

November 21, 2016

Tipping Point Communications isn't merely our agency—they're our go-to strategic partners. From building comprehensive media strategies across New York State to helping manage national-level public relations issues, Tipping Point has been there with us side-by-side as we've navigated through challenges and capitalized on opportunities. As a result of our partnership, we're headed for our third-straight year of record-shattering enrollment.

Michelle, Barbara, Sara, and Lindsay are great friends of the College and our team, too. From fundraising dinners to milestone celebration events, Tipping Point is always the first of our partners to show their unwavering support and commitment to our mission and our students. Our partnership extends so deeply that we've even started offering master's degree programs in their state-of-the-art facility on University Ave in Rochester.

We've always known we've been in good hands with Tipping Point, and we were thrilled when we found out Tipping Point was a 2016 recipient of the Ethie award. Nearly 95% of our budget comes from tuition dollars painstakingly earned and saved by students and their families, and having a partner that personifies sound business ethics is of utmost importance to us. With Tipping Point, we always know they have the College's best interest—not their own bottom line—in mind.

We partnered with Tipping Point Communications at the advent of our long-range strategic plan. For Keuka College, it was more than just a smart business decision: it was a tipping point.

Pete Bekisz
Senior Director, Marketing and Communications



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