

## **Message from the President**

I hope you are enjoying your summer and taking the opportunity to visit the Mid-Atlantic region's cultural, historical, and recreational treasures. In your travels, you may have seen a lot of West Chester University lately – on buses, commuter rail posters and highway billboards. Our “Learn More” marketing campaign has proven to be a highly effective way to spread the word about WCU's unparalleled quality and value.

In addition to outdoor advertising, we have aired TV commercials on Philadelphia's WPVI 6ABC and radio ads on KYW 1060, and implemented a gamut of social media strategies, including Facebook ads and GoogleAdWords.

“Learn More” is, by far, the most comprehensive marketing campaign WCU has ever undertaken and the results have far exceeded our expectations. WCU is one of the most sought-after universities in the mid-Atlantic region. When people see and hear the “Learn More” message, they understand why.

This fall we be will rolling out new ads that shine the spotlight on WCU's sports medicine research, our Kiplinger's “best value” rating, the Poetry Conference and our designation as a Military Friendly institution.

West Chester University strives to make our alumni as proud of their university as the WCU community is of them. I am sure you will enjoy sharing our “Learn More” ads with your friends and colleagues. If you have an idea for a new ad, please send me an email at [president@wcupa.edu](mailto:president@wcupa.edu).

Sincerely,

Greg R. Weisenstein

President, West Chester University