



BRISTLECONE
SOLUTIONS

Case Study

RUTGERS SCHOOL OF HEALTH PROFESSIONS

Building to Increase Visibility and Program Enrollment

The Opportunity

Before partnering with Bristlecone Solutions (BCS), Rutgers School of Health Professions (SHP) identified a clear opportunity: aligning cross-functional efforts, establishing clear systems, and ensuring that marketing initiatives reinforced one another would strengthen visibility, deepen engagement, and ultimately improve program enrollment.

Through a multi-year partnership, BCS worked with SHP to strengthen its reputation, elevate marketing & advertising performance, and elevate its presence across Rutgers and beyond.



RUTGERS HEALTH
School of Health Professions

Initiative Highlights

DIGITAL VISIBILITY & ENROLLMENT PATHWAYS

BCS helped SHP evolve from standalone campaigns to a coordinated, data-informed digital system. SHP's visibility strengthened significantly. As a result, traffic to all of its online properties increased dramatically, engagement rates rose, and conversion events increased to all time highs.

EVENT GROWTH & RECRUITMENT IMPACT

BCS supported SHP's most important recruitment moments with targeted outreach, tailored assets, and structured follow-up. Event registrations and attendance doubled over two years. SHP also elevated its national conference presence, generating strong interest and increased institutional recognition.

VISIBILITY & REPUTATION AMPLIFICATION

BCS amplified SHP's accomplishments through consistent storytelling and targeted visibility efforts, helping SHP increase share of voice within Rutgers and expand recognition across peer institutions. The result was sustained visibility over multiple years, supported by repeatable narrative systems and an always-on presence.

STRENGTHENED INTERNAL CAPABILITY

Beyond results, BCS helped SHP build durable marketing operating systems through shared tools, clearer workflows, and cross-functional rhythms that improved collaboration across admissions, marketing, and program leadership. This created repeatable execution, stronger internal alignment, and a foundation for sustained enrollment-focused visibility.



We weren't just executing projects. We were embedding a new way of working.

Karen Shapiro

Ph.D., Vice-Dean, Finance and Administration

Conclusion

Today, with support from BCS, SHP continues to thrive as one of the nation's leading schools of health professions, supported by a marketing approach that matches the caliber of its academic programs and enables sustained enrollment growth.

If you are looking for a partner who brings clarity, practical execution, and measurable progress, we would welcome a conversation.

You can contact us at:

Stan Kang

stan@bristlecone.solutions

518-209-1761

James Rickershauser

james@bristlecone.solutions

201-953-4327

trustbcs.com