

HARRISON COLLEGE: A TRUE PARTNERSHIP



Problem

Harrison College was in need of qualified leads for their new nursing program. The total number of students in the program in the first session was five. Harrison knew that many people often start the nursing program, but do not finish. This was the target we were going after.

Process

As we created the program, we polled a number of people with nursing school history and gathered the information to help tell the story as to why they would finish their schooling, and most importantly, why finish with Harrison College. Our campaign encouraged listeners to nominate a nurse to win a prize pack along with information about Harrison College. We reached them with radio, asked for participation with our custom landing page and followed up with an email.

Plan

WMEE & K105 created an interactive program that reached out to those who have high interest in completing such a program and only needed a few more classes to finish. The program was called "Nurses Week All-Stars."

Performance

"This program did exactly what it was put in place to do. Not only did we get to put a spotlight on the school's newest program, but we also acquired 6 very qualified leads. This effort was a true partnership."

-Steve Neff, Campus President,
Harrison College Fort Wayne

