



# Giving Voice to AIU: *Real People. Real Stories.*

March 17, 2010

**FLEISHMAN**<sup>TM</sup>  
INTERNATIONAL COMMUNICATIONS  
**HILLARD**

# Our Point of View

**Start with storytelling**

**Listen to the voices  
of your students and faculty**

**Create a groundswell**

# What That Means...

Campaigns based on  
**consumer-generated content**  
are  
**more believable,**  
**more trusted,**  
**drive better results**

# Rationale

- Can't build a wall that will keep issues and negative press out of media stories
  - For-profit education space has become bulls eye in economic recession and this will continue
  - You must have real data on outcomes to earn credibility and combat negativity – graduation rates, salary info, career placement
  - Need a different approach to storytelling than doing battle with the media

# Our Experience with CEC

- Led proactive visibility programs for select schools – Le Cordon Bleu, Online Education Group
  - PR kits for schools
  - Event publicity
  - Executive media briefings
  - Average 30+ positive stories/quarter
- Managed ~35 issues
  - Shareholder proxy battle and results, recruiting practices, tuition, student actions, post-60 Minutes, accreditation
- Developed corporate messages and key messages for 15+ individual schools
- Conducted “Boot Camp” media training sessions for schools with hot issues

# What We Learned

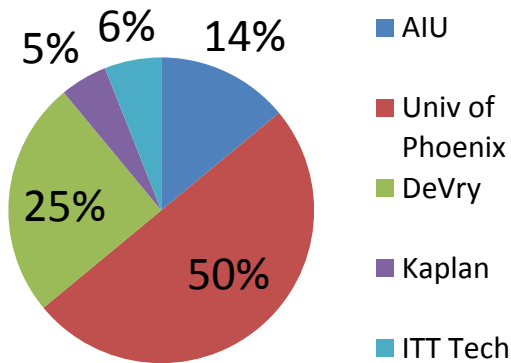
- Traditional media have awareness of CEC and its schools, but usually associated with issues
- Reporters nearly always do a Google search for CEC and its schools...and want to discuss any negative news they see
- Schools varied in depth, though there are compelling stories that exist ... it just takes time to find...and validate positive outcomes
- Our ability to tell stories and highlight outcomes requires your participation in a process

# Relevant Capabilities For AIU

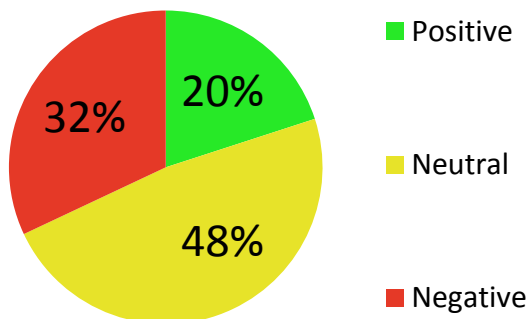


# National Share of Voice

**Total Media Coverage\***



**AIU Media Coverage**



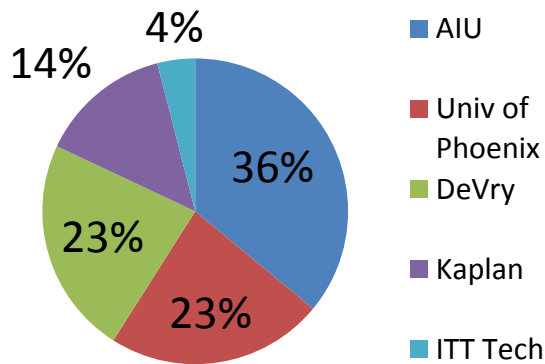
- AIU is overshadowed by its competitors
  - University of Phoenix earned the majority of coverage
- Each for-profit college received negative coverage
  - Negative perceptions impact all for-profit colleges
- Exceptions to negative coverage were positive profiles of students and alumni

\* = January 2008 – March 12, 2010, print and online media

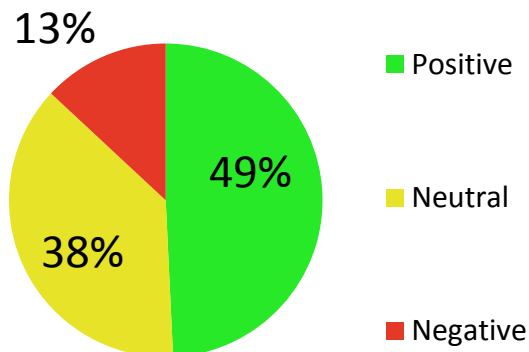


# Ground School Share of Voice

**Total Media Coverage\***



**AIU Media Coverage**



- For profit colleges do not have a high profile in local markets
- AIU has received the most local coverage
  - Majority was neutral to positive
- Neutral coverage included calendar mentions, event news and employee promotions
- Positive news included inspirational student and alumni success stories
  - Atlanta had the most positive stories: profile of MBA alum and current undergraduate student who appeared on MTV
  - Positive stories were overshadowed by negative *Atlanta-Journal Constitution* piece

\* = January 2008 – March 12, 2010, print and online media

# Real Stories

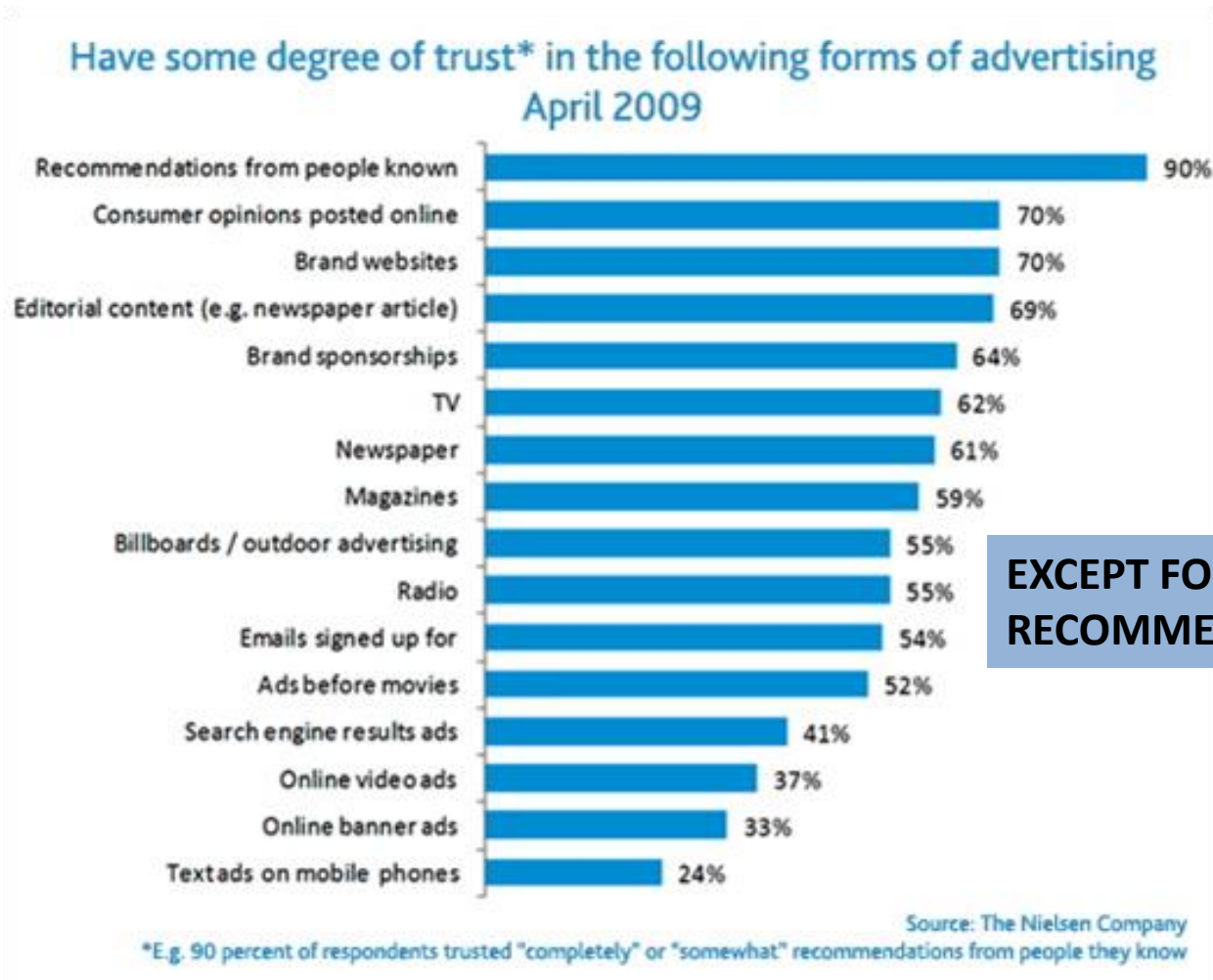
## Opportunity

- Real stories from real people about the AIU experience
  - Put faces to the AIU name and humanize the virtual campus
  - A mosaic of individual experiences that draws a bigger picture

## Outcome

- Show a groundswell of support – a cacophony of real stories that demonstrates the difference AIU makes in the lives of millions of students, their families and their communities

# Consumer-generated content is most trusted by target audiences...



**EXCEPT FOR DIRECT  
RECOMMENDATION!**

# Giving Voice to AIU

## Web Site is the Hub of the Campaign

Students, alumni, and faculty upload video, photos, or copy that tell about what inspired them to choose AIU.



They register to be able to upload materials. We will conduct a promotion to encourage participation.

# Project Muse



**What's Your**

**MUSE**

**M**y **U**nique **S**tudent **E**xperience

# Giving Voice to AIU

## Viewers Will Find People Like Them

Seed the site initially with pre-launch submissions from trusted ambassadors



Visitors will be able to search through videos to find those related to their own situations: online or students at ground schools; degree program; gender; age range; student type (i.e. full-time, part-time); Working Mom or Military



# Giving Voice to AIU

## Encourage Sharing and Forwarding

- Build in social media and social tagging ability so users can promote their own videos and post to their own channels
- Viewers can “Recommend to a Friend” via email and social media tagging capability



# Project Muse: The Ripple Effect





# Giving Voice to AIU

## Reach Our Targets

- Promote participation and build community
  - Email
  - Social media via Facebook and Twitter
  - Blogger outreach
- Focus on key target audiences
  - Working moms
  - Hispanics
  - Military
- Prominent call to action
  - Goal is lead generation



# Launch Day

- Launch with fully seeded, robust site
- Host “internet cafes” on ground campuses to collect stories from students
- Do campaign outreach to graduating alumni and encourage them to tell their story
- Honor faculty and ask them to post stories, video, experiences from class
- Tie into alumni network and create reunion experiences with storytelling
- Support with OEO, e-mail outreach and paid campaigns

# Working with the Ground Schools

- FH Chicago to serve as central resource for ground school news bureau
  - Delivers corporate updates and resources to ground school teams
- Develop story-generation process
  - Conduct welcome meetings that bring together FH Chicago and FH local market contacts with ground school administration
  - Develop realistic story-telling criteria
  - Collaborate on story ideas and share information and resources
- Create efficiencies by leveraging national digital platform
  - Mine “What’s Your Muse” platform for local opportunities
- Rethink the model
  - Annual versus monthly spend
  - Focus on 2-3 projects a year at each school



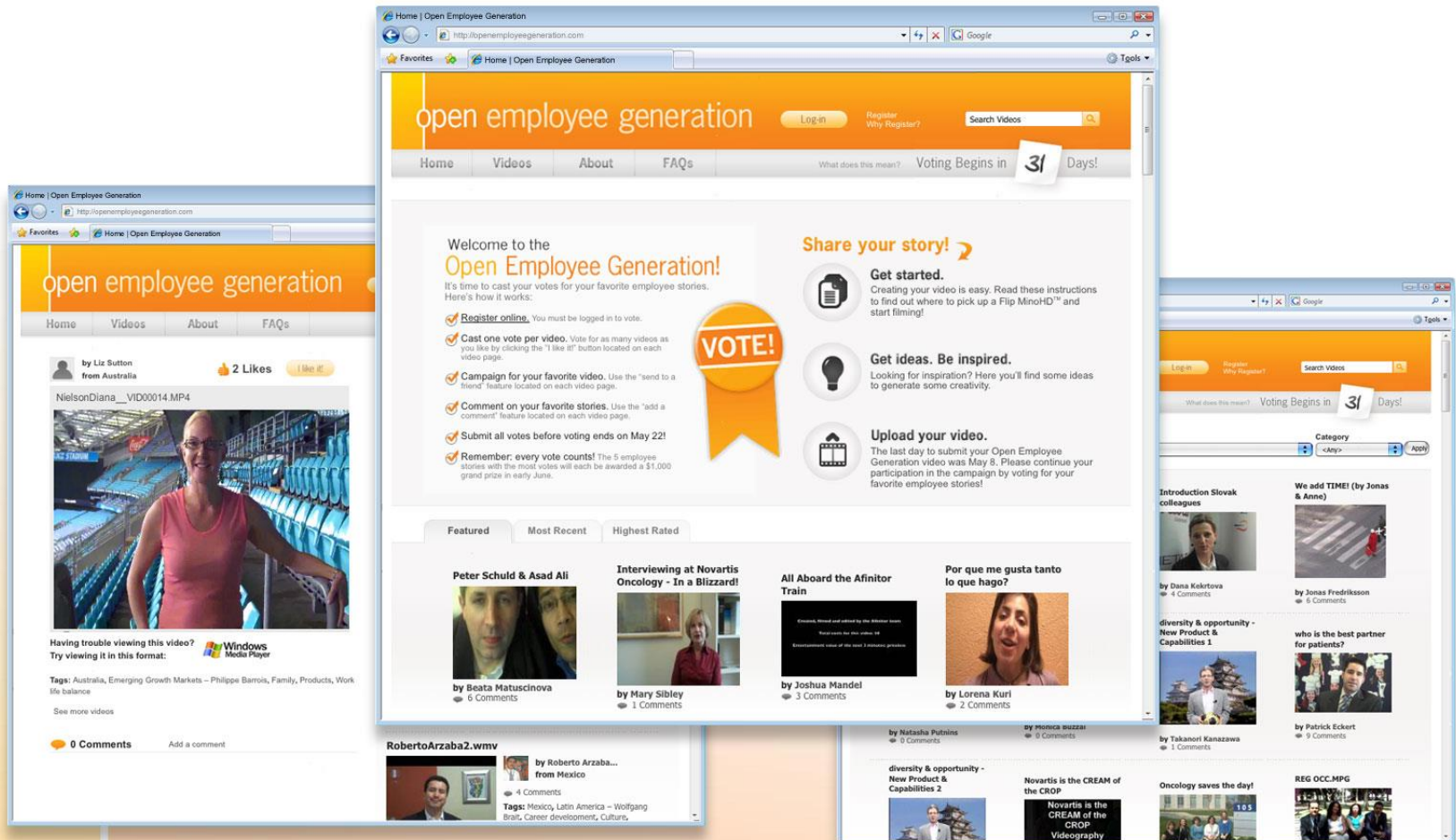
# Novartis Open Employee Generation



open  
employee  
generation



# “Campaign hub” fuels and enables employee engagement



# The results speak for themselves



# Allstate Foundation Click to Empower

Robust campaign to drive awareness, education and support for survivors of domestic violence through economic empowerment



# Harnessing Online to Drive Philanthropy

Online conversation spread rapidly through postings on community boards, and by bloggers, advocates, and consumers, all writing about the program and sharing personal experiences through the use of social media.





# Click to Empower

HARNESSING ONLINE TO DRIVE PHILANTHROPIC CAMPAIGNS

- 195+ million impressions from blogs, wire postings, and influencer sites
- 6.5M 1:1 impressions
- 138,000+ unique visitors
- 341,000+ visitors
- 1,062 MySpace and Facebook friends

By December 2008, the program reached its goal of 300,000 “clicks to donate.”

# Outcomes You Can Expect for AIU

- Play a role in lead generation
  - Track lead generation and referrals: Click through for sign up
  - Gather prospective student information
- Measurable results you can track over time for social media in awareness, tone of content, influencers that have a tangible impact on the brand
- Bring real numbers, metrics to the table and track trends over time

# What We Need To Do the Job

- Real Data. Answers to the tough questions.
- Real Stories. Access to students, faculty – online and traditional
- Coordination and close partnership with marketing
- Collaboration on issues strategy, can't work in a vacuum
- Ability to work directly with your IT systems personnel

# How We Work

- Collaborative partners integrating into every touch point of your business
- Focused on outcomes, not activities
- Honest counsel
- Highest quality of work, every day
- Responsiveness on urgent matters, timeliness on routine tasks, and a good listener
- No surprises: On budget, on activities, on staffing
- Fresh Ideas. We promise you our best ideas. Continually.

# Your FH Team

**Marjorie Benzkofer**

*Senior Strategist*

**Marisa Villalobos**

*Day-to-Day Contact Lead, Coordinator with Ground Schools,  
Hispanic Lead*

**Brian Joosse**

*Senior Digital Strategist*

**Mike Hayes**

*Digital Strategist*

**Lauren Dettloff**

*Leads Hub Extensions*

**Cynthia Hardie**

*Senior Counsel*

# Marjorie Benzkofer

*Senior Vice President, Senior Partner*



Marjorie Benzkofer is a senior vice president and senior partner at Fleishman-Hillard focused on the agency's reputation management and corporate positioning initiatives.

As the co-chair of the firm's reputation management practice group, Ms. Benzkofer is responsible for constructing strategies and guiding programs that build an organization's credibility and visibility.

Ms. Benzkofer is responsible for managing clients' corporate reputations through highly effective branding efforts, marketing campaigns, media programs, executive visibility efforts, coalition campaigns and community relations. She has overseen internal and external communication strategies for identity changes, product unveilings, significant mergers and acquisitions, product recalls, environmental issues, labor crises and civic affairs announcements.

Ms. Benzkofer also has extensive issues and crisis experience, helping clients develop crisis and issues preparedness measures to protect and even enhance their reputation. She regularly conducts crisis and media training for operations and communications spokespersons.

Through her focus on employee communications, Ms. Benzkofer put together award-winning programs for clients that help align employee performance behind an organization's goals.

# Marisa Villalobos

*Vice President*



Marisa Villalobos is the FH Hispania Midwest region lead and a member of the Retail Practice Group. Because of her boundary spanning role, Ms. Villalobos leads and contributes to a variety of consumer marketing and retail accounts, including Motorola, Gatorade, Cover Girl and (Oil of) Olay. She also is a regular contributor to the FH Hispania blog, FHHispaniaPlaza.com.

During the last three and half years, Ms. Villalobos has played an instrumental role in providing Hispanic public relations and marketing services to such clients as Motorola, Gatorade, State Farm and the Big Shoulders Fund.

Prior to joining Fleishman-Hillard, she was the Director of Marketing for JossClaude Products, makers of Fórmula Latina, the first line of professional hair care products designed exclusively for U.S. Latinas. She was responsible for all consumer and trade marketing programs, including advertising, public relations, promotions and online marketing. In direct response to her efforts, Fórmula Latina became one of the fastest growing hair care brands in the country in just 12 months, generating more than 80 million media impressions, including placements in *Latina* and *People en Español* magazines. Fórmula Latina was also nominated by *Glamour en Español* magazine for Product of the Year.

Her prior experience also includes nearly six years managing brand visibility and repositioning programs for some of the world's leading consumer brands, including Lipton, Wish Bone and Coca-Cola, during her tenure at Cohn & Wolfe and Edelman Worldwide.

Ms. Villalobos holds a bachelor's degree in English, with a minor in business, from the University of Notre Dame and a master's degree in Managerial Communication from Northwestern University. Fluent in Spanish, she completed coursework at La Universidad Iberoamericana in Mexico City.

# Brian Joosse

*Senior Vice President*



Brian Joosse is a vice president in Fleishman-Hillard's digital practice group in Chicago.

With over 15 years of experience in professional communications, he excels at developing strategic interactive programs. He is deeply committed to the expanding potential of customer communication and business-to-business marketing in the digital age and thoroughly understands the technologies and methodologies that can be used in the wired and wireless world. Digital is no longer simply a marketing channel; it is now part of the DNA of business, and he likes to tinker with the chromosomes. His expertise encompasses almost every aspect of digital communications: Web site design and development, viral marketing, content planning and development, email marketing, Web application development, social media program design and management, online media, and search engine marketing.

Before joining Fleishman-Hillard in October 2009, Mr. Joosse originated the position of Director, Interactive Initiatives at the Donald L. Arends advertising agency. While at Arends, he was an integral part of creating innovative digital communications for clients such as Siemens Industry (Machine Tool and Motion Control divisions), Watts Water Technology, Philips Professional Lighting, and Suncoast. Previously he had served as Director of Client Services at Siren, an interactive healthcare marketing agency, and worked with Baxter Pharmaceuticals, Abbott Laboratories, and the AMA, among others. He has also been the Production Director for Technotribe Communications, a digital production shop, developing interactive marketing communications for DeVry University, Kammann Printing Machines, Origa industrial automation products, and others. Mr. Joosse also has an extensive background in film and video production and post-production, and served four years as an officer with the United States Navy.

Mr. Joosse holds a Bachelor of Science degree in Radio/Television/Film Production from Northwestern University.



# Mike Hayes

## *Senior Vice President*



Mike Hayes is a senior vice president in Fleishman-Hillard's Washington, D.C., office.

Mr. Hayes has over 15 years of marketing and communications experience. His deep expertise in strategic communications plan development, new media, branding, internal communications, research, and integrated marketing has provided actionable, measurable results and brand elevation for a range of organizations, including Fortune 500 companies, member-focused nonprofits, national cultural institutions, and top Internet properties.

Since joining Fleishman-Hillard, Mr. Hayes has served as the lead for several key accounts. For Novartis Oncology, Mr. Hayes served as the client relationship manager and lead strategist for a global talent branding program that engaged employee audiences around the world in the development of a new employer brand that leveraged employee-generated stories for attracting top talent to join the firm.

The program also provided the infrastructure and training for employees to optimize social networking and viral communication tools to share their stories for improved networking and employee referral success.

Before coming to Fleishman-Hillard, Mr. Hayes was in charge of marketing the products and services of WeatherBug, one of the largest news and information sites on the Internet with over 6 million daily visitors. At WeatherBug, he managed all product and direct marketing activities for the company's commercial, media, and education divisions, resulting in record sales growth from new customer acquisition during his tenure. Before coming to WeatherBug, Mr. Hayes was the director of marketing for a premier technology services corporation, Cysive, Inc., winning several awards for the Cysive's brand launch and advertising campaign that ran in national business publications such as The Wall Street Journal, The Economist, Fortune, and BusinessWeek. Cysive's B-to-B marketing materials and customer support program materials were also recognized as among the best in the industry. Mr. Hayes' integrated marketing experience began in the mid-1990s when he filled the first "New Media Communications" position created at Lafarge, the world's largest construction materials manufacturer headquartered in Paris, France. At Lafarge, Mr. Hayes launched the company's first Web site, served as a key advisor on Lafarge's global Web advisory board, and ran internal communications for operations across North America.

Mr. Hayes holds a bachelor's degree in English from the University of Virginia.

# Lauren Dettloff

*Vice President*



As a vice president in Chicago, Lauren Dettloff specializes in reputation building and management for corporate, financial services and professional services organizations.

Tapped network wide for her results-focused approach, her work regularly includes oversight of multi-office teams in the US, EMEA, Latin America and APAC, as well as media relations, issues management programs and digital communications programs, designed to reach C-level audiences, business partners, consumers, financial communities and regulatory/legislative bodies. She helped international technology company FICO navigate its way through the subprime crisis and issues such as financial reform and fraud, and she directs a team that supports FICO's consumer awareness efforts, ultimately driving consumers to FICO's award-winning consumer education site and customer forums, myFICO.com.

Ms. Dettloff has led program development and execution for such organizations as Nationwide, Aviva, Motorola, Career Education Corporation and Macy's. She is a member of the FH Media Council, a group of senior media relations experts that are regularly called upon to provide counsel on media strategy and targets throughout the network.

Ms. Dettloff graduated from The University of Wisconsin-Madison with journalism and theatre degrees. Active in Chicago's fundraising community, she serves as Vice President of the Steppenwolf Theatre's Auxiliary Council and on the auxiliary board of the Big Shoulders Fund.

# Cynthia Hardie

*Executive Vice President and Senior Partner; General Manager*



Cynthia Hardie is executive vice president, senior partner and general manager of the Chicago office of Fleishman Hillard. Specializing in corporate and crisis communications, Ms. Hardie has more than three decades of wide-ranging experience in public relations, marketing communications, corporate reputation, crisis communications, and labor communications. Her passion is for accurate and compelling storytelling to reach audiences to inform, motivate or change behavior.

She has lead major initiatives for clients to manage reputation in a crisis, to enhance reputation and build thought leadership with a broad range of stakeholders and to identify audience insights that enable more effective communication with key audiences. Work for corporate clients has included programs to advance rankings on Fortune's Most Admired list, to establish thought leadership in an industry segment, to develop change management programs, and to prepare for and manage crisis situations.. Ms. Hardie has handled communications and reputation issues involving airline crashes, facility disasters, labor disputes, product recalls, censorship, hostile takeovers, environmental contamination, and consumer boycotts.

Corporate clients include or have included: AT&T, Motorola, McDonald's, Gatorade, Abbott Laboratories, Office Depot, Bridgestone/Firestone, Sara Lee, UPS, United Airlines, and Procter & Gamble.

Ms. Hardie began her career in the news media and worked for newspapers in Chicago, Cincinnati, and Kansas City, including the Daily Herald, the Kansas City Star and the Cincinnati Post. She began her public relations career with Hallmark Cards. Ms. Hardie holds a bachelor's degree in journalism from Indiana University.