

# The Partnership You Need, When You Need It.

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Visit: [allcampus.com](http://allcampus.com)

## Your Campus, Worldwide

We started AllCampus with a bold vision: to lower the cost of education in the United States through more thoughtful, more collaborative and more effective partnerships with universities. Today, we have relationships with administrators across dozens of distinct academic disciplines at leading institutions that will attest to us attaining our goal.

Our next bold vision is to help universities grow and transform their academic programs to better navigate students' evolving expectations and match the quality of their on-campus programs with exceptional online and hybrid learning experiences.

## About AllCampus

Our partnerships have always been strengthened by the unique trust we've earned from the universities we work with, and that wouldn't be possible without supporting our employees' passions and values.

Because our culture inspires high retention, our teams benefit from long-term institutional knowledge, letting us work through inevitable speed bumps and celebrate our partners' successes — together.

### Why We're Consistently Named a Best Place to Work

- Ranked among the best mid-sized companies in BuiltIn's 2024 Best Places to Work in Chicago list.
- 4 employee-led, executive-supported resource and advocacy groups focused on diversity, inclusion and equity.
- \$1,000/year professional development benefit for each employee.



## About Our Partners

### AllCampus partners include:

- 10+ of the nation's top 50 schools, as ranked by *U.S. News & World Report*.
- 130 programs across more than 25 institutions.

### They choose AC for a good reason:

- 90%: The median retention rate among all master's students recruited by AC.
- 80%: Acceptance rate among master's degree applicants recruited.



“AllCampus has a true team approach. They have an exceptional core team, but from meetings and conversations, it is clear that the whole company is aware of the program and works collaboratively toward providing exceptional service.”

**Joe Spada**  
Director of the Paralegal Studies Program  
Boston University

## Featured Partners



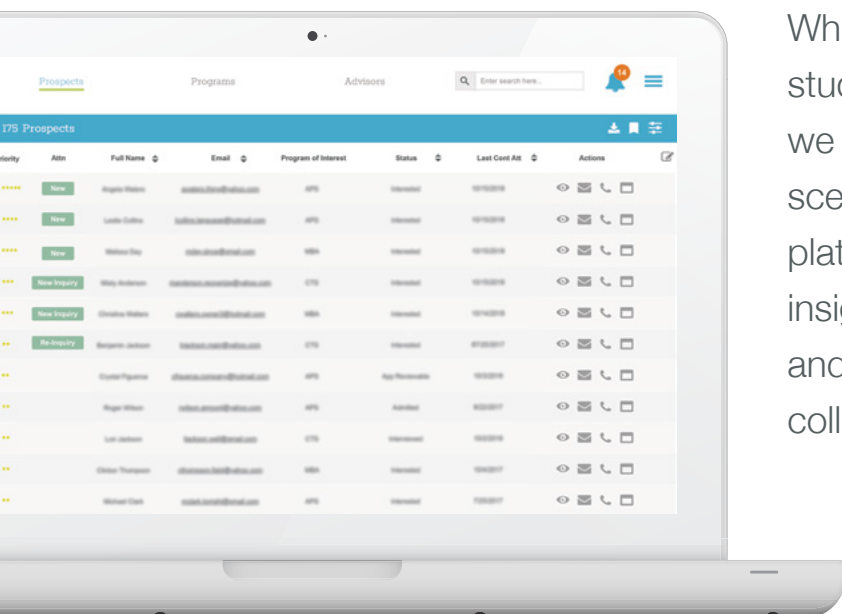
## Mutual Success Driven by Honesty. The Foundation of an AllCampus Partnership.

Plotting your long-term online future requires trust and open communication. Every step we take together is guided by deep industry experience, collaboration and data-inspired decisions. Throughout our relationship, your dedicated AllCampus team works in lock-step with you to build and evolve successful online and hybrid programs, delivering exceptional service and value every step of the way.

We all share the same goal: marketable, competitive programs that align with both students' interests and the real job market.

### Proactive technology for the information you need.

We support our experts' insights and our partners with our proprietary marketing-decision software, which allows us to adapt our strategies based on both historical and near real-time information.



When you need to know how prospective students are engaging with your program, we take care of the work behind the scenes through our very own technology platform, then bring you the accurate insights you need to make critical decisions and fine-tune our long-term strategy collaboratively.

## Top Value, Tailored Pricing

By design, we've built our business around making smarter decisions, more efficiently than the competition. For our revenue-sharing agreements, this means thoughtful structures and plans that enable us to offer a better value than our competitors, without sacrificing the quality of our services.

*10,800+ degrees & certificates conferred via AC partnerships*

With our traditional agency (fee-for-service) agreements, we'll work with you to select a multi-year plan, mapping out our long-term strategy to build a sustainable and highly successful program.

We even offer the flexibility of a hybrid model combining the most attractive elements of a traditional agency model with one that's incentive-based. Regardless of the financial structure, every project we complete will have the data-inspired, collaborative approach that defines all of our services.





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## University Support Services, Optimized with a Smarter Approach.

- New Program Viability Analysis
- Course Design & Development
- Marketing & Recruitment
- Creative Content & Design Services
- Employer Partnerships
- Enrollment Services
- Student & Retention Services
- Program Consulting



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## 📊 New Program Viability Analysis.

Our successful history with top-ranked universities has been driven by insights into market demand and student expectations. We combine our internal expertise with research from a range of proprietary and third-party databases, including IPEDS and career databases such as the U.S. Bureau of Labor Statistics and Burning Glass. Using both employer and graduation data provides visibility and guidance to align an existing program with the skills students need for their careers and how competitive offerings compare to yours.

Our in-house research team will assess the viability of your new program and proactively recommend enhancements to ensure its long-term success. We consult on a range of factors, such as identifying curriculum enhancements like new courses or concentration development opportunities when we see gaps in the market.



*60% percent of students  
enrolled in distance  
education courses in Fall  
2021.\**

*\*National Center for Education Statistics*



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## 🌀 Course Design & Development (For-Credit).

Our course design and development approach starts with your vision. We collaborate with your experts to identify key learning objectives and develop engaging, multimedia content. We ensure alignment with your objectives, maintaining the highest standards.

In addition to our in-house capabilities, we offer an outsourced option, partnering with top course design firms for precision in development. This guarantees a seamless integration of the most innovative practices into your curriculum. Throughout, we communicate closely to deliver an exceptional education experience.



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## 📣 Marketing & Recruitment

Our marketing and recruitment strategy takes our proven methodology to determine where and how to best attract quality students and then adapts and adjusts, in real-time, to actual prospective student behavior.

Our specialists in paid search, search engine optimization (SEO), affiliate marketing and social media are collaborative, creative and insatiably curious thinkers. We calibrate our approach based on performance data, as well as qualitative insights from other teams, our partners and prospective students.

Enabled by AI tools and garnering insights from sources like career data and prospective student feedback, we've programmed data-inspired agility directly into our strategies.

## Creative Content & Design Services.

From email campaigns to comprehensive program websites, our in-house editorial and design teams are experienced in developing a full suite of marketing materials, while integrating creativity with quantitative insights throughout their work.

Our road-tested creative approach aligns with your university's brand to build authentic messages that consistently connect. In-house design and content services teams follow our proven playbook for success, applying ongoing A/B testing, search marketing insights and behavioral research to keep prospective students engaged.



## Employer Partnerships

We promote your program to more than 20 million working professionals through our workplace network of employer partners, including over 4,000 companies and organizations across over 60 industries. Our proprietary workplace platform generates highly qualified applicants with AllCampus supplementing the cost of tuition,\* which serves AC's mission to bring down the cost of higher education.

\*For revenue share partnerships only





## Enrollment Services

You can expect your AllCampus enrollment specialist to become such an integral part of your team that you'll forget they aren't a university employee. We roll up our sleeves and immerse ourselves in your program, staff and culture. Our specialists never speak from scripts, just their passions, genuinely bonding with students to inspire connections that reflect your on-campus culture and boost your retention rates.

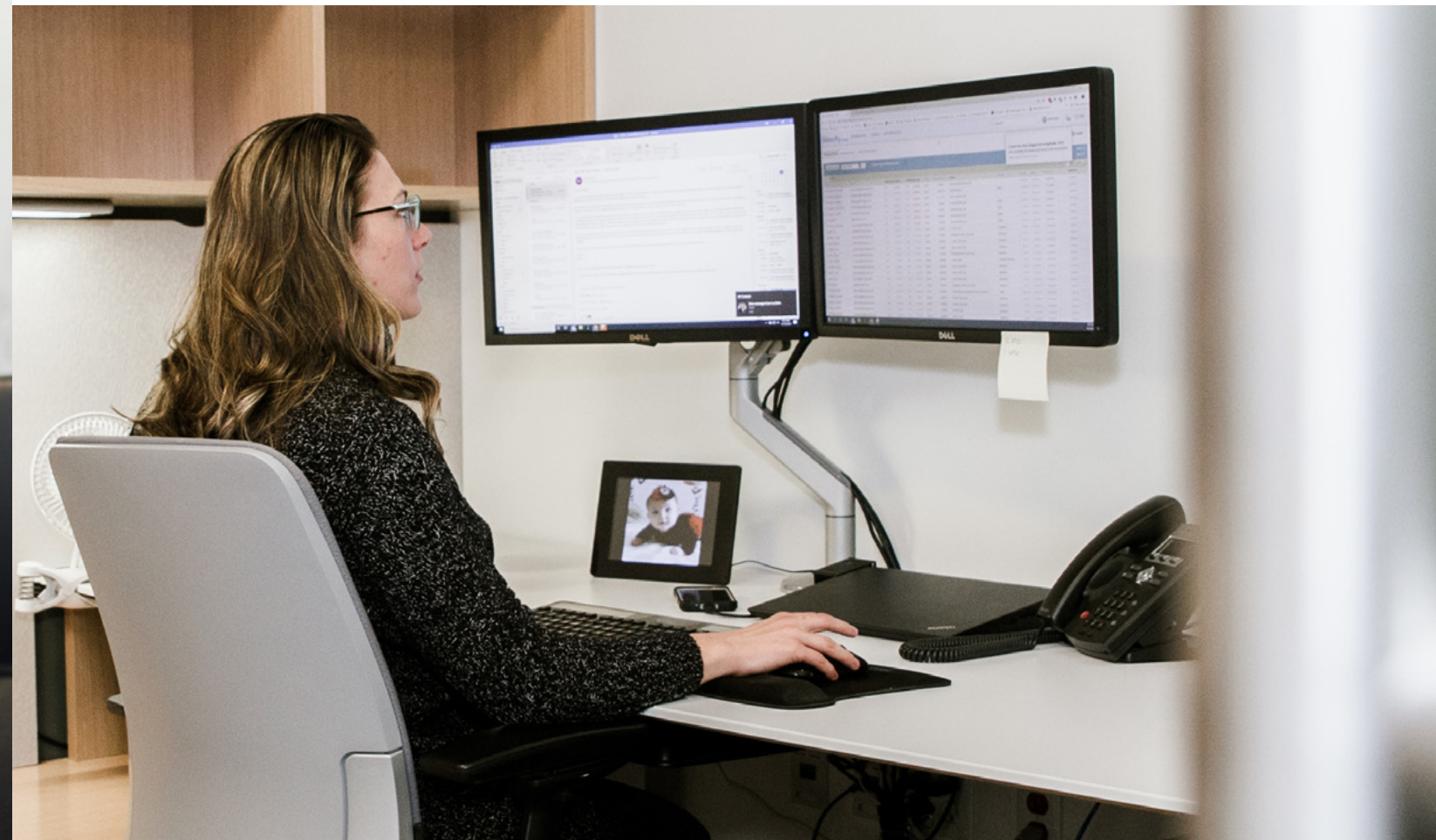


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## @ Student & Retention Services

Attracting motivated students is only the first step. Providing them with the support they need to reach their goals is also critical to long-term success.

Our retention process begins with coaching before classes start so that students have the appropriate expectation of the academic rigor and time commitment needed for success. We also encourage students to build support from within their own network of friends and family. And, we monitor for signals that they may be at risk of dropping classes or taking a leave of absence, allowing our retention team to proactively help students navigate their future.



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## Q Program Consulting

It is critical to stay ahead of the trends in the rapidly evolving higher education landscape. Throughout our partnership, our in-house research team will provide updated competitive intelligence and analysis, offering recommendations on everything from admissions to curricular adjustments and enhancements. Our research team can also work in close coordination with our marketing experts to develop research surveys for accepted students and graduates to gain insight into student behavior, challenges and preferences.

Plotting your long-term future in the dynamic virtual space requires trust and open communication. We will always lead you down the path we believe will be most fruitful, and we'll always be candid with you, welcoming the same honesty in return.



### GET IN TOUCH WITH OUR TEAM.

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