

This is Your Future: Champlain College Class of 2022 Admissions Package

PROVIDE A CONCISE DESCRIPTION OF THIS ENTRY

As we looked to welcome the Class of 2022 into the Champlain community, we wanted to create an admissions package that was distinctive and memorable, and which included ways for students to celebrate and share their accomplishment. We created a theme, *This is Your...*, which was woven throughout the piece (and through headlines like *This is Your Day*, *This is Your Time*, *This is your Plan*) to invite students to imagine their time, their education, their community, their future at Champlain. Key to this approach was the viewpoint of the layouts and photography: everything is presented from the gaze of the student, with top-down shots of relatable workspaces, objects, and tools one might encounter in classes and life at Champlain. The student-centric theme was also featured in four oversized French-fold pamphlets that unfold to reveal full-size posters for students to proudly display on their walls and share their Champlain pride.

PROVIDE THE NAMES OF STAFF WHO WORKED ON THIS ENTRY

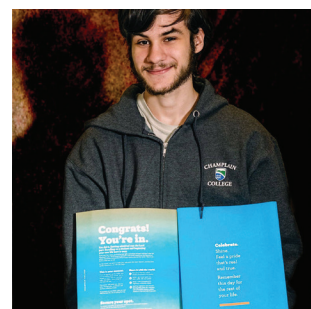
- Stephanie Kloss, Director of Creative Services
- Jonathan Mikulak, Senior Designer
- Leandre Waldo, Director of Client Services
- Marcelle Langan, Director of Digital Strategy
- Tara Mirakian, Production Manager

Several students also contributed to this work:

- Andrea Cincotta, '18, Graphic Design & Digital Media
- Angela Dimoreto, '18, Graphic Design & Digital Media
- Sterling Adams, '19, Graphic Design & Digital Media

STATE OBJECTIVES AND HOW THEY SUPPORT YOUR INSTITUTION'S MISSION

Our main objective was to create an admissions package that recognized and supported a student's excitement and pride upon being admitted to college. Our business objective was to build brand affinity and loyalty to ultimately support yield. We strived to create an experience that stood out from other college admission publications—celebratory but also informative and clear—to guide students and families through this exciting but sometimes confusing and difficult process.





CHAMPLAIN COLLEGE

LIST YOUR TARGET AUDIENCE(S) AND HOW YOU ADDRESSED THEIR NEEDS

Fall 2018 Admitted Students and Families.

Deciding where to go to college is a big decision for families. We sought to provide the information families require in an informative, yet memorable, way. We were also keen to support a student's desire to celebrate and show their school pride once they made the decision to join the Champlain community.

IF OUTSIDE VENDORS/CONSULTANTS WERE USED, PLEASE EXPLAIN WHAT ROLE THEY PLAYED

We partnered with local photographer and Champlain College alumni, Ryan Bent, '08, to produce the tabletop photography featured primarily in the admissions package, but also in other supporting communications.

TOTAL BUDGET FOR ENTRY, EXCLUDING SALARIES BUT INCLUDING THE COST OF VENDORS/CONSULTANTS

Quantity: 4,650

Printing: \$18,534

Photography: \$1,575

DESCRIBE YOUR RESULTS AND HOW YOU MET YOUR GOALS AND OBJECTIVES; IF THIS IS A RECENTLY LAUNCHED PROGRAM, DESCRIBE YOUR PLANS TO EVALUATE IT

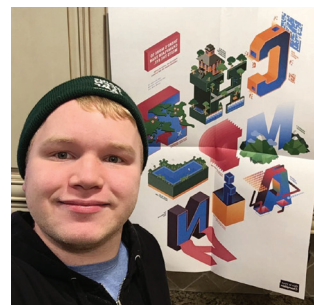
Our goals were to generate excitement among the students who were admitted to the College and to drive deposits.

Supporting yield:

- It is still too soon to determine our final yield, but deposits are trending inline with previous years.
- A good indicator of success is that RSVPs to our Admitted Student Days are up over 17% this time last year (as of March 5, 2018).

Supporting student excitement & sharing.

- Students have been sharing photos of their admissions packages widely online using #champaccepts (see sidebar).
- Our Admissions Team received a number of calls from excited students who said how thrilled they were to receive their admissions package. Our team did not receive these types of calls prior to the redesign.





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SHARE ANY ADDITIONAL INFORMATION TO CLARIFY THE PURPOSE AND/OR OUTCOME OF THIS WORK

The newly designed admissions package was supported by a number of other communications, all of which carried through the same campaign theme. The pieces included in *This is Your Future: 2018 Champlain College Admission Communications* were:

Admit Package

- Full-bleed bright blue envelope introducing students to the *This is Your...* copy theme that runs throughout the materials.
- Folder with top and bottom folds to that serve to contain the rest of the materials. The folder carries on the *This is your...* theme with “This is your day” printed on the cover.
- The letter of admission formally congratulates the student on their admission.
- Four poster-size inserts provide critical information on four topics: *This is Your Home*, *This is Your College*, *This is Your Plan*, *This is Your Time*. Each insert unfolds to reveal a theme-specific poster on the reverse side.
- Deposit Form.

Admitted Student Website (champlain.edu/admit):

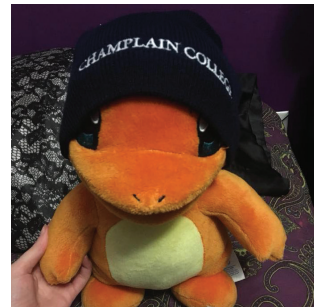
- As part of this initiative, we completely revamped and expanded our Admitted Student website. It now serves as the go-to resource for all admitted students.

Admitted Student Day Postcard

- A postcard inviting students to our Admitted Student Day was sent a few weeks after a student received their admissions package. The artwork on the postcard carried through the design inspiration of the *This is Your Home* poster, featuring what are now fondly known as “the Champlain peeps.”

Campus Life Mailer:

- As a follow-up to the admissions package, students received a *This is Your Campus Life* mailer. This piece carried through the poster theme and featured a hand-drawn map of Burlington, VT, and the College.

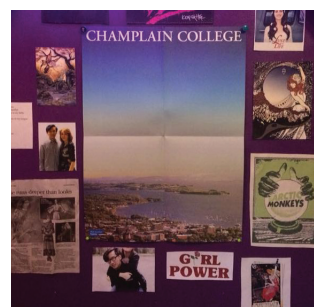


PLEASE PROVIDE THE NAME OF THE HEAD OF YOUR INSTITUTION

Don Laackman, President

PLEASE PROVIDE YOUR INSTITUTION'S PREFERRED @HANDLE AND/OR #HASHTAG.

@champlainedu; @champadmissions; #champlainedu; #champaccepts





CHAMPLAIN COLLEGE



Admissions
package
folder
cover



Admissions
package
folder with
front panel
opened



CHAMPLAIN COLLEGE

Admissions package oversized pamphlet fronts unfolded





Admissions package
This is Your Time pamphlet



This is Your Time...
to challenge your assumptions, try new things, and make your mark here and out in the world. You've worked hard to reach this day, and we're thrilled to have you join our community. It's time to take advantage of all the life-changing opportunities Champlain has to offer!

The packet contains a wealth of information and resources about becoming a part of Champlain College. Explore at your leisure, and please have questions, and we'll be more than happy to support your success as you make a way or pave for you to make your final decision.

Take the Next Step—Become a Champlain Student

To accept your offer of admission, complete **one** of the following options:

- 1 Fill out your deposit form and pay your tuition and housing deposit(s) on or before online or through our office.
- 2 Fill out and return the check of deposit form with your tuition and housing deposit(s).

For more information, visit champlains.edu/admits.

There's More! When your deposit has been received, you are officially enrolled as a Champlain College student. You'll receive detailed instructions on how to make registration work and the other important tasks you need to complete prior to the start of the fall term. For more information, visit champlains.edu/firstyear.

Deposit Deadlines

EARLY DECISION	REGULAR DECISION	WINTER ENROLLMENT
12/15	3/15	1/15

HOUSING TIP: Priority for housing room assignments is based on the date that the tuition and housing deposit was received. Once all students have completed the housing request form beginning March 1st at champlains.edu/housingrequest.

Let's Celebrate You!

Admitted Student Day
Have fun! You've been admitted. Your questions will be fewer than when you were considering your college search. This is your chance to dip deeper and see Champlain from a new perspective as you prepare your future. Meet students who feel that Champlain is the right choice for them. We'll have a special event for you. We'll have a special event for you. We'll have a special event for you.

Apr 6-7, 2018
Main: Evening Social
Newark: Admitted Student Day
Register for Admitted Student Day at champlains.edu/admits2018

Apr 13-14, 2018
Main: Evening Social
Newark: Admitted Student Day

Summer Launch Program
Discover more about the opportunities that the possibilities that await you here. You'll get a taste of campus life and do something cool. It might be an outdoor adventure or a hands-on learning experience. Keep an eye on the website for details. champlains.edu/summerlaunch

August Orientation
Get off to a great start! Champlain's Orientation program is designed to help you get acclimated to the college and your new friends. You'll meet your new family and friends. You'll meet your new family and friends. You'll meet your new family and friends.

Family Weekend
You'll love your family and want to share them. The end of September is a perfect time to reunite with family and enjoy Vermont in its glory. It's a great weekend. Don't miss it! champlains.edu/familyweekend

Start Spreading the News
You're officially admitted to Champlain College. It's a huge deal, and we want you to spread the word! We'll give you a special gift. We'll give you a special gift. We'll give you a special gift.

Score Bragging Rights and Rewards: Prizes, Too!
Sparking your photo, you'll be invited to join our social media group. We'll give you a special gift. We'll give you a special gift. We'll give you a special gift.

Join Our Facebook Group
We've created a Facebook group for you. It's a great place to connect with your fellow admitted students. Check it out! www.facebook.com/champlains2018





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Admissions
package
posters
unfolded

