

Calling All Applicants... Quickly! Creative Center College of Art & Design

THE CLIENT

The Creative Center College of Art & Design is a small arts college located in Omaha, Nebraska. The Creative Center was established in 1993 after Founder Ray Dotzler discovered the inadequacy of many of the student portfolios he reviewed as an employer. Under the direction of the award-winning design studio Dotzler Creative Arts, students of The Creative Center have won an impressive 471 creative awards including student ADDY and AIGA awards since 1995.

THE SITUATION

One of the greatest challenges higher education institutions face today is keeping enrollment levels above the threshold of inoperability—essentially making every effort to ensure the institution has more than enough enrollment to fund the budget. The Creative Center hosts open houses twice a year to attract new students to enroll in their programs. In preparation for each open house, The Creative Center sends almost 9,000 postcards in the mail to remind potential students of the upcoming event. They were looking to add another medium to communicate with potential students—one they could fit into their budget and delivered measurable results.

THE SOLUTION

The Creative Center partnered with One Call Now in 2008 and has since been using the service to remind prospective students about the upcoming open house. “We have a lot of people in our database and didn’t have the manpower to efficiently call them all,” Kim Guyer, Executive Director of The Creative Center explains. At the most recent Open House event, 16% of people attended because they heard the One Call Now reminder call. According to Guyer, if they were to pay staff to get the same result One Call Now does, it would take a team of five part-time employees more than three weeks to complete, and cost more than \$8,000—for each open house event.

For The Creative Center and other colleges, One Call Now saves time, money and delivers measurable results.

CONTACT US TO LEARN MORE!

877.698.3262 | onecallnow.com

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“We like One Call Now because it’s quick, it’s very easy to use, and it saves us a lot of time and money.”

*-KIM GUYER, EXECUTIVE DIRECTOR OF
THE CREATIVE CENTER COLLEGE OF ART
AND DESIGN*

CUSTOMER SINCE

2008

INDUSTRY

Education – Higher Education

PROBLEM

Not enough awareness about Open House events

PAYBACK

16% attendance credited to One Call Now’s reminder calls

TOOLS UTILIZED

Phone Calls, Subgroups

GEOGRAPHY

Omaha, NE

REPLACED

Added another communication medium to already existing lineup