

Services:

SEM, Communication Plan Creation and Management, Email Design, Content, Data Management, **Email Campaigns**, Campaign **Engagement** Statistics, SMS texting

Results:

SEM Campaign

1400 request for information forms in four months.

Email Campaign

112 high school recruits and stopouts registrations.

SMS Text Campaign

308 enrollments \$250k in tuition revenue in 5 days.



Apply to Pima



ACADEMICS TUITION ADMISSIONS KEY DATES



PimaCommunityCollege FFF Keep striving.

APPLY NOW

to access funding for your education.

Scholarships For The 2022-2023 School Year

Did you know it's free and easy to apply to Pima College?

Applying to Pima now opens up a whole world of scholarships to help you pay for college.

Take three easy steps:

- 1. Apply to Pima Community College
- 2. Complete the Free Application for Federal Student Aid (FAFSA), as many scholarships require the FAFSA - don't forget to use our school code: 007266
- 3. Access Pima's Scholarship Universe in MyPima, which matches you to scholarships and sends you a weekly update about scholarships at Pima

You can get a sneak preview of some of the <u>institutional and PCC Foundation Scholarships</u>. (Login after you receive your Pima student number).

The Pima Merit and Pima Excellence scholarships are accepting applications. Both cover two academic years at Pima!

Strategic messaging and clear call to action provides value to the student.