

**Challenge:** Texas Tech was struggling to get students to visit the main campus due to the remote and inconvenient location in Lubbock, Texas. With the admissions team communications budget being cut by \$750K, they were struggling to find effective ways to support their 35 field reps.

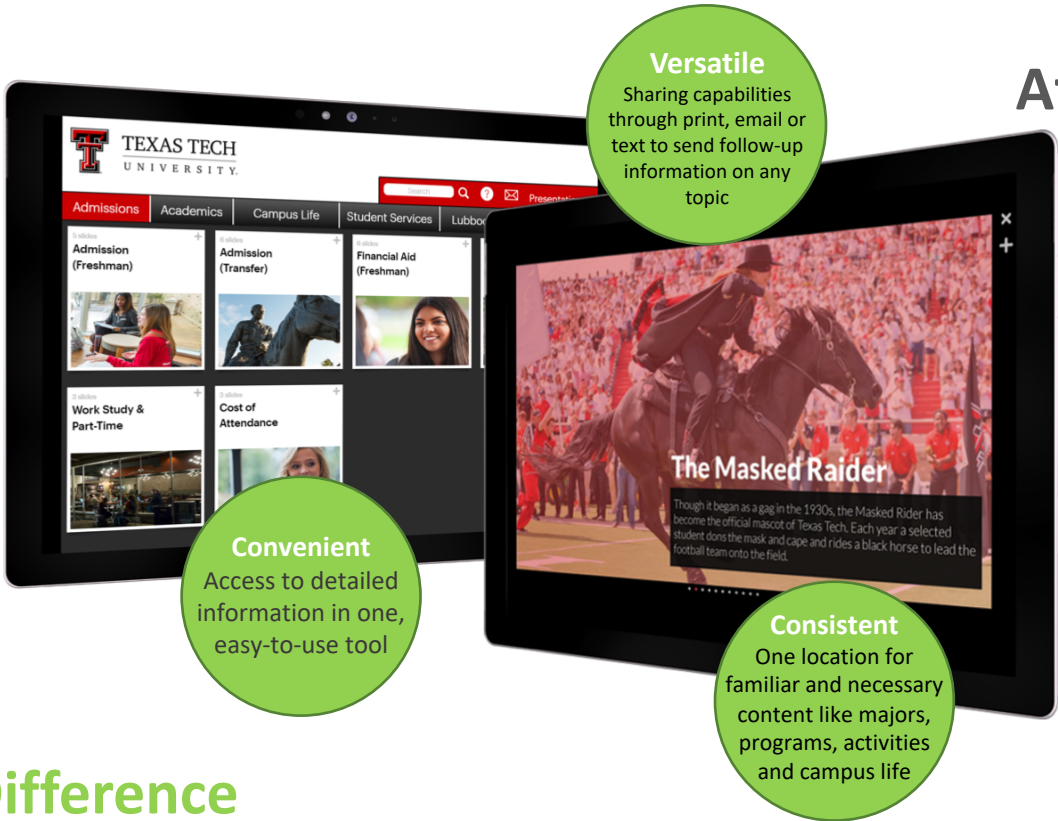
Before



Problem

- 3 different locations for resources with no consistent branding along with varying levels of knowledge for each of the 35 reps in the field
- Remote campus location that limited the ability for Texas Tech reps to get prospective students excited about the TTU on-campus experience
- Geographically diverse reps with varying levels of access and tech savvy limited access to website materials
- Budget cuts by 3.8% for state education plus \$750,000 reduction in communications budget for Admissions department

After



Difference

- One location for over 60 assets with consistent branding and messaging, including financial information, campus living and academics
- Videos to bring the spirit and excitement of main campus to students – even out of state students
- Online and offline access to allow use anywhere reps need to go
- Email and text capability to instantly share information
- Reduced budget strain due to decreased need to print high quantities of 16-page viewbook

Results



60 Consistently branded pieces



Access to 15 videos to bring Lubbock campus to students – no matter where they are



Usage across all 7 regions in and out of the state of Texas



Availability to access information for 24 areas of study within 6 academic colleges