



**SCOPE 1**  
MARKETING TECHNOLOGIES

# Huntington College Personal Marketing Program 2.0

Huntington College's Brochure Builder and virtual tour DVD was built by Scope1 to encourage students inquiring on the web to apply to the university by providing information relevant to the student and their parents right now, when the student is actively gleaning information about their future. The strong calls to action encourage campus visits, convey institutional responsibility, responsiveness and academic value, demonstrate positive career outcomes, and explain the value of attendance. The first test group demonstrated that 4.5% of students who received the brochure from Scope1 Marketing Technologies matriculated. In the first three months 377 requests were made for the brochure with 34 applications and 32 acceptances.

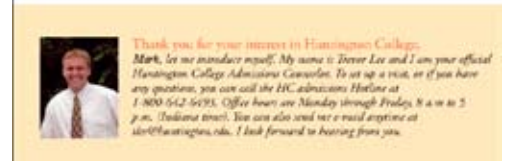
In 2005 Scope1 added a DVD based virtual tour to the list of online options. Over 15,000 DVD's shipped in the first two months. Adding the DVD bumped the requests for follow up information up approximately 7% over the brochure alone. After one year, we measured a 59% increase in total brochure requests. The web brochure speeds up the student's investigation process and the automated delivery of the DVD reinforces the responsiveness and value of Huntington right from the first impression.

## Profile:

- Undergraduate and Graduate Programs
- Over 70 academic concentrations
- Headquarters: Huntington, IN

## Facts:

- Ranked #7 Baccalaureate program in the Midwest by US News and World Report
- 30 Denominations
- 32 States
- 16 Countries
- 80% of Undergrads live on campus
- 56% Female
- 5% International





## *Program objectives*

Encourage students inquiring on the web to apply to Huntington College by:

- Encouraging campus visits
- Addressing both students and parents
- Conveying academic value
- Demonstrating career outcomes
- Explaining the integration of faith and learning
- Offer prospective students a tour of the campus on DVD

## *Significant results reported by user*

- In the first test group, more than 4.5% of the students who received a brochure from the system enrolled at Huntington.
- As an initial contact capability, the automated response system acquired more newly enrolled students than any other source.
- By March 2004, 377 requests were made for the brochure, resulting in 34 applications, and 32 acceptances.
- Six to eight times as many requests for DVD as for a personalized brochure alone
- 59% increase in brochure requests in November after one year of DVD inclusion 28% increase in brochure requests in one month over the same month the
- 15,000 DVDs shipped in the first two months

*"We are very excited about our  
growing enrollment"*

*G. Blair Dowden*

*President*

*Huntington University*

According to information recently posted on [www.huntington.edu](http://www.huntington.edu); As of Sept 2008, the number of matriculants rose to 1,211 students for the fall 2008 semester, a 5 percent increase over the fall of 2007. This total includes 978 traditional undergraduates—a new record—plus 130 students in the EXCEL Adult Degree Programs and a record 103 students enrolled in the Huntington University Graduate School. This is the first year HU's graduate programs have exceeded the 100-student mark.

Huntington had a 10 percent increase in new undergraduate students this fall. The Christian liberal arts college enrolled a record 327 new full-time traditional undergraduate students, including first-time freshmen and transfer students.

"We are very excited about our growing enrollment," said Dowden. "It is so rewarding to meet these new students and to experience their enthusiasm for beginning college. They have come to Huntington eager to learn, to grow in faith, and to serve others."

Dowden added that he was grateful that the university's new student residence, Livingston Hall, was completed in time for the beginning of



the fall semester. “With a record-breaking incoming class, Livingston Hall is already 97 percent full, and overall student housing is at 90 percent of capacity,” Dowden said. “Managed growth will continue to be a major focus for Huntington University. Our long-range plan calls for increasing enrollment to 2,000 students by 2016.”

Dowden noted that U.S. ethnic minorities comprise 7 percent of incoming freshmen. While 56 percent of all students are Indiana residents, the student body includes representatives of 36 different states and Puerto Rico. In addition, there are 31 international students representing 17 countries.

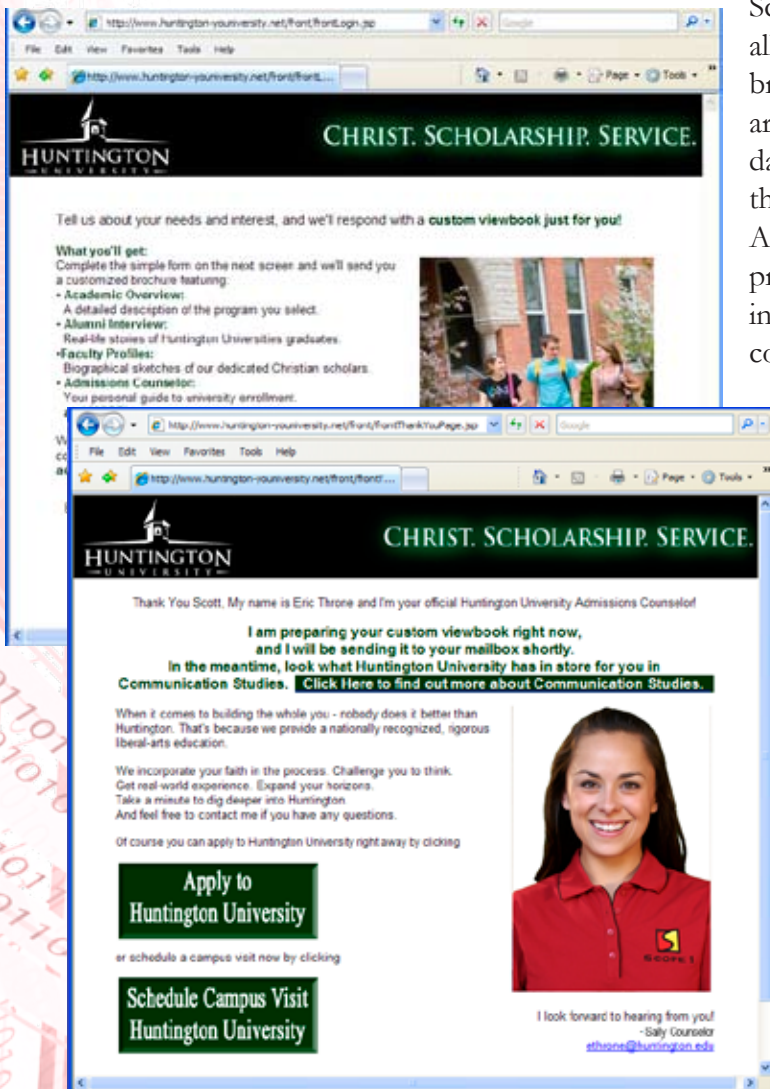
### Description

The target audience for this program is broadly stated as , “Prospective college-bound high school students”. Initially 3,500 brochures and 15,000 DVDs. These are both ongoing project.

Scope 1 initially designed a web-inquiry page that allowed students to create their own customized brochure.” The form captured the students’ desired area of study and extracurricular interests. With this data, Scope 1’s system created a PDF brochure online that could be immediately viewed by the prospect. A printed version of the brochure was immediately produced and mailed to the student. The brochures included personalized text, overview of programs; containing relevant information based on the students’ interests, alumni interviews, faculty bios, course lists in selected major, and extracurricular features. They also included a personal greeting from a student’s assigned admissions counselor based on the student’s zip code.

Only one cover photo is static in the four-page layout. The rest of the brochure is completely variable based on each student’s selected interests

Scope 1 had developed a system that dramatically shortens the normally extended sales cycle of VDP. This is a series of templated print specifications, pricing schedules, and production flows. The Huntington College brochures are printed on a 12” x 18” sheet of 80lb cover stock, trimmed to 11” x 17” and quarter-folded. Scope 1 supplies their clients with templated layouts as well





as instructions for correctly “designing for digital.” These instructions were used as a guide for their designer who created a very effective series of images and copy. The design guidelines served as a conversation starter between scope1’s consultants and the design group. It allowed the college to create within their corporate specifications and maintain brand awareness

The staff was also given instructions to write copy for the brochure. The data culled from the web interface is stored in a Sequel Server maintained by Scope1. On a weekly basis, the data is sent to the Scope1 data center where it is married with the brochure template. The server outputs VPS, PPML, VDX or PostScript files. In this instance, the Huntington College brochure currently is produced on an HP/Indigo.

In 2006 Huntington College developed a campus tour to be published on DVD. Visitors to the “Build a Brochure” site could choose to receive the personalized brochure or a DVD. If they choose the DVD, it arrives in a personalized package along with the postcard. The postcard is shrink-wrapped onto the DVD jewel case and used as the mailing label.



For a trial run of the project Huntington College supplied Scope 1 with student data they had previously collected in a database of more than 6,000 students. The DVD offer has proved so popular with prospective students that the college had mailed 15,000 of them within a few months. The information in the package includes the name and photo of a personal counselor at the college,

someone the prospective student is urged to call with any questions they may have. The college has seen and heard of students holding onto their cards and DVDs so they can have a ready reference to the counselor’s name. Because the card has their name on it, other prospective students are keeping it posted where they can see it readily because they thought it was cool.

The college has determined that the students who received the personalized brochure before they enrolled tend to matriculate at the college when compared to students who did not. The DVD program has not yet been in effect long enough to measure matriculation rate, but the level of interest and follow-up response from students has been high and Huntington is excited about the prospects of its success.



## *Customer Strategy*

Marketing in higher education had become repetitious generating generic one-way communication documents. Huntington College needed to effectively reach the kind of prospects they wanted on their campus; they needed to understand their dreams and aspirations and reach out to them using this personal knowledge. Huntington recognized at the start that the integrated web-to-print aspect of Scope 1's offering would allow them to put this philosophy on the printed page.

*"[The brochure] establishes Huntington with a position of responsiveness and value in the mind of the students that becomes pretty valuable when a big part of what we are selling is intangible."*

*-Jeff Berggeren*

*Vice President of Enrollment Management and Marketing*

The program was originally launched as a supplement to other student recruitment efforts; however, due to its success in generating a higher yield of applicants and enrollments, it has increasingly become the marketing centerpiece of their recruitment efforts. So much so that a major part of the PR director's job is to constantly search for new material telling the stories of recent graduates who are experiencing success in careers and life. Their stories are used as variable data and matched in the brochure to a prospect's academic major aspiration. The ability to capture the data input on the web also allows follow up by counselors assigned to a prospect's geographical area. Additionally, they gained better data from more prospective students.

Not only has Huntington College justified the expense of the program, but it also offers a more pleasant experience for the prospective students and allows the college to show off their academic strengths. New stories are constantly used to freshen and add to the library of content.

Huntington was a good prospect for Scope 1. Once Scope 1 presented the project, the college officials asked themselves, "Why wouldn't we do this?" The team at Scope 1 led the college staff patiently through the project. Content development took one full year. It could have been faster if they had been less ambitious, but they wanted to add custom content for each academic department and major. Consequently, they needed to find and write the story of an alumnus for each department.

While the Huntington staff wished they could have implemented the project sooner, they are now glad they took their time and launched it correctly and with great success

Jeff Berggren, Vice President of Enrollment Management and Marketing at Huntington College, says students who receive the personalized brochure matriculate at higher rates for two reasons. The Web brochure speeds up the student's college investigations and creates an understanding of how Huntington might meet the student's needs. The addition of the DVD to the college's recruitment efforts has helped the College attract the interest of students... "I think that the fast, unique and personalized distribution of the DVD and postcard is helping to get the attention of this group." 