



Light Up the Knight  
We Think BIG

ARCADIA  
UNIVERSITY



## 170 Years and Counting

Arcadia University want to elevate our experience for the main evening of the Homecoming weekend. This year, the event marked the start of our 170th year as an institution, and was an opportunity to engage audiences more difficult to reach, including young alumni, parents, first-year students, faculty, staff, and expanded to the local surrounding community.

# Project Goals

## **A Learning Opportunity to Create a Masterpiece**

Our goals for this event were to celebrate 170 years with a night to remember, launch the new Arcadia.edu, and create an elevated brand experience freshly and memorably. The drone show video reached over 302K social media accounts across all platforms, making it our most viewed video of 2022. It received nearly 6K engagements and boasted a 10% engagement rate on Instagram alone. Alumni, community, faculty, staff, and student response was awe and enjoyment. Many of our alumni from Beaver College days commented on their joy seeing a reference to the old institutional name and alma mater.

The vision behind this was to offer the community:

- Provide a legacy learning and teaching experience for our students and faculty members
- Discuss the historical and contextual brand legacy
- Demonstrate the social impact of the Arcadia experience

# Target audiences

Arcadia University focused on engagement of those audiences who could attend the event, and those who would watch online to gain interest.

- 01 | Arcadia Students, Faculty, Staff
- 02 | Arcadia community - alumni, leadership, trustees
- 03 | Glenside Community - township, residents, leaders





## Costs 2022



Drone Show

**\$25K**

MarCom contracted to ensure  
the project is completed.

Food, Staging, Food, Glo Wristbands

**\$15k**

For the evening event  
including food, glow products,  
wristbands, firepits.

Total

**\$40K**

The entire evening costs  
included

# Transforming the Arcadia Experience to Increase Engagement – Our Alumni Posts

Christine Besack

Beaver!!!!!!!!!!

Lori Lambert

My university for my master degree Before I left for Montana

Kerry Ann DePetro

Well worth the trip!

Jodi Roseman

So cool!!! Proud to be a knight!

Amy Aims

Loved it!!

Gail Donnelly

Mom (47) & I (70) are Beaver Grads...& Aunt ran the switchboard for many years before & after we were there!!! Oh - & my wedding reception was in the Rose & Mirror Rooms in the Castle!!! Awesome memories!!!

Fred Myers Jr.

Thank you for posting the video on YouTube.

Patti DeBow, President at ParsonsTKO

Love that Beaver College representation! Such a beautiful view over the castle

Larry Waples Program Manager at Delaware Technical Community College  
Amazing!!!! Glad to be a Knight.

Kelly Dunaway Account Executive at Apple Education

So cool!

Meredith Wright Owner - Camp Lazy Paws Pet Resort, LLC

Love that Beaver College is still represented 😊

Ralph Furino, IGP, Sr. Manager, Comcast Corporate Records & Information Governance

Beaver is on my degree!

Giovanda Richardson M.Ed., M.S. Tutor Engagement Specialist at Varsity Tutors

This is awesome! So proud to be an 🧑 alumna!

Tara Fehon, Director of Advancement & Coordinator of Alumni Affairs, Bryn Athyn College

Wow! Amazing!

Caitlyn Black, SHRM-CP, University Relations Coordinator

Wow! I wish I got to see that! Proud to be an alumni!

Jill DiMeo

I love this post! I miss being there!!

Charron Bruce City of Philadelphia - Department of Human Services

Oooooo, how beautiful. Love it

Preeti Tanwar, CEO - HiEd Success | Higher Education Expert | Career Mentor

Wow .. looks beautiful n definitely v inviting..



We worked with Open Sky Pro, who choreographed 150 drones to produce the visuals that told the story of the University brand and added an original music score by Max Baldwin that highlighted “We Think Big” as the key dispatch.





ARCADIA

**LIGHT UP THE KNIGHT!**  
**Drone Light Show**  
**at Arcadia University**

# Outcomes Assessment

## **Increase in Event Engagement**

More than 750 registered to attend the event in person, which was an incredible increase in attendance from the movie the year before registering under 150. We were pleased to see the online engagement was over 289K viewers reached online and alumni posting their love for the institution and hope to attend next year.

## **Those in attendance were left speechless, and those who didn't attend the event wish they had.**

The impact of this event stretched to alumni raving about the event so much, we had requests for the video before we could edit it and once it posted, engagement spread quickly.

## **Lasting Content vs. Event Cost**

The content captured at this event has proven engagement across current students, recent alumni, campus community and has also shown promising engagement sharing with potential students through recruitment.