



CAMPUSVISION PRODUCTIONS

COMPELLING VISIONS, CREATING STORIES, ADVANCING SCHOOLS

Admissions, Advancement, & Marketing With Multimedia: A Collaborative & Mission Centered Approach



CAMPUSVISION PRODUCTIONS

To provide educational institutions with high quality multimedia products enabling them to advance their missions by telling their campus stories.





ABOUT
US

CAMPUSVISION PRODUCTIONS

CampusVision Productions is a full service multimedia company that specializes in providing high quality multimedia products to a broad range of educational institutions from elementary to professional schools enabling them to advance their missions by telling their campus stories. Our company's wide range of multimedia products includes professionally produced, scripted, and edited videos, beautifully shot 4K HD live streams, and stunningly enhanced digital photos.





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Meet The Team

WWW.CAMPUSVISIONPRODUCTIONS.COM

Who Am I?




- **President & Co-Founder**
- **Twenty + years working in Catholic education at secondary and university levels**
- **Past Roles: Director for Mission Advancement (Mission & Catholic Identity, Admissions, Communications, Annual Fund, Alumni Relations), Principal, Campus Minister, Professor, Coach**



Admissions & Advancement: Working Together On Both Ends Of The School

Principal & Director for Mission Advancement

- **Hired and oversaw admissions and advancement positions**
- **These entities were previously “siloed”**
- **Hired personnel who were mission-centered and committed to working collaboratively with each other**
- **Admissions and advancement saw significant improvements in their success by routinely working collaboratively**
- **Effectively utilized multimedia resources that consistently emphasized mission when marketing the school**




Admissions & Advancement: Working Together On Both Ends Of The School

Admissions & Enrollment Management

- Data & Environment: Twenty Years Ago
- ADW - over 30 Catholic secondary schools
- Grades 9-12, co-ed, 60% of students identified as a minority, sponsored by religious order
- In late 90's, 450 students after a merger with sister school and was scheduled to close
- School existed in an area with the second highest employment rate in the state

Admissions & Enrollment Management

- Data & Environment: Today
- ADW - 19 Catholic secondary schools with declining enrollment among many Catholic grade schools
- 850+ students
- 750-800 applicants each year with a waitlist
- Over 120 partner schools in first year class
- Students come from 9 different counties in the DMV
- 85% of students identify as a minority
- School remains in an area with the second highest employment rate in the state



Admissions & Advancement: Working Together On Both Ends Of The School

Advancement


2012-2013 school year

- **\$250,000 annual fundraising**
- Launched capital campaign for multiple projects including a new science and innovation center
- School claims over 12,000 alumni since founding in 1964
- 18% - average giving rate for school of this size
- **<5% giving rate among alumni**
- < 300 donors each year

Advancement

2013-2021


- \$1 million in annual fundraising (reached in 2018-2019 school year)
- **\$900,000 in annual fundraising in 2020-2021 school year without any in person events with highest number of participants**
- Capital campaign - new student center, locker rooms, weight room, refurbished gym floors, athletic field, fine arts spaces. The 25,000 sq ft science and innovation center opens in August 2022
- **>10% giving rate among all alumni**
- Over 1000 annual donors each year
- Majority of new donors are from alumni 2000-2021



Admissions & Advancement: Working Together On Both Ends Of The School

What changed regarding admissions?


- **Emphasis on the school's Catholic identity and affiliation with sponsoring religious order - new vision and mission statements - (short and memorable over long and unwieldy)**
- **Engagement with partner schools - Catholic grade schools, private, independent, public - "We don't teach them because THEY are Catholic; we teach them because WE are!"**
- **Being a good partner (opening the school) - hosted professional development workshops, catechetical day, fine arts performances, athletic events - brought hundreds of students and families to campus who might've never thought to apply to the school prior to these visits**



Admissions & Advancement: Working Together On Both Ends Of The School

What changed regarding admissions?


- **Emphasis on this being “Your” school! Make families welcome!**
- Created welcoming spaces and meeting areas for admissions visits
- Planned tours for parents and students with trained student admissions ambassadors
- **Consistent brand in marketing materials** - all school colors and images were on message and looked the same - created “love” marks
- Every communication is written with an admissions mindset — “if you are not selling someone on the experience, you are reselling them on the experience”
- Consolidated control over communications channels and established social media calendar



Admissions & Advancement: Working Together On Both Ends Of The School

What changed regarding advancement?


- All fundraising campaigns rooted in “mission” - utilized new vision and mission statements - **donors recognize an identifiable brand**
- **Get the data:** Adopted RE and utilized platform to engage in “moves management” - track giving, cultivations, asks, engagements, wealth engine rating, memorable events, birthdays
- Whole community awareness about the school’s fundraising goals and kept these numbers in front of audiences regularly - Annual fund goal? Reaching that goal?
Talking about the numbers helps achieve the numbers
- Consolidated control over fundraising. All campaigns are done and planned with the advancement office. Eliminated numerous fundraisers that detract from school wide campaigns



Admissions & Advancement: Working Together On Both Ends Of The School

What changed regarding advancement?


- Invested in social media fundraising platforms - shareable with engaging videos and digital images (**this led to the creation of CampusVision Productions**) - significantly augmented the engagement and connections with hundreds of new donors
- Created advancement “committees” for capital campaign and annual fund - bring together most engaged and capable donors - “brain trust,” “young alumni committee,” “annual fund committee”
- “Thank you” calls done by student “Advancement Ambassadors”
- “Night of Giving” - live streaming events and online select auctions



Admissions & Advancement: Working Together On Both Ends Of The School

How did these changes impact the relationship of admissions and advancement?

- **Quarterly strategic planning meetings - need to talk to each other and schedule them into operations of the school**
- **Share data - Who has applied? Alumni family? Wealth rating? Giving history? Full tuition payment? Does the prospect have children?**
- **More consistent messaging and marketing of the school** - presenting the same “brand” to the community - colors, language, imagery
- **The betterment of facilities led to increases in applications and enrollment - share the good news!**



Admissions & Advancement: Working Together On Both Ends Of The School

How did these changes impact the relationship of admissions and advancement?

- **Multimedia messaging served both ends of the school and eliminated cross messaging - an “about” video is very different from a capital campaign video**
- **Admissions and advancement work together to produce these productions including scripting and even “candid” reactions fit into the broader message**



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Partners in Mission

Advancement and Leadership
Services for Catholic Education



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Why Us?

- CampusVision Productions was formed to serve educational institutions.
- Your school operates in a dynamic marketplace that competes constantly to attract new students, manage current enrollments, and strives to meet important fundraising goals.
- Within this competitive marketplace, your educational institution must be able to advance its mission by telling its campus stories to differentiate it from among all the rest.
- With CampusVision Productions working at your side, we'll help you to advance its mission by telling its campus stories.



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Custom Pricing

- CampusVision Productions bundles its high quality multimedia products into various packages that include a menu of services.
- Prices on these packages vary depending on the level of service, length of the project, time spent at the educational institution and other options specified by our valued partners.



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PROFESSIONAL SERVICES

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VIDEOGRAPHY

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BRAND STRATEGY

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DIGITAL PHOTOGRAPHY

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STORY TELLING

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**CAMPUS VISION
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Compelling visions. creating stories.
advancing schools

CampusVision Productions

Project Types



Project type(s) (choose all that apply) *

- ☐ Educational Institution "About" Video (6-10 minute video that tells educational institution's history, present achievements and future vision)
- ☐ Educational Leaders Introduction & Reveal Video (2-3 minute video that introduces or reveals a new educational leader)
- ☐ Educational Institution Training Video (30-45 minute video(s) that introduces new employee(s) to the educational institution)
- ☐ Campus Instructional Video (2-3 minute video that introduces a new campus policy or procedure)
- ☐ Capital Campaign Video (6-10 minute video that features full vision, scope, and scale of capital campaign)
- ☐ Capital Campaign Commercial (1-2 minute commercial promoting capital campaign naming opportunities and product items)
- ☐ Annual Fund Commercial (1-3 minute commercial encouraging annual fund giving)
- ☐ Scholarship Campaign Commercial (2-3 minute commercial that rallies support for critical scholarship program)
- ☐ Social Media Campaign Commercial (1-2 commercial for social media campaign to raise awareness about Giving Tuesday or similar campaign)
- ☐ Graphic Design (designs to raise awareness about brand identity, event, social media campaign, or advancement campaign)
- ☐ 4K HD Live Stream Event (Convocation, Awards Ceremony, Gala, Fundraiser, Graduation)
- ☐ Digital Photography Event (Convocation, Awards Ceremony, Gala, Fundraiser, Graduation)
- ☐ Digital Photography Shoot (Administrative Team Headshots, Board of Director Headshots, Admissions Brochure Photos)
- ☐ Other: _____

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Have any questions? feel free to contact us

Your journey with CampusVision Productions begins by filling out our "[In Take](#)" form or by contacting us via phone or email. This will allow us to gather information about your educational institution and the kinds of campus stories you want to tell. A CampusVision Productions Team member will respond to your call or written inquiry within 2 business days. Once we gather this information from you, we'll follow up with you to discuss together which package best suits your educational institution's needs and then provide you with an estimate after this discussion.



(202) 495-1634



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QUESTIONS?



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THANK YOU!



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