

# VIQ TORY

## THE CITY COLLEGE OF NEW YORK

# HOW THIS WELL KNOWN SCHOOL WON THE WAR FOR RECRUITING MILITARY TALENT

### The Problem

Like many schools across the United States, The City College of New York (CCNY) recognized the valuable traits that military veterans and military spouses can bring to their classrooms and campus. Student veterans and spouses bring leadership qualities that have been developed and tested over the course of their service, and easily translate to a campus setting. CCNY had a desire to reach this talent pool, but were having trouble doing so to the level of success they needed. With a goal to recruit, retain and empower military veteran students and spouses, CCNY came to VIQ TORY for assistance.

### The Solution

CCNY was looking to not only immediately attract veteran students, they also wanted to create a consistent, sustainable identity in the military community as a school that welcomes and supports veterans.

VIQ TORY was able to help CCNY develop their brand within the military community through a sustained, strategic presence in our military-centric media. Using a combination of print advertising in *G.I. Jobs*® magazine and digital advertising on GIJobs.com, we were able to build their brand in the military community, and provide highly qualified candidates for their Admissions Office.

First, we established their **presence** by promoting them in our *G.I. Jobs*® magazine, which has a monthly, nation-wide circulation of 75,000. Next, we built their school **digital profile** on GIJobs.com, where hundreds of thousands of military veterans congregate to find their next opportunity. Finally, we used a **digital marketing plan** to direct transitioning military veterans to their school digital profile to learn more and apply.





## Becoming Military Friendly®

As part of their cumulative military marketing plan, CCNY participated in the 2017 Military Friendly® Schools survey. Military Friendly® Schools are assessed through the evaluation of both public data about the institution and proprietary data gathered through our free Military Friendly® Schools survey. The annual, data-driven survey assessment is offered at no cost to more than 8,800 institutions nationwide. To learn more about the survey, visit our methodology page at [militaryfriendly.com/methodology](http://militaryfriendly.com/methodology).

This survey allows military veterans to make better choices about where they will pursue their education after their transition. By looking at the results of the survey, veterans can see what schools will truly support and empower them.

After scoring of the 2017 Military Friendly® Schools survey was completed, and those scores were audited, it was determined that **CCNY earned the designation of being the #1 Military Friendly® public school with more than 10,000 students in the nation.**

## THE RESULTS

CCNY was able to determine that through their military marketing plan with VIQTORY, **they received an increased number of military veteran applicants, with five students being admitted and enrolled.**

Regarding their partnership with VIQTORY, Chris Gorman, Director of Veterans Affairs at CCNY explained that,

**“We are seeing an uptick in student veterans. I’m getting a lot more phone calls and e-mails from veterans who want to come here.”**

Asked what being Military Friendly® means to him, Gorman responded, **“We want to be the flagship and show how you can run a program, and how to do it in a way where your veterans want to come back and are invested.”**

### Presence

### Digital Profile

### Digital Marketing Plan