

 x  | March 30, 2026

TECHNOLOGY-DRIVEN STORYTELLING:

*Turning campus facilities into strategic enrollment
and engagement assets*

Tradeline, Inc. | College & University Facilities
University of Wyoming Foundation x Advent



SCAN TO
TELL US
YOU'RE
HERE!





**TOBY
MARLATT**

**Vice President
Strategic Initiatives
and Communications**



**GRACE
JOHNSON**

**Client Engagement
Manager**



ADVENT®



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ABOUT
ADVENT

ADVENT CREATES EXPERIENCES THAT MOVE PEOPLE[®]

ADVENT HARNESES

RESEARCH ▶ TECHNOLOGY ▶ STORYTELLING

TO INSPIRE AND DRIVE VALUE

**STEAL
OUR
PROCESS.**

THE TRADELINE THREE

1

YOUR STORY IS YOUR SUPERPOWER.

Storytelling and emotional connection are tools to combat the challenges your institutions face. Intentional use of technology can help you leverage these things.

2

DRIVE IMPACT BY BEING INTENTIONAL

Start at the end. What do you want your audiences to Think, Feel, Remember, Do?

3

C.A.R.E FRAMEWORK

Make sure any technology you install in your spaces follow the CARE framework.

THE CHALLENGES.

THE WALL STREET JOURNAL.

Americans Are Losing Faith in College Education, WSJ-NORC Poll Finds

Confidence in value of a degree plummeted among women and senior citizens during pandemic

TRADELINE, INC. | UNIVERSITY OF WYOMING X ADVENT



The Coming Enrollment Cliff: Why Facilities Readiness Matters More Than Ever



Kristina Espinet



Funding Cuts, Shifts in Aid Make College Harder to Afford for Low-Income Families

Advocates worry that the promise of a higher education will soon drift further out of reach.

By The Hechinger Report Contributor Feb. 9, 2026, at 3:36 p.m.

Early Cost Concerns Are Reshaping College Search

Families are scrutinizing college cost earlier and more intensely than ever before, reshaping how students search, apply, and ultimately enroll. As cost concerns increasingly influence how families evaluate colleges, enrollment leaders must adapt their strategies to better address affordability, communicate value, and engage families across the enrollment journey.

Family views are shifting amid a tough budget climate for higher ed:



Skepticism is rising

Families are increasingly questioning the value of higher education.



Funding cuts drive up costs

Many colleges must raise prices, deepening financial concerns.



FAFSA issues add confusion

FAFSA updates are making it more difficult and confusing for students and families to finish the process.



Value is harder to communicate

These pressures make it more difficult for colleges to explain cost and return on investment.

**THESE CHALLENGES
ARE YOUR
OPPORTUNITIES.**

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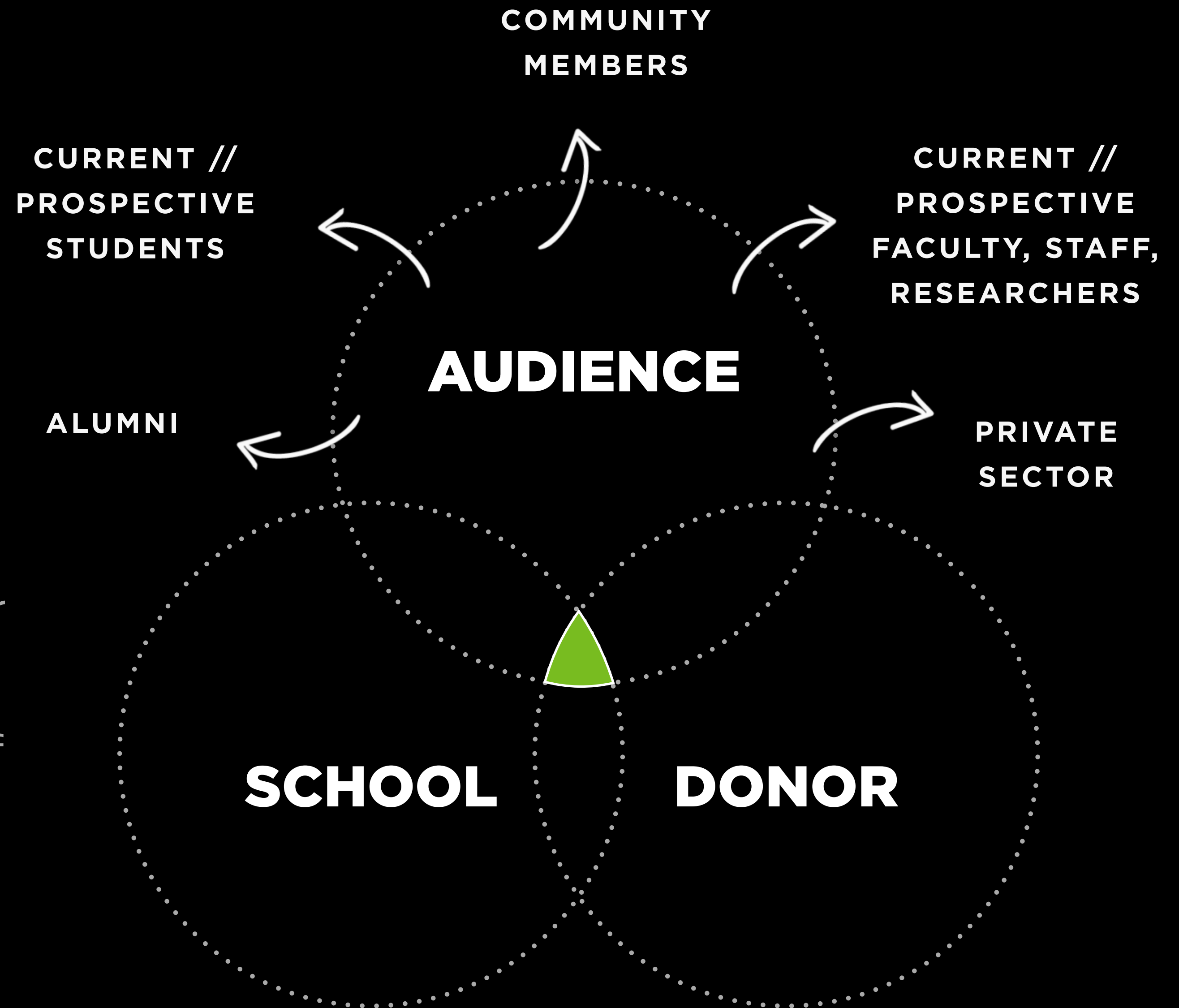
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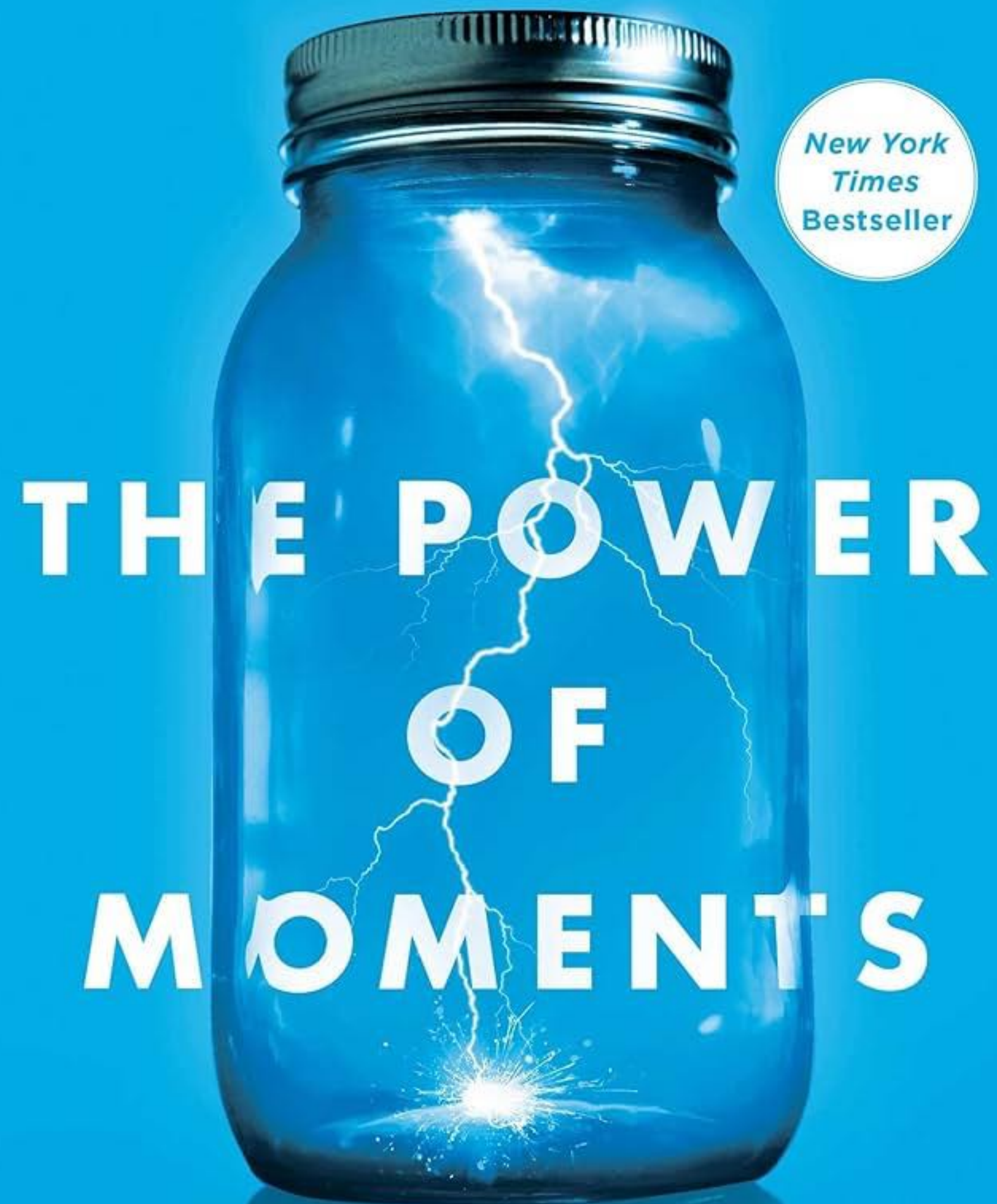
THE VALUE INTERSECTION™

We unlock the value between:

- The student/alum/recruit's desire for elevated experiences.
- The donor's desire for recognition of their story.
- The institution's desire for success, revenue and magnetic experiences.



Why Certain Experiences Have Extraordinary Impact



New York
Times
Bestseller

THE POWER OF MOMENTS

ELEVATION PRIDE INSIGHT CONNECTION

**“YOU CAN BE THE ARCHITECT OF
MOMENTS THAT MATTER.”**

— CHIP & DAN HEATH

CHIP HEATH & DAN HEATH

The bestselling authors of *SWITCH* and *MADE TO STICK*

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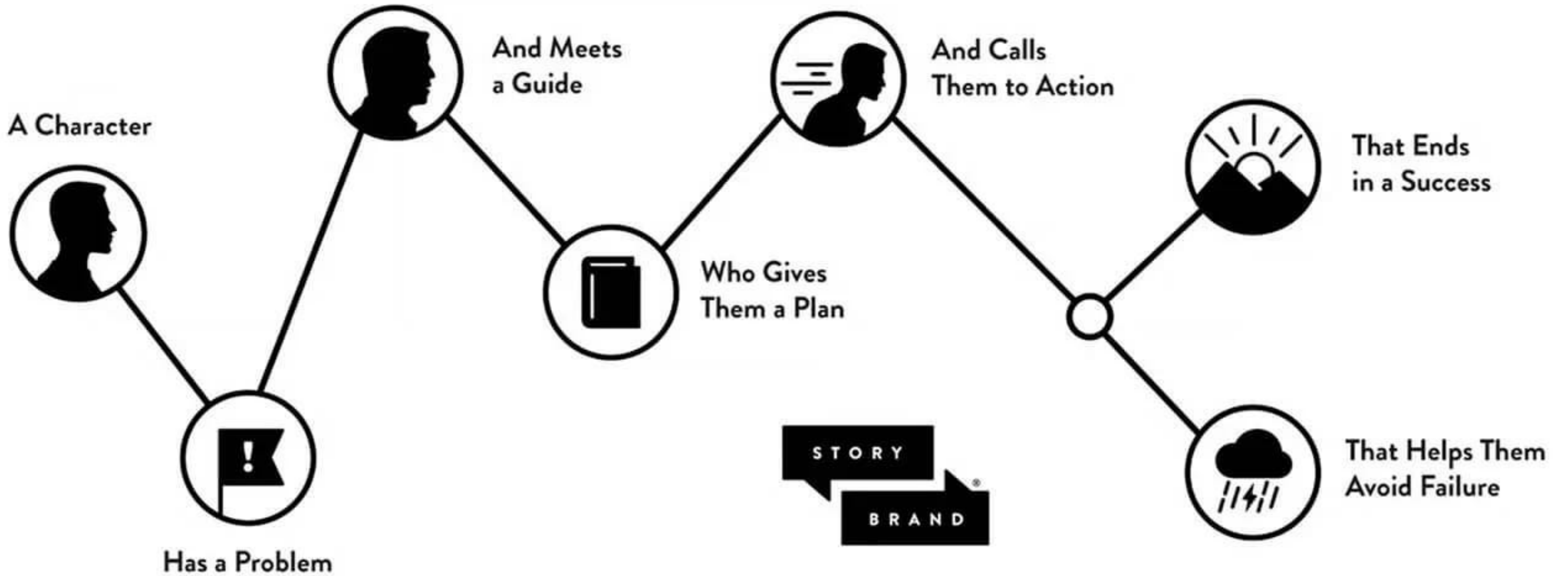


YOUR BRAND IS NOT THE HERO

HOW STORY WILL
REVOLUTIONIZE
YOUR MARKETING

DONALD MILLER







Welcome,
to the Dr. Allen and Charlotte Ginsburg
Human-Centered Computation Hall



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ADVENT'S
WORK AT
USC'S
GINSBURG
HALL

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2025 COLLEGE CHOICE STUDY

DEEPENING THE INVESTIGATION IN THE COLLEGE DECISION-MAKING PROCESS.

CLICK THE IMAGE TO LEARN MORE ABOUT ADVENT'S 2025 COLLEGE CHOICE STUDY



APPEAL TO
LOGIC
AND REASON



THINK



FEEL

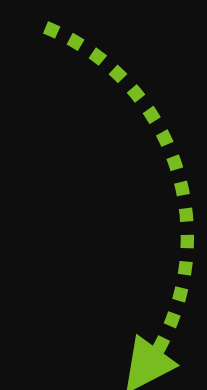
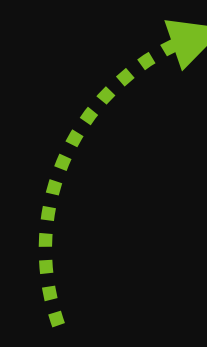


REMEMBER



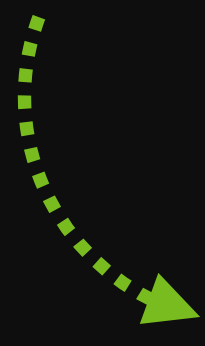
DO

KEEP AND
SHARE



AN ACTION,
NOT A TRANSACTION

BUILDING
EMOTIONAL
CONNECTION



DIGITAL INSTALLATIONS: TECHNOLOGY VS. CONTENT

CHASE CENTER

GOLDEN STATE WARRIORS				BOOKER BRIDGES		SCORE		CLEVELAND CAVALIERS	
PTS	REB	AST	STL	PTS	REB	92	80	PTS	REB
28	10	10	3	25	12	TOL 3 12:00 TOL 4		21	8
10	10	10	3	10	11	FLS 0 4Q QUARTER FLS 0		10	11
22	8	8	3	10	11			10	11
1	10	10	3	10	11			0	10

Hewlett Packard Enterprise

FAN CAM



SCAN HERE TO GO LIVE



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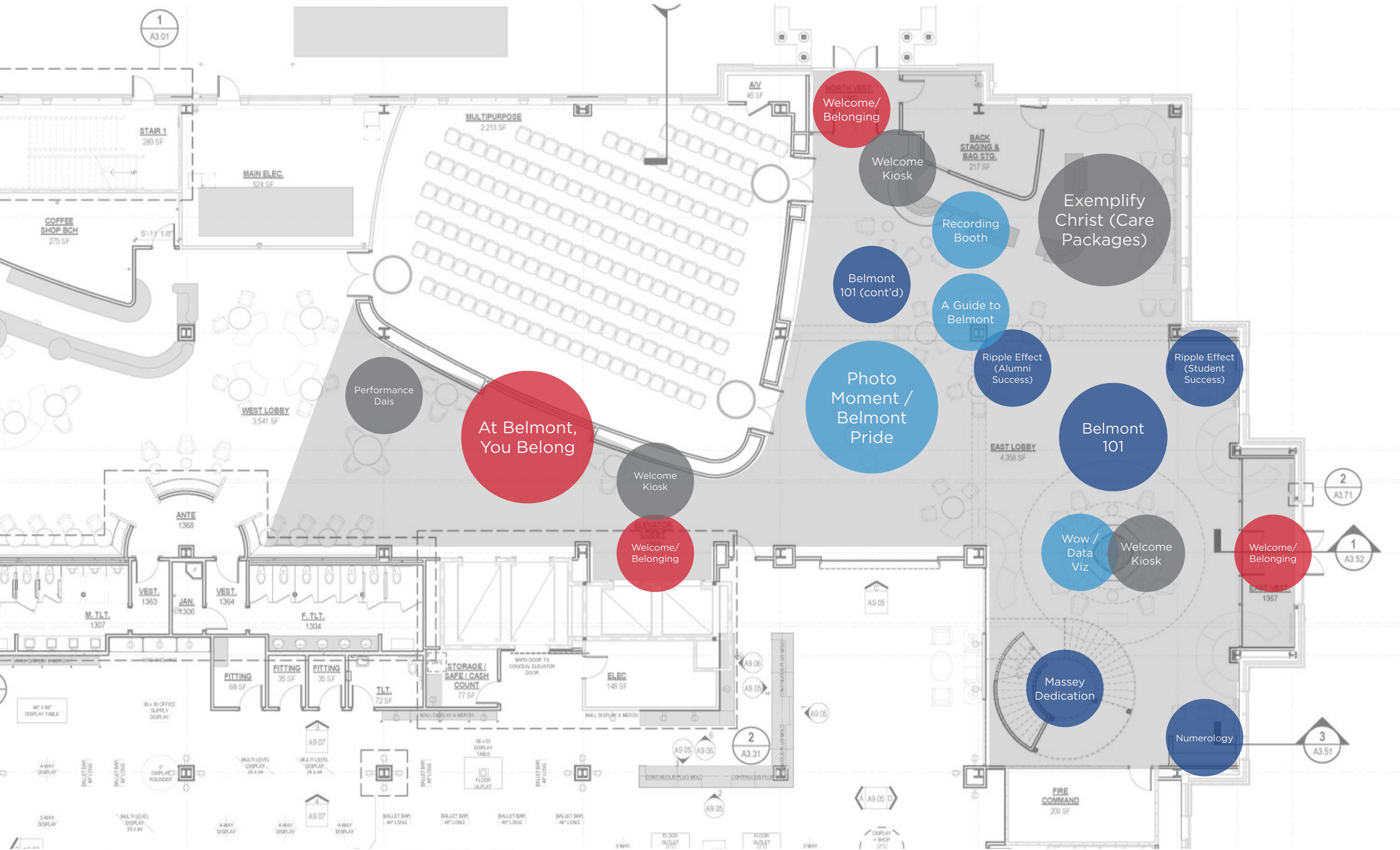
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C.A.R.E FRAMEWORK

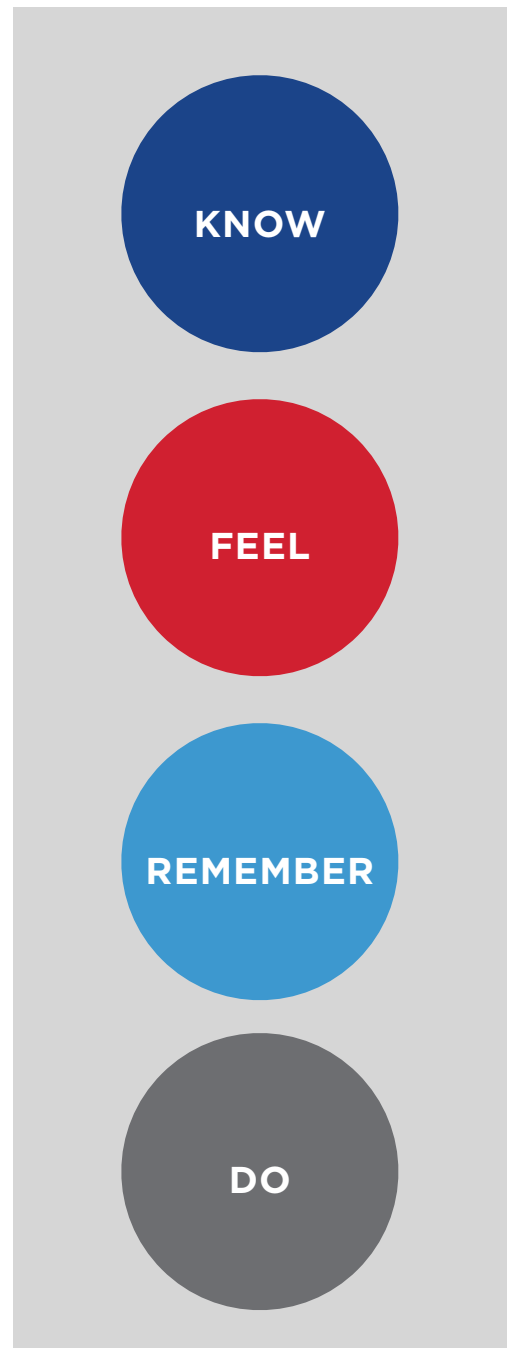
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CURATE.
PLAN THE AUDIENCE
JOURNEY.



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AT BELMONT'S
JACK C. MASSEY
CENTER



EXPERIENCE KEY





SERVICE
HUMILITY

JACK C. MASSEY CENTER

BELMONT
UNIVERSITY

JOSH TIGHE
SINGLY HSUT



THE 1890 THEATER

BELMONT
UNIVERSITY

Student-focused community. Welcoming. Collaborative. Mission and transformational. Inspired to make the world a better place.

93%

OF FIRST-YEAR STUDENTS RECEIVE SOME FORM OF FINANCIAL AID

STUDIO

YOU ARE HERE

1220+

STUDENTS STUDY ABROAD ANNUALLY

#BELMONTABROAD



THE 1890 THEATER



C.A.R.E
AMAZE.
SURPRISE & DELIGHT.



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ADVENT'S WORK
AT OREGON'S
STUDENT
WELCOME
CENTER



A LITTLE BIT LOUDER NOW.
A LITTLE BIT LOUDER NOW.

In double-secret probation here, National Lampoon's Animal House found Delta House's Animal House on the UO campus. We pay tribute with the Inley Brothers "Shout" at the end of the third quarter of every football game. Pick up the phone and take a few practice shouts.



THE MYTH. THE LEGEND. THE DUCK.

The Oregon Duck is the social media influencer of his generation. When he's not supporting Oregon Athletics, he's filming for Oregon's YouTube channel. In segments like "Quackercise" and "Super Duck," he follows his true passion for teaching and leading UO students.

C.A.R.E
REWARD.

**LET YOUR AUDIENCE
TAKE THE WHEEL.**



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STANFORD'S
HOME OF
CHAMPIONS

**NATIONAL
CHAMPIONS**
STANFORD ATHLETICS

**NATIONAL
CHAMPIONS**
STANFORD ATHLETICS

C.A.R.E
ENGAGE.

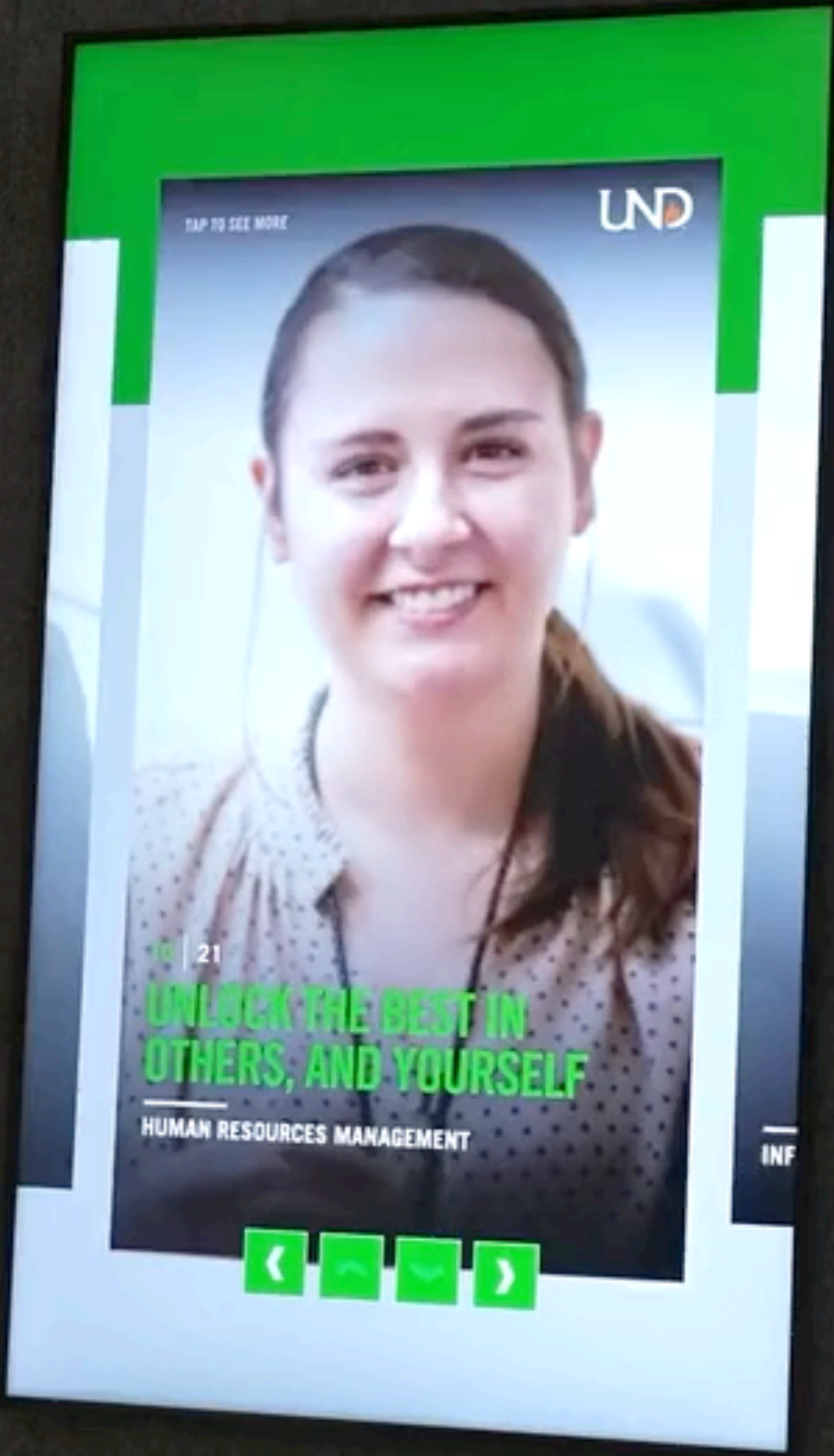
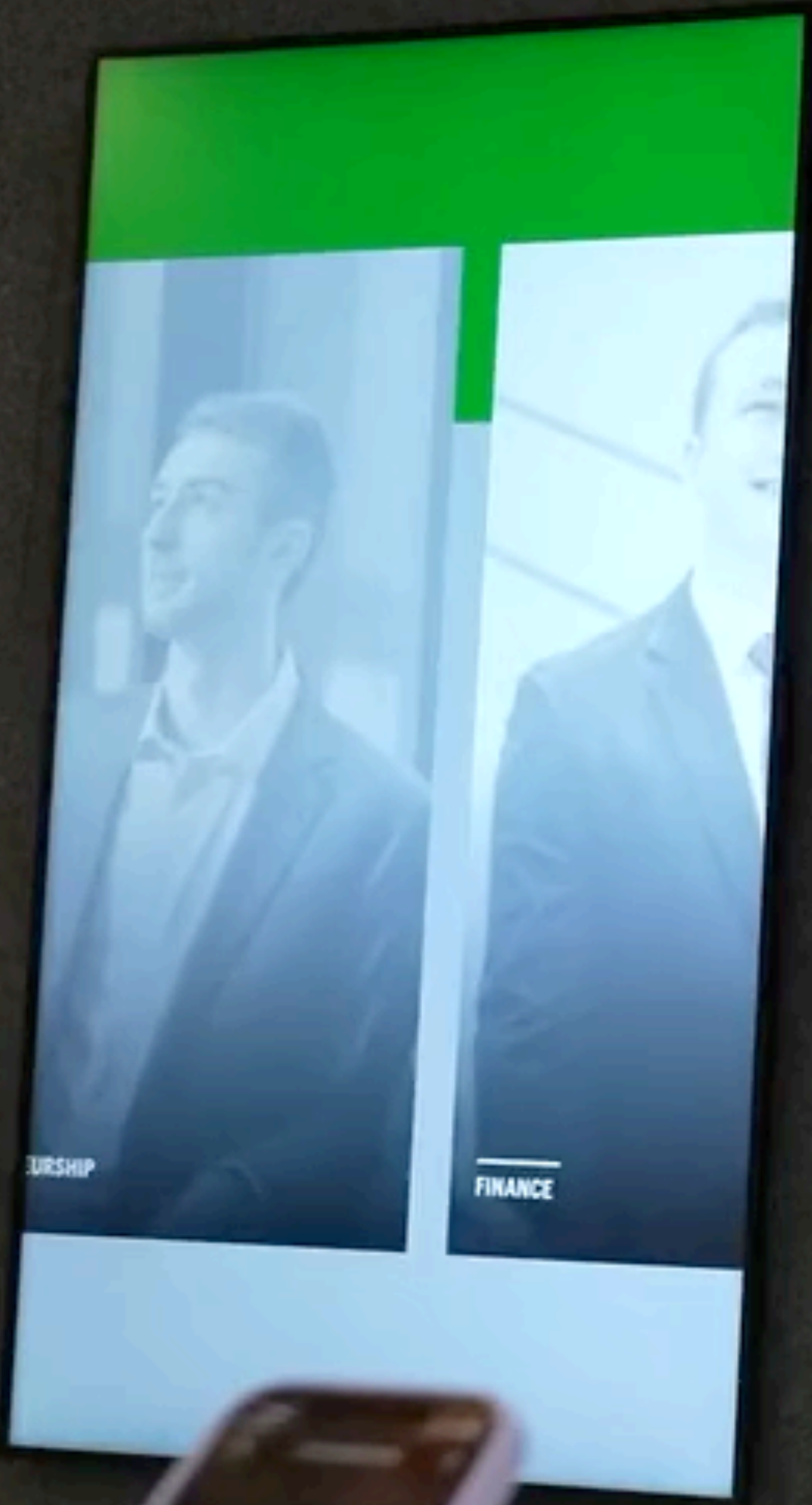
**GO BEYOND A
TRANSACTION OF
INFORMATION.**



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ADVENT'S
WORK AT
UND'S NISTLER
COLLEGE









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UNIVERSITY OF WYOMING
MARIAH H. ROCHELLE GATEWAY CENTER

UNIVERSITY OF WYOMING | MARIAH H. ROCHELLE GATEWAY CENTER

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CURATE.
PLAN THE AUDIENCE
JOURNEY.





EXPERIENCE KEY





CHEYENNE GATEWAY CENTER

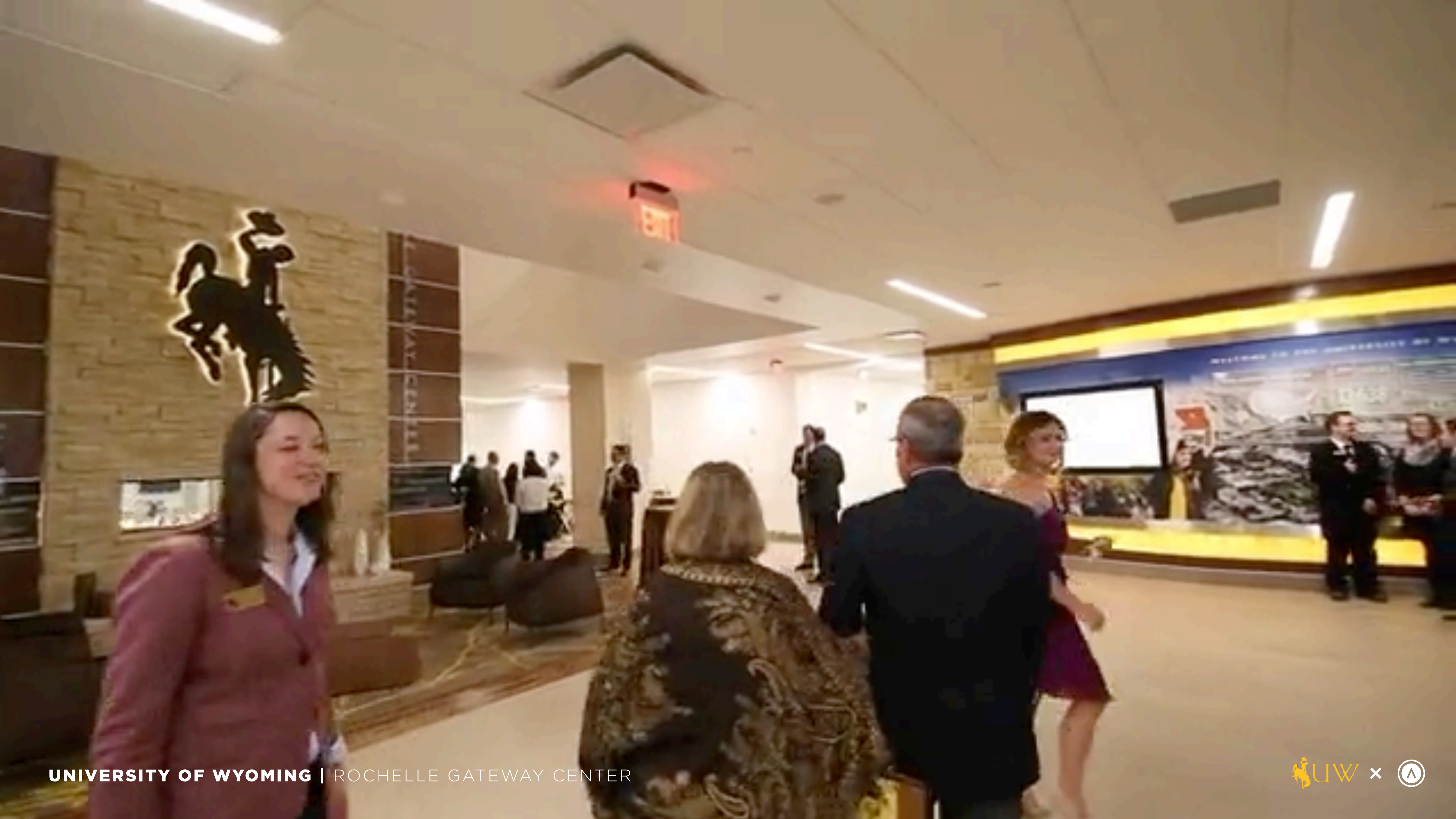


CAROL & RAMON TOME
TONI CUFAL & MICHELANGELO VOLPI
THE MCMURRY FOUNDATION

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BRIMMER KUNZ
JOHN & ESTHER L. CLAY
ROY & CARYL CLINE
Z.A. "BOB" & PAT QUINN

SEN. S. J. K. FAMILY ROOM



C.A.R.E
AMAZE.
SURPRISE & DELIGHT.



ENTER

UNIVERSITY OF WYOMING





C.A.R.E
REWARD.

**LET YOUR AUDIENCE
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UNIVERSITY OF WYOMING

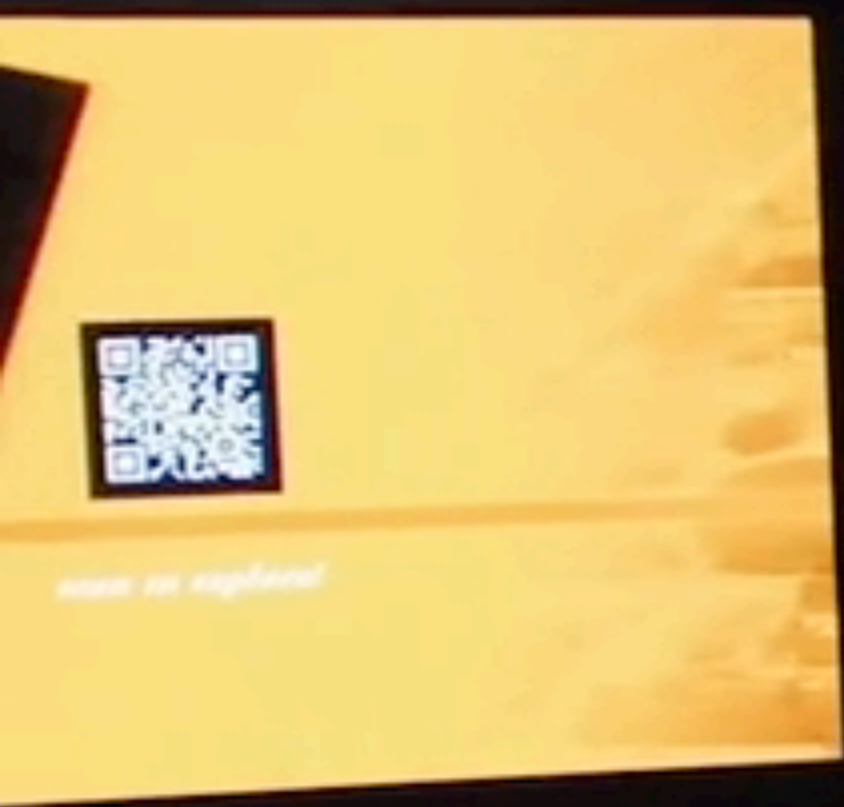
HISTORY & TRADITIONS

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THE MCMURRY FOUNDATION
UW LEGACY HALL



HISTORY & TRADITIONS



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HISTORY OF ENERGY



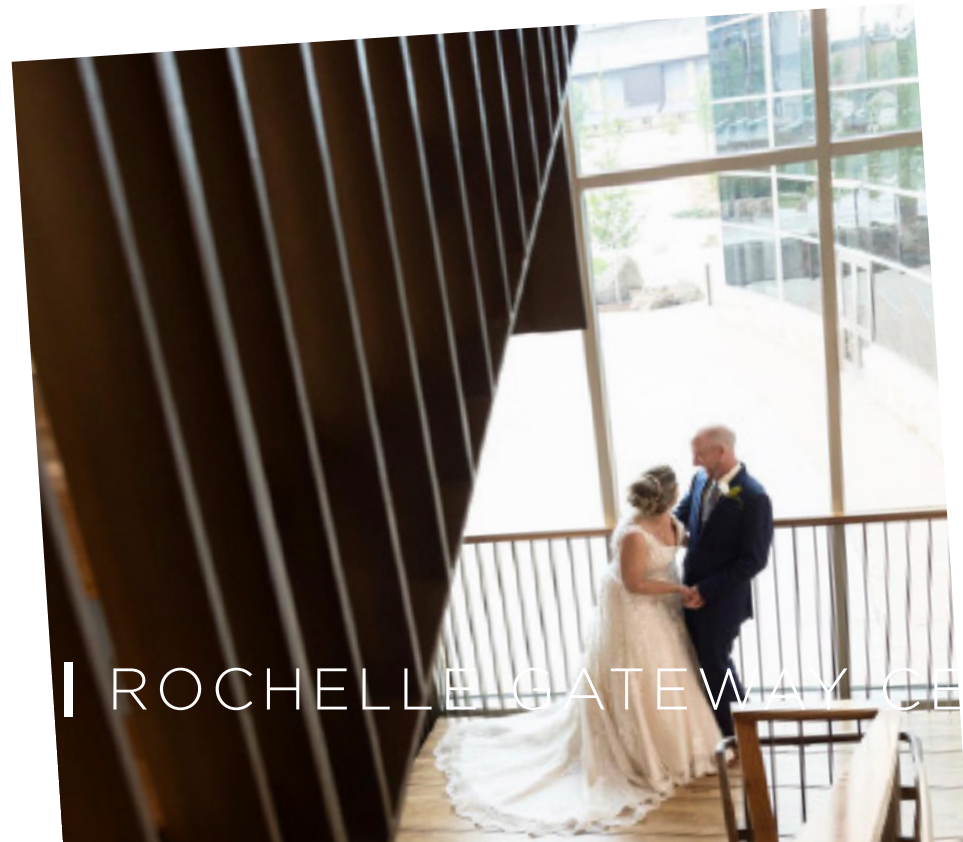
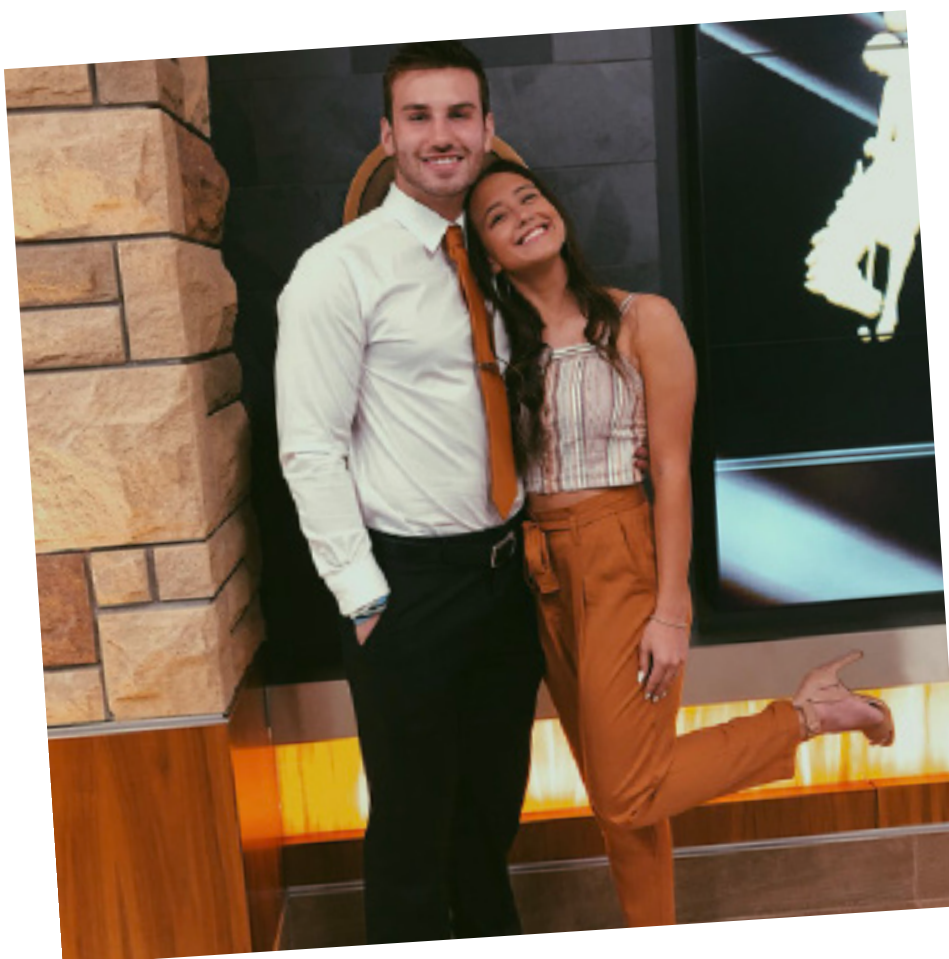
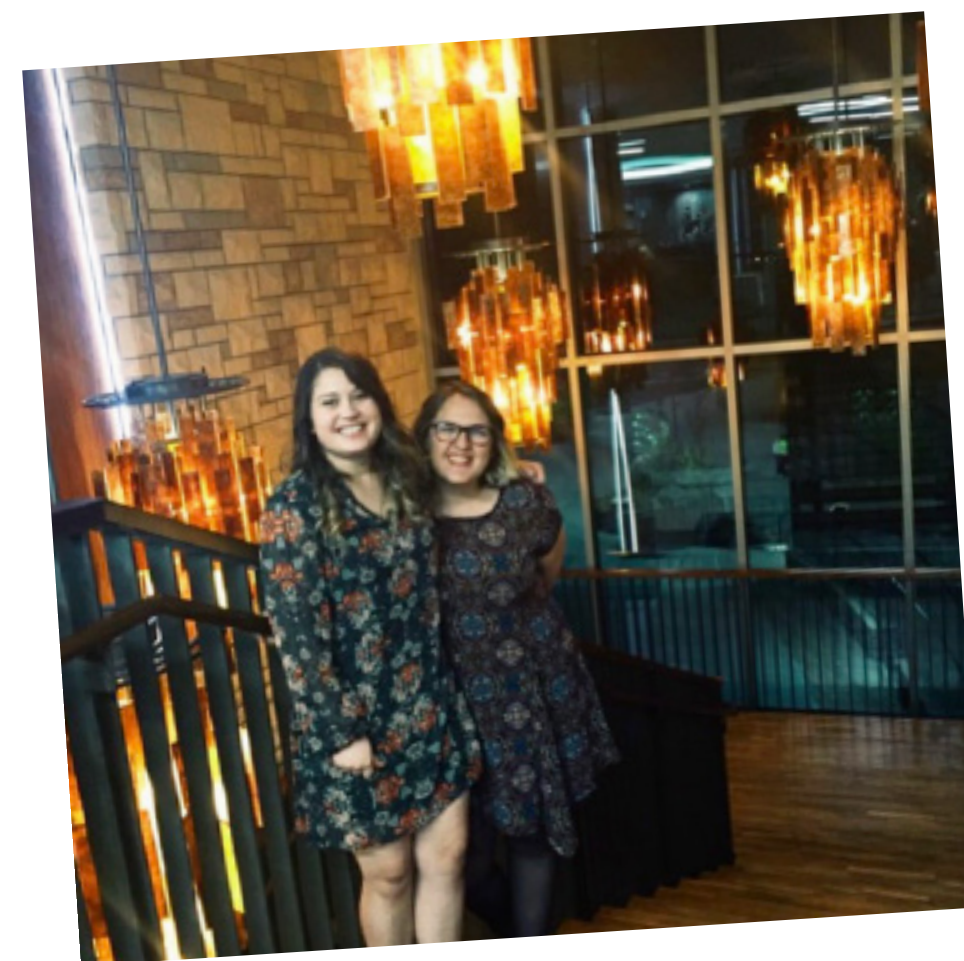
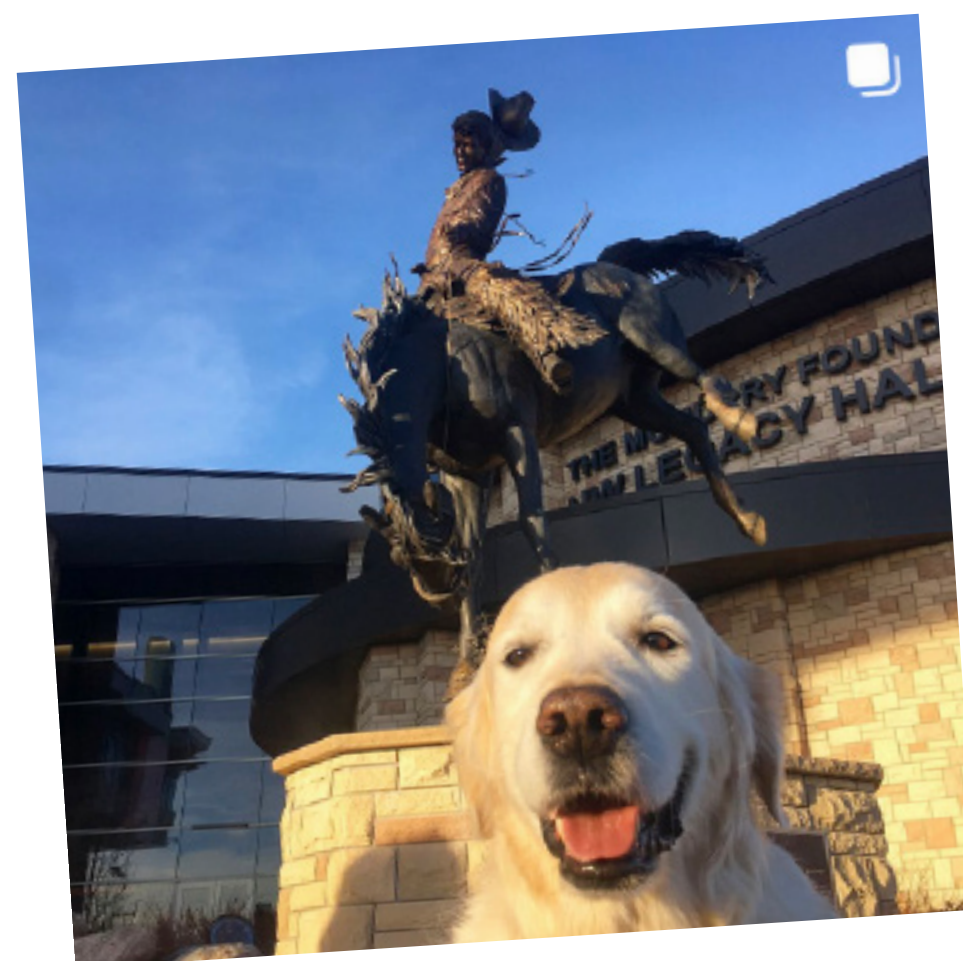
WYOMING IS POWERED BY ENERGY



UW & KODAK CENTER
LIVING HISTORY









UNIVERSITY OF WYOMING | ROCHELLE GATEWAY CENTER



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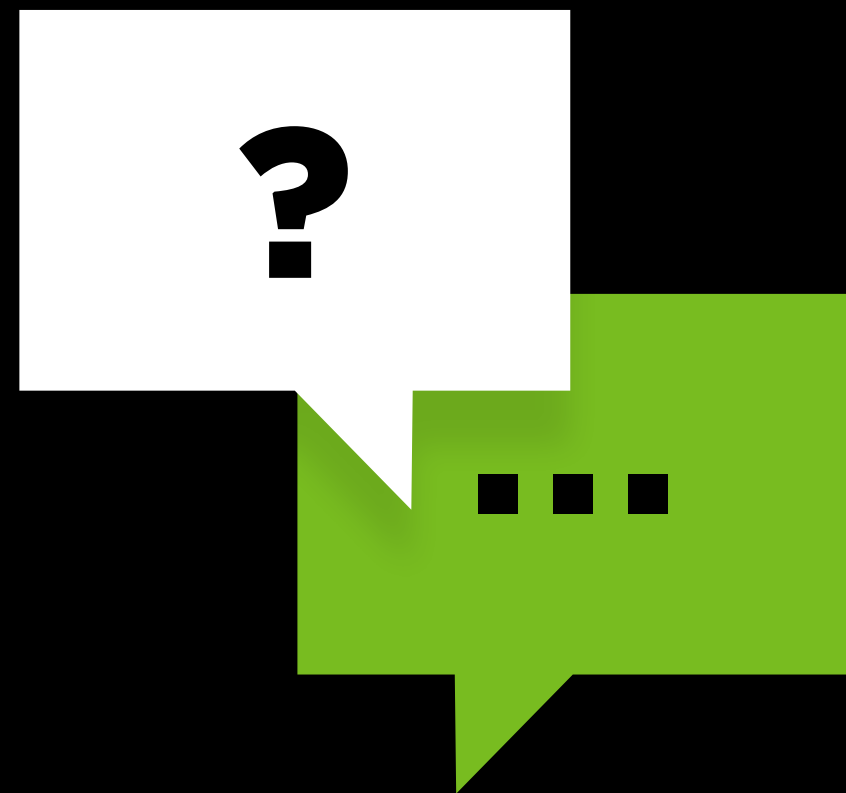
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