

# **WHY STERN?**

## **Communications Campaign**

NYU Stern Undergraduate College Communications Team  
July 2013 – Present

# WHY STERN?

## Communications Campaign

### WHY STERN?

In July 2013, Dean Geeta Menon had the idea to create a page on our website that listed the top 10 reasons why one should attend Stern. That summer, the undergraduate college deans collaborated to define the top 10 reasons with supporting text. Alas, Why Stern? was born.

### THE OBJECTIVE

After the list was completed, it was now the objective of my team to integrate these top 10 reasons into our communications to current and prospective students. We first started by putting it on the website, then we implemented it on our social media platforms, and finally integrated it into our marketing materials for prospective students.

### MY ROLE

My role, in collaboration with Erin Potter, was threefold. First, we were to create **social media posts** for our dean's account that tied in student news and events to the Why Stern? campaign. Then we started work on an **infographic** that illustrated the essence of Why Stern? in addition to creating a marketing **highlight book** for prospective students.

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### SOCIAL MEDIA POSTS

At first, our goal was to introduce the top 10 list via the dean's twitter. Now, we publish the majority of our #WhyStern? tweets around our admissions yield season.

Here are some examples of tweets that I supplied for the dean.



**Geeta Menon** @geeta\_menon · Apr 2

Passport Day is today- we do global in a big way!  
#WhyStern? Reasons #3 & #4 – Global! [bit.ly/1u4VgtR](http://bit.ly/1u4VgtR)



**Geeta Menon** @geeta\_menon · Apr 17

Thanks to @Deloitte for hosting today's Consulting case walk through.  
#WhyStern? Reason #7 -- Professional Development!



**Geeta Menon** @geeta\_menon · 10 Feb 2014

#WhyStern? Reason #8 -- Career Prospects: "#NYC offers more internships than any other US city!" [on.mash.to/LVT4RM](http://on.mash.to/LVT4RM) via @HashtagNYU



#### The Journey to a Stellar Internship Program

The journey to a coveted internship program isn't easy. For job seekers, an internship can be a great way to test the waters of a new company or indu...

[mashable.com](http://mashable.com)



**Geeta Menon** @geeta\_menon · 15 Apr 2014

#WhyStern? Reason #1 -- Location, Location, Location!: @SternUC students in the @TribecaFilmFest class, let us know how it goes!



**Geeta Menon** @geeta\_menon · Mar 23

Shake off that jet lag juniors!! I hope you had a great time at #SternISP.  
#WhyStern? Reason #4 @SternUC's ISP! [bit.ly/lt6hzO](http://bit.ly/lt6hzO)

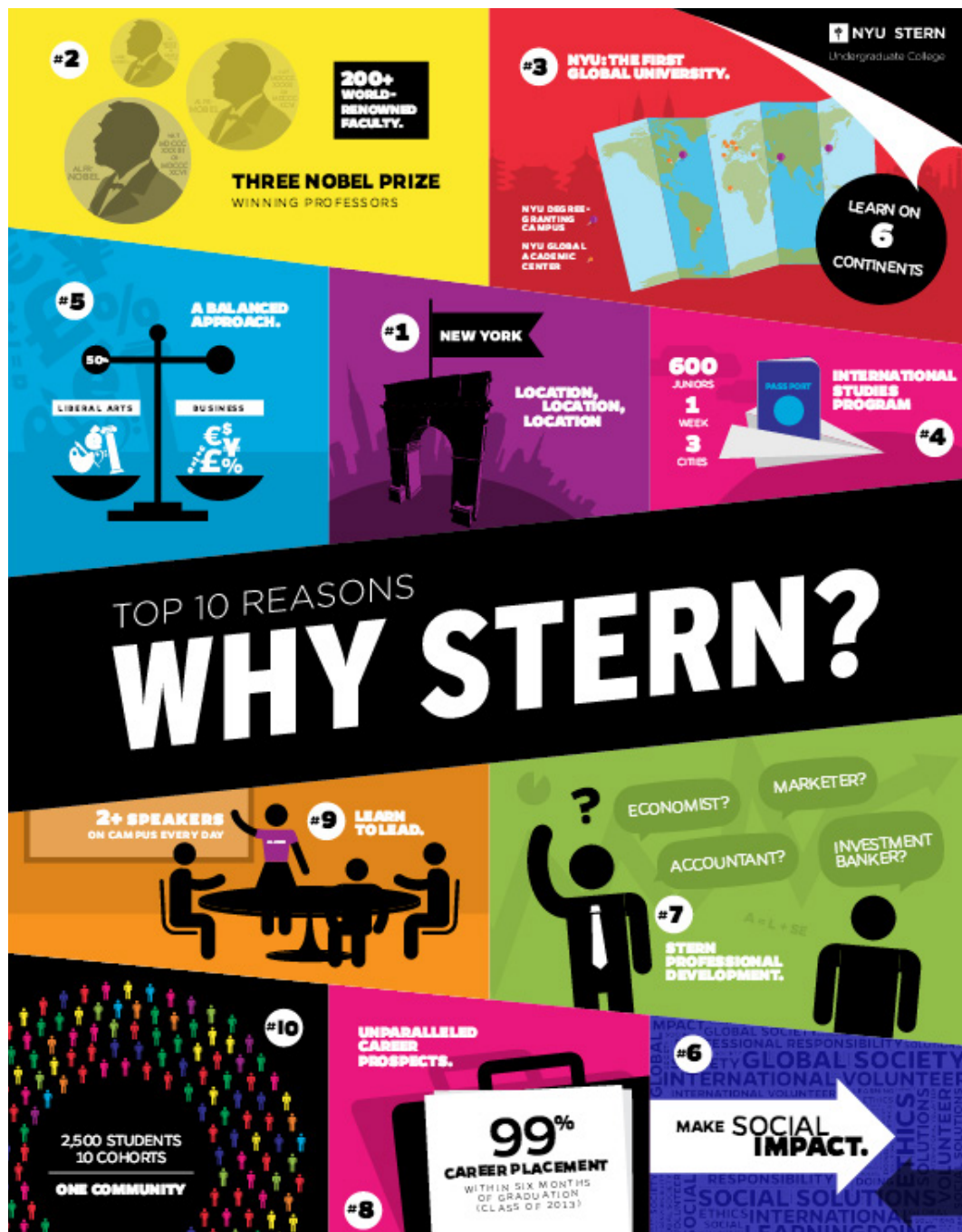
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### INFOGRAPHIC

The infographic's main objective was to create a visual that illustrated the top 10 list in a more vibrant manner than the list. We pulled topline statistics for each reason to help inform the illustrations.

This infographic is handed out at our open house events and at Weekend on the Square, an admissions event for admitted students. It also can be downloaded online on our [Why Stern? page](#).





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### HIGHLIGHT BOOK

It was time for an update of our marketing booklet, and we decided that the Why Stern? reasons were going to serve as the outline for our new highlight book.

The goal of this highlight book was to communicate the top 10 reasons from the perspective of our students and alumni. We conducted 18 interviews and wrote polished summaries of these interviews.

The highlight book is handed out at our open house events and at Weekend on the Square, an admissions event for admitted students. It also can be downloaded online on our [Why Stern? page](#).



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### ADDITIONAL COMMUNICATIONS

The Why Stern? dean's tweets, infographic, and highlight book set the foundation for all Why Stern? communications.

#### LCD Slides

Executed by Matthew Mancini to broadcast the reasons on our display screens in our lobby and student lounges.



#### Admissions Video

Executed by my team members Karl Brisseaux & Lisa Lau to update our admissions video to include the top 10 reasons.





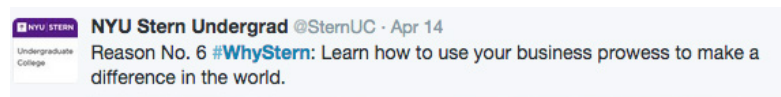
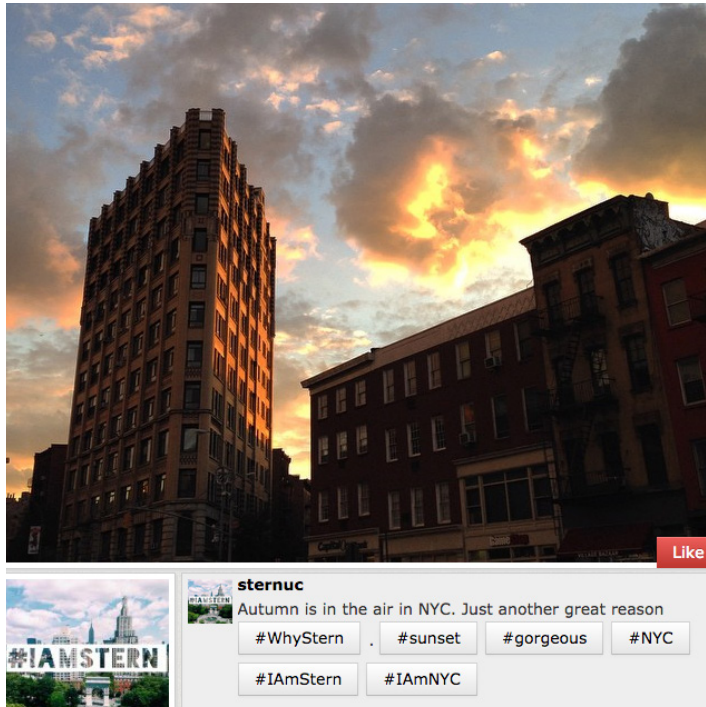
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### ADDITIONAL COMMUNICATIONS

#### @SternUC Social Media

Executed by my team member Cassandra Ketrick for admissions yield season.



#### Website Gallery

Executed by my team members Karl Brisseaux & Lisa Lau to incorporate the infographic illustrations on the website.

