

*“Performa Higher Education was a catalyst for our strategic planning and marketing initiatives. They helped us surface real issues, better understand them and set priorities. With our continued growth, Performa’s broad range of experience in higher education has served us well.”*

## **Dr. David W. Clark**

President  
Palm Beach Atlantic University  
West Palm Beach, Florida



For more details on this institutions’ success, visit [www.PerformaHE.com](http://www.PerformaHE.com)

### **Challenge** >>>

Palm Beach Atlantic University had experienced tremendous enrollment growth over the past several years. As a campus designed to serve 1,200 students, the University was serving over 3,000 students; 1,300 of which were in non-traditional, graduate and other programs. Various departments on campus were doing the best they could to keep up with the marketing demands of their programs. However, the University needed to ensure the continuity of quality and a consistent representation of who they were as an institution.

### **Solution** >>>

Performa Higher Education was engaged to facilitate the development of a strategic plan. Five priorities emerged, including the need for an integrated marketing plan. As a result, a Marketing ACE<sup>SM</sup> (Assess\***C**ounsel\*Empower) was conducted to address the operational marketing challenges facing Palm Beach Atlantic. As part of this service, Performa’s marketing experts collaborated with staff to develop an integrated marketing operation. This new organizational model has created new efficiencies in University communication as well as ensured quality brand consistency.

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HIGHER EDUCATION

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