



PACE UNIVERSITY

Culture. Diversity. New York City.

September 1, 2015 - August 31, 2016



Our Guarantee

- 1 Retainment of strong, influential alumni that will continue to give back to the University
- 2 Increase brand awareness in a positive and differentiated light
- 3 Increase enrollment rates
- 4 Unify current students and increase retention rates

These objectives can be met by following our simple recommendations posted in the following slides.

We are  **361°**
PERSPECTIVE

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Following The Footsteps of Pace Path

Engage students in real-world experiences that are linked to specific learning goals

Interpersonal relations, the ability to relate to anyone

Taking the relationship between higher education and professional experience to the next level



Pace Path Live

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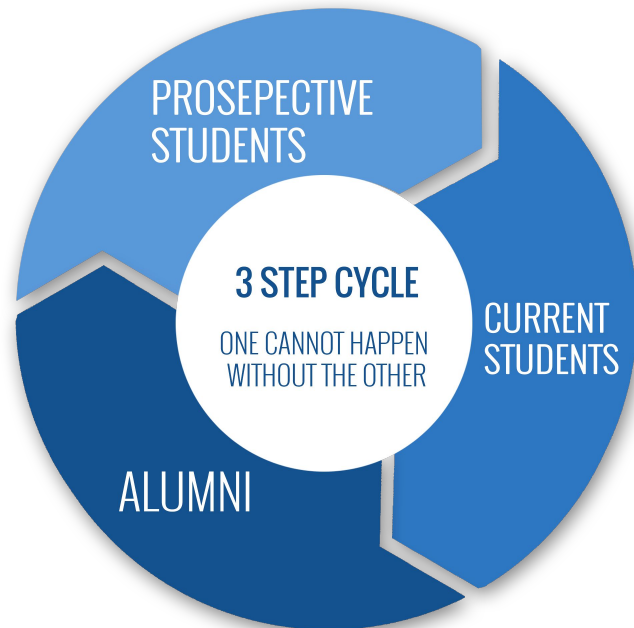


Continual Cycle of Success

Alumni

Prospective Students

Current Students (Regarding Retention Rates)





Competitors vs Pace University



- U.S. News/Best Colleges Ranking #173 **National Universities**
- 8,289 students enrolled



- U.S. News/Best Colleges Ranking #145 **National Universities**
- 15,773 students enrolled



- U.S. News/Best Colleges Ranking #25 **Regional Universities**
- 14,082 students enrolled



- U.S. News/Best Colleges Ranking #58 **National Universities**
- 8,345 students enrolled

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Advantages Over Competitors

According to *U.S. News & World Report*:

- #10 in “**Best Online Bachelor's Programs**”
- #2 in “**Best Online Graduate Criminal Justice Programs**”
- #4 in “**Best Law Schools**”
- One the **Top Ten Schools In the U.S. For Internship**



According to *Forbes*:

- #20 in “**Colleges That Will Make You Rich**”

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Alumni

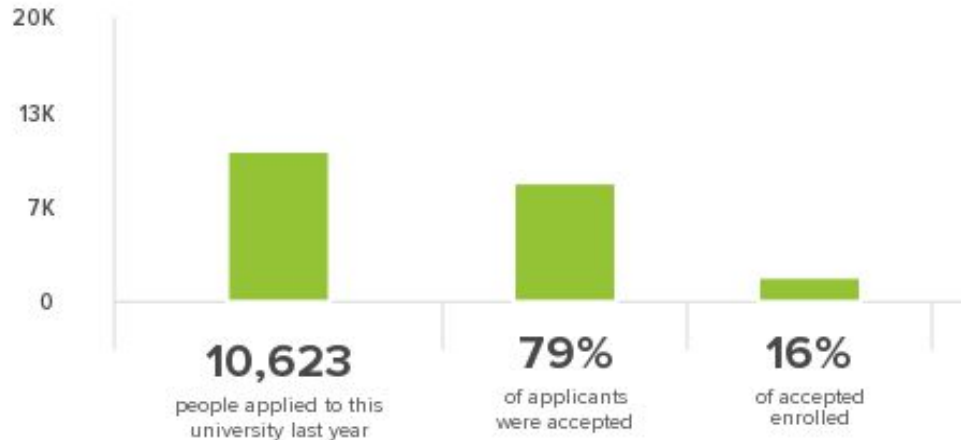
Connections, Networks, Career Successes



Why choose to attend PACE?

Two main campuses:

- Pace University offers its students two distinct collegiate experiences.
- NYC Campus & Pleasantville
- Undergraduates have on-campus housing options at both locations, though many students choose to commute.
- Each campus also has its own selection of student organizations, including fraternities and sororities.





Connections, Networking, Internships

Home of the largest internship in the New York City Metropolitan Area. More than 4,000 Pace students participate in this program.

Our ultimate goal: Future career success

Part of Pace's mission statement:

- Giving a highly diverse population of students the opportunity to lift their lives and prospects. Pace's objective is to create thinking professionals who are highly sought after as innovators and successful leaders, and who will positively impact twenty-first century society.



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Meet Some of our Alumni

“In the last four years, every year I’ve gotten an internship through Pace University. They’ve been my guidance and my support in my career development here.”

Asad Zanjani '12 came to Pace knowing he wanted to work in finance; he left with the skills he needed to succeed. After multiple internships, including working with two international consulting agencies and Michael Bloomberg’s NYC Mayoral campaign, he landed an internship with the french bank Société Générale that exposed him to their foreign exchange department, trading floor, and back and middle office operations. The experience gave him a full spectrum of what goes on in the field—and a job offer as an analyst upon graduation.



“On top of internships and a terrific education, Pace has shown a real commitment to my professional development. I’ve been given the tools to figure out not only what I’d like to do as a profession, but who I’d like to be as a person.”

Since arriving at Pace, Finance major **Jonathan Prato '13** has been making his mark in small business and social change—from producing business plans for nonprofits; to co-founding the student organization Students in Free Enterprise; to landing internships at Level Group, Direct Agents, UBS, and the NYC Department of Small Business Services. A transfer student, Jonathan chose Pace for its professional edge and has worked with Career Services from day one. “I’ve held consistent jobs and internships from the second I walked in the door here.”



“Pace has been the greatest influence on my career and provided me with an eye-opening education that has put me on the track to success.”

Kristi Hey, BS '10, MS/IT '12, is not your average college student—unless your average college student is a crown-wearing crime-fighter: The former Mrs. Royal America 2012 (and Mrs. Connecticut finalist) earned both a BS in Criminal Justice and an MS in Internet Technology with a concentration in security assurance from Pace. When not taking classes, she puts her learning to good use at the U.S. Probation Office for the Southern District of New York, where she monitors the computer activity of federally convicted sex offenders.



1

“In the last four years, every year I’ve gotten an internship through Pace University. They’ve been my guidance and my support in my career development here.”

Asad Zanjani '12'

2

“On top of internships and a terrific education, Pace has shown a real commitment to my professional development. I’ve been given the tools to figure out not only what I’d like to do as a profession, but who I’d like to be as a person.”

Jonathan Prato '13

3

“Pace has been the greatest influence on my career and provided me with an eye-opening education that has put me on the track to success.”

Kristi Hey BS '10'/ MS/IT '12

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Sneak Peak into the Future

Making the right choice?

- Alumni are the most accurate glimpse into our future
- Pace Alumni = Networking
- Increase retention: Alumni are successful



Alumni events, interviews, photos

- **Alumni hallway:**
We want future students, who will live and learn at this newly reimagined campus, to have a visible demonstration of the inspiring success of our alumni community.

Our goal is simple:

Encourage Pace alumni to enhance their legacy.





Prospective Students

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Media Coverage

Media coverage - critical for driving enrollments:

- Building the brand;
- Evaluating visibility;
- Elevating awareness;
- Driving demand for the school.

Prestigious media companies = Influence students and their parents' decision-making.

Strategic public relations program = effective tool in elevating awareness and driving demand for our school.

- 1 Determine what differentiates our school;
- 2 Develop a media pitch;
- 3 Develop a targeted media list;
- 4 Attention-grabbing themes.

Public relations agencies = effective in media outreach



Projection (PR)

Compelling Story

**Successful
Execution of
the Campaign**

**Proper
Positioning**

**Favorable
Reporting**

**Elevation of
School Profile**

**More
Enrollments**



Inbound Marketing Strategies

Tradeshow Marketing:

- Helpful for driving prospective applicants;
- Trade shows, seminars and boot camps;
- Aid in brand promotion;
- Helpful in lead generation.

Affiliate Marketing:

- Helpful and effective;
- Tie-up with schools;
- Get affiliates;
- Promotion of Pace to class XII students.

Ambush Marketing:

- Associating itself with various events;
- Capitalization on the success of the events;
- Concerns, talk shows, social events, online discussions;
- Cost effective;
- Representation to prospective students;
- Augmentation of Pace brand recognition.



Prospective Students

Target audience = juniors and seniors

The goal = to get potential applicants interested in PACE and motivated to eventually enroll.

Trips to high schools

Career Days

Testing of academic strength on site

Mailing lists

Virtual guided tours



Marketing objectives:

- Raising awareness;
- Informing and educating;
- Gaining understanding;
- Building trust;
- Giving potential students a reason to enroll.

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Printed Publications

PACE UNIVERSITY



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PACE UNIVERSITY, ALUMNI

Michelle Borth

Attended Pace University in Manhattan, obtaining her Bachelor of Fine Arts degree in Theater & Art History.

*Today, she is a successful actress who has portrayed characters on *The Forgotten* and the critically acclaimed HBO series called *Tell Me You Love Me*.*

Michelle credits Pace University for the unique experiences she needed to make her dreams become reality.



For more information visit www.pace.edu





The metropolitan area allows opportunity for students to bring their education into a city of *history, energy, culture and entertainment.*





Pace & NYC classes

NYC has the learning experience for ALL majors!

Trips and on-site classes:

- Exposure to cultural experiences can be found at Pace
- On-site classes allows a learning experience that is stronger, lasting and far more enjoyable.
- Who says learning can't be fun?



Current Pace Video

Over 6 minutes long.

Extremely hard to reach.

Who is it targeting?





The Goal

Easily accessible on the Pace University website

Publicized on the web:

- Targeting a younger technology based generation
- Curiosity and interest
- Quick introduction
- Increase website traffic

Once on the site, how can we aim our existing site more to prospective students?

BEFORE

Pace University

www.pace.edu

PACE UNIVERSITY

Schools

New York City | Westchester

SEARCH

A - Z | Pace Home | Site Map

Future Students | Current Students | Parents & Families | Alumni & Friends | Faculty & Staff

REDEFINING WOMEN IN THE WORKPLACE

A PROFESSION DEAR TO HER HEART

Ambassador Alice Dear's '77 hometown of Gary, Indiana, is nearly 5,500 miles from the African coastline, but as a girl her interest in the faraway continent was close to her heart, thanks to an encyclopedia set in her parents' book collection

About Us | Academic Programs | News | Events | Support Pace | Athletics | Apply Now | Learn More | Contact Us

Spotlight

Curtain's Up!

Pace University's Michael Schimmel Center for the Arts has announced its

News

Pace University and the Association of International Bank Auditors Announce New Cycle of Certified Compliance and Regulatory Professional (CCRP®) Program

[Read More](#)

Mark M. Besca Succeeds

Facebook

Pace Performing Arts alumna Ashley Marinaccio '07 received the 2013 Lucille Lortel Women's Visionary Award for her work as founder and artistic director of Girl Be Heard, a nonprofit theatre company that brings global issues affecting girls center stage. The

Admission Information

- Accepted Undergraduate Students
- Accepted Graduate Students
- Graduate Info Sessions
- Transfer to Pace
- Visit Us
- iPace Online Degree Completion
- Graduate Accelerated Admission Days

AFTER

The screenshot shows a web browser window with the URL www.pace.edu. The page features a navigation menu with links for NYC Campus, Westchester Campus, About Pace, News, Events, Schools, Social Media Center, Directories, and A to Z. The main header includes the Pace University logo and navigation links for Academics at Pace, Life on Campus, Career Preparation, and Admission & Aid.

The central banner image shows a diverse group of students jumping joyfully with their arms raised. Overlaid on this image is the text "THE ANSWER IS YES!". Below the banner is a section titled "EXCLUSIVE EVENTS FOR ACCEPTED STUDENTS" with a "READ MORE" link.

Below this is a "CURRENTLY AT PACE" section with a carousel of video thumbnails:

- REWARD**: A hand holding a calculator with "FINANCIAL AID" on the screen.
- VIDEO**: "INVEST IN YOUR FUTURE" (Thumbnail: NYC skyline)
- VIDEO**: "TOUR PACE'S NYC CAMPUS" (Thumbnail: NYC skyline)
- VIDEO**: "TOUR PACE UNIVERSITY PLEASANTVILLE" (Thumbnail: Pleasantville campus)
- NEWS**: "WESTCHESTER SMART MOBILE APP BOWL" (Thumbnail: Smartphone with app icons)
- VIDEO**: "THINK BIG WITH DEAN HERRMANN" (Thumbnail: Dean Herrmann)
- EXPLORE A PROGRAM**: "MBA IN ENTREPRENEURSHIP" (Thumbnail: Students in a classroom)

Our Change



TRANSFER TUESDAYS

MYPACE

CURRENT
STUDENTS

PROSPECTIVE
STUDENTS

PARENTS &
FAMILIES

FACULTY &
STAFF

PACE
ALUMNI

VISIT

APPLY

GIVING

**What do students & parents
look for when
searching for the perfect school?**



ACADEMICS
AT PACE

LIFE ON
CAMPUS

CAREER
PREPARATION

ADMISSION
& AID

PROSPECTIVE STUDENTS

A photograph of a person wearing a black and white striped shirt, sitting at a desk and writing in a notebook with a pen. The image is overlaid with a purple gradient.

FIND YOUR PASSION

START HERE →

MYPACE

CURRENT
STUDENTS

PROSPECTIVE
STUDENTS

PARENTS &
FAMILIES

FACULTY &
STAFF

PACE
ALUMNI

VISIT

APPLY

GIVING

What are you passionate about?

MARKETING



TECHNOLOGY



SCIENCE



ART



READING



POLITICS



WRITING



MATH



ACTING

ENVIRONMENT

BUISNESS

LANGUAGE

MYPACE

CURRENT
STUDENTS

PROSPECTIVE
STUDENTS

PARENTS &
FAMILIES

FACULTY &
STAFF

PACE
ALUMNI

VISIT

APPLY

GIVING

MAJOR MATCHES

1 STAGE MANAGEMENT, BA



One of the few programs in the U.S. designed exclusively to train students for stage management careers, the BA in Stage Management at the Pace School of Performing Arts blends in-class training with hands-on experience, giving students both a training ground through the mainstage productions held at Pace each year and connections to professional opportunities in New York City.

[Read more >](#)



Current Students

Unify students and increase retention



Global Language & Culture Center

One of the main requirements for candidates of executive positions is the knowledge of foreign languages.

- The GLCC is a language resource center where students can come and start practicing any of the languages currently offered at Pace.
- Practice with their peers who are native speakers or trained language specialists
- Offer foreign students and those who are fluent in foreign languages to work at this center as tutors.





Events: Multicultural Day

Multicultural Day and student involvement would support the university's commitment to diversity and create a better multicultural understanding. It includes the following:

Food events

- Taste national dishes of different cultures and even try to cook!

Music & dancing

- Learn each other's national dances and organize competitions

#PacePersonality hashtag





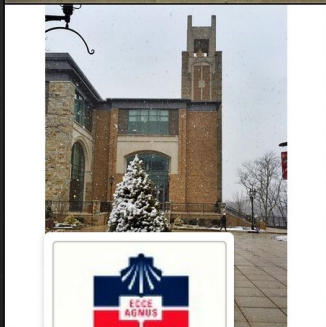
Events: Formal Student Dinners

Dinners should be done frequently in a way of recognizing students' academic and athletic achievements.

- Blue tie events for academic achievements
- Gold tie events for athletic achievements
 - An auction geared towards raising money for athletic activities in the school



Pace Personality



Follow

BIG EAST
CONFERENCE

CO-DEFENSIVE PLAYER OF THE YEAR + MOST IMPROVED PLAYER

POINTER

POINTS **13.7** STEALS **2.0**
REBOUNDS **7.6** BLOCKS **2.5**



stjohnsu

St. John's University Official page of St. John's <http://stjohns.edu/give>

1,002 posts

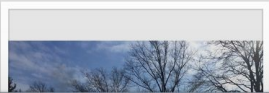
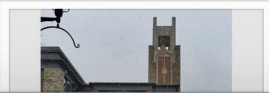
4,973 followers

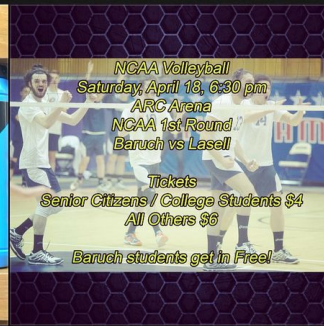
91 following

April 2015

March 2015

February 2015





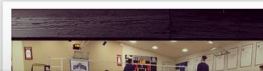
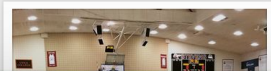
Follow

baruchathletics

Baruch College Bearcats Official Instagram account for the Baruch College Bearcats. The Div. III Bearcats compete locally in CUNYAC, regionally in ECAC & nationally in NCAA. <http://www.BaruchAthletics.com>

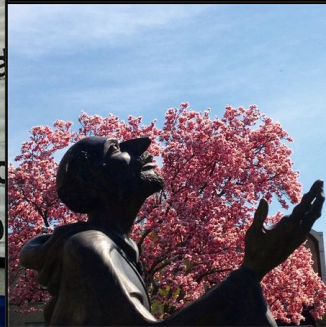
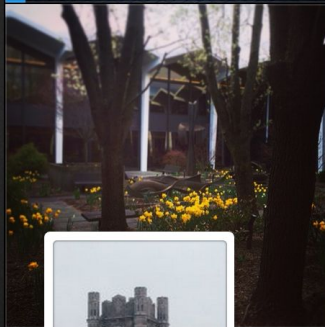
| | | |
|---------------------|-------------------------|------------------------|
| 567 posts | 500 followers | 62 following |
|---------------------|-------------------------|------------------------|

April 2015





thegrandchampion



Follow

fordhamuniversity

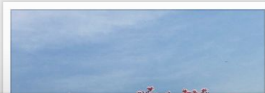
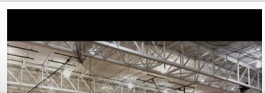
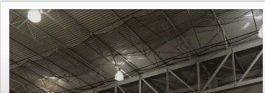
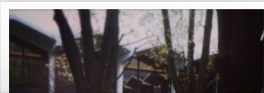
Fordham University

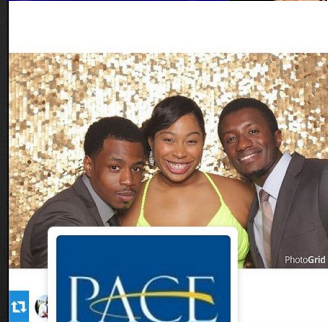
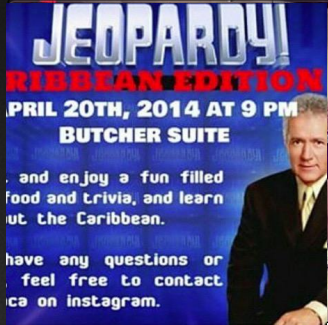
375 posts

4,940 followers

7 following

April 2015





PACE
UNIVERSITY
Work toward greatness.

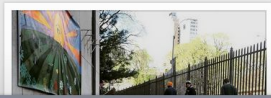
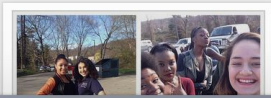
Follow

paceuniversity

Pace University The official Instagram account of Pace University. Westchester | New York
City <http://bit.ly/18T1l1f>

| | | |
|-----------------------|---------------------------|-------------------------|
| 1,237 posts | 2,700 followers | 100 following |
|-----------------------|---------------------------|-------------------------|

April 2015



So what can we do to improve?

#PacePersonality

#WhatsGoingOnNYC

PACE UNIVERSITY

Mobile Presence

Find classes on your phone



Free
uCourse

For Pace students, by Pace students



Schedule Explorer

SCHEDULE EXPLORER

[Click Here For The Banner Class Schedule](#)

To view online courses: Click the dropdown option for CAMPUS below, then select "Online".

Required

Optional

Choose Attributes: (Apple-click to select multiple)

Anlys Hum, Social & Ntrl Pheon
Area Of Knowledge I
Area Of Knowledge II
Area Of Knowledge III
Area Of Knowledge IV
Area Of Knowledge V

NOTE: Selecting multiple attributes will bring up only courses that have **ALL** the attributes you selected.

Describe experience in 3 words:

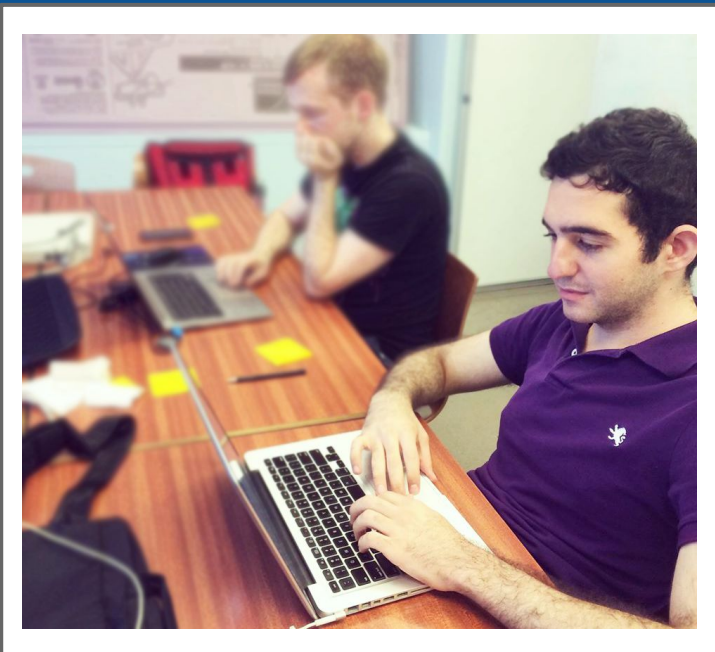
“Should be redesigned.”

“Longest loading time.”

“Annoying to navigate.”

“Needs mobile app!”

For Pace Students, *By Pace Students.*



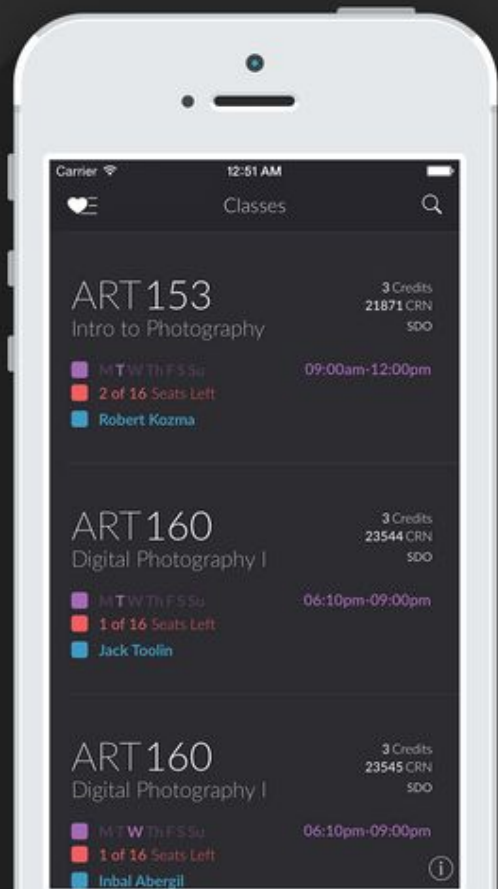
Barak Michaely

*Computer Science, Junior
Seidenberg School of CSIS
Pace University*

“

After many semesters of suffering from schedule explorer and a tiny mental break down, I decided it was time for change. So I began developing this app. ”

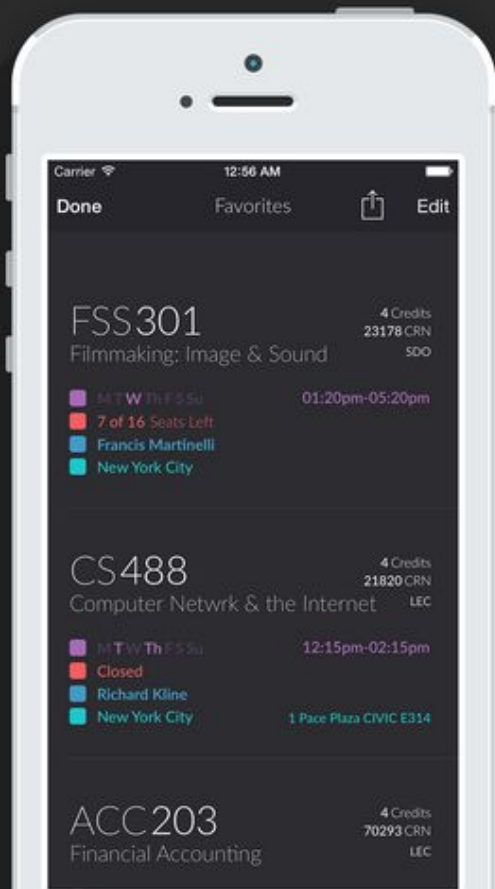
Find the Perfect Schedule



View Class Times, Rooms,
Professor Ratings, and more...

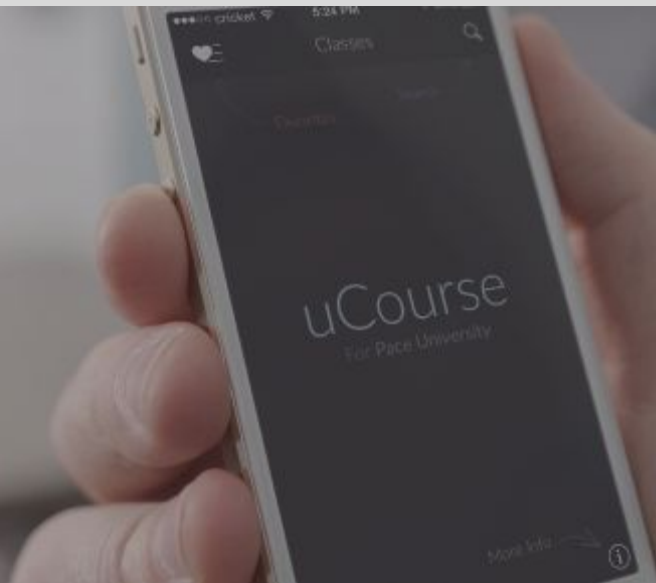


Save Favorite Classes
& Share by Text or Email





uCourse



Find Classes
On Your Phone!



For Pace Students,
By Pace Students.