



archer >
field guide

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our story

When we founded Campus Explorer back in 2007, the digital world was a very different place. The iPhone wouldn't be released for another year, MySpace had more traffic than Facebook, and online education was still struggling to gain acceptance from students, educators and employers. In only 12 years, we've fundamentally changed the way we use the Internet, and online education is now by far the fastest growing segment in higher education.

Similarly, our company's mission has also changed over the years. What started out as a simple web portal to help colleges and universities showcase themselves to prospective students quickly grew into a suite of products, services and technologies aimed at helping colleges recruit students online more effectively and efficiently than ever before.

In 2016, we decided to expand our office footprint to include a new, dual headquarters in Kansas City as we continued to expand our capabilities. In the past few years we've helped nearly 1,200 colleges in the U.S. recruit students and we've worked tirelessly to establish ourselves as a leading provider of digital marketing solutions for Higher Education. As we look towards the future, **our vision is to be the most effective, tech-forward marketing and recruitment partner for the colleges we serve, helping them enroll more students that graduate.** And we'll get there by continuing to expand our portfolio of service offerings, but more importantly, through partnerships: our partnership with each other and our partnership with our clients. At Archer we believe that above all else, its relationships that matter. As long as we do our best for each other and our clients, Archer will continue to be successful.

We're glad you've decided to join us on this adventure. Welcome to Archer Education.

Welcome to Archer Education. We're glad you are here.

Brian Hartnack

CEO

our history

We've accomplished so much, yet we're only just getting started. And you are an important part of our continued success. >

2006



CampusExplorer.com domain purchased over a couple of beers with friends

2007



Sub-leased an office inside a recording studio in Santa Monica

2009



Launched first relationship with Grand Canyon University
Moved into a 10,000 sqft office at Ocean Park Blvd

2015



Exclusive audience reaches 3 million prospective students per month

2014



Delivered 1,000,000th lead

2012



Generated our 100,000th lead
First \$2 million revenue month
Deloitte Fast 500 Winner for 4 straight years

2011



Leads Council Winner of Best Customer Service and Best Transparency
Brewed our 1,500th pot of coffee
Had our first \$1 million revenue month

2016



Kansas City office opens
EDU network reaches 1000 websites
Launched Private Click marketplace
Exclusive audience reaches 4 million prospective students per month

2017



Launched Social Audience Targeting Product

2018



Los Angeles office moves to existing Playa Vista location
Kansas City office moves to Corporate Woods
First \$3 million revenue month
First Agency Relationship
Delivered our 10,000,000th lead
Re-branded to Archer Education

elevator pitch

It's not just for Sales >

Inevitably, at some point, your friends, family members or awkward people trying to make small talk will ask you what our company does. Here's a 10,000 ft view to help explain.

When we were founded >

In 2006, over a couple of beers with friends.

What we do >

Help colleges and universities recruit, enroll, and retain students.

What types of schools >

Schools that need help getting students in the door. Not necessarily your big 'brand' / elite universities and state schools. Smaller, and often private universities are the ones that struggle to compete with the more well-known universities for students.

what makes us unique

Why in the world would anyone hire us, you ask?

Because the way today's students make choices about which college is right for them is very different than in the past. Gone are the days of lookbooks and campus tours. Today's prospective students are researching their options online. And we are one of the few marketing partners that can provide digital enrollment marketing expertise for today's generation of learners. How we do it.

Technology >

Unique audience data (more than 4,000,000 high intent users on our network of websites every month) + efficient, centralized control and distribution of media allocation (IPQ).

Higher Ed Expertise >

We're enrollment marketing experts. In fact, it's all we do. We understand how to reach and engage today's generation of learners, no matter where they are in their journey.

A focus on partnership >

Every school is different. We don't offer a one-size-fits-all solution. First, we partner to understand what will work best for each client and then develop strategies to help them meet their goals.

the heart of archer

Defining who we are so we can continue to honor that as we grow >

In April of 2018, we did a company-wide survey to get a better understanding of what makes Archer special to all of our employees and to help us better define our mission, vision, and values. Out of the leadership team's discussion of the survey, we put pen to paper on better defining who we are so we can continue to honor that as we grow. This is the result of that discussion:

Archer Education was founded on the belief that enrollment marketing and recruitment could be smarter and more effective—and that schools should be able to focus on their core competencies instead of worrying about how to reach, enroll and retain right-fit students.

Why do we exist?

We love to solve challenging problems that matter.

What do we believe?

Education matters. And technology empowers.

What do we do?

Provide efficient, effective recruitment solutions for colleges and universities that want to grow.

How do we do it?

By leveraging our technology and Higher Ed expertise, and through collaboration with our clients.

our vision

To be the most effective, tech-forward marketing and recruitment partner for colleges and universities >

our mission

To help colleges and universities leverage technology, analytics, and strategy to more effectively attract, enroll, and retain the next generation of learners >

our values

Always Reaching Further >

We are guided by curiosity and an obsession for results—always looking for the next big challenge and passionate about finding a smarter way to do things.

Empowered by Technology >

We utilize technology as a way to be more efficient and effective at delivering high-quality results and solutions.

Partnering for Success >

We have the courage to make an impact and support each other when we dare to do so. We're open, honest, honor our commitments and partner with each other and our clients for share success.

Invested in Our Team >

We hire smart, talented people, invest in their ongoing success and give them the trust, flexibility and resources to thrive.

Happy at Work >

We believe that fun translates to a happy working environment where people want to be. When we enjoy our work, our customers enjoy working with us.

keys to success

So, how do you tap into our values and live them everyday?

We've come up with a list of the **top 10 attributes** that successful Archer teammates possess. *A quick hint: We're guessing a few of these already align with your personality and skillset - we look for these things when we hire.*

- 1 > Be curious, ask questions
- 2 > Seek to understand how (or why) things are currently done.
- 3 > Find ways to do things better, faster, more efficiently.
- 4 > Have an opinion, but always offer solutions.
- 5 > Dare to make a difference. Everyone can make an impact.
- 6 > Be open, honest and collaborative with your teammates.
- 7 > Honor your commitments—this means not saying 'yes' unless you can fully commit. Don't be afraid to ask for help.
- 8 > Be proactive in finding ways to help make our clients more successful.
- 9 > Value everyone's contributions. Ask how you can help.
- 10 > Find joy in your work. Have some fun.

social media

We want you to interact with Archer on social. This can mean anything from sharing articles to tagging us in photos, making comments on our posts, etc. Here are some quick guidelines to help you feel more comfortable in doing so. We expect all employees to follow these guidelines when interacting with Archer on social media platforms.

Be sure to follow, like, and otherwise engage with us on our social media channels >

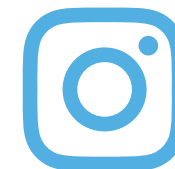
Here's how we'd love for you to interact with us on social.

- > Share Archer published content with your network—LinkedIn is a great place to do this
- > Like and comment on Archer posts
- > Tag Archer when you post something fun or meaningful (fun events, winning an Archie award, etc)—Instagram is a great place to do this
- > Share job openings—especially on your team. Feel free to include why you love working at Archer and what types of individuals might be a good fit for the role (don't forget about our referral policy!)

For every list of do's, there's a list of don'ts. That's just life. Here's ours when it comes to interacting with Archer on social. Overall, use common sense and you'll be fine.

- > Avoid sharing intellectual property
- > No swearing
- > Try to avoid controversial subject matters when mentioning Archer or commenting on any of Archer's posts
- > Avoid any defamatory, offensive, or derogatory content
- > Be respectful, polite, and patient
- > Inform the marketing department if you ever plan to share any major impact content

click us!



brand guidelines

Archer Education's brand reflects and elevates our focus on unbundled enrollment marketing, recruitment, and retention solutions to help colleges and universities in the U.S. grow their online programs.

Fonts >

Arial
Arial Bold

To be used in emails,
Word documents and
Powerpoint presentations

Proxima Nova
Proxima Nova

To be used in marketing
materials including:
brochures, e-books,
displays, signage

Colors >



HEX 171946
R23 **G**25 **B**70
C100 **M**96 **Y**39 **K**45
PMS 281 C



HEX 52AFE2
R82 **G**175 **B**226
C62 **M**15 **Y**0 **K**0
PMS BLUE 0821 C



HEX F15B29
R241 **G**91 **B**41
C0 **M**80 **Y**94 **K**0
PMS 172 C



HEX F69921E
R246 **G**146 **B**30
C0 **M**51 **Y**99 **K**0
PMS 2013 C



HEX 478E8E
R71 **G**142 **B**142
C73 **M**29 **Y**43 **K**4
PMS 2241 C

Logos and Variations >

archer >
education

archer >

archer >

archer >

The logo minimum width is 108px or 1.125" as shown here

archer >
archer >
archer >

