

PODi CASE STUDY

RUSH UNIVERSITY STUDENT RECRUITMENT PROGRAM



RUSH UNIVERSITY

EXPERIENCE YOUR FUTURE

BACHELOR OF SCIENCE (BS) IN HEALTH SCIENCES

EXPERIENCE RUSH ON APRIL 11, APRIL 25 OR MAY 9.

Spend the most important two years of your undergraduate degree completing a Bachelor of Science in Health Sciences at Rush University. Attend one of our Experience Rush events where you'll meet our teacher-practitioners, tour the campus and the nationally renowned Rush University Medical Center and discuss your personal goals with Admissions & Career Guides.

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www.podi.org

RUSH UNIVERSITY STUDENT RECRUITMENT PROGRAM

VERTICAL MARKET: Higher Education

BUSINESS APPLICATION: Direct Marketing/Lead Generation

BUSINESS OBJECTIVES

The College of Health Sciences Director of Marketing and Admissions for Rush University was faced with a challenge and dilemma.

- **The challenge:** thanks to a large grant that provided education for Chicago City College students, was to drive students to apply and enroll for a new undergraduate program that to date only had 5 students.
- **The dilemma:** where to target students since this undergraduate program requires that the students have already completed 60 approved credit hours towards their undergraduate degree.
- **The bigger dilemma:** how to promote a program that was new and at the time had little to no brand recognition since Rush University is more known for its respected graduate programs.

RESULTS

The new marketing program for the incoming class was a huge success. "Overall, we consider this campaign to be a success. We increased our applicant pool, doubled our matriculation rate and, most importantly, promoted brand awareness," says Dina Batlivala, Director of Marketing & Admissions for Rush University, College of Health Sciences. "This is a project that I would recommend for any higher education institution looking to reach a new population of students."

The Numbers:

- Total applications: 129 (including started, submitted, and completed)
- Open House Registration Total: 58
- Matriculated: 12

TARGET AUDIENCE

Two groups were targeted:

- 1) current college students who at the time of transfer will have completed 60 approved credit hours, with preferences in the sciences
- 2) community college students looking to continue their college education

SOLUTION ARCHITECTURE

Through careful research Rider Dickerson set out to help Rush define what the unique value proposition for this B.S. in Health Sciences should be. This led to content and creative development that was informed by the market research and ultimately led to a fantastic multi-touch cross media campaign leveraging print, emails and customized landing pages. The marketing touch point schedule was timed to have mailers and emails arrive in students' mailboxes and inboxes around key information session dates. This sparked impressive registration and attendance as compared to prior efforts by Rush. Mailers were personalized by name and male/female imagery was also implemented. The schedule is shown below:

- March 25th Mailer #1 Experience Rush/ event registration
- March 26th Email #1 Experience Rush/ event registration
- April 1st Mailer #2 Student testimonial/ reminder event registration
- April 22nd Email #2 Student testimonial/ reminder event registration
- April 28th Mailer #3 Student testimonial/ reminder event registration
- May 5th Email #3 Call person for meeting/ reminder that applications are open
- June 5th Email #4 Call person for meeting/ reminder that applications are open

REASONS FOR SUCCESS

The campaign was successful because it was highly targeted, relevant and expertly combined multiple channels. In building this solution, Rider Dickerson served as a true marketing partner. They oversaw the research, content and creative development, implementation of the touch point plan, and final execution of all of the deliverables. By having full control over the entire process, Rider Dickerson was able to drive more effective results.

Complete your undergraduate degree at nationally-ranked Rush University Medical Center.

APPLICATIONS NOW BEING ACCEPTED FOR FALL 2014

RUSH UNIVERSITY

BACHELOR OF SCIENCE IN HEALTH SCIENCES

EXPERIENCE YOUR FUTURE

Two years of hands-on preparation for your healthcare career.

Direct mail piece

RUSH UNIVERSITY

EXPERIENCE YOUR FUTURE
BACHELOR OF SCIENCE (BS) IN HEALTH SCIENCES

Dear Pam,

You are a high achieving student who is passionate about a career in health care. That's why we recently sent to your home address information about the new Bachelor of Science (BS) in Health Sciences at Rush University. This unique program is designed to let you complete your undergraduate degree with two years of hands-on experience:

- Learn in real-world settings, including the medical school cadaver lab and the heart-lung bypass technologies for cardiac surgery
- Work side-by-side with professionals using cutting-edge patient and laboratory techniques
- Experience one-on-one patient care at the nationally renowned Rush University Medical Center
- Receive personal support and guidance from the entire Rush community on your path to the graduate program of your choice

We invite you to visit campus and learn more enrolling in the program for Fall 2014. [Register for a Rush Experience Event](#). Or email our Admissions & Career Guides to discuss our easy enrollment process and financial aid options.

Fast facts on the Rush community:

- 2,100+ students are pursuing medical, graduate and undergraduate degrees at Rush University
- We offer 20+ degree programs and 8 of our programs are ranked in the Top 10 by U.S. News & World Report
- Rush University Medical Center is one the nation's top hospitals, according to the 2013 U.S. News & World Report
- The Medical Center was also named the #2 hospital in Illinois in the same report.

Experience Rush on April 11, April 25 or May 9.

Applications are now being accepted for Fall 2014. We invite you to meet our teacher-practitioners, tour Rush University and the Medical Center, and discuss your academic and career goals with Admissions & Career Guides.

[Register now!](#)

Personalized email

EXPERIENCE YOUR FUTURE
Two years of hands-on preparation for your health care career.

RUSH UNIVERSITY

BACHELOR OF SCIENCE (BS) IN HEALTH SCIENCES

Welcome Pam,

Ready to complete your undergraduate degree in a health care focused, personally supportive, and uniquely hands-on program? Applications are now open for the BS in Health Sciences Program for Fall 2014. Our enrollment process is easy, and we typically accept most previously earned credits.

We invite you to learn more in one of these ways:

EXPERIENCE RUSH ON JUNE 13 OR JUNE 27

Meet teacher-practitioners, current students, tour Rush University and the Medical Center, and discuss your personal goals with Admissions & Career Guides. Learn about admission requirements and financial aid options.

Can't make one of the events or have additional questions? We are happy to speak with you one-on-one either in person or on the phone. Please email us for an appointment or call 312-942-1721.

A Nationally Ranked Experience

- 8 of the 30+ Rush University programs are ranked in the Top 10 by U.S. News & World Report
- Rush University Medical Center was named #2 hospital in Illinois by U.S. News & World Report in 2013, and one of the top hospitals in the country.
- Rush Medical Center is ranked #10 in the country for orthopedics, and our specialists are proud to be the team physicians for the Chicago Bulls.

Personalized microsite landing page

Rush University Student Recruitment Program

CUSTOMER	Rush University www.rushu.rush.edu/sp/Pages/Home.aspx Located in Chicago, Rush University is one of the nation's leading academic health centers for research and health profession education. Its supportive learning environment, leadership and research opportunities, and focus on community service help create an atmosphere of innovation and inspiration. The College of Health Sciences (CHS) at Rush University is responsible for education and research in the allied health professions, including health care management.
SERVICE PROVIDER	Rider Dickerson www.riderdickerson.com Rider Dickerson is a Chicago-based print and digital solutions company known for its creative thinking and high standards of client service. Companies of all sizes, of all needs, of all budgets depend on Rider Dickerson to identify innovative solutions to drive their business success.
HARDWARE	HP Indigo 7500
TARGET AUDIENCE	Current college students who at the time of transfer will have completed 60 approved credit hours, with preferences in the sciences as well as community college students looking to continue their college education
DISTRIBUTION	17,000 each of 3 different mailers
DATE	January to June 2014