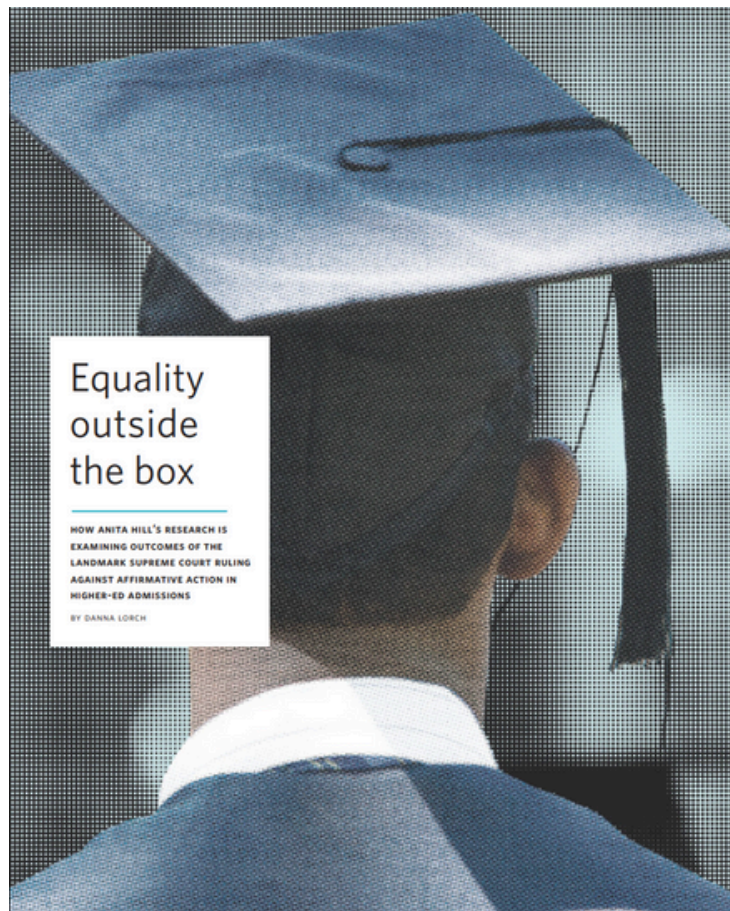


## CHALLENGE

The Heller School for Social Policy and Management at Brandeis University uses their annual impact report to share accomplishments from the past year by distilling the life-changing research from their faculty into stories that are relatable and understandable for their constituents. The report needs to be impressive, but also specific enough to drive the school's rankings for the following year. These faculty research stories, which balance complex social issues with real-world impact, are also used to spread awareness and increase admissions to the Heller School. By the time the client onboarded our team, we were up against a tight timeline, made more complicated by the fact that most faculty were away from their desks during the summer.



## RESULTS

**#9** Graduate school for social policy by U.S. News & World Report

**+ Funding**

For faculty research

**+ Applications**

Of interested graduate students

## SOLUTION

Streamline the process and translate complicated research outcomes into digestible, unforgettable content. We dove into the research, did background preparation to craft engaging interview questions, spoke with six faculty across various disciplines, then fact-checked references and facilitated read-backs with each source. We collaborated with the in-house design team to deliver a moving end result: stories that highlighted achievements, but more importantly, conveyed potential implications of the research for policymaking, future studies and their respective industries as a whole.