



**The Enrollments Your
Institution Needs.
A Higher Ed Partner
Built to Get You There.**



How We Plan, Execute and Follow Through for Your Institution

Helping universities deliver more for less with confidence and at scale since 2012.

AllCampus is built on a simple but bold mission: *make education more affordable and accessible for all.*

Our goal has always been to increase the return on investment of higher education for both the students and institutions we serve. To do that, we work with universities to reduce costs, strengthen recruitment and improve retention.

We support online, hybrid and campus-based programs of all sizes. Here's how we'll work with you.

The AllCampus Approach

All Clear: Transparency You Can Trust

You have clear visibility into how programs perform and why decisions are made. Through structured reporting dashboards and regular reviews, partners can see what work is being done, how programs are positioned in the market and how performance is evolving over time.

All Aligned: Operational Excellence at Scale

Growth requires coordination. Our operating model connects strategy, marketing, recruitment and student success so the work moves forward as one system. Clear roles, shared data and disciplined workflows keep every part of the program moving toward the same goals. Behind the scenes, analytics, automation and AI-enabled tools support that work.

All Results: Outcomes We Stand Behind

Our focus is enrollment outcomes and student success. Our teams manage the marketing, recruitment and student engagement that move prospective students through the full journey. We work to exceed the goals that matter to your organization, because they matter to us too.



20,000+
Students Supported

Over 90%
Partner Renewal Rate

5+ Years
Average Partner Tenure

Our Solutions

Every partnership begins with shared goals and shared metrics.

We align on:

- 🕒 Enrollment targets
- 🕒 Retention expectations
- 🕒 Cost-to-start benchmarks
- 🕒 Contribution margin projections

Our teams work alongside your institutional leadership. Academic control and final decision-making authority remain with the university.

A Partnership Built on Shared Goals and Full Visibility



*University managed

**Outsourced academic services

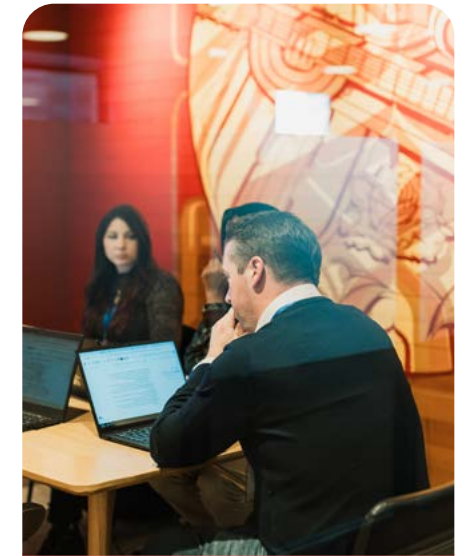
Market Intelligence & Program Strategy

Before a program launches or expands, we evaluate demand, competition and price sensitivity.

When we're ready to move forward, our expert launch team takes everything we've learned about your program and puts it to work. After more than a decade of experience, we know what it takes to build a program that goes live quickly and meets market demand.

Our market intelligence and program strategy services include:

- 🕒 Market and competitor analysis
- 🕒 Labor demand and opportunity mapping
- 🕒 Tuition and fee strategy
- 🕒 Enrollment forecasting using our proprietary model
- 🕒 Program viability and growth planning



Our proven process takes programs live in as little as 40 days from contract to media.

“

At AllCampus, our teams align strategies and share insights as part of our day to day. This collaborative approach allows us to treat programs with the individualized strategies that lead to success.”

Will VanDenBerg
Senior SEO Strategist



Marketing

Our in-house team operates as your marketing department and creative agency. Every campaign is built to support enrollment goals while honoring your institution's branding and voice.

At AllCampus, we build and manage search, paid media, content and creative. Then we refine the student journey so that every touchpoint actually moves students forward. Our team of experts applies AI-enabled optimization, performance analytics and hands-on experimentation to improve conversations and keep you ahead of the market.

Our marketing services include:

- 🕒 Brand and messaging strategy
- 🕒 Creative production (copy, design, video)
- 🕒 Paid media planning and execution
- 🕒 AEO and SEO optimization
- 🕒 CRM workflows and conversion strategy
- 🕒 Transparent performance reporting

“

I have received multiple comments from applicants about how friendly and helpful your enrollment specialist has been. Two of the applicants said they had also applied to other universities, but the help they received from your specialist made them choose us over the others. A big THANK YOU!”

Denise De La Rosa
Director of Graduate Programs in Nursing Practice at Texas Wesleyan University

Recruitment

Our enrollment team represents your institution with warmth and professionalism. These are real people who answer questions, provide guidance and help students make informed decisions about whether your program is the right fit.

AllCampus handles student engagement from inquiry through application, so you get higher conversion and your team can focus on admissions decisions and building great programs.

We support institutions with:

- ⌄ Inbound inquiry response (phone, text, email)
- ⌄ Proactive outreach and nurturing
- ⌄ Personalized admissions guidance and application coaching
- ⌄ Deadline management and document support
- ⌄ Cross-departmental coordination within your institution
- ⌄ Seamless handoffs to your internal teams

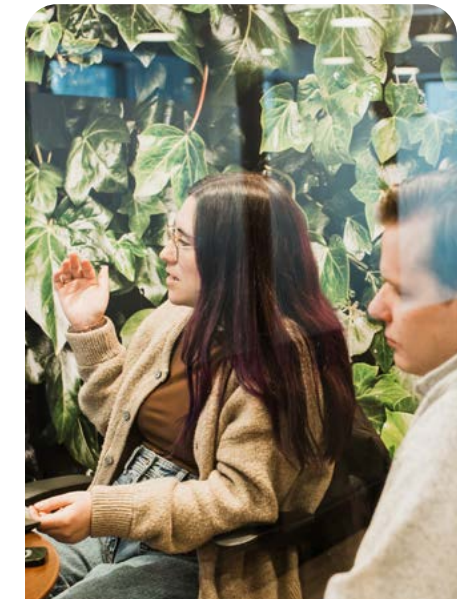
Student Success

Our student success team keeps the program experience consistent from orientation through completion. We work alongside your academic teams to maintain student engagement, monitor progress and provide structured outreach when it matters.

We work with institutions to support student success through:

- ⌄ Orientation and onboarding outreach
- ⌄ Ongoing engagement and progress monitoring
- ⌄ Proactive retention and re-engagement communication
- ⌄ Intervention tracking and documentation
- ⌄ Escalation coordination with academic teams
- ⌄ Retention reporting and trend visibility

Retention performance is reviewed alongside enrollment and marketing data to ensure the full student lifecycle is aligned.



Nearly 95% retention rate for partners who used AllCampus student services in 2025

Learning Design

We run the logistics course development so your faculty can focus on content and rigor. Instructional design work can be handled by your internal faculty or one of our vetted external design partners, while we handle the coordination, quality oversight and project management that makes the process run smoothly.

From early planning through launch, we ensure every course reflected your academic standards and is ready for delivery.

- ⌄ Course development planning and project management
- ⌄ Curriculum structure and sequencing consultation
- ⌄ Quality review to check objective alignment
- ⌄ LMS build readiness and launch preparation
- ⌄ Ongoing course refinement support

“

I have improved as an instructor due to [the instructional designer's] incredible support and incisive feedback... I could not imagine completing this course without her guidance and expertise.”

California Lutheran University faculty member



Pricing & Partnership Options

No two institutions face the same pressures or share the same goals. AllCampus offers partnership structures built to reflect that reality, with options that range from revenue share arrangements that reduce upfront investment to fee-for-service models that put full control in your hands.

We work with your leadership to identify the right fit and adapt from there. What stays constant is our approach: transparency into performance, disciplined execution and accountability for outcomes.



Model	Best Fit For	Funding Source	AllCampus Investment
Revenue Share	Schools prioritizing speed, scale and upfront investment support	AllCampus	Marketing Capital, People, Process, Technology
Co-Investment	Institutions wanting an agency-style relationship with some marketing funds available	Shared	Marketing Capital, People, Process, Technology
Hybrid Fee-for-Service	Partners who want a growth-incentivized vendor but need to retain full budget control	University	People, Process, Technology
Bridge Fee-for-Service	Universities building toward in-house capabilities who need structured support in the interim	University	People, Process, Technology
Fee-for-Service	Institutions with funds and internal oversight seeking direct, scoped support	University	People, Process, Technology

Not sure which model fits your institution or ready for next steps? [Schedule a consultation](#) or email universitiesolutions@allcampus.com.

The Right Partnership Changes What's Possible. Find Out What We Can Do For Your Institution

University leaders choose AllCampus because they need a partner who can deliver on enrollment, at scale for less.

If you're evaluating partners or reconsidering how your institution approaches growth, we'd welcome the conversation.

Even if we aren't a fit, leaders often leave with something useful: a clearer sense of the market, a sharper read on their options or a better-framed question to bring back to their team.

When you reach out, you'll speak with a senior member of our team who can speak directly to how we work.

Let's talk.

[Schedule a consultation with our team.](#)

You can also contact us at 312.525.3100 or email universitiesolutions@allcampus.com to start the conversation.

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Our launch was executed at every level. Everyone came prepared, follow-through was excellent and nothing felt like it was being winged. That goes a long way in creating trust and confidence. AllCampus does a great job anticipating needs without making assumptions. Nearly everything exceeded our expectations — and the strength in execution is showing up in our matriculation numbers.”

Adam Landreth
Assistant Dean for Online Programs, Wake Forest University School of Law



The People Behind Our Partnerships



Great partnerships are built by people who genuinely care. What makes AllCampus different is the people running it: professionals who are genuinely invested in doing good work.

“Working at AllCampus is extremely fulfilling because I believe deeply in the company mission and vision that drive everything we do. Our company culture of kindness starts at the top with steady, transparent leadership and permeates every layer of the organization to directly impact the lives of the students we serve.”

— **Courtney Deutscher**, *Enrollment Specialist*

“I truly love my team. We all come from different backgrounds in education, so it’s great when we come together and bounce ideas and best practices around. We genuinely enjoy being collaborative, we love supporting one another and we constantly push each other to grow.”

— **Jocelyn Ward**, *Senior Student Services Specialist*

“I have spent years in enrollment because I care about helping students navigate a complex higher education system. At AllCampus, I feel supported as a professional and as a person, and that support helps me show up fully for students.”

— **Robert Diaz**, *Enrollment Specialist*

“Working at AllCampus has given me the opportunity to grow tremendously as a professional. As Director of Talent & Diversity, I get to welcome every new colleague while shaping a culture that’s truly second to none.”

— **Joe Simmons**, *Director of Talent & Diversity*





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