

WAYNE STATE COLLEGE

Career Scholars Program

Reaching new heights in higher education.



Who They Are



REIMAGINING COOPERATIVE EDUCATION

For more than 100 years, Wayne State College has been devoted to student success and regional service. Located in Northeast Nebraska, Wayne State is nationally ranked and has received recognition for affordability, academic excellence and community service.

Among the unique programs offered at Wayne State is their cooperative education initiative, the Career Scholars Program. Cooperative education is a method of combining classroom education with real work experience for college credit. At its core, the Career Scholars Program offers students a four-year degree and direct career experience while also supporting workforce and economic development across the state.

The Challenge

MORE DOLLARS TO MORE SCHOLARS

While the Career Scholars Program had strong enrollment, there was room for improvement. The school offered an amazing scholarship package but cohorts were not completely full and there were more scholarships to award. Wayne State called on Firespring to increase the number of qualified applicants and maximize the number of scholarships awarded in the upcoming registration deadline.

Firespring's media team leveraged their intimate knowledge of the Nebraska media landscape with digital usage research of the target audiences—prospective students and their parents—to develop a media strategy and timeline to align with the quickly approaching application deadline.

KEY INSIGHTS ABOUT THE AUDIENCES

Gen Z (prospective students)

- Spends an average of 8 hours a day online
- Average attention span is 8 seconds
- YouTube usage 88%, Instagram 75%, TikTok 68%, Snapchat 67%, Facebook 49%

Gen X (parents)

- Spends an average of 6.5 hours a day online
- 72% use the internet to research products/brands
- Facebook usage 75%, YouTube 70%, Instagram 47%

META ADS

SCHOLARSHIPS
UP TO \$33K



WHERE
COLLEGE & CAREERS
COMBINE



COLLEGE,
MEET CAREER



SNAPCHAT AD

The Campaign

DIGITAL DIVERSITY

The team developed a robust digital strategy that leveraged key insights, research and data from visitor browsing habits. The media plan included diverse digital tactics including:

- Cross-platform display banners
- Website retargeting
- Lookalike and predictive audiences
- Online video/Connected TV/YouTube
- Facebook, Instagram and Snapchat
- Google Ads - paid search

MAXIMIZING RESULTS

While reaching the audience via the right media platform is a key first step, getting the audience to engage is critical to achieving the program goals. To ensure the audience did not grow tired and ignore the messaging over the six-month campaign, Firespring developed multiple sets of display and video assets with strategic calls-to-action, leading to key engagement, including form submissions and completed applications.

Firespring's media team conducted ongoing monitoring of metrics and made optimizations throughout the campaign. The diligent review of the data and subsequent adjustment of inventory and algorithmic optimizations enhanced overall engagement and results.

The campaign delivered over 6.6 million impressions and achieved 75% viewability with target audiences. Key engagement metrics included click-through rates above industry benchmark averages.

Most importantly, the campaign efforts resulted in a completely full cohort and distribution of life-changing scholarships to 130 students.

6.6 MILLION IMPRESSIONS

75% VIEWABILITY WITH TARGET AUDIENCES

130 CAREER SCHOLAR STUDENTS

BANNER ADS

GRADUATE WITH EXPERIENCE



W WAYNE STATE COLLEGE

APPLY NOW

GET UP TO \$33K FOR COLLEGE



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APPLY NOW

WORK ALONGSIDE FUTURE EMPLOYERS



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SCHOLARSHIPS UP TO \$33,000



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WHERE COLLEGE & CAREERS COMBINE



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THE CAREER SCHOLARS PROGRAM



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VIDEO AD ↘



↙ SOCIAL VIDEO AD



With Wayne State's Career Scholars Program, incoming freshmen qualify for a \$33,000 scholarship, allowing them to gain valuable work experience while they complete their degree.

Program, incoming freshmen qualify for a \$33,000 scholarship, allowing them to gain valuable work experience while they complete their degree.

This program combines classroom learning with real work experience, enabling students to manage the costs of their degree while acquiring practical career skills – and still graduate in four years!

The Career Scholars Program is perfect for students who want to propel their future while earning a business, communication, criminal justice, information technology, education, or industrial technology degree.

Discover more and apply for the Career Scholars Program today.

wsc.edu/career-scholars



CAREER SCHOLARS PROGRAM SCHOLARSHIP:

- Freshmen Year: **\$5,000**
 - Sophomore Year: **\$6,000**
 - Junior Year: **\$7,000**
 - Senior Year: Up to **\$15,000** (includes tuition and housing costs)
- Plus:** An average \$17/hour paid working opportunity



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↙ DIRECT MAILER

