

PRIVATE COLLEGES COUNCIL

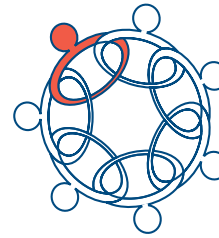
High School Diversity Tour

Client: The *Minnesota Private Colleges Council* (MPCC) and the seventeen private colleges in Minnesota that are members of the MPCC.

Goal: The seventeen private colleges were motivated to increase the attendance of ethnic students at private colleges. To do so, our clients requested that we plan and execute a 5-day bus tour – called the **2007 Private Colleges “Diversity Matters” Tour** – during the week of April 16, 2007. The Tour would bring successful ethnic alumni of private colleges to five inner city high schools to personally encourage student application at private colleges.

Specifics: As the official Agency of Record for the Tour, *Affinity Marketing* created all the marketing material, planned, managed and executed the event, and conducted the intense public relations effort. Specifically:

Event Management: We pitched the concept to the Minneapolis and St. Paul school districts and secured the written commitment from the five inner city high schools that participated. We met individually with all 17 private colleges to discuss the event and to secure contacts lists of ethnic alumni. We called over 100 ethnic alumni to secure the 20 ethnic alumni that participated.



MN PRIVATE COLLEGES TOUR

Where diversity matters

We scheduled the five-day event to ensure that at least three ethnic alumni and one private college representative were present at each of the high schools. We rented the bus and handled all travel logistics. We personally managed the day-of activities at all five high schools. And, we secured the registrations of all participating students that resulting in approximately 800 students.

Marketing Material: We created a series of marketing material to help support the event including:

- **Website:** A comprehensive sub-section of the MPCC website was created to highlight the diverse alumni that participated, to thank the seventeen private colleges, and to provide visual evidence of the success of the event.
- **Print Ad:** A series of print ads were placed in ethnic media publications, as well as mainstream media outlets.
- **Direct Mail:** A postcard was mailed to 3,000 households that served the five high schools that participated, helping to inform the parents.
- **Posters:** 100 posters were printed and distributed to the five high schools so that the entire student body could see that the seventeen private colleges were taking a high level of interest to attract high school students.
- **Bus Wrap:** A 40-passenger bus was wrapped with the names of all seventeen private colleges, the Tour logo, and the MPCC logo. The Tour website address was also visible to direct viewers to the site for more information.
- **Press Kit:** A comprehensive press kit was created to highlight the event, the diverse alumni, the seventeen private colleges and the MPCC.

Media Relations: A comprehensive media list was created and each media outlet on the list was called various times to secure a story about the event

Results: An estimated 800 ethnic high school students were given literature and presentations regarding the importance of going to college, how they could afford college, what they could expect from the college experience, and the ultimate value of a college degree from the private colleges. Approximately 800 students registered to receive more information.

