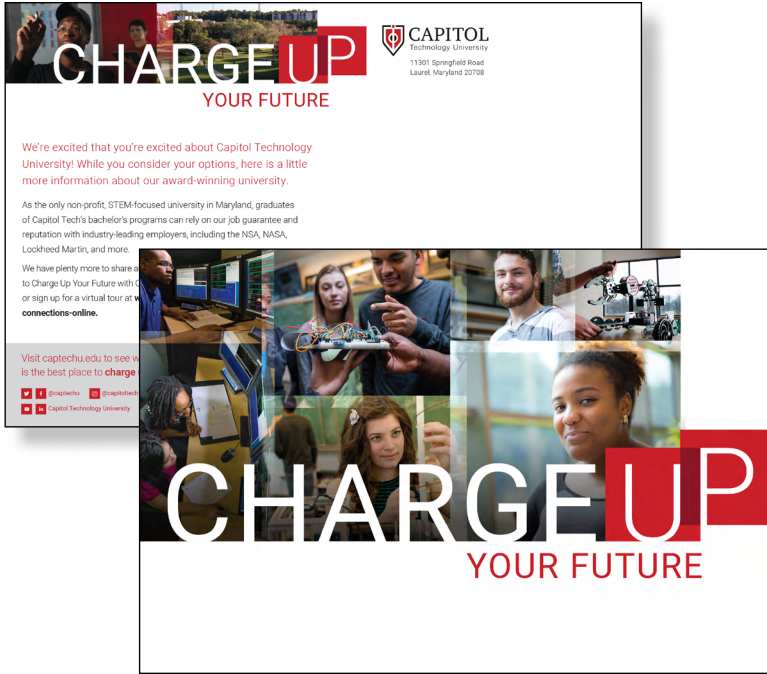
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Capitol Technology University
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- thank you postcard
- open house email



CHARGE UP
YOUR FUTURE

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.

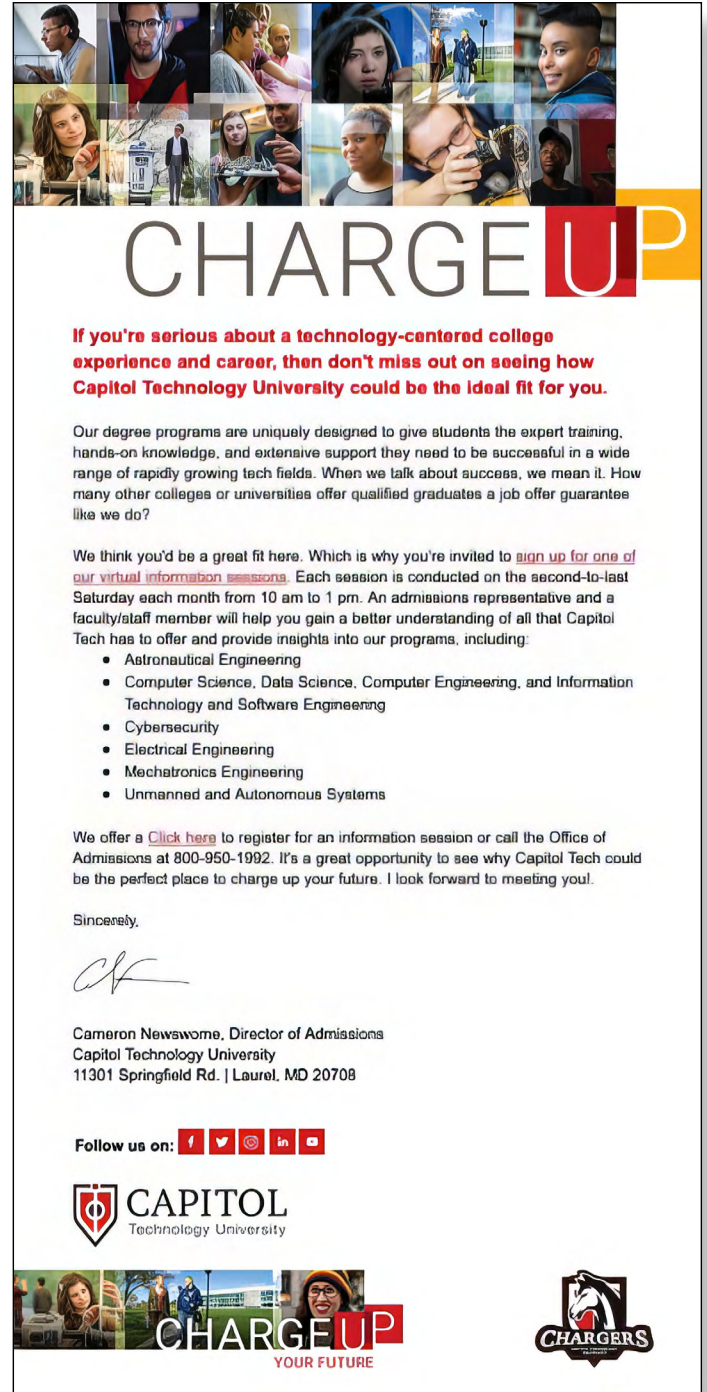
As the only non-profit, STEM-focused university in Maryland, graduates of Capitol Tech's bachelor's programs can rely on our job guarantee and reputation with industry-leading employers, including the NSA, NASA, Lockheed Martin, and more.

We have plenty more to share about Charge Up Your Future with you. Visit captechu.edu or sign up for a virtual tour at connections-online.

Visit captechu.edu to see why Capitol Tech is the best place to charge up your future.

[@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 Newswome, Director of Admissions
Capitol Technology University
11301 Springfield Rd. | Laurel, MD 20708

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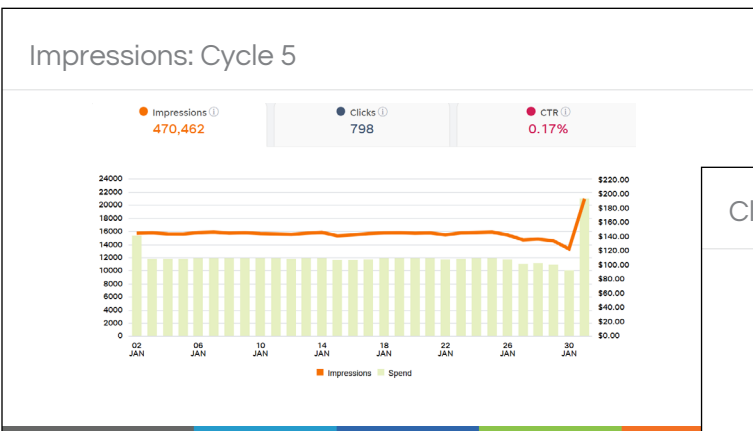
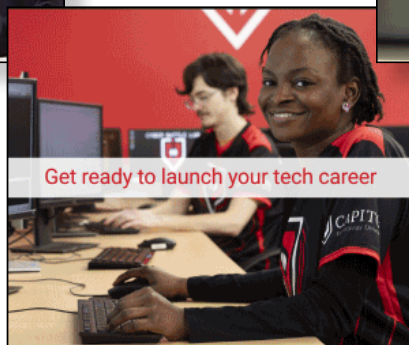
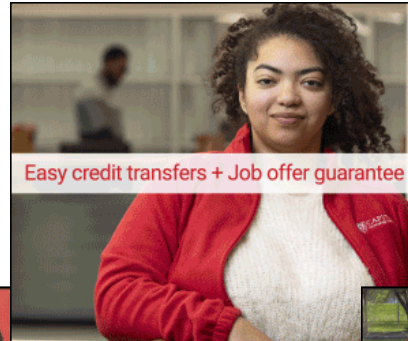
CAPITOL
Technology University

CHARGE UP
YOUR FUTURE





- geofencing campaign
- geofencing report



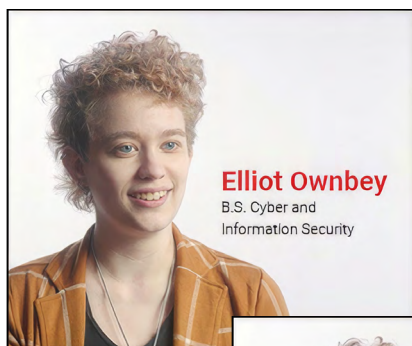
Ad Performance: Cycle 5

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%



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





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CAPITOL
Technology University

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CHARGE UP
YOUR FUTURE

"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

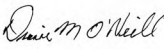
"At Capitol, being a geek is a good thing—in fact, I'm the head geek. Our labs are what attract students to Capitol so that they can do what they like to do."

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.captechu.edu

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