



# What's Your Purpose?

## MCNY Fall Recruitment Campaign

September 2015

Presented by

*Austin & Williams*

# Strategic Summary

- The new campaign differentiates MCNY from other schools by positioning it as the college of choice for experience-based learning and applied scholarship.
- Created as a result of extensive market research, communications focus on the tangible social outcomes and neighborhood-serving achievements accomplished by MCNY graduates.





# Video/TV





# Subway Cards







# Subway Cards

School for Business

**A Master's in Spreading the Word  
to: Save Children's Lives**


Most people have a job. Some have a purpose—like MCNY graduate Shana Melius.



Driven by one child's loss, this CEO of a foundation is putting her MBA in Media Management from MCNY into action by finding minority bone marrow donors—and giving the gift of life to many.

TWO LOCATIONS: MANHATTAN ① A ② E ③ BRONX ④ ⑤

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COLLEGE OF NEW YORK  
FOUNDED BY AUDREY COHEN IN 1964

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**WhatsYourPurpose.NYC ■ 888-366-1255**

The Audrey Cohen School for Human Services and Education

**A Bachelor's in Building Stronger  
Financial Futures for: Women in Harlem**


Most people have a job. Some have a purpose—like MCNY graduate Nancy Perez.



This co-owner of a financial services agency is using her Bachelor of Professional Studies in Human Services degree from MCNY to mentor others so they can live within their means—and still achieve their dreams.

TWO LOCATIONS: MANHATTAN ① A ② E ③ BRONX ④ ⑤

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School for Public Affairs and Administration

**A Master's in Keeping a Roof Over  
the Heads of: Families at Risk**


Most people have a job. Some have a purpose—like MCNY graduate Syrena Huggins.



This single mom is using her MPA in Public Affairs and Administration degree from MCNY to help secure the funding needed to fight homelessness in Brooklyn and Staten Island.

TWO LOCATIONS: MANHATTAN ① A ② E ③ BRONX ④ ⑤

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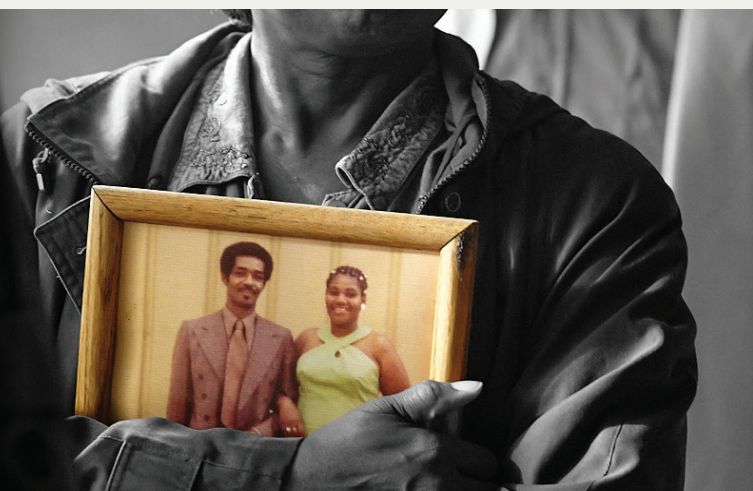

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School for Public Affairs and Administration

**A Bachelor's in Creating a Safe Haven  
for: NYC's Most Vulnerable**


Most people have a job. Some have a purpose—like MCNY graduate and veteran Carlos Campo.



This former U.S. Marine who served in Afghanistan is now using his Emergency Management and Business Continuity degree from MCNY to protect and ensure the safety of seniors here at home.

TWO LOCATIONS: MANHATTAN ① A ② E ③ BRONX ④ ⑤

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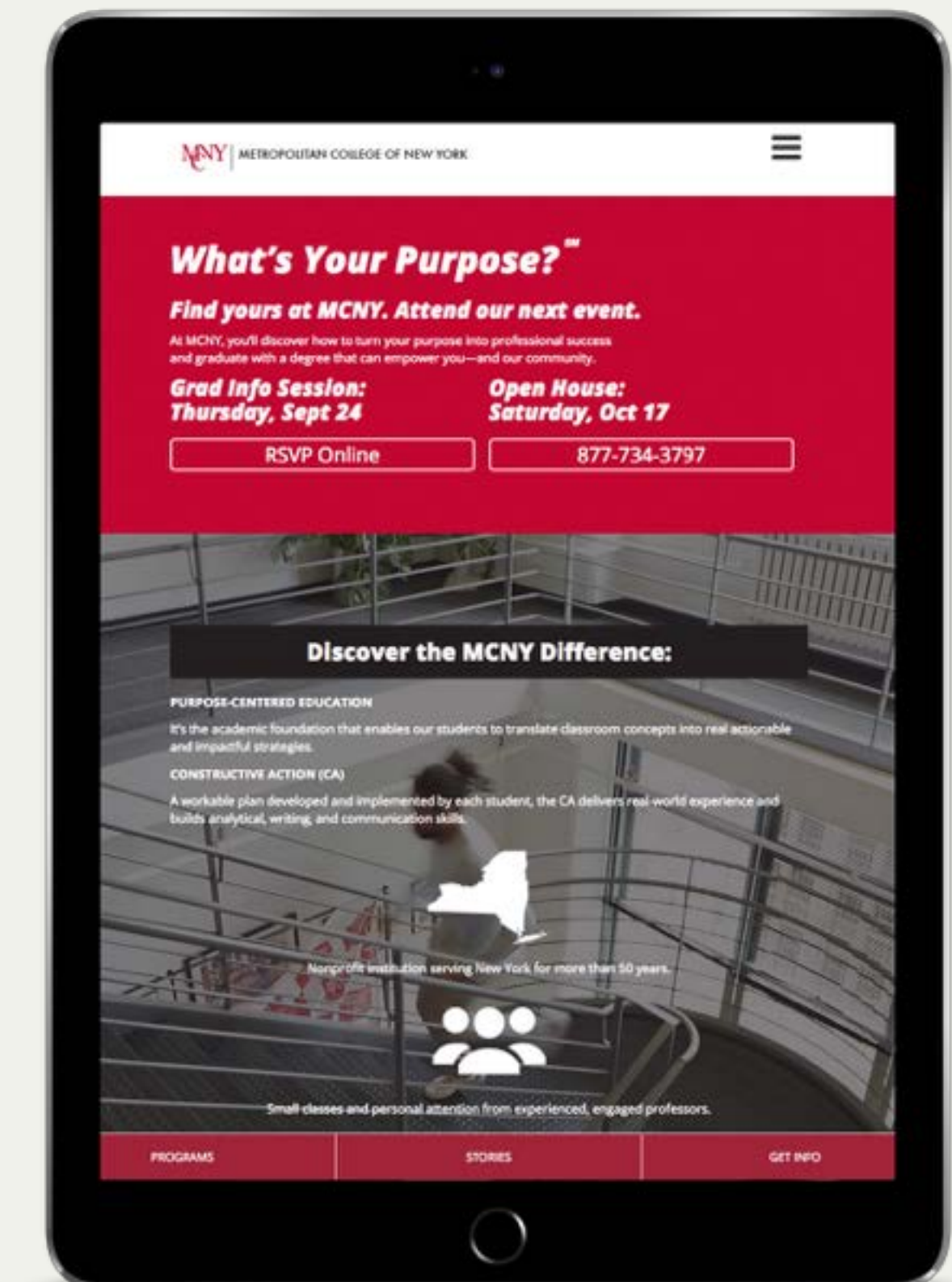
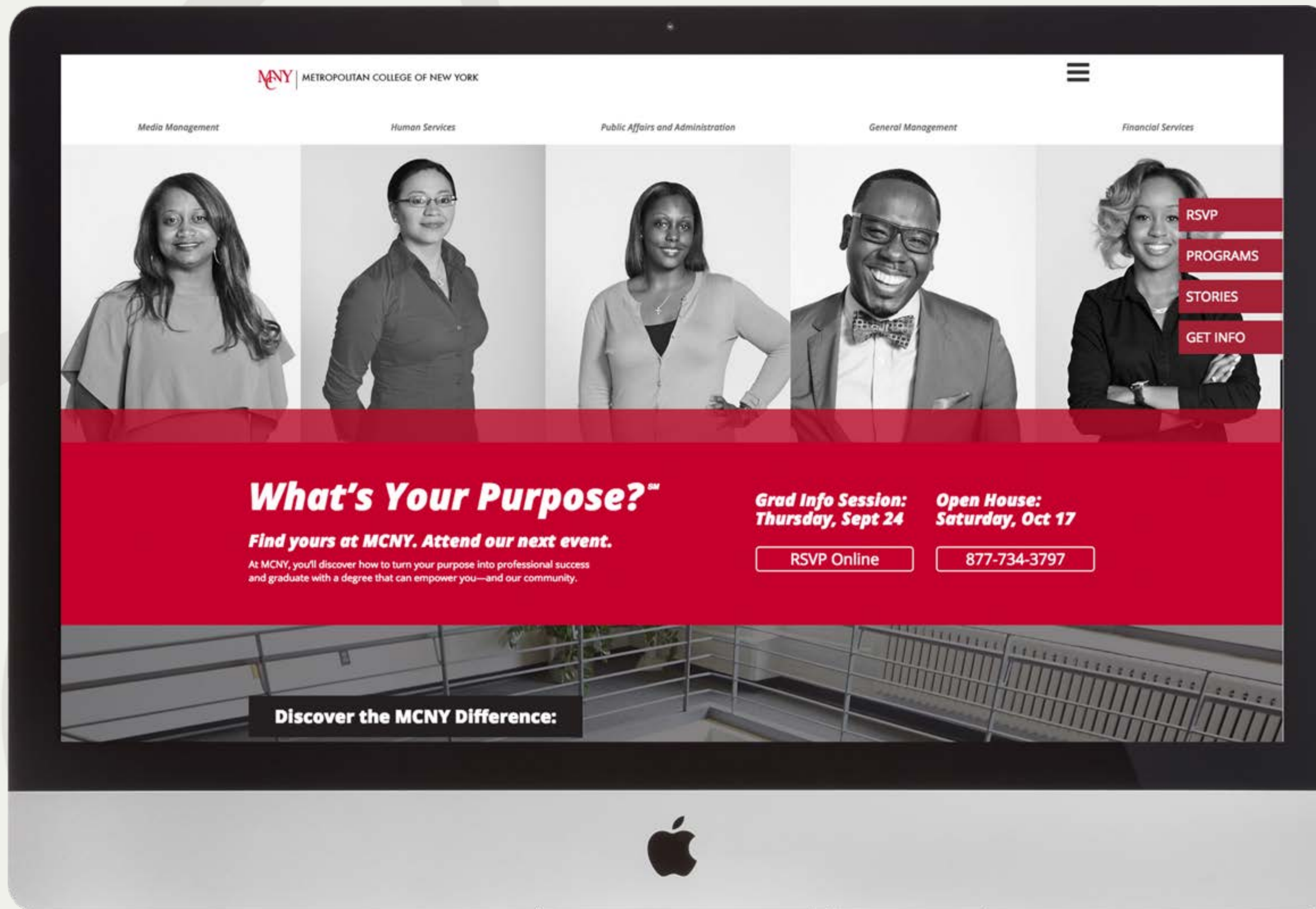


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