



**NCCentral**  
UNIVERSITY

**3 PHASES**  
**3 PROGRAMS**  
**1 PARTNERSHIP**



## PHASE 1

*Web redesign and market research* project for NCCU's online division, with the goal of establishing a digital footprint for prospective students.

## PHASE 2

In 2017, NCCU adds *marketing and media services* that delivered 4X the anticipated results and drove additional funding to support growth in 2018 and beyond.

## PHASE 3

In 2019, NCCU *expanded with enrollment services* to support the strong lead volume being generated by these marketing efforts.

# Marketing *Success Story*



## Solution

Driving exponential enrollment growth for this prominent HBCU in the area of online and distance education through marketing and media.

After seeing **overwhelming success** from a web redesign and market research project from Blackboard in 2016, NCCU moved forward with marketing and media in 2017 that delivered **4X** the anticipated results and **drove additional funding** to support growth in 2018 and beyond.

In 2019, NCCU added on enrollment services **to support the strong lead volume** being generated by these marketing efforts.

## RESULTS

5.6x increase in organic leads driven to NCCU Online website

Doubled Y1 projected lead volume by meeting strong demand with effective channels

**281%**  
to Enrollment Goal in Y1

Highly efficient 58% app to enroll rate for current campaign

20X Return on Investment projected for Y2 partnership

**35%**  
Growth in online vs. goal of 15% in 2019

“

[We] just launched a completely new website for NCCU Online and we couldn't be any happier with the way the site turned out, and our experience with Blackboard. Our new site is modern, attractive and fully functional that supports the distance education initiatives of the university. The Blackboard team was great to work with and made me feel confident that they understood our brand and could produce what we envisioned. The team made working together easy, from last minute changes to waiting on approvals the team was very accommodating.”

Kimberly Phifer-McGee, Director of Extended Studies

Blackboard