

# Centura College, Tidewater Tech, and Aviation Institute **increased** enrollment by using Red Oxygen to connect with millennials



## Customer

Centura College, Tidewater Tech, Aviation Institute

## Location

10+ US cities, from Philadelphia to Las Vegas

## Industry

Education

## Highlights

- Easy-to-read dashboard provides an overview of sent/received messages and assists in A/B testing
- Dedicated numbers with area codes corresponding to the schools' multiple locations make students comfortable and more likely to text back.

## Website

[centuracollege.edu](http://centuracollege.edu)

“

Our enrollment has gone up considerably since we started using Red Oxygen. We'd gone for years just picking up the phone and dialing, dialing, dialing. But when you hit them with a text, they respond really quick!

— Thomas Burns, Interactive Communications Manager ”

## THE CUSTOMER

Centura College provides career-oriented education in subjects including nursing and paralegal law, with six campuses throughout Virginia and South Carolina. Tidewater Tech offers career training in trades like building maintenance and welding. And on 11 campuses across the country, Aviation Institute prepares students for aviation careers. These three institutions rely on Red Oxygen to communicate with their diverse student populations.

## THE CHALLENGE

“Our biggest problem was being able to reach out to millennials,” explains Thomas Burns, Interactive Communications Manager of the three institutions. The majority of students at these schools are young people who find phone calls intrusive and don't reliably respond to email. Burns needed a better way to reach his demographic, and Red Oxygen was the solution. “Texting is the number one way that they communicate,” notes Burns. “It's a much better form of communication, especially for people who are on the go.”

Red Oxygen enables Burns and his team to easily connect with students and prospective students. The admissions teams use it to remind prospective students to meet with representatives, Student Services uses it to spread the word about career fairs, and Burns uses it to send text blasts to 2,000+ students about semester starts and other important dates.

Burns did extensive research before choosing Red Oxygen. For him, the deciding factor was customer service: “The tech support and customer service team is outstanding. I always get an instant response and an immediate fix to any problem that we have. Even working from home at 11:00 at night, there's someone available to help.”



Case Studies