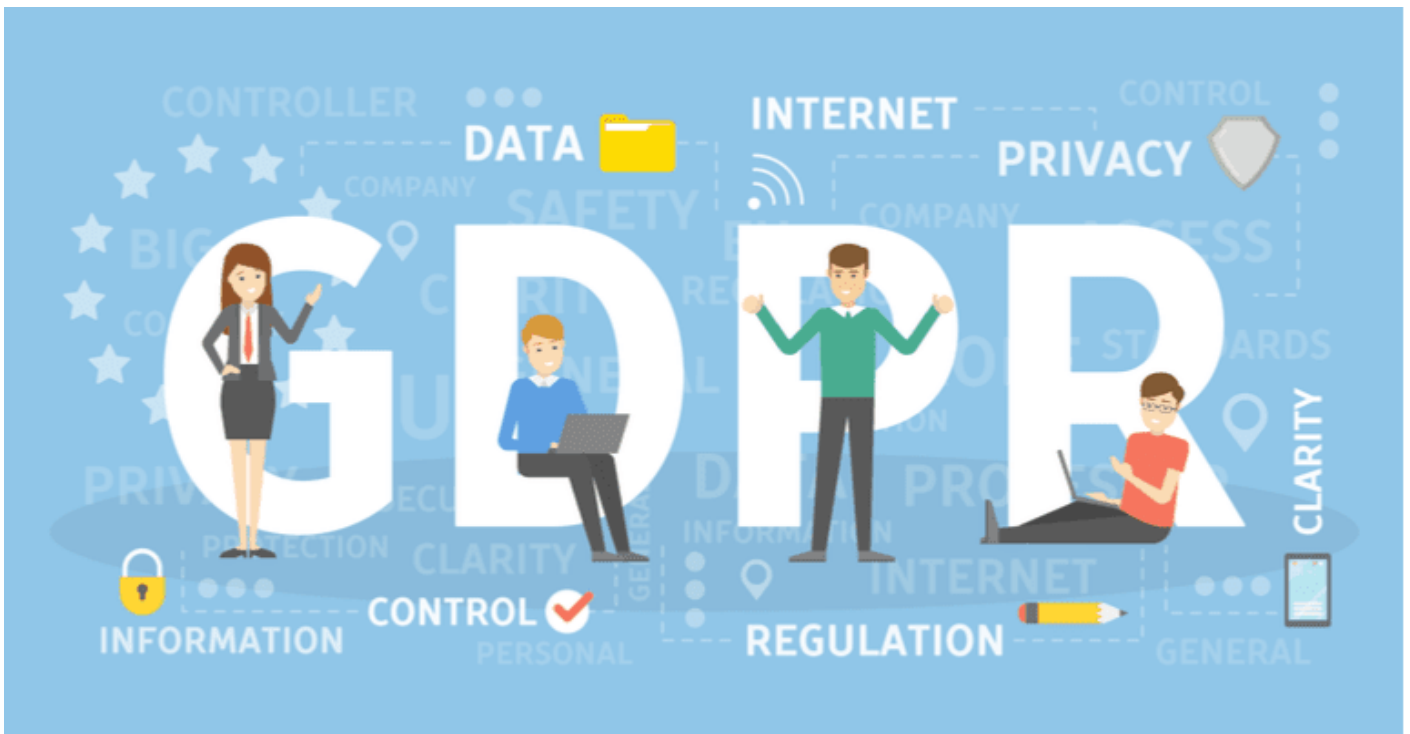




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California Enacts First U.S. Data-Privacy Legislation (Probably Not the Last)

California recently became the first state to enact data privacy legislation that gives consumers more control over how companies collect and manage their personal data.

While not unexpected—and only applicable to California residents—this is viewed by many as the first step in a state-by-state movement or an effort to provide similar individual protections at the federal level. The recommendation we made last month when GDPR was enacted, therefore, remains the same: Post a clearly defined privacy policy on any website or landing page to which you're driving traffic.

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How Would Your Students Rate Their College Experience? (You Might Be Surprised)

What’s the biggest difference between your traditional and nontraditional students? According to a 2017 study, it’s the degree of satisfaction with their college experience—and traditional students are not impressed. In both public and private institutions, it’s no surprise that cost and financial aid are the top deciding factors, but is that all there is? What about the admissions process, athletics or the campus itself? Carolyn Eckert, AW vice president, client services, explores what students really want here.

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Every Practice Has a Story to Tell: Here’s How

What’s your practice’s story? Diagnoses, processes and procedures may be the crux of your industry but they have the potential to make patients’ and prospects’ eyes glaze over. Jody Fisher, AW vice president, public

relations, weaves you a tale of effective storytelling—and what tactics to avoid—here.

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5 Digital Principles to Turn Credit Union Targets into Members

Traditional audience targeting based on behaviors, interests, psychographics and geography can reap successful results—but is your credit union ready for more? Today’s advanced digital techniques give you a farther reach than ever before, opening the door for your financial institution to connect with prospects one on one. Andrew Catalano, AW chief digital officer, breaks down the five key principles that will get you there, here.

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