



# UNIVERSITY OF SAINT JOSEPH

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## UNIVERSITY OF SAINT JOSEPH FIRST HIGHER ED INSTITUTION TO RECEIVE GLOBAL MARKETING AWARD FROM INTERNATIONAL ORGANIZATION

WEST HARTFORD, Conn. (February 16, 2016) – The University of Saint Joseph (USJ) in West Hartford, Connecticut will receive an international marketing award from the Place Marketing Forum in Aix-en-Provence, France in March. The University will be recognized as a “remarkable model of digital and inbound marketing,” specifically for its 2014-2015 “I Will” Recruitment Campaign, which resulted in a 42% increase in undergraduate first-year enrollment. The University’s web site ([www.usj.edu](http://www.usj.edu)) was cited for the effectiveness of its enrollment strategy, which garnered 37% of all the University’s applications and yielded 54% to the status of accepted, admitted, enrolled, or deposited.

The annual Place Marketing Forum “presents, shares, and rewards the best worldwide practices in the field of place marketing.” Christophe Alaux, organizer of the Place Marketing Forum, said, “The University of Saint Joseph will be the first higher education institution to be awarded by our Forum. The selection committee unanimously agreed to retain the University for its remarkable initiatives within the Digital/Inbound Marketing and Talent Attractiveness categories.”

“It is an honor to have our efforts recognized by leaders in the industry,” said USJ President Rhona Free, Ph.D. “I am especially appreciative of the way these marketing strategies reach prospective students and celebrate the distinctiveness of a University of Saint Joseph education.”

USJ Marketing team leaders Keith Knowles, Manager of Digital Marketing, and Laura Sheehan, Associate Vice President for Marketing, will present the University’s marketing strategies at the conference.

“The world of marketing is dramatically different than it was a few years ago due to the still-rising influence of the digital landscape,” Sheehan said. “We are in a time of great innovation as professionals look to maximize the opportunities the online world provides. We are all seeking ways to reach our ideal audience. I’m thrilled that USJ has been able to do that, to attract ‘right-fit’ students so they can excel here.”

Knowles said, “We can no longer just throw our marketing message out there and expect people to listen. Instead we have to think of recruitment as attracting, not pursuing, students. We took a chance with our website and built it specifically to market via an inbound approach. As it is now, the website continues to bring us high-quality leads daily.”

The Place Marketing Forum was established in 2012 as a partnership between the Regional Attractiveness and Place Marketing Chair and the Public Management Institute at Aix-Provence University. The Forum is dedicated to new regional marketing practices throughout the world that promote regional strengths and attract new talent.

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*The University of Saint Joseph (USJ) offers a wide range of graduate, undergraduate, and certificate programs that combine a professional and liberal arts education with a focus on service. Coeducational graduate master’s and doctoral degree programs are taught on the University’s two campuses in West Hartford and Hartford, Connecticut; at off-campus locations throughout the state; and online. Undergraduate programs for women and for coeducational adult students take place on our beautiful suburban campus and include more than 25 majors and seven pre-professional programs, each of which provides personal attention in a caring environment. Founded in 1932 by the Sisters of Mercy, the University of Saint Joseph welcomes students from diverse backgrounds and religious traditions. To learn more, view our website at [www.usj.edu](http://www.usj.edu).*

**OFFICE OF MARKETING, MEDIA, AND COMMUNICATIONS**

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