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Vertical Solution Map – Education

Remember that time at the BSC when …?

We bet you remember lots of fun times at Elizabethtown College.

Instructions for use: This map provides an overview of common communication objectives within the Education market which can be solved with solutions powered by digital print. For each objective specific challenges and solutions are identified with links to PODi case studies that illustrate successful implementations.

Service providers should use this sales tool to understand:
- o Common challenges within the education market
- o Solutions that you can build to meet your customer's needs
- o Which case studies will best demonstrate to your customer the power of digital print

Objective/Challenge	Solution	Cases
Fundraising o Increase number of donors and/or participation rate o Increase amount of donations o Move donations online (less admin cost)	o Build relationship before asking for donation. Incorporating social media can be effective o Establish connection by making communications relevant to recipients' class year, major, activities o Compelling offer/incentive for donors (personalized poster, party for top performing class year, class competition, etc.) o Customize information based on donor history o Make response mechanism easy (Personalized URL, pre-filled donation forms)	o Allegheny College o Catholic High of Little Rock o The Citadel o LaSalle Academy o Out-of-Door Academy o Rosemont College (2012) o Rosemont College (2011) o Rosemont College (2010) o Rosemont College Virtual Party o University of Alabama o UNLV Foundation o The VMI Foundation o Wesley College

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Objective/Challenge	Solution	Cases
Student Recruitment o Increase inquiries/Generate leads o Gather data on prospective students o Reduce recruitment costs o Increase participation in student visit days o Increase applications/enrollments	**Outbound marketing** o Multi-touch, multi-channel campaign o Make communications relevant to student with copy/images varying based on intended major, activity interest, gender, etc. o Send targeted mailings to smaller list instead of blasting generic mailer to large audience o Use response mechanisms that have built in tracking mechanisms i.e. Personalized URLs, QR codes	o Anglia Ruskin o Belmont Abbey o Boise State University (Enrollment) o Dominican University o Erskine College o Lyon College o Miami University o Mount Mary College o Mount St. Mary's University o Oakland University – 2011 o Oakland University - 2012 o Provost Academy o Remington College o Robert Morris University o Salem College o Southern New Hampshire o St. Mary's o Teachers College o University of La Verne
	Responding to inbound inquiries o On demand brochure generation based on web inquiry/input o Send targeted mailings rather than generic 200+ page catalogs	o Erskine College o Franklin University o Huntington College o Kennesaw State University o Mount St. Mary's University o Salem College o Tiffin University

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Objective/Challenge	Solution	Cases
Alumni Relations ○ Maintain connection ○ Encourage alumni to interact with school	○ Gain attention with relevant communications that incorporate information specific to class year, major and extracurricular activities while on campus ○ Increase interaction through cross-media. Personalized URLs make easy response mechanism that can be tracked. Integrate social media in campaign to continually engage alumni	○ Elizabethtown College ○ Georgetown Preparatory ○ Massachusetts College of Pharmacy ○ Mount St. Mary/Catholic High School ○ Rosemont College (2010)
Student communications ○ Communicate important information to current students ○ Foster good relationships with current students	○ Make communications relevant to the specific needs of the student	○ Boise State University (Freshman Orientation) ○ Loyola University ○ Slippery Rock University
Document management ○ Increase efficiency of print center ○ Reduce errors ○ Serve varying needs of faculty, staff and students ○ Reduce labor for teachers and print center staff ○ Automate job tracking	○ Implement online job submission tool with automated job ticketing and tracking	○ Fox Valley Technical College ○ Lincoln Public Schools ○ Simon Fraser University ○ Villanova University ○ Washoe County Schools