



# Capabilities for Education

BRANDING | DESIGN | MESSAGING | RESEARCH

Drives Marketing. Moves People.



## WEBSITE DEVELOPMENT AND CREATIVE SERVICES FOR RECRUITMENT, STUDENT ENGAGEMENT, ALUM SUPPORT

### COMPANY OVERVIEW

With staff augmentation for student enrollment, fan experience and alumni engagement efforts, B63 Line serves public, private, and corporate preschool, primary, secondary and post-secondary education institutions. With distinct communication channels, targeted messages, and personalized value propositions we help schools drive marketing for recruiting, enrollment, development, diversity growth, workforce development and more.

### CORE COMPETENCIES

- Market Research
- Messaging and Copywriting
- Print & Digital Design
- Recruitment Marketing

### DIFFERENTIATORS

- On-Call Creative Services
- Distills Large Data Into Usable Design
- Alumni Development & Fundraising
- Environmental/Experiential Design

### DESIGNATIONS

DUNS: 929687932

Cage Code: 67P65

NAICS: 323111, 323115, 323117, 511130, 511210, 518210, 541370, 541430, 541511, 541519, 541611, 541613, 541620, 541690, 541715, 541720, 541810, 541850, 541860, 541870, 541890, 541910, 561410, 711510

UNSPSC: 55120000, 80000000, 80100000, 80140000, 80160000, 81000000, 81160000, 82000000, 82100000, 82110000, 82120000, 82130000, 82140000, 83110000, 83120000, 86000000, 86130000, 90150000

WBENC: 2005127879

WOSB: 170516 (Third-Party Certification; EDWOB)

EDGE Certified: 221473

### PAST PERFORMANCE

**Miami (Ohio) University** – Developed online fundraising portal and social media aggregator to support development during student move-in day.



**Wright State University** – Designed basketball arena game floor and environmental graphics for improved game-time experience.



**University of Dayton Research Institute** – Developed branding for State and Federal initiative, plus messaging and web development to support new service launch.



**Washington State Community College** – Conducted research for rebranding, developed strategic messages and recruitment campaign, and deployed new website.



**Eastern Kentucky University** – Supported internal marketing teams with copywriting and content development for student recruitment.



**Sinclair College** – Synthesized market data for new educational tracks, developed content, and designed pathway plans for workforce development.



### RECOGNITION

- 2018 Advocate of the Year; ORV Women's Business Council
- 2009-17 American Graphic Design Awards (x19); GDUSA
- 2013 Eclipse Integrity Award Finalist; BBB
- 2012 CFO of the Year Honoree; Dayton Business Journal
- 2010 Forty Under 40 Recipient; Dayton Business Journal
- 2010 Rookie Business of the Year; Dayton Business Journal



Credit Card Payments Accepted

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