

# Case Study: Clark University I&E Program

Industry: Higher Education

Matter's program for Clark University's Innovation & Entrepreneurship program is a unique one, in that as much effort is placed on cross-campus public relations as national media.

The program director is well versed in the value of PR, having held senior editorial and operational positions at national business publications for more than 20 years. His extensive agency search was designed to find a PR partner that would be creative, flexible, proactive, and one who would know how to navigate the unique challenges of academia. One of the core communications goals is to create more awareness of and support for the program among the university's many constituents. The Matter team works closely with the staff and visiting faculty to create consistent, creative communications that help bridge the gap between academic departments.

In addition to campus communications and national media outreach, the Matter team also helps Clark with events, coordinating speakers, logistics and marketing of two annual conferences. Additionally, our team handles the creation of multimedia, including the production of marketing videos with members from the Blue Man Group and the executive teams of XM Satellite Radio and Panera Bread. And last, but certainly not least, the Matter team helps with fundraising efforts with the creation of marketing materials and direct communications.

## Results:

- ◆ Series of articles in most important publication targeting young entrepreneurs, *Young Money*
- ◆ Blanket coverage in local media
- ◆ Marketing communications support including event management, website overhaul and newsletters

The McGraw-Hill Companies  
**BusinessWeek**

**YOUNG  
MONEY**

**The Boston Globe**

**Inc.**

**FORTUNE**

WORCESTER  
**BusinessJournal**

W O R C E S T E R

**TELEGRAM & GAZETTE**