

CAMPUS ENGAGEMENT SERVICES





Enhance the sense of community on your campus

Delivering a rich, meaningful experience isn't easily achieved through one-off communication channels. You need an integrated campaign strategy and execution that surrounds your community with the information they covet, then inspires them to act and engage. You need robust tools accessible to your school's diverse teams, organizations, and voices. And you need authenticity, to ensure messages resonate in way that brings people together without turning them off.

Campus Engagement Services from Boldyn Networks are a powerful, turnkey campaign curated and executed managed services complemented by our experienced higher education professionals. Our easy-to-use content curation and submission portal ensures every campus community voice is heard while our marketing specialists team works at your direction to create a fully integrated campaign aligned to your vision and goals.

Campus Engagement Services combine our marketing know-how with an empowering content curation portal to deliver comprehensive, engaging, and action-inspiring campaigns that unify and delight your campus community. Creating an unrivaled campus experience is core to growing student enrollment and retention and outpacing competitive institutions.



No one gets Higher Education better than Boldyn

Building on more than 25 years of service to colleges and universities across the US, Boldyn Networks is the leader in managed services for higher education institutions. Your goals are our goals. Your challenges are our challenges. So we start each day with a simple question: 'How can we leverage our expertise and resources to enrich the student experience and foster student vitality?'

The answer lies in how we empower you for success. We live and breathe all things higher education. We dig deep into student technology trends and institution operational models — and we don't stop there. With focus and determination, we work tirelessly to anticipate the challenges we'll overcome together on the path to realizing your mission.



■ Strengthen campus resilience and engagement

Your campaigns must work harder to reach your community wherever they are: out and about on campus through digital signage or virtually via email, social media, and websites. Campus Engagement Services helps you tailor your campaign content, messaging, and channels to resonate with and reach your diverse community.

Through more than 25 years of higher education focus, 800+ campaigns, and a 95% customer retention rate, our Higher Education team has never stopped learning and applying insights to help you speak directly to the unique wants and needs of your campus community. Plus, with a level of institutional knowledge rivaled only by your own, you can count on us to consistently reflect your vision, mission, and goals as a true extension of your team.

■ Your communications team just got bigger

While the importance and value of your campus engagement campaigns increase, the fundamental objectives remain the same. Creating fun, interactive campaigns that attract attention and conversation, like photo contests, live virtual events with curated hashtags, or online lip sync battles, can help entertain and drive community. Meanwhile, it's your job to make sure important campus information or updates make their way to the people that need to hear them. It's critical to make sharing information across multiple channels simple with a message that's truly authentic.

We deliver what no other firm can provide — a powerful content curation and campaign management service complemented by our higher education marketing experts. With little to no IT involvement required, we manage every step of the process on your behalf, from campaign portal setup to campaign measurement, including campaign and sentiment analytics. A Boldyn-funded Student Ambassador, appointed by you, helps ensure relevancy and authenticity of content. Partnering with us improves the performance of your campaigns while freeing up time for you to focus on your school's strategic priorities.

Boldyn Networks funds paid Student Ambassadors to help extend your team even further and to ensure your content is relevant and authentic. Your Student Ambassadors gain valuable real-life work experience building and measuring high-performing campaigns.

Inspire diverse voices to speak out and unite your community

An effective campus engagement campaign can help break down departmental and organizational silos common to campus community life. As social distancing guidelines are implemented and individual voices seek to connect with each other, those silos may already begin to fall. Creating a strong sense of community and inclusiveness — as a cure for feelings of isolation — means making it easy for diverse voices in dispersed locations to be heard. Offering your many stakeholders — different departments, clubs, associations, athletics teams — simple, accessible tools for information-sharing is essential.

Campus Engagement Services provide an easy-to-use platform that seamlessly amplifies voices from every corner of your campus community through multi-channel, multi-device campaigns. From computers and smartphones, to on-campus digital signage, Cable TV, IPTV and the web, we deliver powerful tools any department, team or group can use to advance their message campus community wide. And with Boldyn experts managing your brand standards and guidelines on your behalf, published content and messaging stay consistently true to your brand.



Why our campus engagement services are different

Built for higher education



25 years of service to higher education

Campus Engagement Services are hardwired to specifically serve the needs of college and university leaders and the students, faculty and staff they serve.



800+ campaigns and counting

We have managed hundreds of campaigns for 75+ institutions, from large to small, from private to public, and for departments from residence life to sports to student groups.



Tailored for your campus

Ideate, deliver, and measure campaigns and content to students, faculty, staff, alumni, and prospective students about on and off campus activities aligned with strategic goals.

Integrated



Integrate multiple mediums and channels

Span digital signage, the web, social media, email and more – enhanced by our marketing support to enable an unrivaled campus engagement experience.



Get help with creative

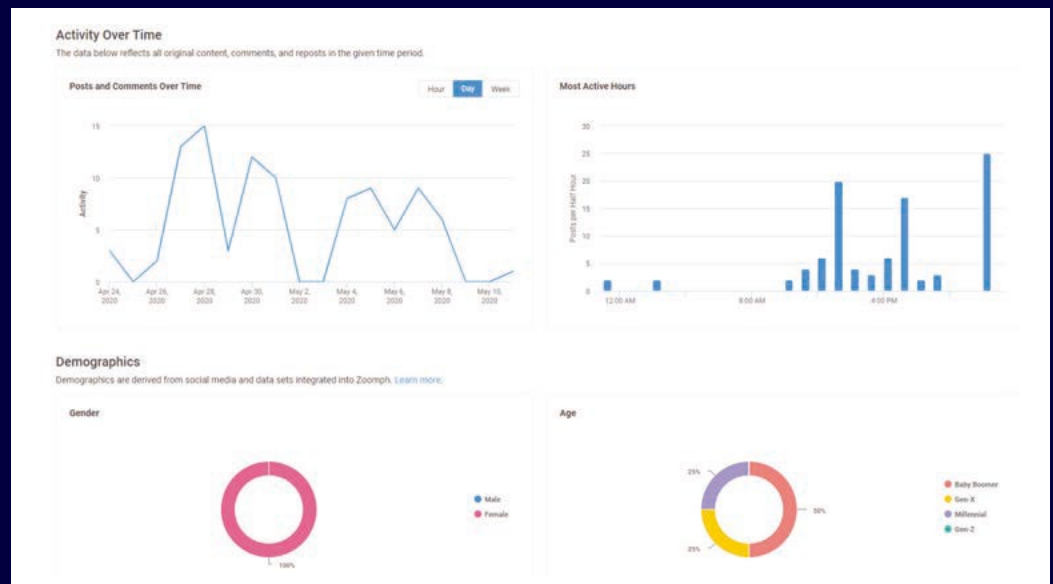
Leverage a contracted amount of design services, video editing, and other creative work to ease the demands on your internal marketing team.



Measure results

Know who is engaging, where they are, and how they feel with integrated campaign analytics.

Campus Engagement Services provide campaign social media analytics to measure activity over time, active hours, and user demographics.



White glove service



Enjoy dedicated support

From onboarding, implementation, delivery of service, to ongoing maintenance—with guaranteed response times.



Empower stakeholders

Your school-branded content curation portal makes it easy for diverse campus stakeholders to quickly submit content and connect with other students, groups, departments, or teams on and off campus.



Provide students with learning opportunities

We train and support Student Ambassadors who learn and grow helping the Boldyn team create content that resonates because of their intimacy with the campus community.

Flexible



Democratize content while retaining control

Assign access privileges as you see fit, reducing overhead and churn for improved ROI.



Take a “broccoli and cake” approach

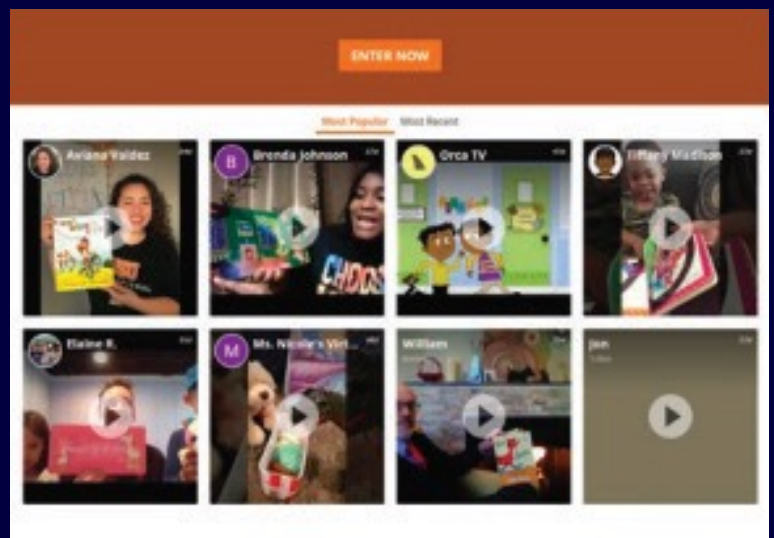
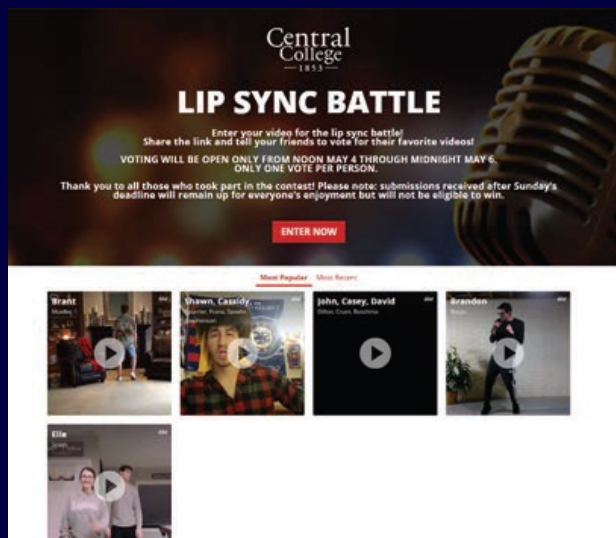
Showcase the voice and messages of essential campus information (the “broccoli”) as well as the fun and engaging parts of campus and student life (the “cake”).

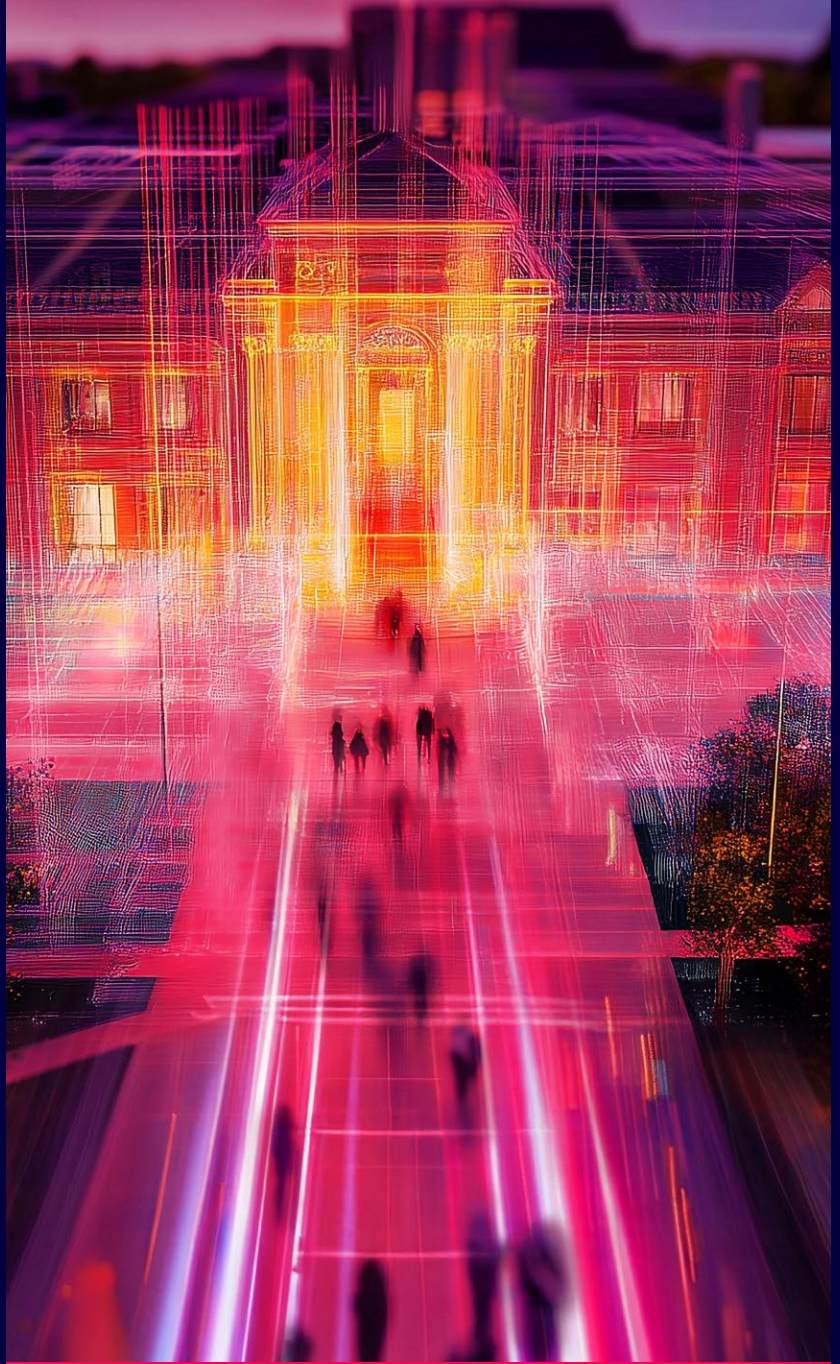


Achieve high ROI

Arrange investment level and access with a single department or across multiple departments.

Examples of virtual social media campaigns to drive engagement on- and off-campus.





Ready to bring advanced connectivity to your campus?

Boldyn Networks delivers the advanced shared network infrastructure needed for a smart, inclusive, and sustainable future. We enable connected transit, venues, enterprises, heavy industry, college campuses and smart cities to create new possibilities in the way people live, work and play.

We don't just talk about the future. We exist to help build it. Creating the foundation from which a better collective future can be imagined.

To learn more visit boldyn.com