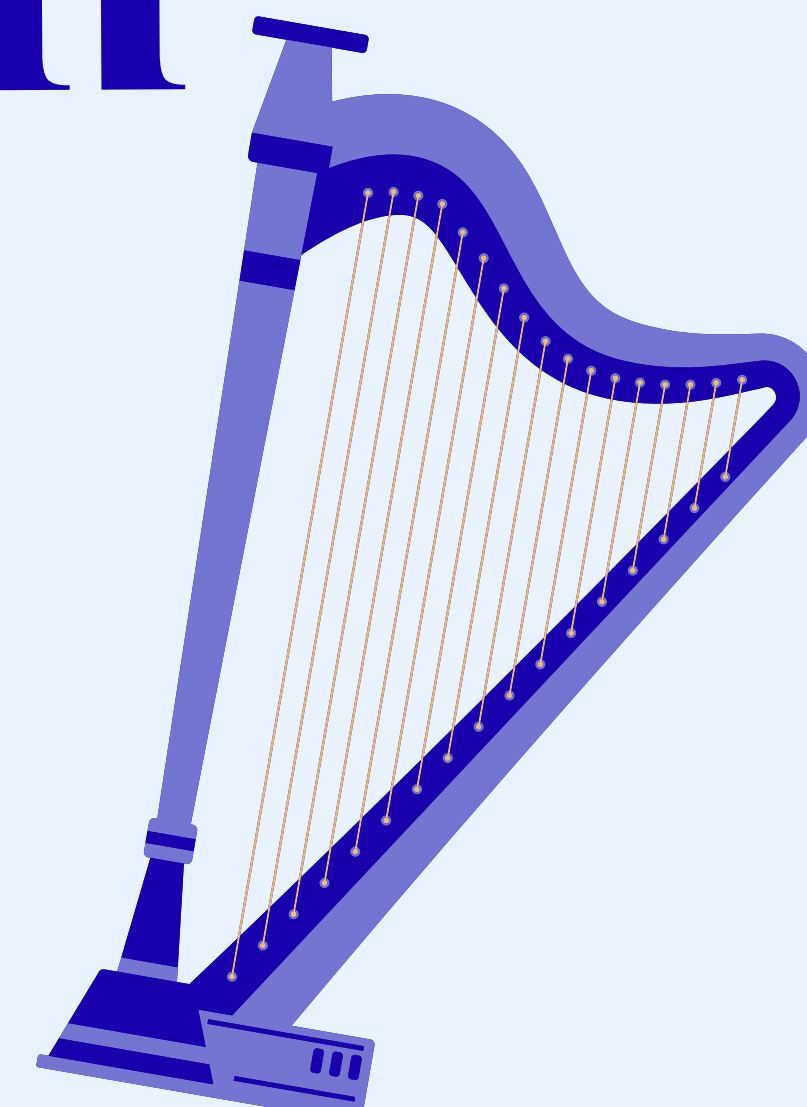


# Swing U Growth

**Client Name:** Jazz at Lincoln  
Center

**Presentation By:** Anne V. Brown  
Avantika Vital  
Emma Hyett  
Zhixuan Ren



# The Team



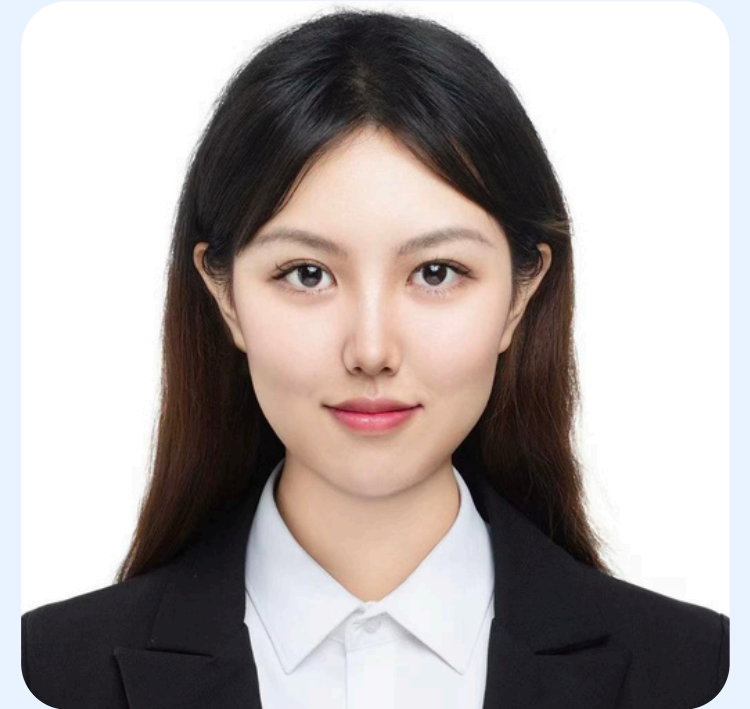
Anne V. Brown



Avantika Vital



Emma Hyett



Zhixuan Ren



# Introduction

Swing U has built a loyal following of older jazz enthusiasts through its virtual education platform.

# Challenge

Now, with enrollment plateauing post-pandemic, the challenge is to expand beyond individual learners by partnering with institutions that already serve this same demographic.

# Research



## Landscape Analysis

- Jazz listeners in the U.S. are **predominantly older** (50+) and affluent
- Most are **college-educated**
- Swing U's **enthusiastic repeat audience** mirrors this demographic

## University Retiree Organizations and Lifelong Learning

- **Organized networks** of retired faculty and staff
- Educational and social programming, **online offerings common**
- **Music** is a powerful **tool for mental and physical health** in older adults

## Thought Leadership and Seton Hawkins

- Thought leadership a **highly effective tool for B2B sales**
- Open **market for thought leadership on online lifelong learning**: despite high demand, very little supply
- Seton is an **expert at engaging older adults in online learning**

# Takeaways



**Build on Swing U's expertise**  
engaging lifelong learners →  
**Position Swing U** as a thought  
leader in virtual engagement of  
older adults → **Form mutually  
beneficial** retiree organization-  
Swing U relationships





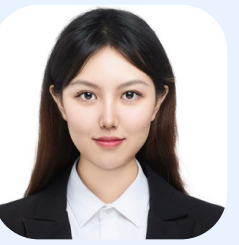
# Goal

Swing U's virtual jazz education courses become a **popular and established program among university retiree organizations** across the United States.

# Objective

Secure **at least five university retiree organization partnerships by 2026**, supported by consistent audience growth and measurable engagement outcomes.

# Audience



## Primary Audience: University Retiree Associations

Retired faculty, staff, and administrators.

- Demographics: 50+, college-educated, culturally engaged.
- Actively seek high-quality, low-effort virtual programming for their members.

## Secondary Audience: "The Hidden Buyers"

Program coordinators, alumni relations staff, and association leaders.

They influence program selection and prefer turnkey solutions that enhance cognitive health, strengthen social connection, and support lifelong learning.



## Trusted Channels for Outreach

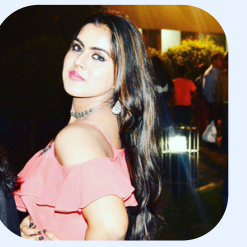
- Retiree association email newsletters.
- Professional networks like LinkedIn.
- Conferences (e.g., AROHE).

# Strategies



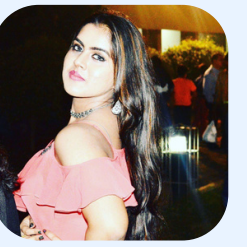
1. Develop thought leadership opportunities for Seton Hawkins
2. Develop modular course packages, easily branded for retiree organizations
3. Engage with Audiences via Social Media and Segmented Campaigns

# Key Messages



- Key Message 1: “Swing U turns jazz into a lifelong learning journey, keeping minds active, curious, and culturally connected.”
- Key Message 2: “Swing U offers university retirees bespoke cultural learning experiences, custom-built to reflect each campus community’s history, identity, and interests.”
- Key Message 3: “Guided by acclaimed educator Seton Hawkins, Swing U creates meaningful virtual communities where retirees learn, listen, and belong.”

# The Tactics



## Thought Leadership

- Op-ed series in print/online media

A curated series of op-eds in major newspapers and reputable online outlets will spotlight Swing U's role in preserving jazz literacy for older learners. Each piece will blend research insights and compelling learner stories, positioning Swing U as a thought leader in accessible arts education.

- Public radio and podcast placements, targeting science, music, and education

Securing interviews and feature segments on public radio and niche podcasts will introduce Swing U to audiences who value lifelong learning and cultural enrichment. By tapping into shows focused on science, music, and education, Swing U can authentically reach intellectually curious retirees and university partners.

# The Tactics

## Course Packages



- Your University Swings: Regional Jazz Heritage

This series invites retirees to explore the jazz history unique to their university's region, creating a personal cultural connection that deepens program engagement. Each session blends archival stories, local artist spotlights, and live virtual demonstrations to make the learning experience feel intimate and place-based.

- The University Jazz Festival-in-a-Box (Virtual Edition)

A turnkey virtual festival package that allows universities to host their own jazz celebration without logistical burden. This includes prerecorded masterclasses, mini-concerts, discussion guides, and customizable university-branded assets. Designed for retiree and alumni networks, it gives institutions an easy way to offer high-quality arts programming that feels engaging, communal, and cost-efficient.

- Jazz in Literature & Film: University Retiree Series

A curated virtual series exploring how jazz shapes iconic books, films, and storytelling traditions. Retiree learners engage with guided discussions, clips, and literary/film analyses led by Jazz at Lincoln Center educators. This program blends cultural enrichment with nostalgia, making it ideal for lifelong learners seeking intellectual depth and creative exploration.

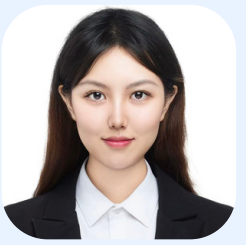
# The Tactics



## Social Media and Segmented Campaigns

- Build an active online community that humanizes Swing U and engages 50+ lifelong learners.
- Launch a six-week LinkedIn series, “Lessons from Retiree Learners,” to reach university influencers and spark B2B interest.
- Use Facebook and Instagram for regular program updates, behind-the-scenes content, and short clips to keep learners engaged.
- Share visually compelling Reels and carousels to highlight course themes and drive curiosity.
- Optional: Produce a polished “Swing U Story Sessions” video campaign with a content creator to boost credibility and reach.

# 6-Month Pilot Budget | \$25,000



## 1. Personnel – \$15,000

Seton Hawkins' time for course design + instruction;  
essential for program quality & retention;  
includes 2–3 guest artist features.

## 2. Content Production – \$5,000

Professional “Swing U Story Sessions”  
video series (3–5 videos) for marketing  
& partner outreach.

## 3. Marketing & Promotion – \$2,000

Targeted LinkedIn & Facebook ads to  
reach retiree associations and decision-  
makers.

## 4. Software & Tools – \$800

Zoom Enterprise + Canva Pro for  
delivery and professional presentation  
materials.

## 5. Partnership Development – \$1,200

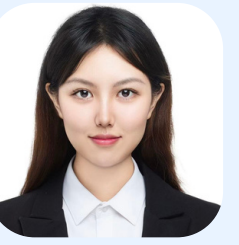
AROHE membership + annual  
conference for national access to  
retiree-organization leaders.

## 6. Contingency – \$1,000

Reserved for pilot feedback and  
unforeseen needs.



# Timeline



Month 1 : Asset Preparation & Pilot Build

Month 3 : Pilot Program Rollout

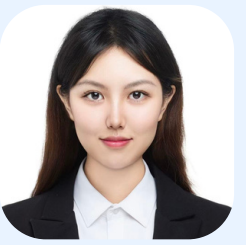
Month 5 :Expansion & Visibility Boost

Month 2 : Thought Leadership Launch

Month 4 : Festival-in-a-Box Season

Month 6 :Evaluation & Partnership  
Conversion

# Evaluation



## Our KPIs:

- Partnerships: Secure **5 university retiree partnerships by 2026**.
- Enrollment: Achieve a **30% increase in registrations** from partner organizations per term.
- Engagement: Maintain a course completion rate of **at least 80%**.
- Satisfaction: Attain a post-course satisfaction score of **4.5/5 or higher**.

## How We Track It:

### 1. Partnership Acquisition

(CRM / Tracking Sheet)

- Identify stage of stall (outreach / proposal / negotiation)
- Adjust program highlights & contact frequency



Forecast annual partnership conversions

Zhixuan

### 2. Registration & Participation

(Registration System & Zoom)

- Track Registrations & Attendance;
- Zoom Engagement (Polls / Q&A)



Completion / Certificates (80%)  
Compare High & Low Org Engagement

### 3. Social Media

**Attribution Analysis**

(LinkedIn & Facebook)

Monitor LinkedIn leadership posts and “Your University Swings” stories



Determine whether clicks drive traffic to the registration page

### 4. Course Satisfaction

(Google Forms / Typeform)

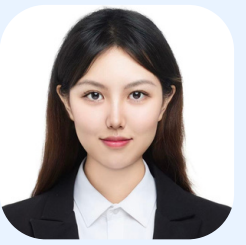
1. Partnership Acquisition Tracking (Tools: CRM / Tracking Sheet)

### 5. Community Feedback

(Facebook Groups)

1. Partnership Acquisition Tracking (Tools: CRM / Tracking Sheet)

# Conclusion: A Clear Path to Growth



Swing U is uniquely positioned to achieve sustainable growth by **partnering with university retiree organizations**. This strategy leverages our core strengths—**Seton Hawkins’s proven appeal** and **customizable course packages**—to integrate into established networks, securing a stable audience and meeting our partnership goal by 2026.

01

We’ve **identified** the ideal target **audience**

02

A customizable, turnkey course package that minimizes partner costs

03

**KPIs:** 5 partnerships + an 80% course completion rate

04

A shift from a volatile **B2C** model to a stable **B2B** strategy

# Sample Tactics

## LESSONS FROM RETIREE LEARNERS

A NEW SIX-WEEK SERIES FROM SWING U

📖 Lifelong learning doesn't end at graduation — and our 50+ learners prove it every day.

This winter, we're launching "**Lessons from Retiree Learners**," a six-week storytelling series spotlighting the motivations, insights, and lived experiences of adults returning to the classroom.

Swing U is committed to building a digital community that humanizes the learning journey, supports personal growth, and inspires universities to reimagine what lifelong education can look like.

- ✓ Real stories from our 50+ learner community
- ✓ Behind-the-scenes snapshots from our courses
- ✓ Program updates and content designed to spark curiosity
- ✓ A preview of our upcoming Swing U Story Sessions campaign

Let's shape the future of lifelong learning — together.

#LifelongLearning #HigherEd #AdultEducation  
#DigitalLearning #SwingU



Sample LinkedIn Post



# Thankyou!

**Presentation By:** Anne V. Brown  
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