SPRINGPATH CLIENT STORY

Southern Connecticut State University

Two authentic institutional stories. One targeted audience. Measurable student engagement.

AI PODCAST-DRIVEN ENGAGEMENT

FEATURED PODCASTS



Southern Connecticut State University — Admissions



Southern Connecticut State University — Health & Human Services

THE CAMPAIGN

Southern Connecticut State University partnered with SpringPath to produce and promote two podcasts highlighting different aspects of the university experience.

The Admissions podcast introduced prospective students and families to the university's admissions experience.

The Health & Human Services podcast highlighted educational programs and opportunities within the university's health and human services disciplines.

CAMPAIGN DETAILS

SERVICE
AI Podcast-Driven Engagement

FEATURED CONTENT
2 SpringPath Podcasts

DURATION
90 Days

TARGET AUDIENCE
246,148 Students & Parents

2	9,147	428
FEATURED PODCASTS	TOTAL PODCAST VIEWS	FORM INQUIRIES



"The SpringPath team was professional and quick. We had our podcast published with views and leads coming through within a few weeks!"

Nilvio Perez
Interim Associate Vice President for Enrollment, Southern Connecticut State University

HOW IT WORKED · SCSU

From authentic institutional stories to measurable student engagement.

THE STORY

SpringPath worked with Southern Connecticut State University to create two authentic podcast episodes introducing prospective students and families to the university.

The episodes featured Admissions and Health & Human Services, allowing prospective students to explore different aspects of the institution through conversations with university representatives.

THE AUDIENCE

SpringPath targeted prospective students and families across four Connecticut counties:

- Litchfield County
- Fairfield County
- New Haven County
- Hartford County

Total Target Audience: **246,148 Students & Parents**

THE ENGAGEMENT

9,147

TOTAL PODCAST VIEWS

Combined engagement across the two featured episodes.

THE RESULT

428

FORM INQUIRIES

Prospective students submitted inquiry forms to express interest in connecting with the university.

THE SCSU JOURNEY

2 SCSU PODCASTS → 246,148 TARGETS → 9,147 PODCAST VIEWS → 428 FORM INQUIRIES



You Have What Students Are Looking For.

Let SpringPath Help Them Discover You.

See AI Podcast-Driven Engagement in Action.

Book a Demo

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