



# How CSU discovers their future incoming class

Charleston Southern University is a Christian university located in Charleston, South Carolina. CSU offers



57 undergraduate degrees, 18 graduate degree programs, and one doctoral degree with a current enrollment of approximately 3,500 students. The university has graduated more than 18,000 students in its fifty-year history.

**Location:** Charleston, SC

**Student Population:** 3,500 students

**University Achievements:**

- Yellow Ribbon Program
- America's Best College Buys
- America's Best Christian Colleges

*"You sparked my enthusiasm to apply to CSU with your interest in me... I'm accepted! Thank you so much. I wouldn't have even applied if it wasn't for Tallo."*



Logan Ford, High School Senior  
Committed to CSU

## The Challenge:

Being a private, independent university, CSU knew that they'd need to think differently in order to recruit and enroll students fitting their unique mold. Lacking a large recruiting team, CSU relied on Tallo to engage select high school seniors and juniors and help promote new degree offerings, increase brand awareness, and boost enrollment in key programs: **particularly their new Cybersecurity Program.**

## The Goal:



**Build Early Awareness**

Increase awareness out-of-state



**Computer Science Students**

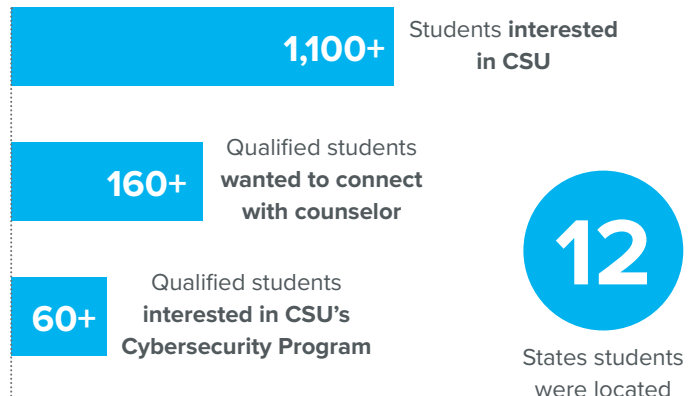
Generate interest in new Cybersecurity Program



**Nursing/Healthcare Students**

Increase enrollment in Nursing Program

## How Tallo Helped:



Results achieved within 7-14 days\*

\*7-14 day timeframe based on average incubation period set for each Tallo Connect engagement strategy. Tallo performed multiple engagement campaigns for CSU over the course of a year.