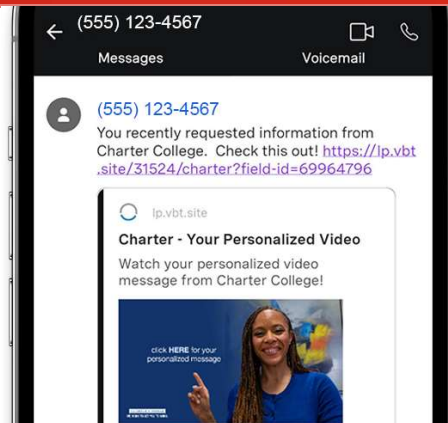




# student nurturing ▶▶ case study

Personalized Video: Charter College

**Charter College**, since its establishment in 1985, the college has expanded from its Anchorage, Alaska roots to 15 campuses, offering over 24 career-driven programs in healthcare, business, IT, and trades. The blended learning format seamlessly merges in-person and online classes, enabling students to balance studies with personal and professional lives.



## Charter's Challenge

Increasing prospective student contact rates and engagement with new inquiries.

## Charter's Opportunity

Incorporate a 'wow' moment (Personalized Video) into initial automated outreach that disrupts and engages new inquiries.

## Key Campaign Successes:

**10+**

Additional Students  
Per Month

**40.3%**

Inquiry-to-Enrollment  
Rate Boost\*

**92%**

Enrollment-to-Start  
Rate Boost\*

\* on paid lead sources

## The impact of the Personalized Video campaign was significant.

Over the initial 5 months from launch, the addition of personalized video yielded a 40.3% increase in inquiry-to-enrollment rates across paid lead sources. This performance data was generated from over 10,000 records.

*"For 20 years, MDT Marketing has been more than a partner—they've been a cornerstone of our success. Our pivot to personalized videos has ignited an inspiring transformation in our student journey. The results speak volumes: impressive boosts in enrollment and start rates. It's not just progress—it's a remarkable leap that's redefining our outreach and surpassing our expectations."*



**Josh Swayne, President/CEO**  
Charter College