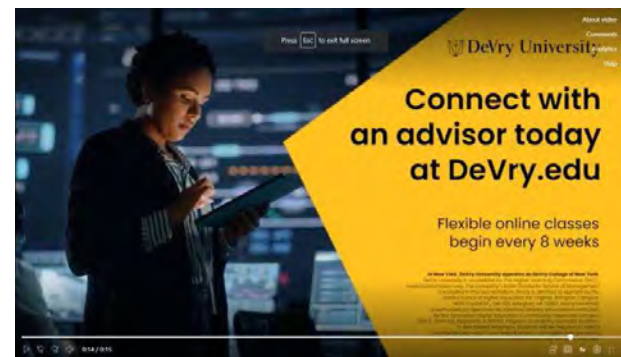
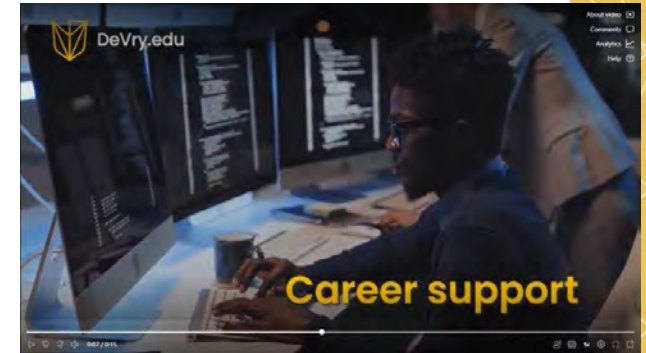
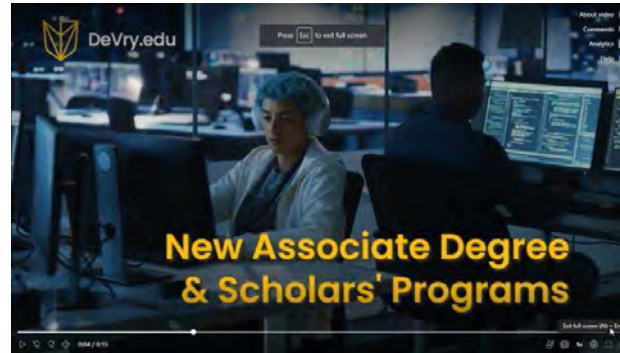


TYPE: Social Media Conversation Ad
Platform(s) used: LinkedIn

Launch Date: 06/2023 | Aprimo #: 531601
Targeting: Restricted States Excluded

TITLE: LinkedIn Cybersecurity New Programs II | SIZES: 16x9, 1x1, 9x16

SCRIPT: *Thinking about a career in cybersecurity? DeVry's new cybersecurity programs can help you advance your ambition, gain access to career support and job search resources within this critical field. You are the future. Connect with an advisor today at DeVry.edu.*

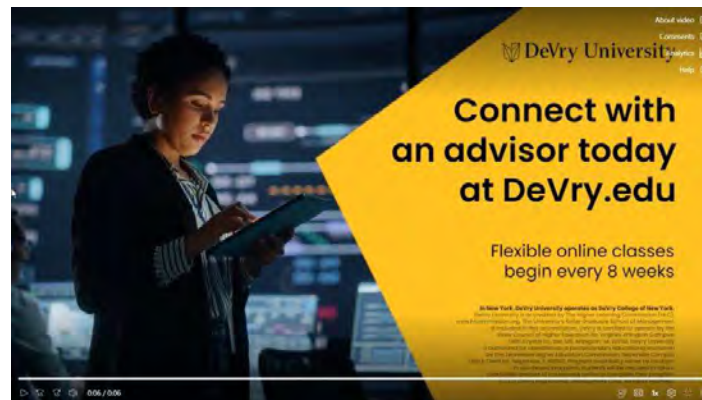
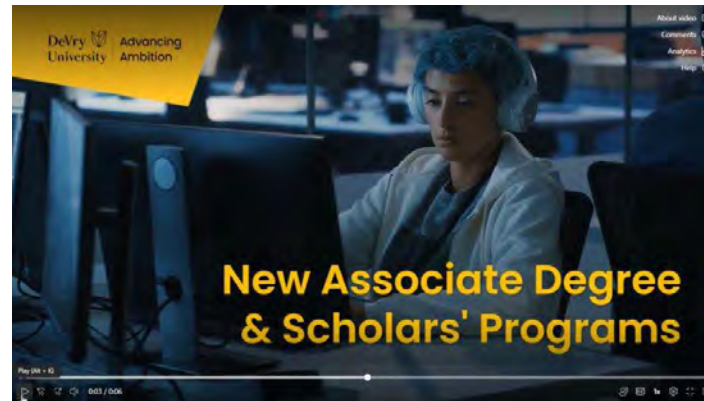


TYPE: Social Media Conversation Ad
Platform(s) used: Meta

Launch Date: 06/2023 | Aprimo #: 531601
Targeting: Restricted States Excluded

TITLE: Meta Cybersecurity New Programs | SIZES: 16x9, 1x1, 9x16

SCRIPT: Advance your future in cybersecurity with DeVry's new programs. Connect with an advisor at DeVry.edu.





THANK YOU

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4

DeVry  Advancing
University Ambition

It's time we had a  to 
about our future

Voice Over

It's time we had a heart to heart about our future.

Animation Notes

Fast type based animation throughout as VO reads at a quick pace. As the VO reads 'heart to heart', we can have the hearts do a little jump up (or maybe start outlined and have them fill in during animation).

We need to close
the  

Voice Over

We need to close the opportunity gap in tech.

Animation Notes

Second line of text starts off spaced apart and quickly animates closed.

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4

We need to close
the opportunity gap

Voice Over

--

Animation Notes

Second line of text starts off spaced apart and quickly animates closed.

The numbers don't lie

*Source: U.S. Bureau of Labor Statistics 2022

Voice Over

The numbers don't lie.

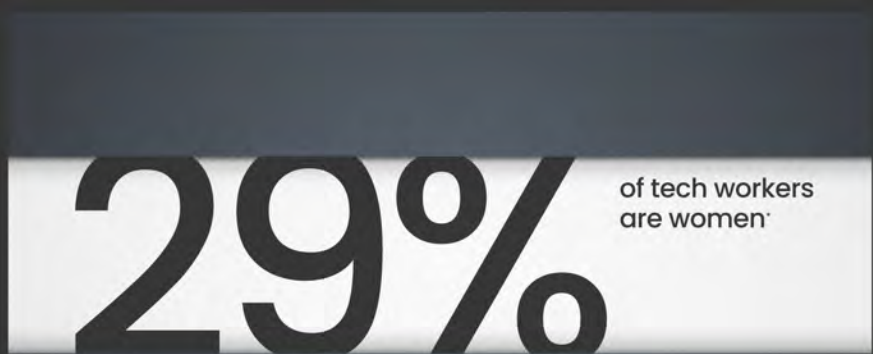
Animation Notes

We see the gap animate open to expose the text.

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4




29% of tech workers are women*

*Source: U.S. Bureau of Labor Statistics 2022

Voice Over
Today, just 29% of tech workers are women.

Animation Notes
We see the gap animate open to expose a stat. Open to seeing if the gap opens and closes for each stat, or if that's overkill, have the new stats slide in and push the former out of frame.



8% of tech workers are Hispanic*

*Source: U.S. Bureau of Labor Statistics 2022

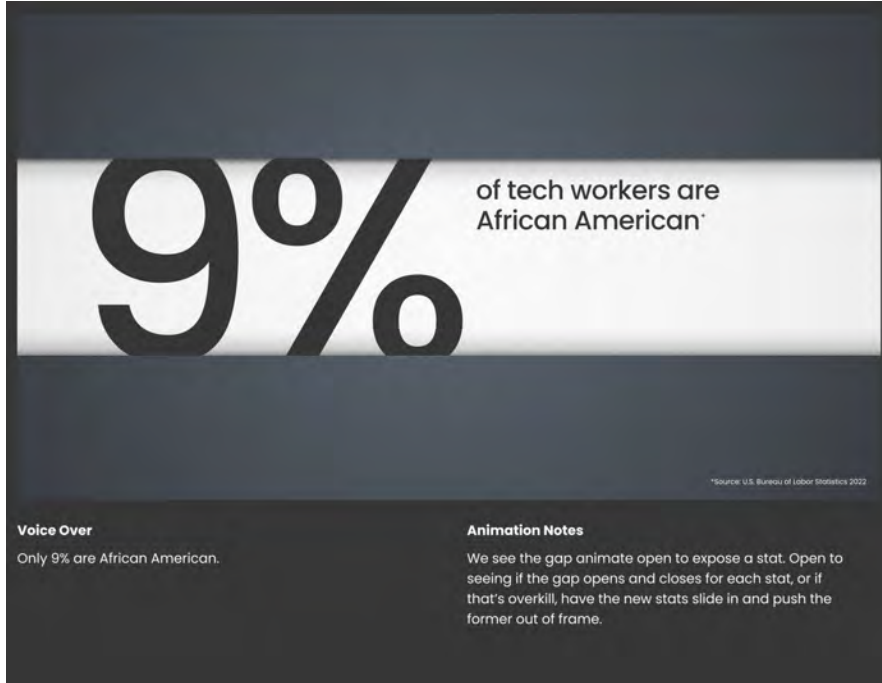
Voice Over
Just 8% are Hispanic.

Animation Notes
We see the gap animate open to expose a stat. Open to seeing if the gap opens and closes for each stat, or if that's overkill, have the new stats slide in and push the former out of frame.

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4



Let's meet
the moment

Voice Over

Let's meet the moment.

Animation Notes

We wipe to new copy.



68%
report a lack of
diversity in their
tech workforce

*Source: PwC's Diversity in Tech 2021 U.S. Report 2021

Voice Over

68% of business leaders report a lack of diversity in their tech workforce.


Animation Notes

We do a rapid zoom in on the 'o' in moment and transition to a donut graph.

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4



*Source: McKinsey & Company and Lean.Org. Women in the Workplace 2019

Voice Over
For every 100 men promoted and hired to manager,...

Animation Notes
We wipe to copy and see the photography shift into frame. These should feel somewhat floaty and not so static.

Photo: To be a mix of captured content and stock

Photos are a mix of Student Shoot, Getty Custom Shoot and Getty Stock. There will be crossover in these stock photos with the W+T creative as well.

[Stock 1](#) [Stock 2](#) [Stock 3](#) [Stock 4](#)



*Source: McKinsey & Company and Lean.Org. Women in the Workplace 2019

Voice Over
...only 72 women are promoted and hired.

Animation Notes
We wipe to copy and see the photography shift into frame. These should feel somewhat floaty and not so static.

Photo: To be a mix of captured content and stock

Photos are a mix of Student Shoot, Getty Custom Shoot and Getty Stock. There will be crossover in these stock photos with the W+T creative as well.

[Stock 1](#) [Stock 2](#) [Stock 3](#) [Stock 4](#)

Anthem 1920x1080

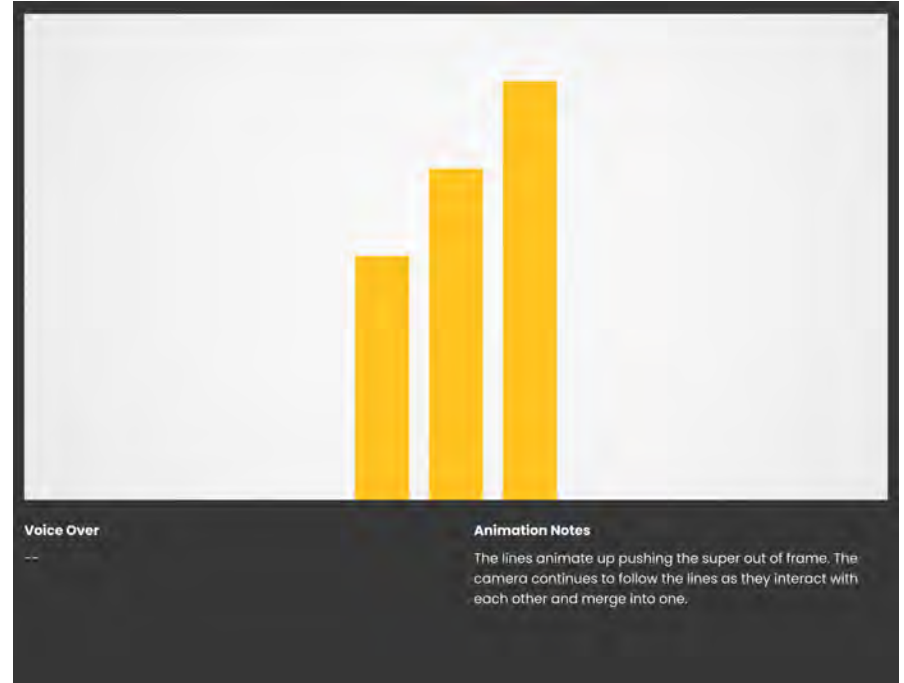
Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4



Photos are a mix of Student Shoot, Getty Custom Shoot and Getty Stock. There will be crossover in these stock photos with the W+T creative as well.

[Stock 1](#) [Stock 2](#) [Stock 3](#) [Stock 4](#)



Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802
Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4



Voice Over

By 2033, demand for advanced IT and programming skills will grow by as much as 90%.

Animation Notes

We follow the yellow bar until it hits the super,



Voice Over

--

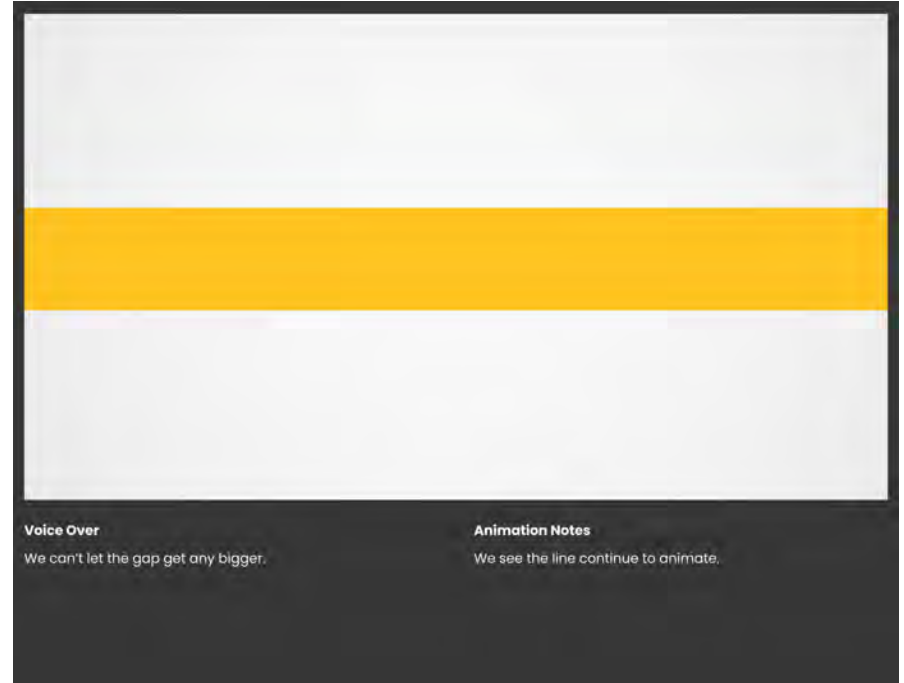
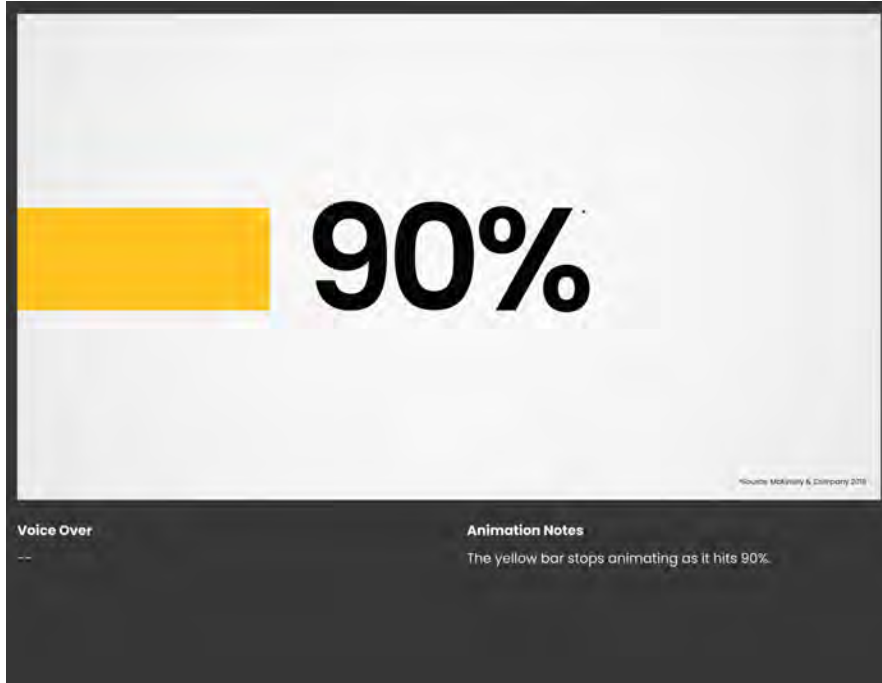
Animation Notes

We follow the line as it continues to animate and see it branch. We continue to follow the yellow bar.

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4



Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802
Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4

Today

Voice Over

Advancing how we work today, is how we win tomorrow.

Animation Notes

We wipe to new copy.

Tomorrow

Voice Over


--

Animation Notes

We flip to new copy.

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802
Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4




Corinthia W.
Current Women+Tech Scholar

Voice Over
MORE diverse teams...

Animation Notes
We transition to our students.

Footage: Motion Portrait



Ricardo A.
Current NextGen Hispanic Scholar

Voice Over
creates more unique problem solving...

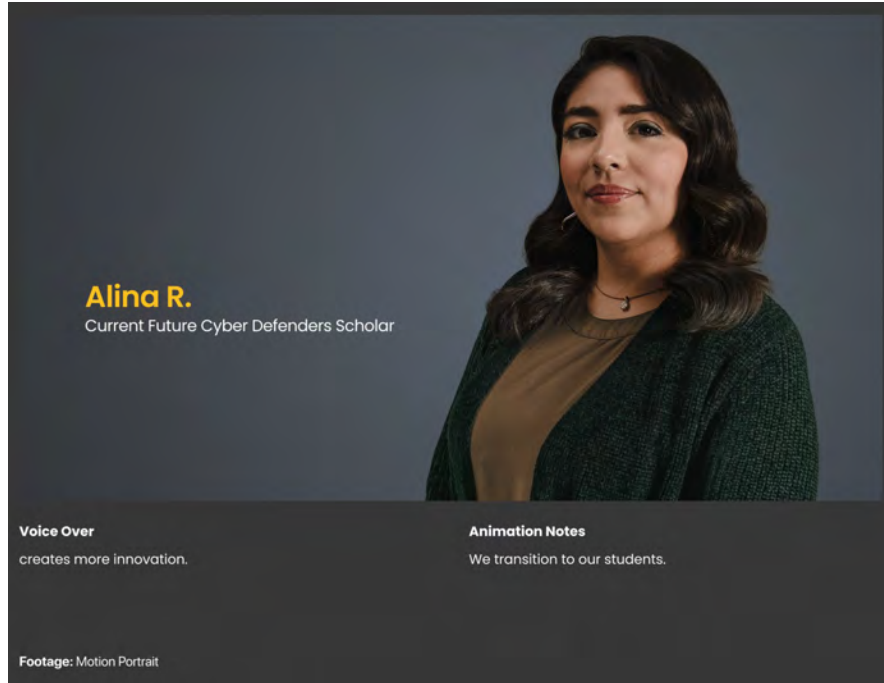
Animation Notes
We transition to our students.

Footage: Motion Portrait

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4



Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4



Huge potential

Voice Over

... help unleash HUGE potential.

Animation Notes

We pause on the super.




Voice Over

Companies with diverse executive teams are...

Animation Notes

We zoom in rapidly into the negative space of the 'o' and see a stat. Client had some concern around highlighting 'pot' during the zoom. Consider either a quick fade out of the copy or zoom into the 'g' instead.

**We can play around with a quick fade of the word or zoom into the negative space of the 'g' to avoid focus on 'pot'.*



33% more likely to outperform on profitability

*McKinsey & Company 2021

Voice Over
...33% more likely to outperform their peers on profitability.

Animation Notes
We see the donut graph animate in.



higher profits and share performance 50%

*McKinsey & Company 2021


Voice Over
Companies with women well represented at the top earn up to 50% higher profits and share performance.

Animation Notes
We transition to a new stat.

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4




70% higher interest due to diversity and inclusion

© 2023 Anthem

Voice Over
With 70% of job seekers attracted to work for a company that demonstrates a commitment to diversity and inclusion.

Animation Notes
We transition to a new stat.



Voice Over
--

Animation Notes
We see the line animate upwards out of the graph.

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4



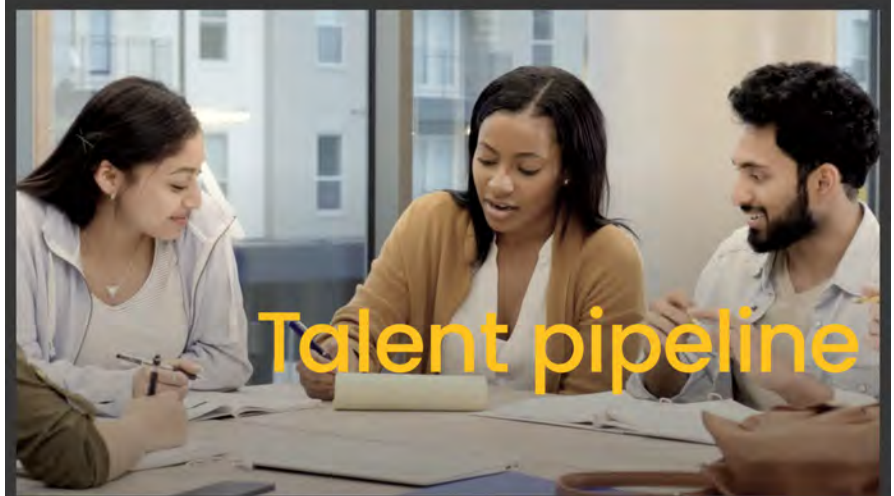
Turn our
sights upwards

Voice Over

So, c'mon, let's turn our sights upwards.

Animation Notes

We follow the line upwards to reveal a new super.



Voice Over

At DeVry, we believe in access to higher education for all students, and empowering a more diverse talent pipeline...


Animation Notes

We transition to video footage.

Footage: [Getty Stock Footage - 1129703452](#)

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802
Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4




Scholars Programs

Voice Over
...through our DeVry Scholars Programs—with over 7,000 scholars accepted since 2021.

Animation Notes
We transition to video footage.

Footage: [Getty Stock Footage – 1146454824](#)



7,000 accepted

Voice Over
Our work is just one piece of the puzzle.

Animation Notes
We transition to video footage.

Footage: Owned – Custom Getty Shoot

Together,
we can do more

Voice Over

But together we can do more ...

Animation Notes

We wipe to copy.

Let's invest in the
talent of the future

Voice Over

...Let's invest in the talent of the future...

Animation Notes


We wipe to copy.

Footage: Student shoot

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4




Ada M.
Current NextGen Hispanic Scholar

Voice Over
_Let's hire more Hispanic, African American, Indigenous...

Animation Notes
We transition to our students.

Footage: Motion Portrait



Klassic B.
Current Women+Tech Scholar

Voice Over
and people of color. Let's better promote and retain more women...


Animation Notes
We transition to our students.

Footage: Motion Portrait

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4




Adrienne A.
Current Women+Tech Scholar

Voice Over
...in technical roles and develop new technologies like...

Animation Notes
We transition to our students.

Footage: Motion Portrait



Larry M.
Current Future Cyber Defenders Scholar

Voice Over
...AI with a diverse set of engineers

Animation Notes
We transition to our students.

Footage: Motion Portrait

**We all have
a role to play**

Voice Over

We all have a role to play.

Animation Notes

We wipe to copy.

**Join us,
let's advance
our future**

Voice Over

-Join us. Let's advance our future and help close the opportunity gap.

Animation Notes

We wipe to copy.

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9_90xNAN.mp4

Help close the
opportunity gap

Voice Over

--

Animation Notes

We see the gap animate shut.

DeVry  Advancing
University | Ambition

DeVry.edu

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), www.hlc.com. The University's Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 4820 Crystal Dr., Ste. 200, Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission, Nashville Campus, 2003 E. Dent Rd., Nashville, TN 37203. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program. ©2023 DeVry Educational Development Corp. All rights reserved.

Voice Over

DeVry. Advancing Ambition.

Animation Notes

We resolve on the DVU logo.

Anthem 1920x1080

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802
Asset Name: Promo_Brand_LearnMore_companionbanner Post_BrandScholarVersionScholars30s_300x60.jpg

YouTube Companion Banner



The banner features a yellow and grey background. On the left, the DeVry University logo is displayed next to the text "Advancing Ambition". On the right, a portrait of Adrienne A., a current Women+Tech Scholar, is shown with her name and title. Below the main banner, there is a smaller section with the DeVry logo, the text "Let's close the opportunity gap together", an "Ad" icon, the URL "devry.edu", and a blue "LEARN MORE" button.

DeVry University | Advancing Ambition

Adrienne A.
Current Women+Tech Scholar

Let's close the opportunity gap together

Ad devry.edu

LEARN MORE

Narrator:

It's time we had a heart to heart about our future.

We need to close the opportunity gap in tech.

The numbers don't lie.

Today, Just 29% of tech workers are women. Just 8% are Hispanic. Only 9% are African American. ¹

That's an opportunity gap too far from reality.

Let's meet the moment.

68% of business leaders report a lack of diversity in their tech workforce. ²

For every 100 men promoted and hired to manager, only 72 women are promoted and hired. ³

It's even more challenging for women of color. They hold just 18% of entry-level positions, versus 35% for white men. ⁴

Committing to greater representation in tech is the right thing to do.

But it's also necessary to advance business.

By 2033, demand for advanced IT and programming skills will grow by as much as 90%. ⁵

We can't let the gap get any bigger.

Advancing how we work today, is how we win tomorrow.

MORE diverse teams... creates MORE unique problem solving... creates MORE innovation.

Closing the gap can help unleash HUGE potential.

Launch Date: 03/01/2023 | **End Date:** 00/00/2023 | **Aprimo Approval #:** 535802

Asset Name: Promo_Brand_Video_BrandAnthem 16x9 _90xNAN.mp4

Companies with diverse executive teams are 33% more likely to outperform their peers on profitability. ⁷

Companies with women well represented at the top earn up to 50% higher profits and share performance. ⁸

With 70% of job seekers attracted to work for a company that demonstrates a commitment to diversity and inclusion. ⁹

So, c'mon, let's turn our sights upwards.

At DeVry, we believe in access to higher education for all students, and empowering a more diverse talent pipeline through our DeVry Scholars Programs—with over 7,000 scholars accepted since 2021.

Our work is just one piece of the puzzle.

But together, we can do more...

... Let's invest in the talent of the future.

...Let's hire more Hispanic, African American, Indigenous and people of color.

...Let's better promote and retain more women in technical roles...

...and develop new technologies like AI with a diverse set of engineers.

We all have a role to play. Join us.

Let's advance our future and help close the opportunity gap.

DeVry. Advancing Ambition.

Citations:

¹ Source: U.S. Bureau of Labor Statistics 2022

² Source: mthree. Diversity in Tech 2021 U.S. Report. 2022

³ Source: McKinsey & Company and Leain.Org. Women in the Workplace 2019. 2019.

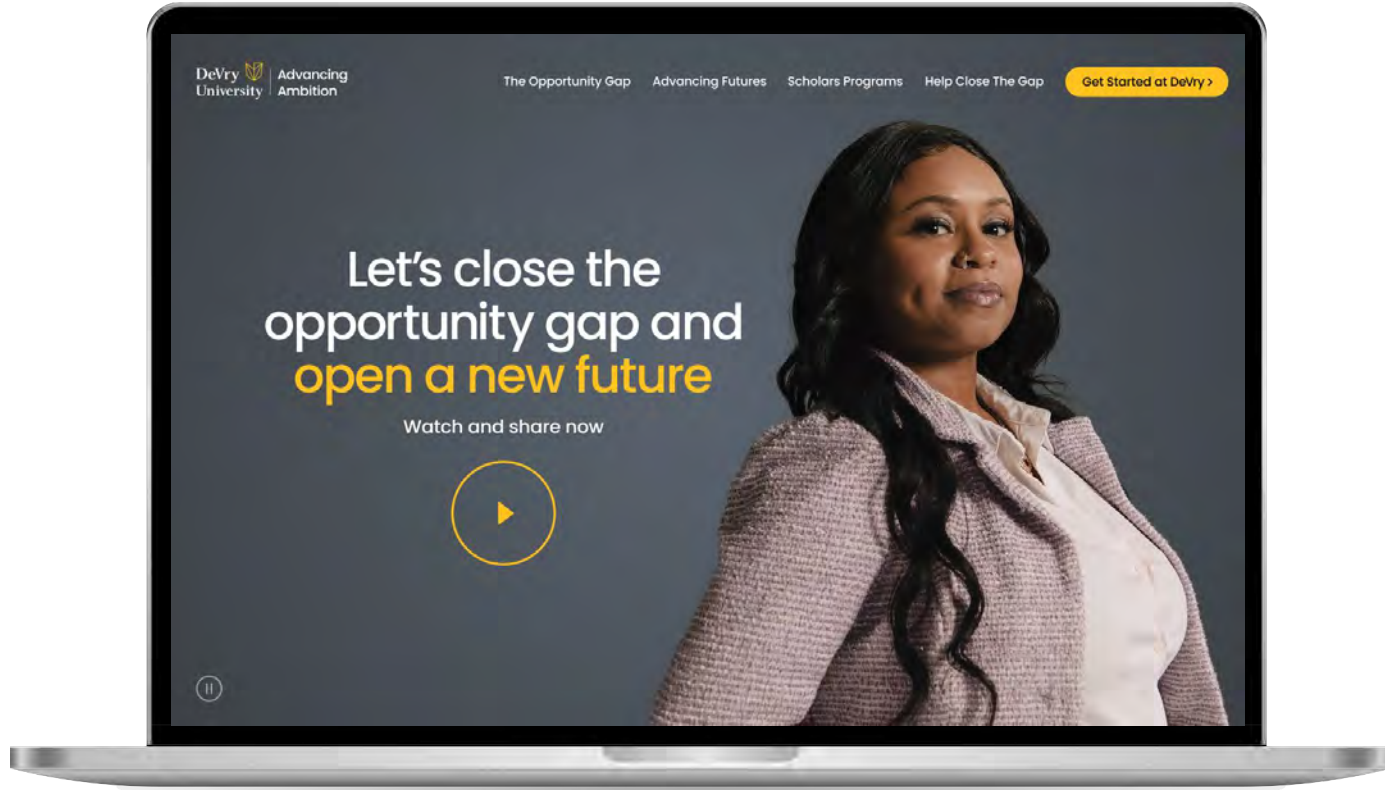
⁴ Source: McKinsey & Company 2018

⁵ Source: Harvey Hash Group. Digital Leadership Report. 2021.

⁶ Source: Lamano 2021

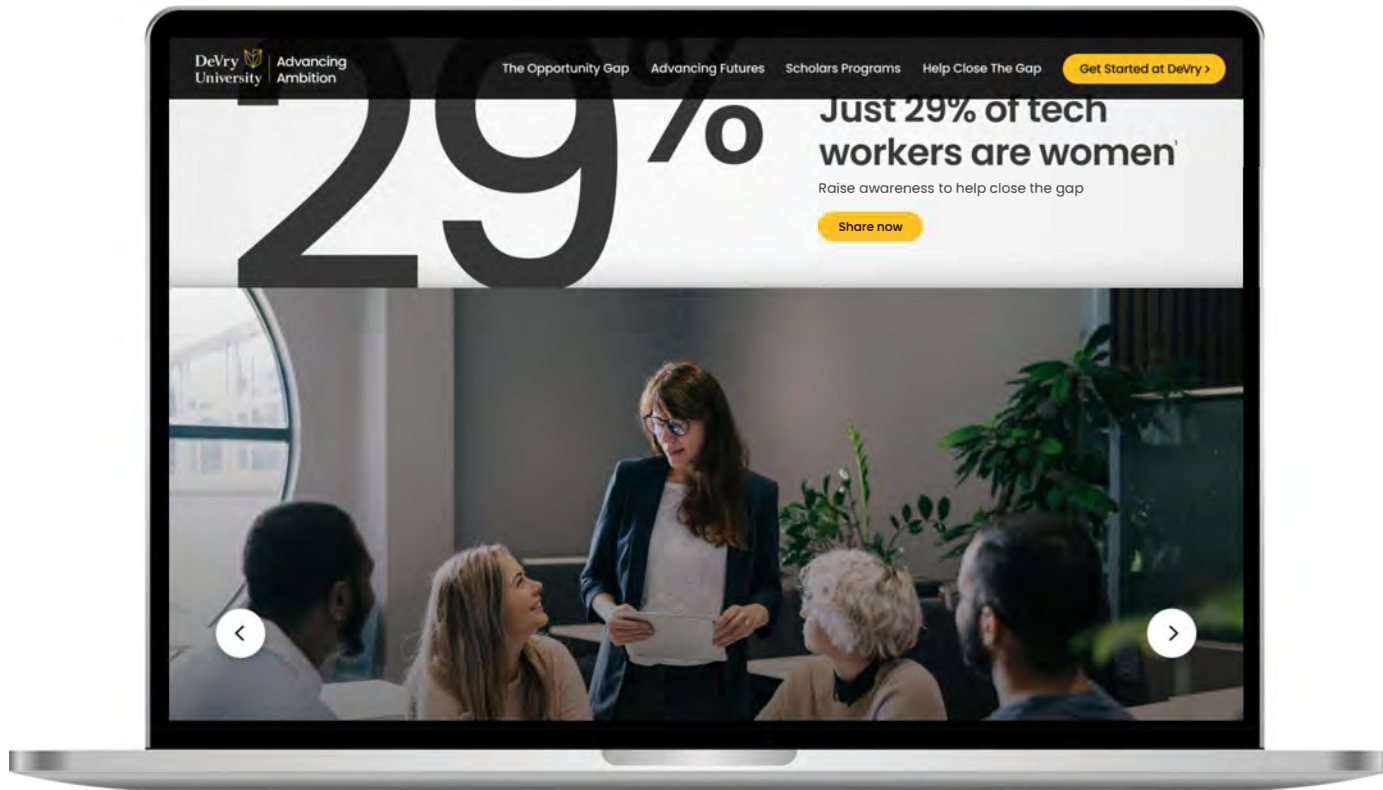
⁷ Source: McKinsey & Company 2022

⁸ Source: The Manifest 2020



[Desktop Prototype Link](#)

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SharePoint Link: devry-spa-dev-877ceb122218238af3bfb6d68.webflow.zip



29%

Just 29% of tech workers are women

Raise awareness to help close the gap

Share now



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Student? Hiring Manager? Business leader?
We all have a role to play in closing the gap
and opening a world of opportunity

33%

Companies with diverse
executive teams are 33%
more likely to outperform
their peers on profitability*

Raise awareness to help close the gap

Share now

Advancing

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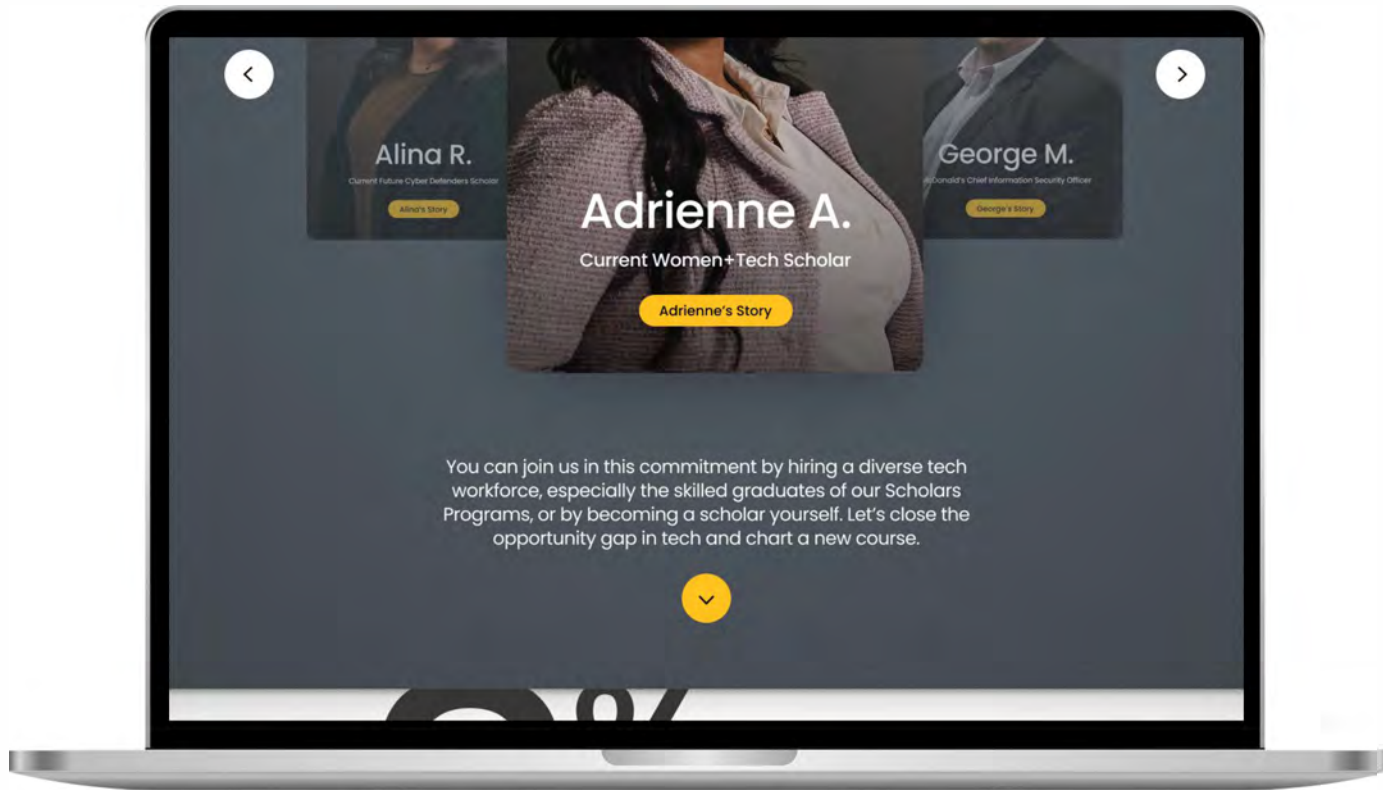
Advancing futures

DeVry is committed to helping close the opportunity gap in tech by educating diverse learners and focusing on our own hiring efforts.

Within DeVry University, female-identifying colleagues make up 57% of our workforce and African American colleagues make up 18%; Hispanic colleagues make up only 8%. While we're proud of our efforts, we know there's still a lot of work to be done. Read more below.



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SharePoint Link: [devry-spa-dev-877ceb122218238af3bfb6d68.webflow.zip](#)



Alina R.
Current Future Cyber Defenders Scholar
[Alina's Story](#)

Adrienne A.
Current Women+Tech Scholar
[Adrienne's Story](#)

George M.
Microsoft's Chief Information Security Officer
[George's Story](#)

You can join us in this commitment by hiring a diverse tech workforce, especially the skilled graduates of our Scholars Programs, or by becoming a scholar yourself. Let's close the opportunity gap in tech and chart a new course.



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8%

of tech workers are Hispanic'

Raise awareness to help close the gap

Share now

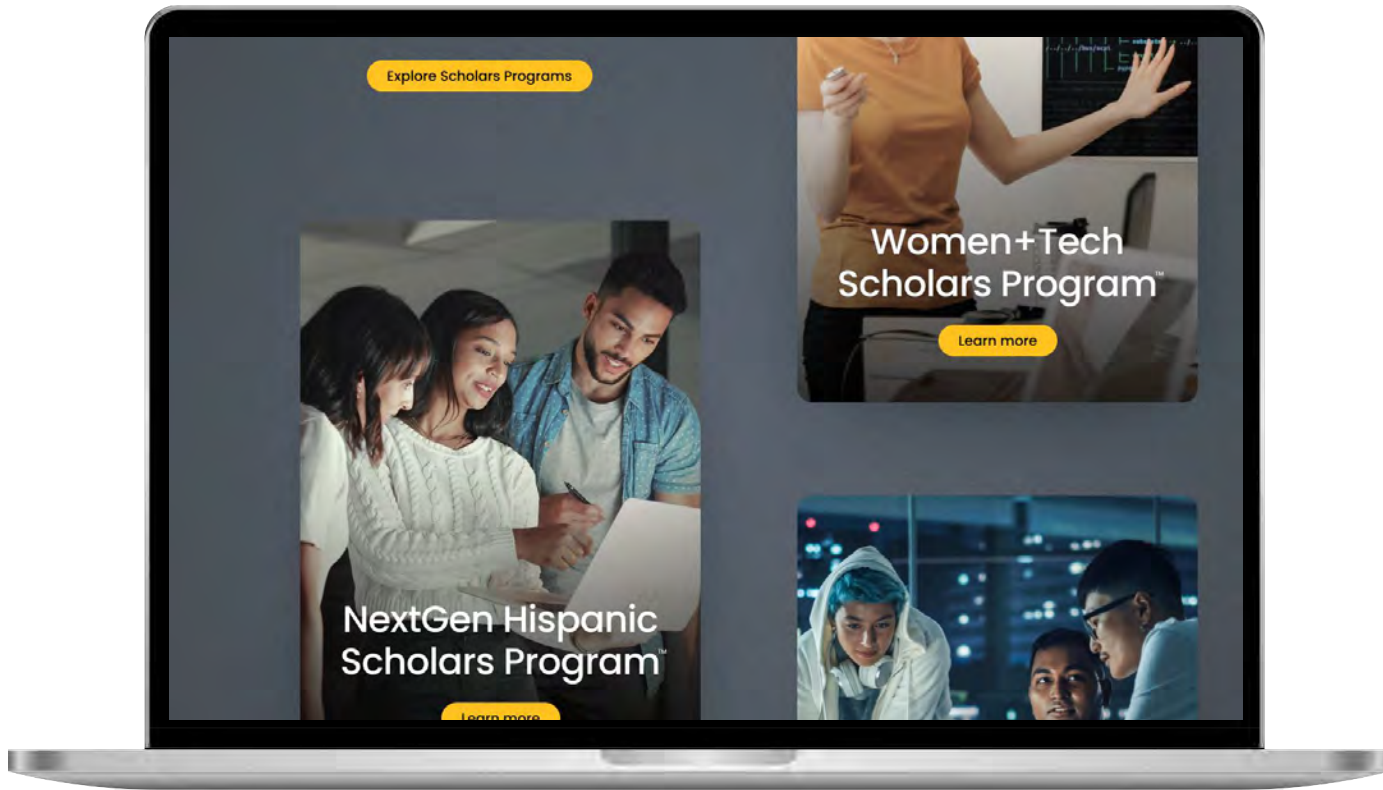
DeVry Scholars Programs

We believe in access to
higher education for all

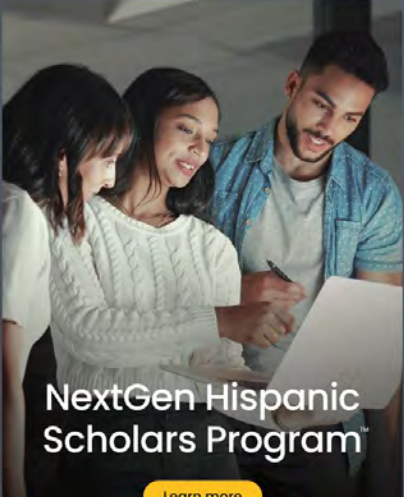
Through DeVry's NextGen
Hispanic™, Women+Tech™ and
Future Cyber Defenders Scholars™
Programs, we're helping empower
more equitable opportunities.



Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802
SharePoint Link: devry-spa-dev-877ceb122218238af3bfb6d68.webflow.zip



Explore Scholars Programs



NextGen Hispanic Scholars Program™

Learn more



Women+Tech Scholars Program™

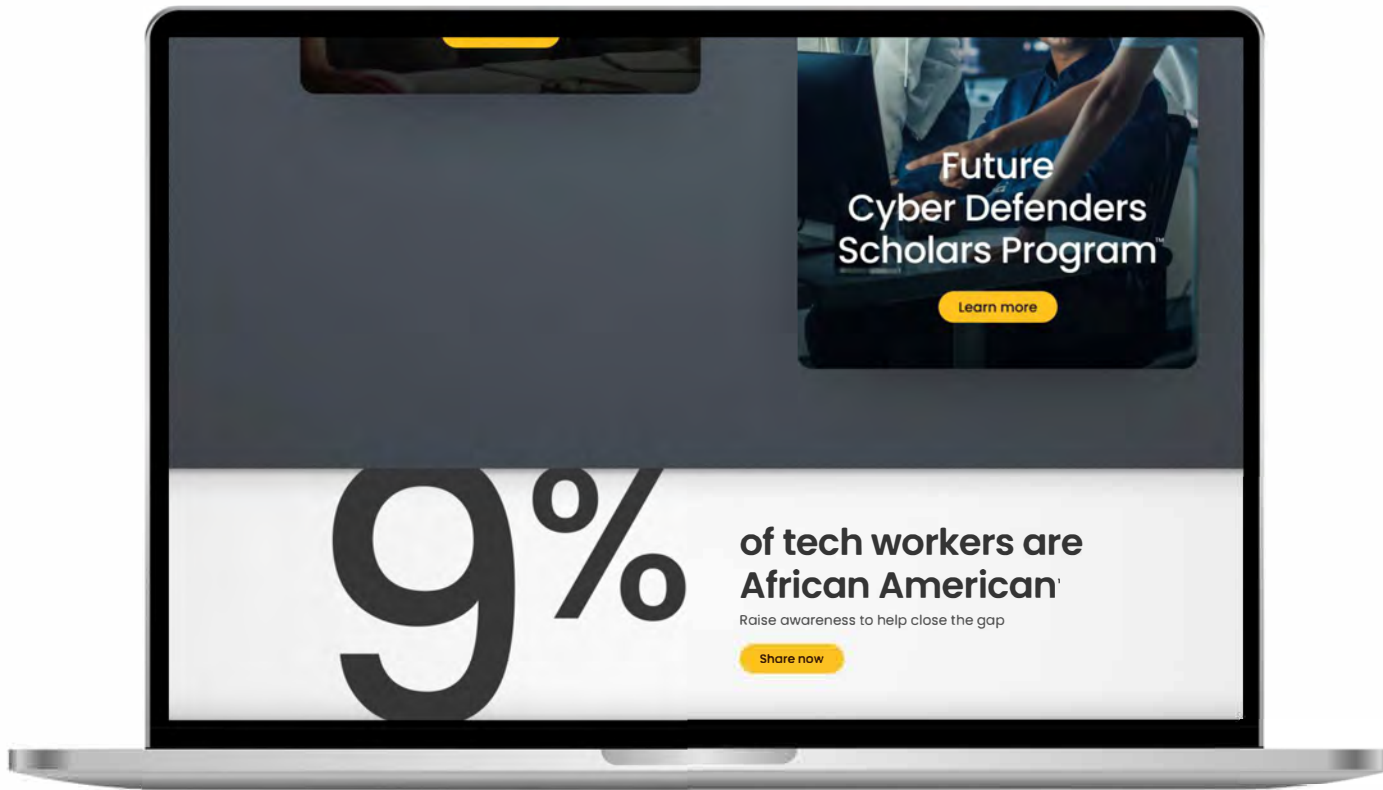
Learn more



NextGen Hispanic Scholars Program™

Learn more

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SharePoint Link: devry-spa-dev-877ceb122218238af3bfb6d68.webflow.zip

Help close the gap

Whether you're a student interested in tech, or an industry partner looking to diversify teams, get started below. You can advocate for change on your social networks, learn how to implement new practices, or enroll in a DeVry Scholars Program.



Advance your team

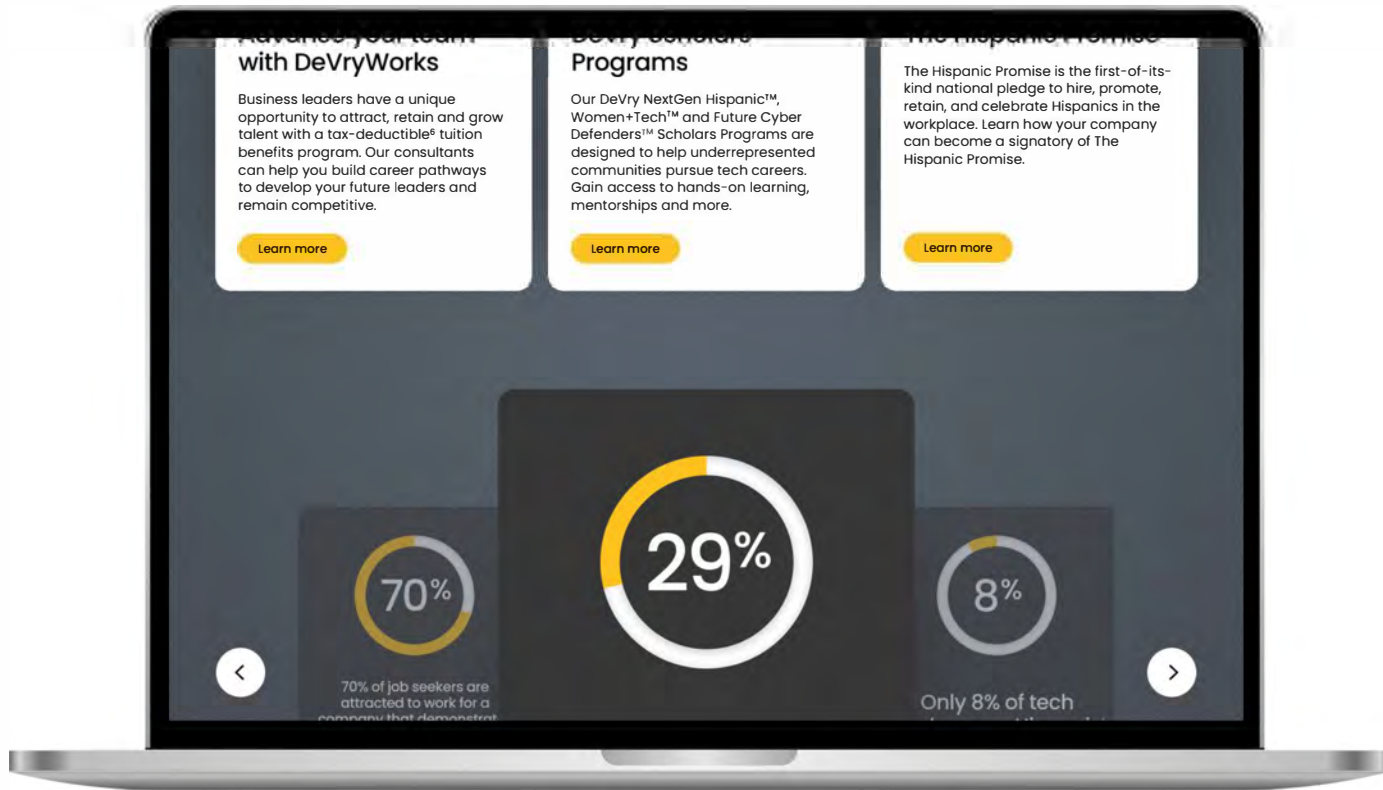


DeVry Scholars



The Hispanic Promise

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802
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Advances your team with DeVryWorks

Business leaders have a unique opportunity to attract, retain and grow talent with a tax-deductible* tuition benefits program. Our consultants can help you build career pathways to develop your future leaders and remain competitive.

[Learn more](#)

DeVry Scholars Programs

Our DeVry NextGen Hispanic™, Women+Tech™ and Future Cyber Defenders™ Scholars Programs are designed to help underrepresented communities pursue tech careers. Gain access to hands-on learning, mentorships and more.

[Learn more](#)

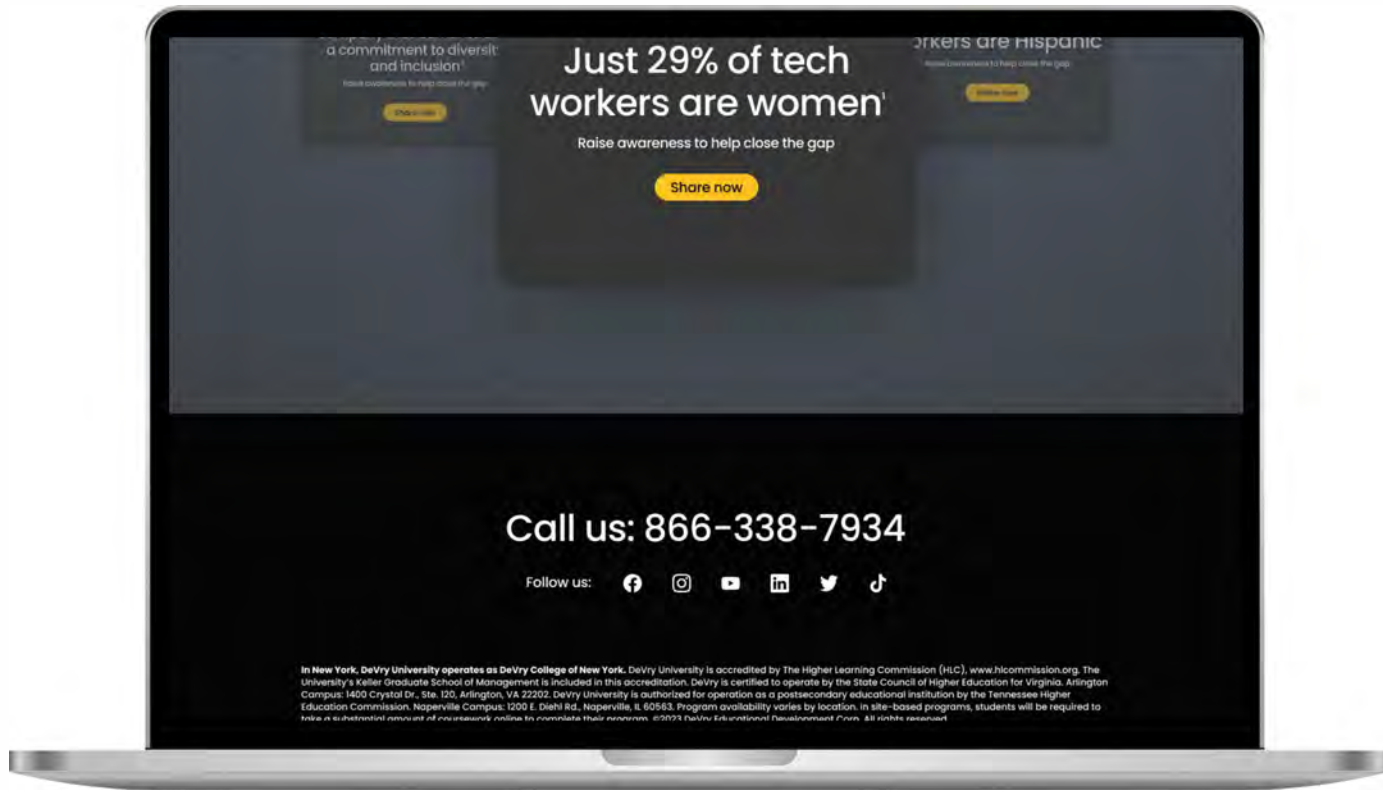
The Hispanic Promise

The Hispanic Promise is the first-of-its-kind national pledge to hire, promote, retain, and celebrate Hispanics in the workplace. Learn how your company can become a signatory of The Hispanic Promise.

[Learn more](#)



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Just 29% of tech workers are women¹

Raise awareness to help close the gap

Share now

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Follow us:      

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¹ "Labor Force Statistics from the Current Population Survey," 2022, U.S. Bureau of Labor Statistics, January 20, 2022, <https://www.bls.gov/spotlights/cps0001.htm>

² Wiley, (2022). Diversity in Tech 2023 U.S. Report. https://www.wiley.com/edge/site/assets/files/2683/diversity_in_tech_2023_us_report_by_mitre.pdf

³ Conway, Michael, Kweilin Ellingrud, Tracy Newski, and Renee Wittermyer. 2018. "Closing the Tech Gender Gap Through Philanthropy and Corporate Social Responsibility." McKinsey & Company, September 12, 2018. <https://www.mckinsey.com/industries/technology-media-and-telecommunications/out-insights/closing-the-tech-gender-gap-through-philanthropy-and-corporate-social-responsibility>.

⁴ The Manifest, 2020. "70% of Job Seekers Value a Company's Commitment to Diversity When Evaluating Potential Employers." Cision PR Newswire, June 16, 2020. <https://www.prnewswire.com/news-releases/70-of-job-seekers-value-a-companys-commitment-to-diversity-when-evaluating-potential-employers-309293301.html>.

⁵ Larrondo, Gwella. 2021. "Three Tips For Boosting Business Profits: How Investing in Diversity Increases Profitability." Forbes, December 20, 2021. <https://www.forbes.com/sites/meymi/2021/12/20/three-tips-for-boosting-business-profits-how-investing-in-diversity-increases-profitability/?sh=120040a366e8>.

⁶ Publication 970 (2022). Tax Benefits for Education. (2022). In Internal Revenue Service. Department of the Treasury. <https://www.irs.gov/pub/irs-pdf/p970.pdf>

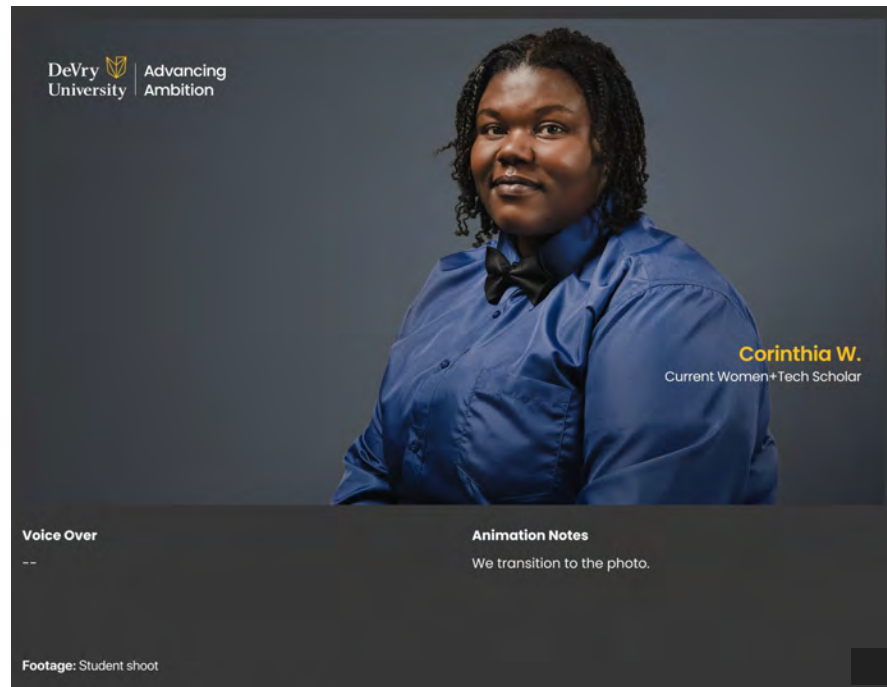
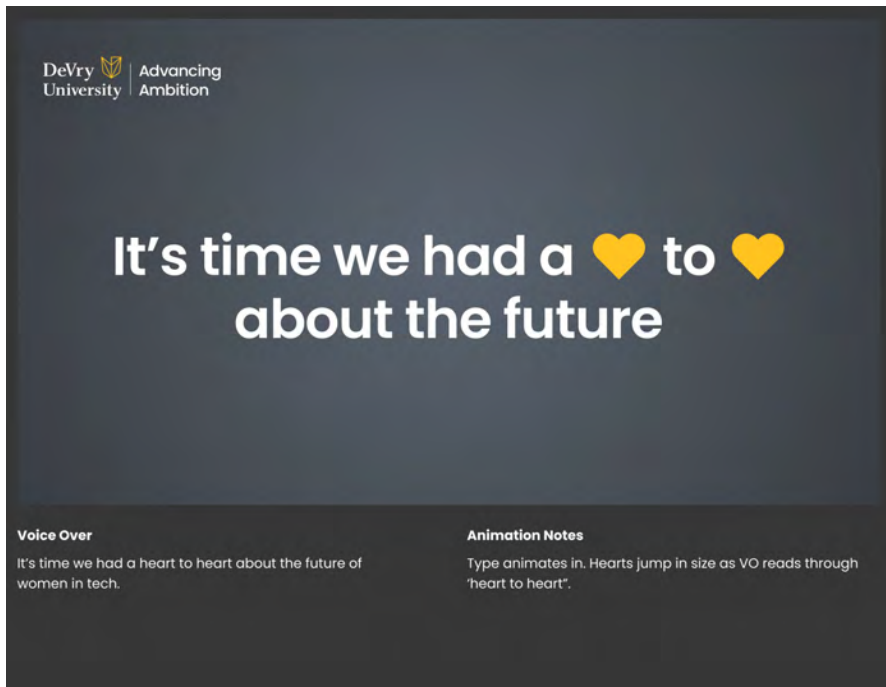
⁷ Thomas, Rachel, Melianne Cooper, Ellen Konar, Ali Richter, Ava Moissenin, Arindam Yes, Alana Krivkovich, Nina Stanilovic, Jina Huang, and Delia Zorawski. 2019. "Women in the Workplace." 2019. <https://www.mckinsey.com/industries/technology-media-and-telecommunications/out-insights/women-in-the-workplace-2019>.


⁸ Griffins, Eian, Petia Kubatoleva, Gayatri Shrivastava, Cathy Wright, and Adriane Gascoigne. 2022. "Repairing the Broken Ring on the Career Ladder for Women in Technical Roles." McKinsey & Company, March 31, 2022. <https://www.mckinsey.com/industries/technology-media-and-telecommunications/out-insights/repairing-the-broken-ring-on-the-career-ladder-for-women-in-technical-roles>.

Privacy Policy



Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535802
SharePoint Link: devry-spa-dev-877ceb122218238af3bfb6d68.webflow.zip





DeVry University | Advancing Ambition

29%
of tech workers are women*

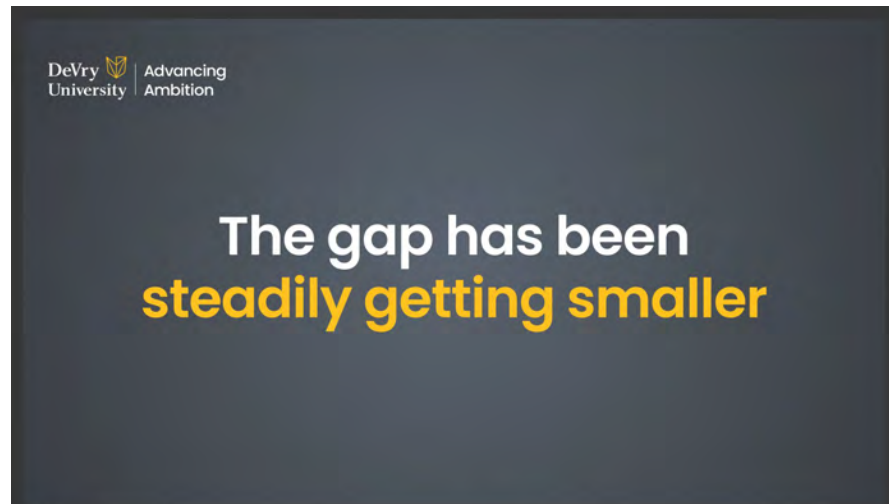
*Source: U.S. Bureau of Labor Statistics 2022

Corinthia W.
Current Women+Tech Scholar

Voice Over
Only 29% of tech workers are women.

Animation Notes
A gap expands in the middle of the image revealing the stat in behind.

Footage: Student shoot

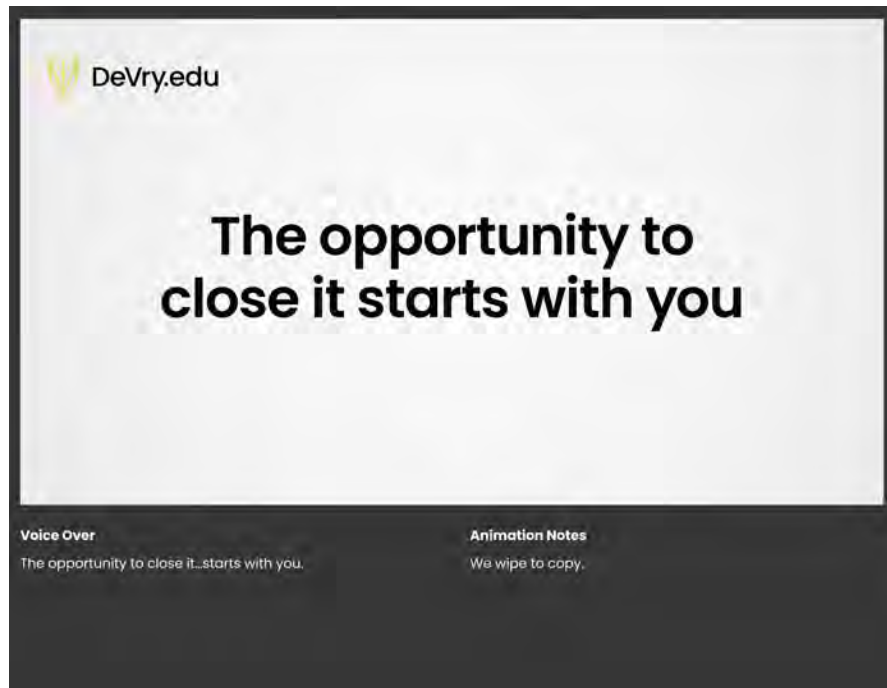
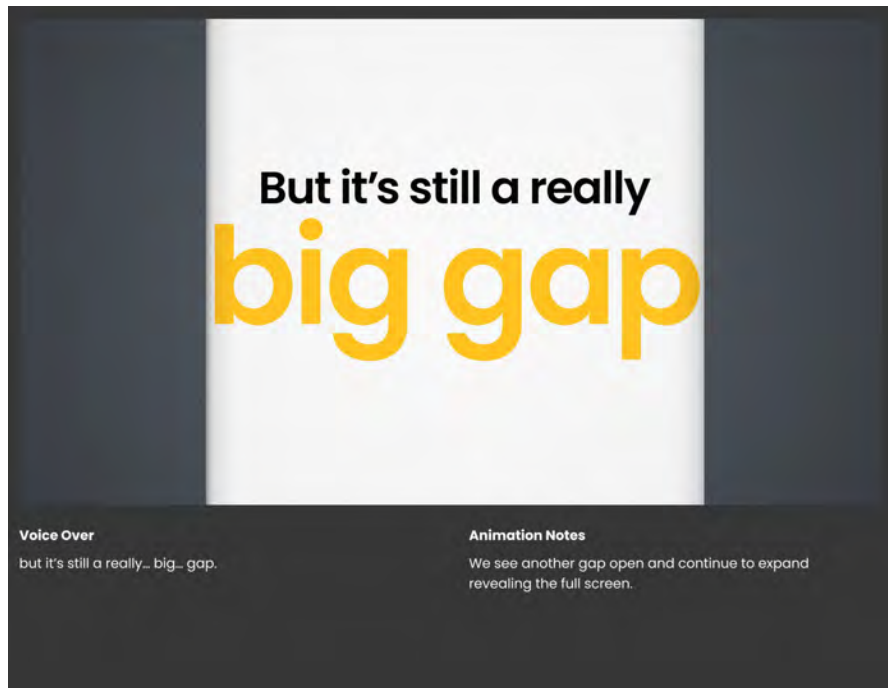



DeVry University | Advancing Ambition

The gap has been
steadily getting smaller

Voice Over
The gap has been steadily getting smaller...

Animation Notes
We wipe to copy.





DeVry.edu

Women+Tech

Scholars Program™

Voice Over
DeVry's Women+Tech Scholars Program helps you...

Animation Notes
We transition from clip to clip and see the supers animate in with staggered timing.

Footage: Owned – Custom Getty Shoot




DeVry.edu

Critical skills

Voice Over
...learn critical skills,

Animation Notes
We transition from clip to clip and see the supers animate in with staggered timing.

Footage: Getty Stock Footage – 1146454824




DeVry.edu

Mentors

Voice Over
access mentors,

Animation Notes
We transition from clip to clip and see the supers animate in with staggered timing.

Footage: [Getty Stock Footage – 1340134418](#)




DeVry.edu

Job opportunities

Voice Over
and pursue job opportunities.

Animation Notes
We transition from clip to clip and see the supers animate in with staggered timing.


Footage: [Getty Stock Footage – 1340134418](#)



Over 2,000 scholars accepted since 2021

Voice Over
With over 2,000 scholars accepted since 2021, DeVry is helping close the gap with more opportunities for women in tech careers.

Animation Notes
We wipe to the light grey background and copy as we see the screen begin to fill up with thumbnails of women.



DeVry University

Advance your ambition at DeVry.edu

Learn more about DeVry's Scholars Programs

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Corinthia W.
Current Women+Tech Scholar

Voice Over
You are the future. Advance your ambition.

Animation Notes
We transition to the end frame as the yellow shape pushes in and nudges the photo into position.

Footage: Student shoot

Photos are a mix of Student Shoot, Getty Custom Shoot and Getty Stock. There will be crossover in these stock photos with the Scholars Campaign creative as well.

[Stock 1](#) [Stock 2](#) [Stock 3](#) [Stock 4](#)

YouTube Companion Banner



:30s Full Script

Narrator:

It's time we had a heart to heart about the future of women in tech.

Only 29% of tech workers are women.*

The gap has been steadily getting smaller, but it's still a really... big... gap.

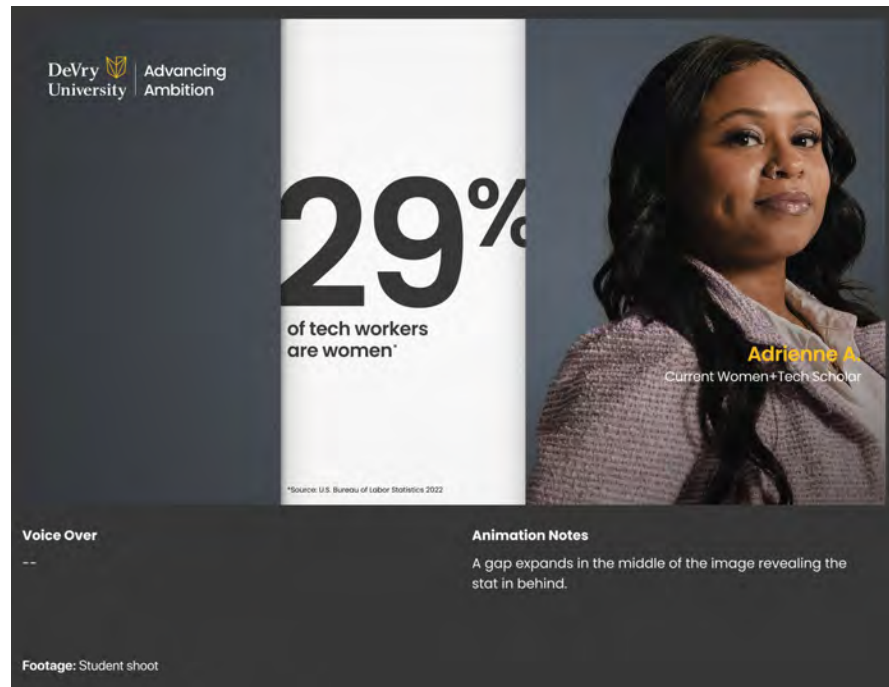
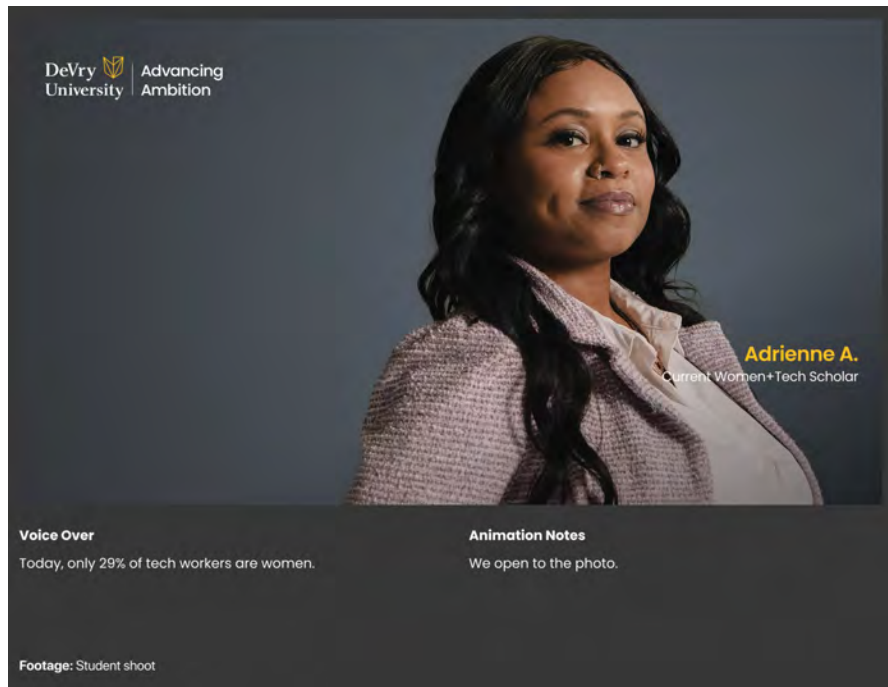
The opportunity to close it...starts with you.
DeVry's Women+Tech Scholars Program helps you....

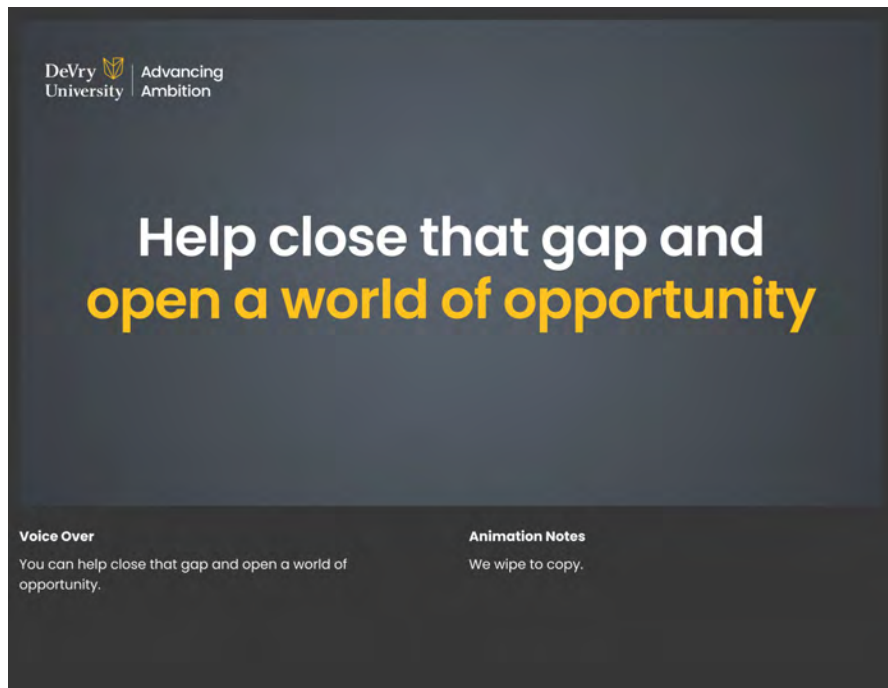
...learn critical skills, access mentors and pursue job opportunities.

With over 2,000 scholars accepted since 2021, DeVry is helping close the gap with more opportunities for women in tech careers.

You are the future. Advance your ambition.

* Source: U.S. Bureau of Labor Statistics 2022





DeVry University | Advancing Ambition

Help close that gap and open a world of opportunity

Voice Over
You can help close that gap and open a world of opportunity.

Animation Notes
We wipe to copy.




DeVry.edu

Women+Tech Scholars Program™

Voice Over
DeVry's Women+Tech Scholars Program is designed to help advance more women into tech careers.

Animation Notes
We transition from clip to clip and see the supers animate in with staggered timing.

Footage: [Getty Stock Footage – 1041717602](#) **Alt Footage:** [Getty Stock Footage – 639089398](#)




DeVry.edu

Community

Voice Over
Join a community of like-minded scholars...

Animation Notes
We transition from clip to clip and see the supers animate in with staggered timing.

Footage: Owned – Custom Getty Shoot



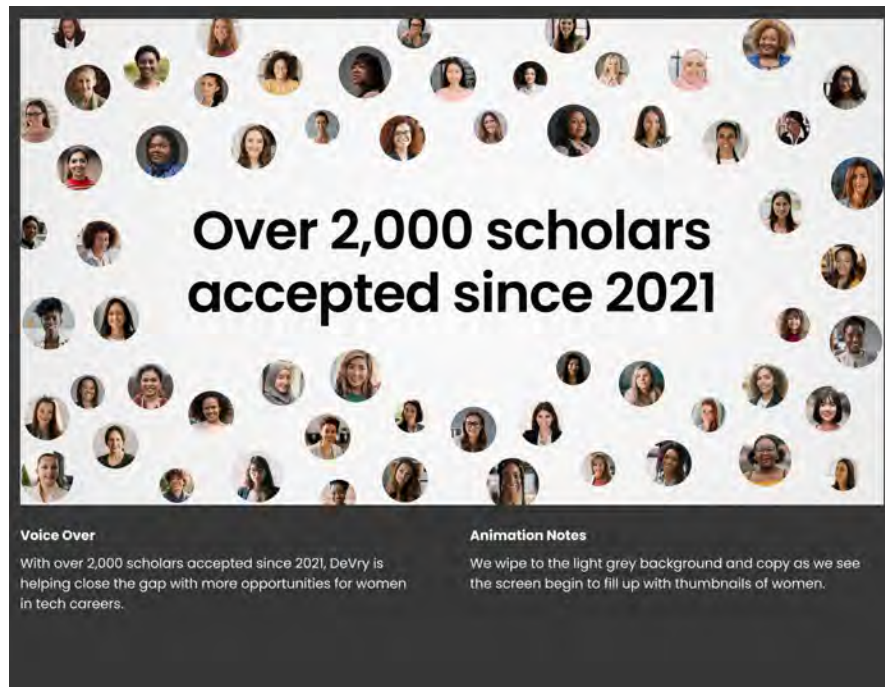
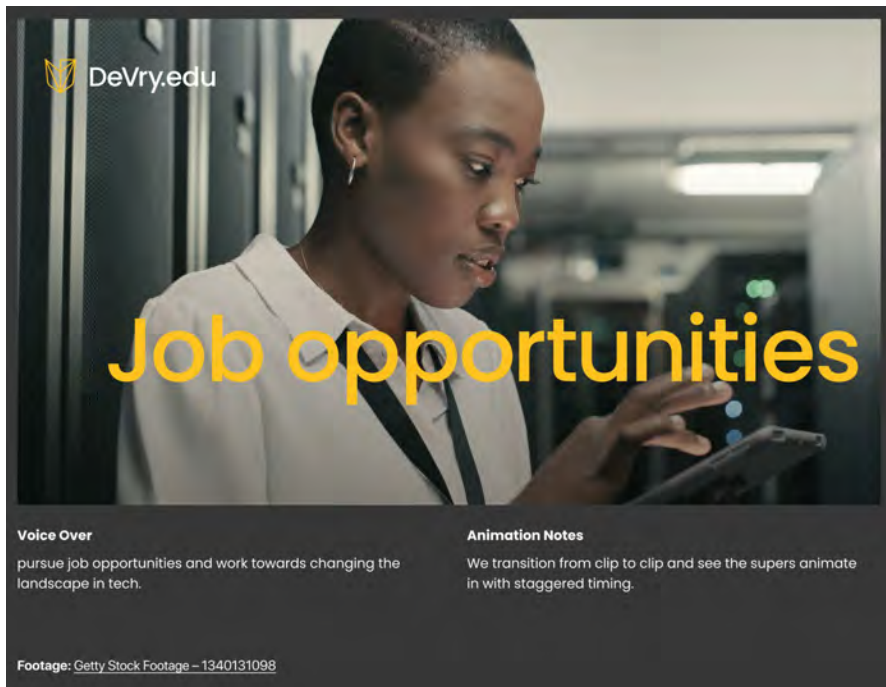
DeVry.edu

Mentors

Voice Over
where you'll learn critical skills from mentors and professors...

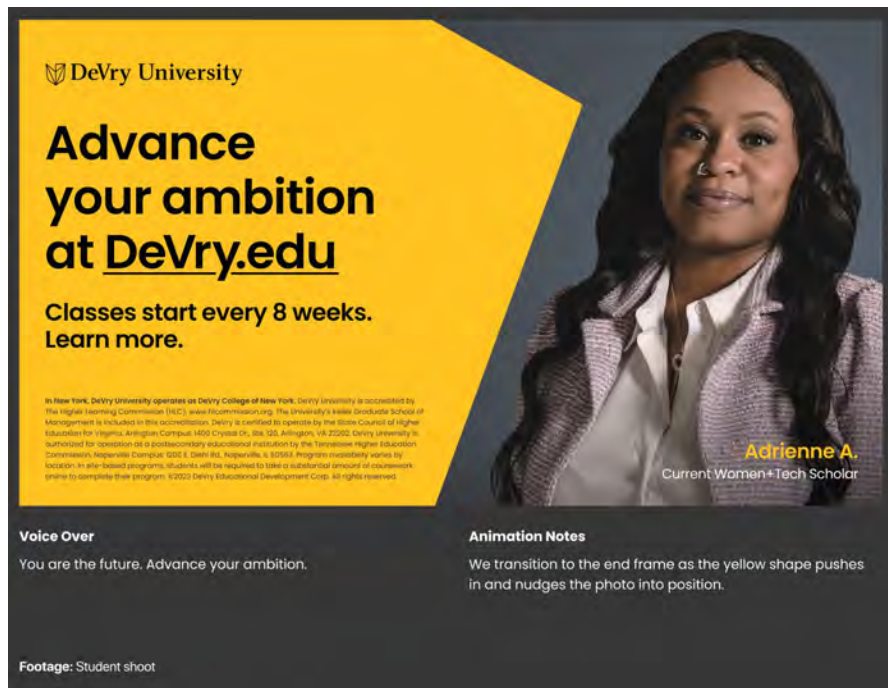
Animation Notes
We transition from clip to clip and see the supers animate in with staggered timing.

Footage: Getty Stock Footage – 1153238622



Photos are a mix of Student Shoot, Getty Custom Shoot and Getty Stock. There will be crossover in these stock photos with the Scholars Campaign creative as well.

[Stock 1](#) [Stock 2](#) [Stock 3](#) [Stock 4](#)



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Classes start every 8 weeks. Learn more.

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Adrienne A.
Current Women+Tech Scholar

Voice Over
You are the future. Advance your ambition.

Animation Notes
We transition to the end frame as the yellow shape pushes in and nudges the photo into position.

Footage: Student shoot

YouTube Companion Banner



DeVry University | Advancing Ambition

Adrienne A.
Current Women+Tech Scholar

Women+Tech Scholars Program™

Ad devry.edu

LEARN MORE

:30s Full Script

Narrator:

Today, only 29% of tech workers are women. *

You can help close that gap and open a world of opportunity.

DeVry's Women+Tech Scholars Program is designed to help advance more women into tech careers.

Join a community of like-minded scholars, where you'll learn critical skills from mentors and professors, pursue job opportunities and work towards changing the landscape in tech.

With over 2,000 scholars accepted since 2021, DeVry is helping close the gap with more opportunities for women in tech careers.

You are the future. Advance your ambition.

* Source: U.S. Bureau of Labor Statistics 2022

Facebook Posts

VERSION 1

Launch Date: 03/01/2023 | End Date: 00/00/2023 | Aprimo Approval #: 535801

Asset Name: Promo_Brand_LearnMore_Static Post_W+T MidFunnel version 1 Fb_1080x1080.jpg

Promo_Brand_LearnMore_Static Post_W+T MidFunnel version 2 FB_1080x1080.jpg

DeVry University 1d · 🌐

DeVry's Women+Tech Scholars Program™ can help you gain critical skills, hands-on learning opportunities and more.

DeVry.edu

It's time for more women in tech careers

Klassic B.
Current Women+Tech Scholar

devry.edu **Women+Tech Scholars Program™** [Learn more](#)
Advance your ambition

👍 20 5 Comments 5 Shares ▾

Like Comment Share

DeVry University 1d · 🌐

Access mentors, hands-on learning and a community of like-minded scholars with DeVry's Women+Tech Scholars Program™.

DeVry.edu

Women+Tech Scholars Program™

Advance your ambition

devry.edu **Gain critical tech skills** [Learn more](#)
Close the opportunity gap

👍 20 5 Comments 5 Shares ▾

Like Comment Share

Owned – Custom Getty Shoot

Facebook

Post Copy: Take advantage of dedicated support, hands-on learning and more. Apply to DeVry and the Women+Tech Scholars Program™.

Header: Advance your tech career

Link Description: Join like-minded learners

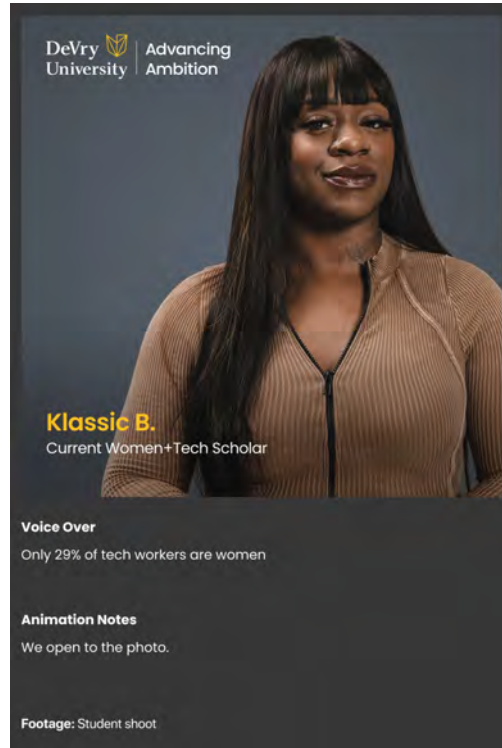
CTA: Apply now


LinkedIn

Post Copy: Apply to DeVry and the Women+Tech Scholars Program™ to pursue job opportunities, access mentors and more.

Header: Advance your tech career with DeVry's Women+Tech Scholars Program™

CTA: Apply now






DeVry.edu

Women+Tech Scholars Program™

Voice Over
Our Women+Tech Scholars Program helps close that gap...

Animation Notes
We transition from clip to clip and see the supers animate in with staggered timing.

Footage: [Getty Stock Footage – 1041717602](#)




DeVry.edu

Industry mentors

Voice Over
...and can advance your future in tech with access to industry mentors...

Animation Notes
Clip continues to play as VO reads through and a new super animates in

Footage: [Getty Stock Footage – 1153238622](#)



DeVry.edu

Community

Voice Over
a community of like-minded scholars and more.

Animation Notes
We transition from clip to clip and see the supers animate in with staggered timing.

Footage: [Getty Stock Footage – 1222633980](#)

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Classes start every 8 weeks.
Apply now.

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Voice Over

You are the future. Apply to DeVry and our Women+Tech Scholars Program now.

Animation Notes

We transition to the end frame.

Social Static:
D2K



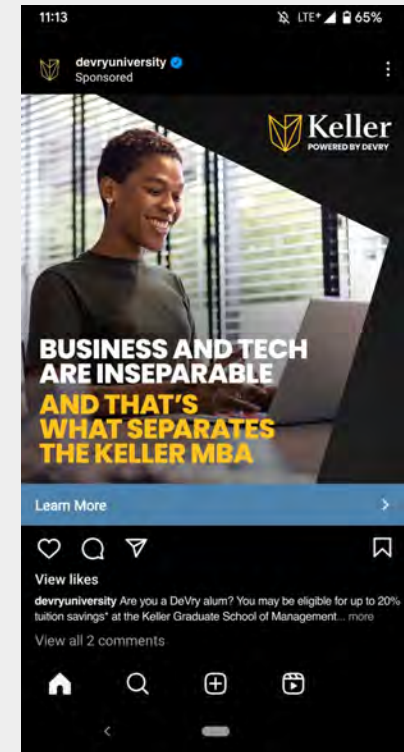
Meta
1080x1080



Meta Stories
1080x1920



Instagram Stories
1080x1920



Instagram
1080x1080

Truncated post copy:

*Restrictions Apply. Alumni tuition savings based on up to 20% off prevailing tuition rate.

Social Static:
Graduate / Tech / Business



LinkedIn
 1080x1080



LinkedIn
 628x1200



LinkedIn
 1200x628

In Market Preview - Meta

 Keller Graduate School of Management  Sponsored ·  

Business and tech are no longer separate. Prepare for tomorrow's digitally-powered careers with the Keller MBA from DeVry.



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The Keller MBA from DeVry 

<https://fb.me/1V2m4sOWyjXDtvn>

 Keller Graduate School of Management  Sponsored ·  


The Keller MBA helps prepare you to lead the digital workforce of the future.



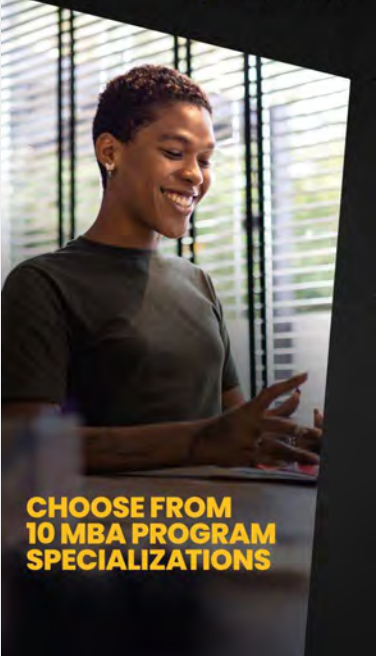
keller.edu
The Keller MBA
Powered by DeVry 

<https://fb.me/8X1ldfg3n6w4JA>


DV360:
D2K – 300x600




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**CHOOSE FROM
10 MBA PROGRAM
SPECIALIZATIONS**



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**CHOOSE FROM
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SPECIALIZATIONS**

Prepare to lead a digitally-
driven workforce



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**CHOOSE FROM
10 MBA PROGRAM
SPECIALIZATIONS**

Prepare to lead a digitally-
driven workforce

[Get started](#)

DV360:
Graduate / Tech / Business
970x250

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**ACCELERATE
YOUR DEGREE**
EARN YOUR MBA IN AS
LITTLE AS 12 MONTHS*


*Accelerated time to complete requires at least 9 credit hours of Prior Learning Credit, assumes completion of 3 semesters per year, enrollment in an average of 10 credit hours per semester and continuous, full-time year-round enrollment with no break. See Keller Academic Catalog for complete details.

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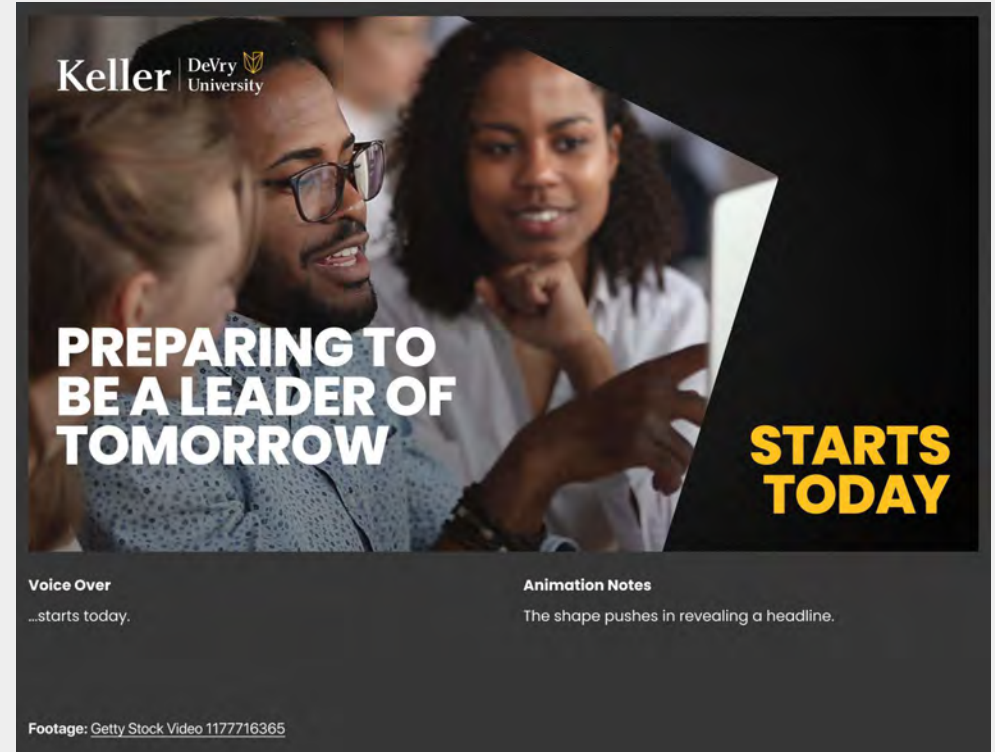
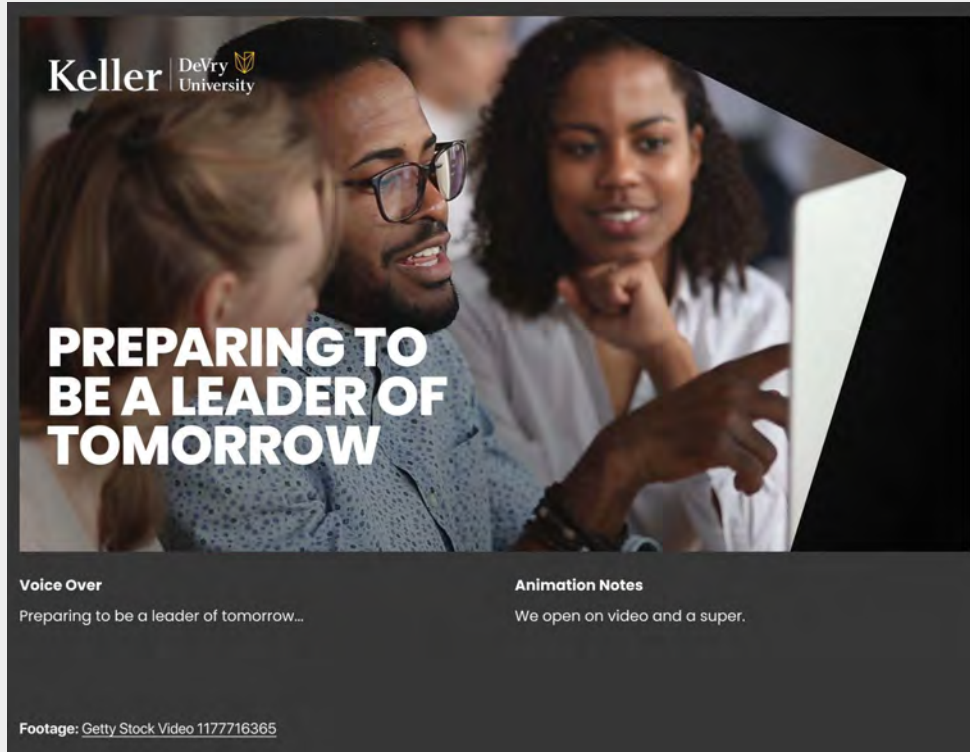
**ACCELERATE
YOUR DEGREE**
EARN YOUR MBA IN AS
LITTLE AS 12 MONTHS*

[Get started](#)

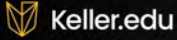



*Accelerated time to complete requires at least 9 credit hours of Prior Learning Credit, assumes completion of 3 semesters per year, enrollment in an average of 10 credit hours per semester and continuous, full-time year-round enrollment with no break. See Keller Academic Catalog for complete details.

Storyboard: 1920x1080 – 15s Leaders of Tomorrow



Storyboard: 1920x1080 – 15s Leaders of Tomorrow





**CHOOSE FROM ONE OF
10 PROGRAM SPECIALIZATIONS**

Voice Over
With the Keller MBA, you can choose from one of 10 program specializations...

Animation Notes
A video plays in the background as the masked type animates across the screen revealing additional supers.

Footage: [Getty Video 907806120](#)





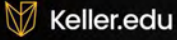
**BASED ON YOUR
CAREER GOALS**


Voice Over
...based on your career goals.

Animation Notes
A video plays in the background as the masked type animates across the screen revealing additional supers.

Footage: [Getty Video 907806120](#)

Storyboard: 1920x1080 – 15s Leaders of Tomorrow

 Keller.edu

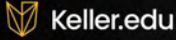



**CONNECT WITH AN
ADVISOR**

Voice Over
Connect with an advisor...

Animation Notes
A new video and super animate in.

Footage: [Getty Stock Video 1448524190](#)

 Keller.edu



**CONNECT WITH AN
ADVISOR**
Keller.edu/MBA

Voice Over
...now at Keller.edu/MBA.

Animation Notes
A new super animates in.

Footage: [Getty Stock Video 1448524190](#)

Storyboard: 1920x1080 – 15s Leaders of Tomorrow



Keller DeVry University

THE KELLER MBA

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Voice Over
The Keller MBA.
Powered by DeVry.

Animation Notes
We transition to the end frame animating in the elements as the VO reads through.

Footage: --



Keller DeVry University

THE KELLER MBA

GET STARTED AT [Keller.edu/MBA](https://keller.edu/MBA)

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Voice Over
--

Animation Notes
'Powered by DeVry' shifts down as the CTA animates in.

Footage: --

Storyboard: 1920x1080 – 15s **Leaders of Tomorrow**



Getty Custom Photo Shoot 1486471378

NOTE: The CTA color can't be changed, this is native YouTube UI

Video Script – 15s Speed to Degree

NARRATOR

Accelerate your degree with the Keller MBA.

In as little as 12 months*, work toward gaining the leadership skills to stand out in a digitally-driven workforce.

Connect with an advisor today at [Keller.edu/MBA](https://keller.edu/MBA).

The Keller MBA.
Powered by DeVry.


[End Frame]
Get started at [Keller.edu/MBA](https://keller.edu/MBA)

****Accelerated time to complete requires at least 9 credit hours of Prior Learning Credit, assumes completion of 3 semesters per year, enrollment in an average of 10 credit hours per semester and continuous, full-time year-round enrollment with no break. See Keller Academic Catalog for complete details.***

Storyboard: 1920x1080 – 15s Speed to Degree

Keller | DeVry University

ACCELERATE



YOUR DEGREE


Voice Over
Accelerate your degree...

Animation Notes
We see a video playing between the copy.

Footage: [Getty Video Stock 1411200613](#)

Keller | DeVry University

ACCELERATE



YOUR DEGREE

Voice Over
--

Animation Notes
The copy begins animating towards each other as the video collapses.

Footage: [Getty Video Stock 1411200613](#)

Storyboard: 1920x1080 – 15s Speed to Degree




Keller DeVry University

ACCELERATE YOUR DEGREE WITH THE KELLER MBA

Voice Over
... with the Keller MBA.

Animation Notes
We see the subhead fades in.

Footage: --



Keller.edu

IN AS LITTLE AS 12 MONTHS*

GAIN LEADERSHIP SKILLS

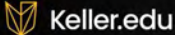
*Accelerated time to complete requires at least 9 credit hours of Prior Learning Credit, assumes completion of 3 semesters per year, enrollment in an average of 10 credit hours per semester and continuous, full-time year-round enrollment with no break. See Keller Academic Catalog for complete details.

Voice Over
In as little as 12 months*, work toward gaining the leadership skills

Animation Notes
We see a full screen video playing and supers animate in.

Footage: [Getty Stock 1129703452](#)

Storyboard: 1920x1080 – 15s Speed to Degree

 Keller.edu

DIGITALLY DRIVEN

Voice Over
...to stand out in a...

Animation Notes
The headlines continue to animate horizontally revealing the two shots.

Footage: [Getty Video Stock 1411189974](#) and [Getty Video Stock 1449432132](#)

 Keller.edu

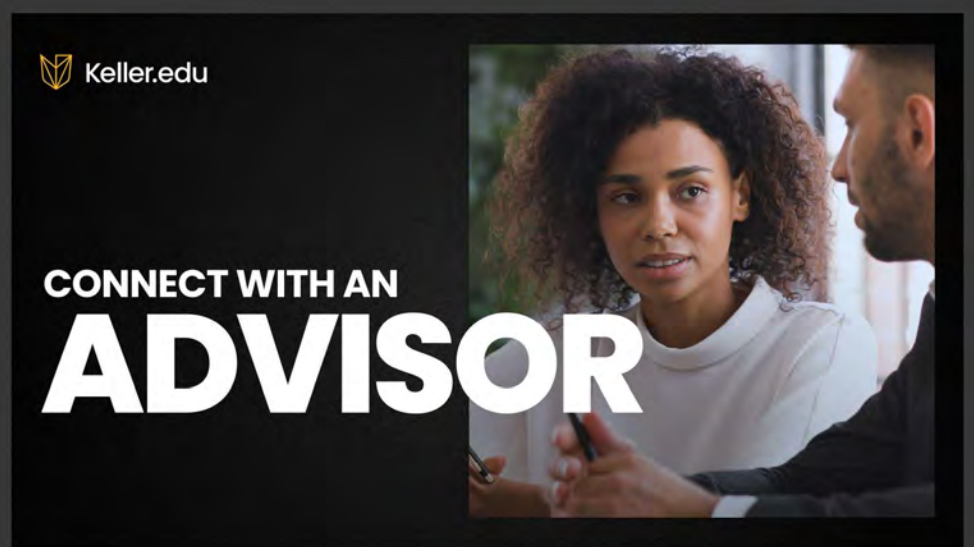
DIGITALLY DRIVEN WORKFORCE

Voice Over
...digitally-driven workforce.

Animation Notes
The headlines continue to animate horizontally.

Footage: [Getty Video Stock 1411189974](#) and [Getty Video Stock 1449432132](#)

Storyboard: 1920x1080 – 15s Speed to Degree



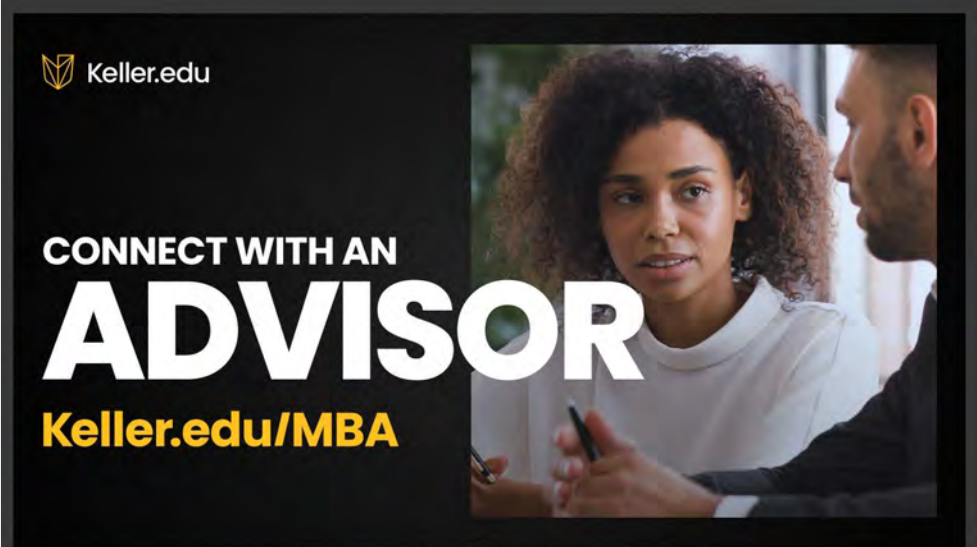
Keller.edu

**CONNECT WITH AN
ADVISOR**

Voice Over
Connect with an advisor...

Animation Notes
A new video and super animate in.

Footage: [Getty Video Stock 1197736112](#)



Keller.edu

**CONNECT WITH AN
ADVISOR**

Keller.edu/MBA

Voice Over
...today at Keller.edu/MBA.

Animation Notes
A new video and super animate in.

Footage: [Getty Video Stock 1197736112](#)

Storyboard: 1920x1080 – 15s Speed to Degree



Keller DeVry University

THE KELLER MBA

POWERED BY DEVRY

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), www.hlcommission.org. The University's Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 1400 Crystal Dr., Ste. 120, Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission, Nashville Campus: 1200 E. Diehl Rd., Nashville, TN 37063. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program. ©2023 DeVry Educational Development Corp. All rights reserved.

Voice Over
The Keller MBA.
Powered by DeVry.

Animation Notes
We transition to the end frame animating in the elements as the VO reads through.

Footage: Getty Custom Photo Shoot 1486472120



Keller DeVry University

THE KELLER MBA

GET STARTED AT [Keller.edu/MBA](https://keller.edu/MBA)

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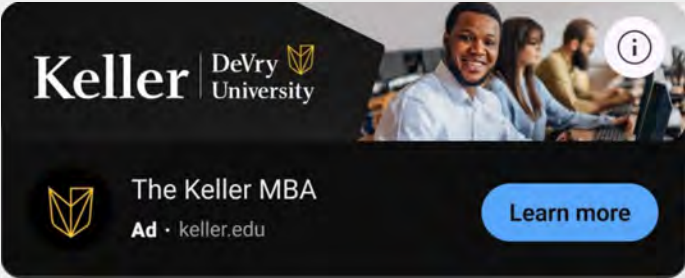
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Voice Over
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Animation Notes
'Powered by DeVry' shifts down as the CTA animates in.

Footage: Getty Custom Photo Shoot 1486472120

Storyboard: 1920x1080 – 15s **Speed to Degree**



Getty Custom Photo Shoot 1486472120

NOTE: The CTA color can't be changed, this is native YouTube UI

Social Static:
D2K - Speed to Degree



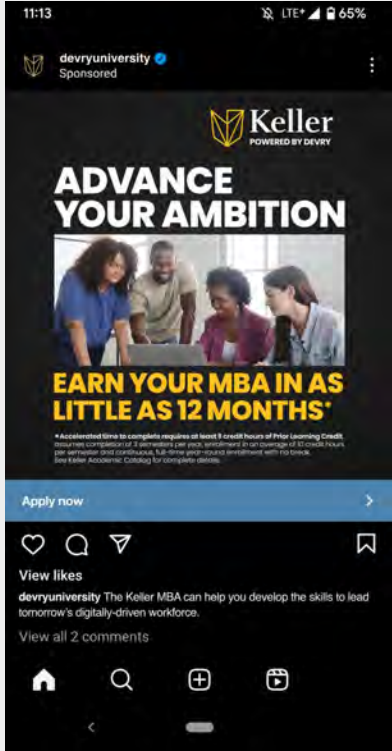
Meta
 1080x1080



Meta Stories
 1080x1920



Instagram Stories
 1080x1920



Instagram
 1080x1080

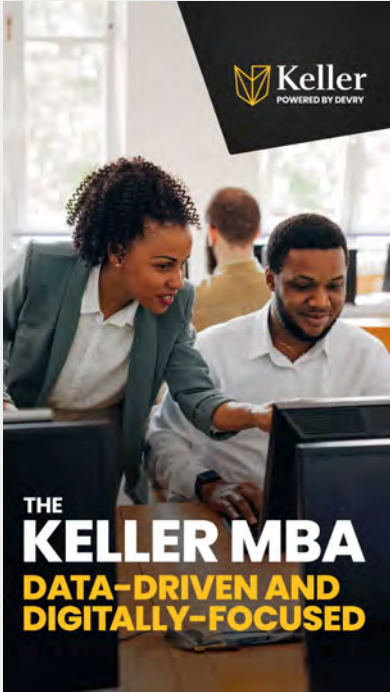
Social Static:
Graduate / Tech / Business - Leaders of Tomorrow



Meta
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Meta Stories
1080x1920



Instagram Stories
1080x1920



Instagram
1080x1080