



Johns Hopkins Carey Business School Drives Growth in their Executive Education Program



Challenge



The Carey School of Business at Johns Hopkins University had successfully launched and grown their Executive Education (Exec Ed) division through a focus on their internal market, inclusive of Hopkins University and Hospital staff. The team was interested in expanding beyond internal opportunities to explore growth potential in the external market, and sought out a new partner with the experience and expertise to help accomplish this goal.

Solution



JHU Exec Ed partnered with Blackboard Student Success on a number of solutions, ranging from website design support, to email strategy and execution, to paid media planning and execution. Results have been impressive, with external registrations more than quadrupling year over year, contributing to the Exec Team reaching their stretch growth goal for the current fiscal year.

The Exec Ed partnership launched with a focus in Email, Content, Social Media Marketing, and Website design support, as well as a framework to help execute on development of Employer Partnerships. After setting the foundation for marketing to the external market through these strategies, the team sought to amplify efforts by adding on paid media services, which included a robust marketing plan complete with audience and competitive insights, as well as a media plan to ensure optimal return on investment through the right channel mix and targeting strategies.

In response, Blackboard developed a holistic, strategic plan to help make the case for investment into the external market, as well as B2B and alumni efforts. The framework of the partnership was revised with the goal of maximizing their investment to leverage internal resources when available, and allowing Blackboard to plug in as an extension of the team, working towards the larger goal of continued growth for Exec Ed.

To learn how we can help your institution create measurable impact to grow enrollments and improve retention, visit: blackboard.com/services



Executive Ed Performance Snapshot

- › **+49% increase in earned revenue, YoY**
- › **292% increase in external leads, YoY**
- › **311% growth in external registrations, YoY**

**Results inclusive of (but not limited to) Blackboard partnership.*