

THE MARKETING OF HIGHER EDUCATION





V erticals

from Sappi North America looks at individual vertical markets and examines the unique challenges, traditions, and idiosyncrasies each faces when communicating with its target audience. This edition focuses on the marketing approaches used by America's colleges and universities. With nearly 5,000 institutions of higher education in the U.S. alone, the competition to attract bright, highly motivated students is intense. Today's colleges and universities are at the forefront of adopting cutting-edge information delivery platforms and arriving at an effective balance between print, digital, and social media.

KNOW YOUR MARKET

The availability of big data today gives marketing strategists the opportunity to look at patterns, trends, and associations in analyzing their demographics from every angle. Such statistics may prove surprising or show that your institution fits the norm. Either way, profiling the behavior of typical college applicants helps to shape a marketing message that resonates with their preferences and concerns. Here are some recent statistics to keep in mind.

11.7 MILLION

FEMALES

ATTENDED COLLEGE IN 2015, COMPARED TO

8.8 MILLION

MALES

SOURCE 1

75.5%

OF STUDENTS WERE **ACCEPTED** BY THEIR FIRST CHOICE OF COLLEGE.

59.0%

OF STUDENTS WERE **ENROLLED** IN THEIR FIRST CHOICE OF COLLEGE.

SOURCE 2

64%

OF STUDENTS SAID THE SCHOOL'S **ACADEMIC REPUTATION** WAS THE MAIN REASON FOR DECIDING TO GO THERE.

SOURCE 3

86%

OF FRESHMEN CHOOSE A SCHOOL WITHIN **500 MILES** OF HOME; MORE THAN HALF OF THAT NUMBER ATTEND A SCHOOL WITHIN 100 MILES OF HOME.

SOURCE 4

23%

OF UNDERGRADS AGED 24 OR UNDER **WORK 20 HOURS** OR MORE A WEEK.

SOURCE 5

THE U.S. HAS NEARLY

5,000

INSTITUTIONS OF **HIGHER EDUCATION**, INCLUDING PUBLIC AND PRIVATE COLLEGES AND UNIVERSITIES.

SOURCE 6

29%

OF HIGH SCHOOL SENIORS APPLY TO **7 OR MORE** COLLEGES.

SOURCE 7

33%

OF FULL-TIME COLLEGE STUDENTS ARE **18 TO 21 YEARS** OLD.

VERSUS

40%

OF ALL COLLEGE STUDENTS ARE **25 YEARS** OLD OR OLDER.

SOURCE 8

\$35,000

IS THE AVERAGE COLLEGE STUDENT'S **DEBT** AT GRADUATION.

SOURCE 9

THE AVERAGE
**YIELD
RATE**
FOR COLLEGES

36.2%

SOURCE 10

34%
ONLY

OF HIGHER
EDUCATION
INSTITUTIONS
RANKED THEIR
MARKETING
EFFORTS AS
"VERY
EFFECTIVE."

34%

SOURCE 11

95%

OF COLLEGE ADMISSIONS
OFFICES USE AT
LEAST ONE FORM OF
SOCIAL MEDIA.

SOURCE 12

FOR RECRUITING,
PRIVATE FOUR-
YEAR COLLEGES
SPENT AN
AVERAGE OF

\$2,232 PER NEW STUDENT.

SOURCE 13

40%

OF HIGH
SCHOOL
SENIORS
AND

45%

OF
JUNIORS
SAID

THEY WERE MORE
LIKELY TO CONSIDER
COLLEGES THAT USE
**BROCHURES
AND PHONE
CALLS**
TO COMMUNICATE.

SOURCE 14

71%

OF SURVEYED STUDENTS
REPORTED THAT
**PRINT
PUBLICATIONS
AND LETTERS**
WERE AN EFFECTIVE
WAY TO LEARN
ABOUT A SCHOOL'S
ACADEMIC OFFERINGS.

SOURCE 15

21.43%

OF SURVEYED
COLLEGES HAVE
MADE PAYMENTS TO
**SEARCH
ENGINES**
FOR HIGHER
PLACEMENT.

SOURCE 17

SURVEYED SCHOOL
MARKETING AND
ENROLLMENT
PROFESSIONALS SAY
EFFORTS TO RECRUIT
NEW PROSPECTS
ARE HAMPERED BY

LIMITED BUDGETS **74%**

LIMITED RESOURCES **55%**

LIMITED DATA **30%**

SOURCE 16

66.66%

OF SURVEYED
COLLEGES ISSUE
**PRINTED
VIEWBOOKS.**

SOURCE 18

90.48%

OF SURVEYED
SCHOOLS
CONDUCT
**RECRUITING
VISITS**
TO HIGH
SCHOOLS.

SOURCE 19

58%

OF PRINTED
VIEWBOOKS
INCLUDE
AT LEAST ONE
**SOCIAL
MEDIA
ICON.**

SOURCE 20

A Guide to
Marketing to Students

YOU TALKING TO ME?

Getting
the Right Message
to the Right Person
at the Right Time



ANTHROPOLOGY MAJOR



BUSINESS MAJOR



PRE-MED



MUSIC MAJOR



ENGLISH LIT MAJOR



NURSING MAJOR



ENGINEERING MAJOR



HISTORY MAJOR



PSYCHOLOGY MAJOR



VETERINARY MAJOR

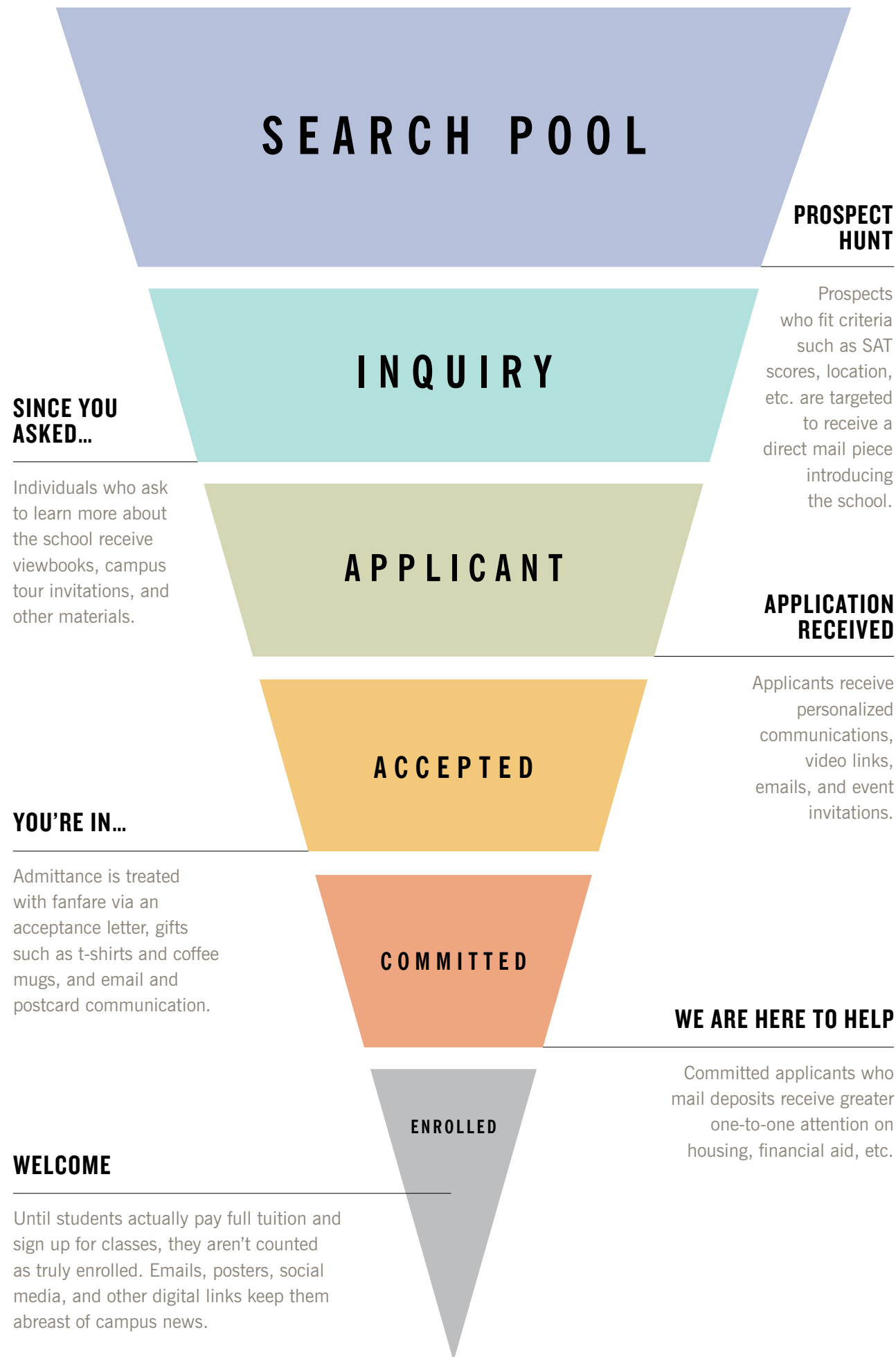


FASHION MAJOR



GRAPHIC DESIGN MAJOR

THE COLLEGE ADMITTANCE FUNNEL



The competition to get into a student's preferred school is rigorous and stressful—not just for applicants but for institutions of higher learning too. On average, college-bound teenagers apply to more than a half dozen schools to ensure that they get into at least one or two of their top choices. As a result, even when a school accepts an applicant, it cannot count on the student to enroll—and for colleges, enrollment “yield” is what really counts.

Higher education marketers often think of the student application process as a funnel that moves from casual research to increasingly more practical concerns before committing to a specific school. Providing prospects with the information they need at the right moment and in the preferred format is a key goal.

- SOURCES THAT INFLUENCE COLLEGE CHOICE**
- Parents and family
 - Teachers and counselors
 - Friends and classmates
 - Social media
 - Internet research
 - Alumni
 - National academic ranking
 - Quality of recruitment materials
 - College fairs
 - Online college videos
 - Campus tours



TIPS AND REMINDERS

College admissions teams are familiar with many of these tips, but sometimes it is good to be reminded.

Plan first. Then adapt.

Essential to successful marketing is a comprehensive and adaptable communication flow plan that includes input and sign-on from the entire admissions team. Such a plan should include strategies to reach all audiences (high school freshmen, parents, enrolled students), as well as all channels (print, web, email, social, texting). Consider engaging an outside partner to conduct a communication flow analysis and craft a plan that is right for your school. Be sure to conduct semi-annual communication flow reviews to refine and alter approaches.

Enlist alumni support.

Alumni are a university's best ambassadors in the larger world and a school's most loyal and active supporters. Successful alumni help raise a school's

academic reputation and draw students who seek to follow in their footsteps. Alumni/student social gatherings, mentorship outreach, and ongoing email communication build an affinity relationship among all connected with the school. Magazines, journals, blogs, and newsletters that keep alumni abreast of their alma mater's achievements raise pride and identification with the school and willingness to lend support through legacy gifts, internship opportunities, and personal counseling to accepted applicants weighing whether to enroll.

Point out what's special about your school.

"One size does not fit all" when it comes to colleges. The best choice depends on the individual's professional and personal aspirations, preference for a big city experience or small-town environment, desire for a large research university or a small liberal arts college, reputation for excellence in the chosen major, and concerns as basic as proximity to home. Schools should feature their strengths and let

applicants decide if that is what they want.

Make it fun and engaging.

Help applicants explore what your school has to offer by creating games, puzzles, quizzes, and the like. On a campus tour, ask students to create a Facebook Live video or Instagram story of their visit and post it online to win a free college T-shirt or tickets to the next school game. Develop a brief quiz on great moments in the school's history, or create a virtual treasure hunt on a map of the campus. Make these "teachable" opportunities fun and engaging.

Go beyond academic offerings.

Applicants want to know what student life will be like. Give them a taste of the social life they will experience by featuring campus events, classroom facilities, food, sports, housing, study rooms, etc. in photographs posted on the school website and in printed pieces.

Make it personal. Once prospective students have submitted their application, communicate with them

on a more personal level. Use the student's first name in direct mail and email communication. Organize faculty, alumni and current students to be available to answer their questions and concerns. Host "how to apply" webinars and an enrollment hotline to guide them through the application process. Instill them with a comfort level and trust in the school to support them.

Benchmark your recruitment campaign.

Track the response rate to search mailers, brochures, email solicitations, viewbooks, phone calls, campus tours, etc. Use CRM (customer relationship management) software to track who visits your website, what sections they visit, what pages they spend time on, etc. Use the data to develop a profile of what approaches work best and refine your message.

Take them on a tour of the neighborhood.

There is more to student life than what occurs on campus. Develop a separate brochure and/or website section to show applicants what they can

find in the surrounding neighborhood—cafes, clothing shops, pubs, theaters, live entertainment, sports arenas, jogging trails, parks, and other places to hang out. Sell the amenities of the neighborhood as well as the school.

Remember that parents are paying attention.

The parents of teenage applicants are keenly interested in matters such as graduation rates, career opportunities, tuition, housing costs, financial aid, safety, academic ranking, and other important considerations. In addition to covering these topics in marketing materials, schools may choose to answer parent questions directly through a separate brochure, email, hotline, or webinar.

Have a follow-up plan in place.

No matter what marketing initiatives you undertake, develop a follow-up plan ahead of time to act quickly and consistently on any responses you receive. Decide whether it's best to mail a viewbook and additional brochures, send a series of emails, or phone the individual personally.

REASONS WHY APPLICANTS CHOOSE A SCHOOL

- Great academic reputation
- Graduates get good jobs
- Want to live near home
- Available financial aid
- School is respected in field of study
- Overall cost including housing, etc.
- Positive campus visit
- Social activities at college
- Comfortable size of campus and student enrollment
- Student-to-faculty ratio
- Graduates get into top grad/professional schools
- High percentage of students who earn degrees
- Solid academic reputation in field of study
- Recognized value of degree from school



Marketing communications are now more complex than ever. It is not enough to use a single medium for your message. You have to use every platform and keep abreast of what's trending. The good news is that you don't have to have a different message for every platform. Let's say your school's latest viewbook is hot off the press. You announce it on Twitter and Facebook with a photo of the cover and link to the school website. The message gets retweeted and liked, and admissions staff who see the responses invite retweeters

CROSS CHANNEL

to take a campus tour. Other news for social media may be the announcement of a professor's major award, the school soccer team's big win with photos of the game, the approaching deadline to apply for an internship, or a robot battle in the tech department. Social media has become the new bulletin board and scrapbook. It makes students feel that they are a part of the school community and makes them aware of what's going on. It doesn't replace traditional media like print, but it brings an immediacy to campus news and lets school staff join the conversation in a casual way.

Schools use a combination of communication approaches to sustain the interest of prospective students on their path from inquiry to acceptance. The college viewbook and website include comprehensive information about the school, but a number of tactics are employed to keep applicants' interest in the school alive while deliberating which school they want to attend. Here are some scenarios.

Search Mailing
The search for prospects often begins with a direct mail piece introducing the school to a purchased list of candidates who scored well on SAT exams, with an invitation to learn more.

Bob Price @bobp
I talked to some students and professors on the campus tour. Impressive. #MWCtour ❤️ 16

mwc_admin @mwc_edu
The new viewbook is out. Email admissions@msc.edu to get your copy.

Jim Stewart
Yesterday at 3:30 PM
My brother went there. Says the chem class was a killer, but he learned a lot. 🙌 8

Viewbook
Print and electronic versions of the viewbook remain a school's primary recruitment tool.

Fandek Handouts
Handouts at college fairs and campus tours may include fun materials like this fandek book of handy tips about the school.

A New Kind of Map
Sweeping a smart phone across a map embedded with QR and AR markers and digital watermarks will trigger 3-D video scenes with sound effects.

Special Brochures
Topics of particular interest to parents, such as student housing and financial aid, are often printed as smaller brochures for easier information access and to avoid the expense of sending another viewbook.

Spread the News
As a way to build school spirit and publicize the new mascot, students may be invited to create a video using the bulldog filter on Snapchat for a chance to win tickets to the big game.

The campus' legendary "Bulldog Burger" with double cheese

UPA Pass at any party burger with sesame seed bun

Jimmy's Greasy Spoon double cheese

Campus Events
Big campus events such as the engineering department's robot wars get promoted on posters, email blasts, and blog posts, and quickly go viral on social media, with multiple YouTube videos of the battle of the bots.

Custom Viewbook
Custom viewbooks let prospective students select academic programs and activities of interest to them from the school's website, which are then assembled into a personalized digitally printed version. Slimmer and more applicable to the student's concerns, this custom viewbook is a more compelling read and reduces printing and postage costs at the same time.

Christie
Yesterday at 7:19 PM
MWC sent us this great financial guide. Really Helpful! 🙌 2

Poster Publicity
Posters tacked on bulletin boards around campus remain an ever-popular way to promote school events and decorate student rooms. Now students can also download them onto their mobile phones and forward links to friends.

Webinar
Alumni offer tips on getting internships, with local businesses.

How to Apply...

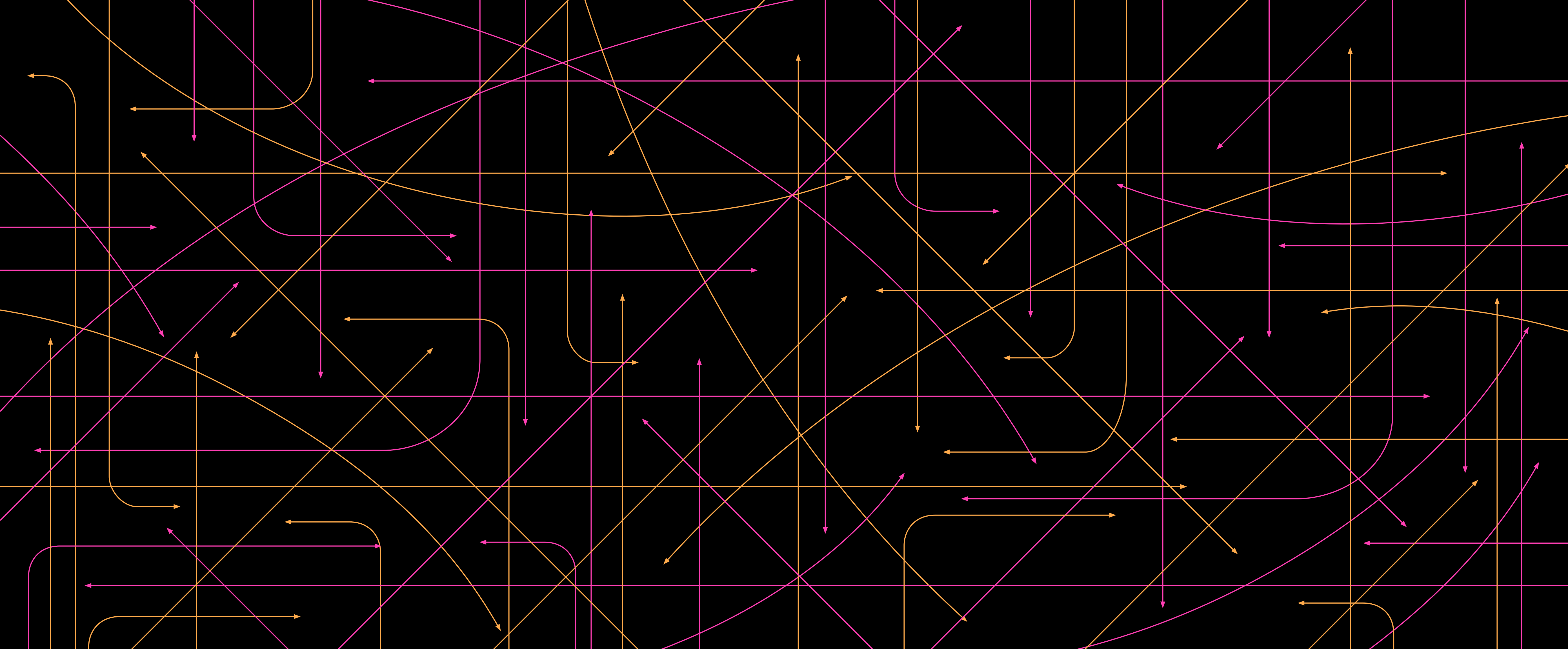
Virtual Tour
A fun way to take prospective students on a tour of the campus is with virtual reality goggles that let users upload images on their cell phone and see an awesomely realistic 360-degree view of the scene.

Admissions Package
Along with a formal letter or certificate announcing the applicant's acceptance into the school, the admittance packet typically includes informational booklets on next steps and a variety of branded knickknacks such as bumper stickers, decals, and baseball caps.

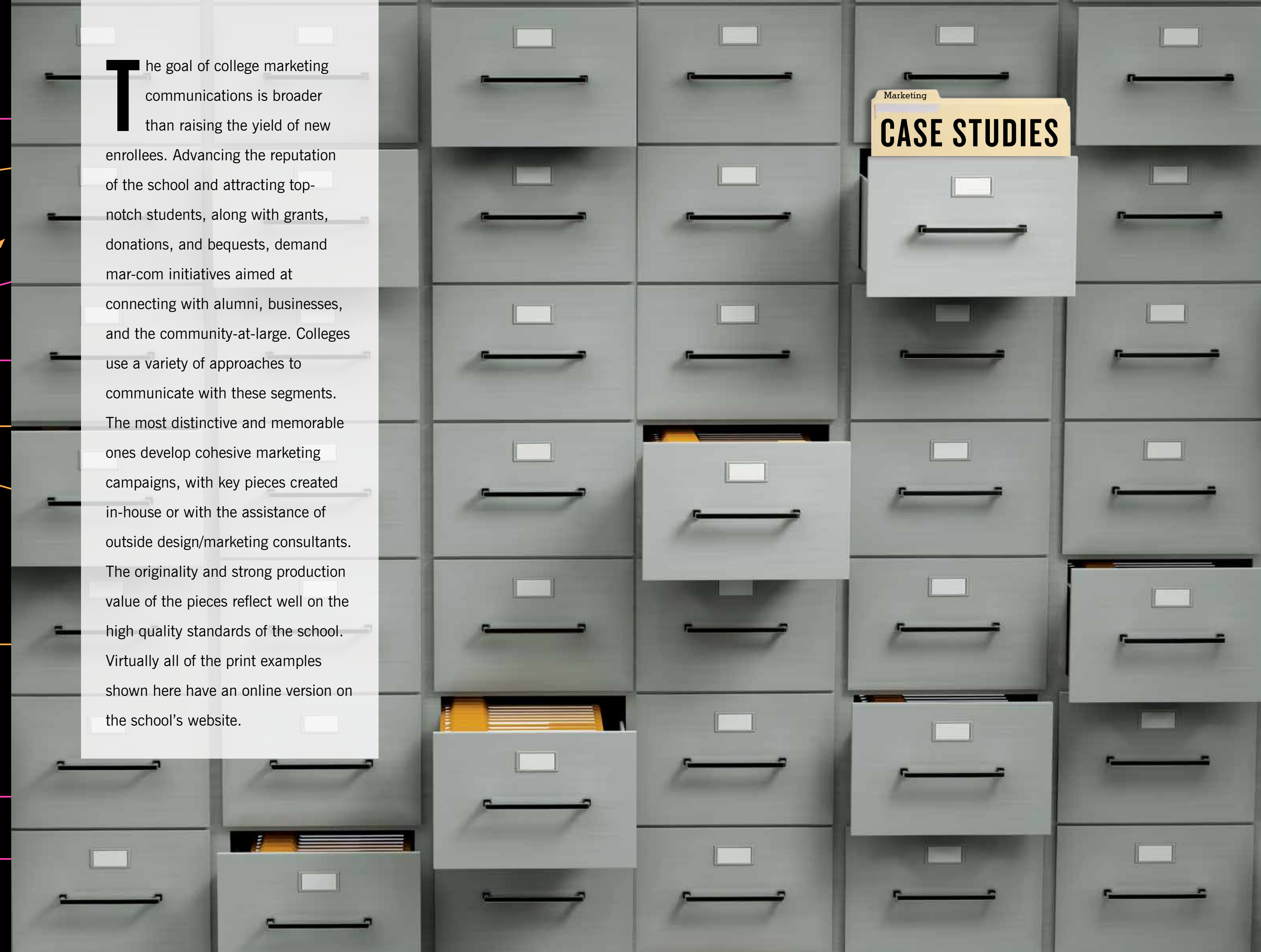
Personal Touch
Colleges aim to make new students feel that they are recognized as more than a "number," by addressing them by first name and celebrating their acceptance with fanfare that, on occasion, includes tubes of confetti and online links to animated graphics of fireworks.

Madison Jones
1234 Main Street
Anytown, USA 94123

Madison Jones
Yesterday 10:15 AM
Believe it or not, I got in to mwc! 🙌❤️👍 39



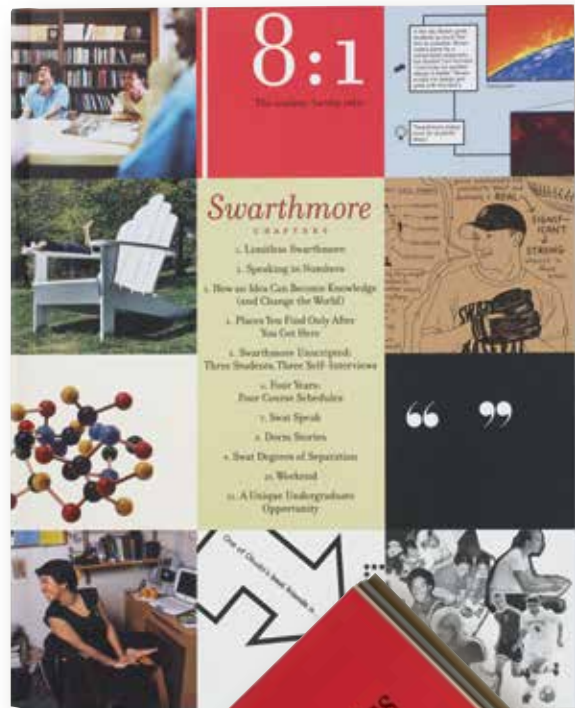
The goal of college marketing communications is broader than raising the yield of new enrollees. Advancing the reputation of the school and attracting top-notch students, along with grants, donations, and bequests, demand mar-com initiatives aimed at connecting with alumni, businesses, and the community-at-large. Colleges use a variety of approaches to communicate with these segments. The most distinctive and memorable ones develop cohesive marketing campaigns, with key pieces created in-house or with the assistance of outside design/marketing consultants. The originality and strong production value of the pieces reflect well on the high quality standards of the school. Virtually all of the print examples shown here have an online version on the school's website.



Marketing
CASE STUDIES

SWARTHMORE VIEWBOOK

The traditional viewbook of yesteryear is no more now that the basic facts can be posted online. As in the case of Swarthmore College's viewbook, the recruiting piece is intended to create an impression, convey an attitude, and motivate candidates to apply. Swarthmore's 72-page plus cover viewbook takes readers on an exciting tour of the school, with comments from students and faculty, photos of places, pen-and-ink sketch self-interviews, etc. Loaded with useful information, the viewbook aims to express the personality of the school.



KEY STATISTICS

Important facts that applicants want to know are treated in a lively graphic fashion.



TEASER PIECE

Designed in the same style as the viewbook, Swarthmore's teaser brochure with brief facts about the school and application deadlines is direct mailed to prospects.

**PRINCETON
ART GIVING
CAMPAIGN**

Few things make donors more willing to open their checkbooks than learning how alumni have contributed to the advancement of society. As a fundraising effort for the arts, Princeton University produced a book written by alumni, students, faculty, parents, and friends, describing what the arts at Princeton have meant to them.



DIE-CUT COVER
The word "ART" is die-cut out of a plain cover printed in Princeton orange with the university's emblem in the lower right corner.



ALUMNI PORTRAITS

Compelling silhouetted black-and-white portraits of alumni engaged in the arts are paired with quotes shown in oversized orange type.



INTERIOR SPREAD

A variety of printing techniques—quadtone black-and-white photos, large type screened from solid silver, varnishes, die-cut—imparts depth and tactile quality to this book.

KNOX ADMISSIONS CAMPAIGN

For recruiting, Knox College developed a comprehensive marketing strategy with a messaging theme and sequential rollout of print pieces, starting with an eight-page “search” booklet sent to high school sophomores and juniors and followed by booklets and viewbooks to those who request additional information.



Scan this QR code to view the Knox College video.



PERSONALIZED LETTER

A single-fold brochure giving key facts about Knox is sent with a personalized “hello” letter signed by the Dean of Admission.



TRAVEL BOOKLET
Knox recruiting counselors who travel to college fairs at different high schools carry a variety of informational materials to hand out to students.



CU BOULDER BRANDING

A public research university known for its leadership in atomic/molecular/optical physics programs, the University of Colorado Boulder built its entire brand messaging campaign around a homophone of its name. The marketing platform for web banner ads, radio spots, airport signage, decals, and products, “Be Boulder.” is a slogan that the campus and community can rally around. CU’s graphic identity is based on Helvetica Neue typeface used in combination with its gold, black, and silver signature colors.



Scan this QR code to view a CU Boulder campus video.

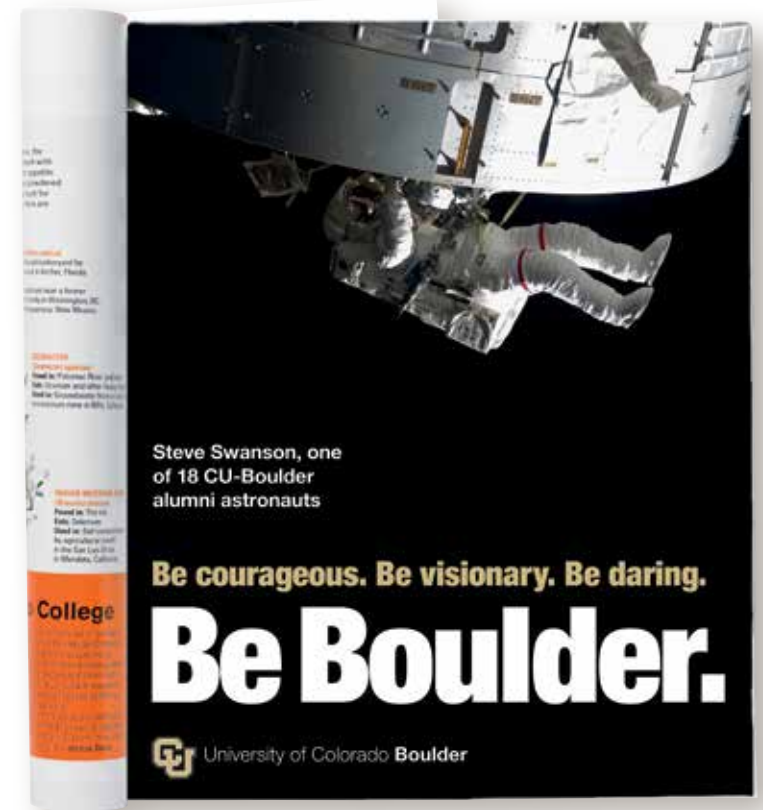
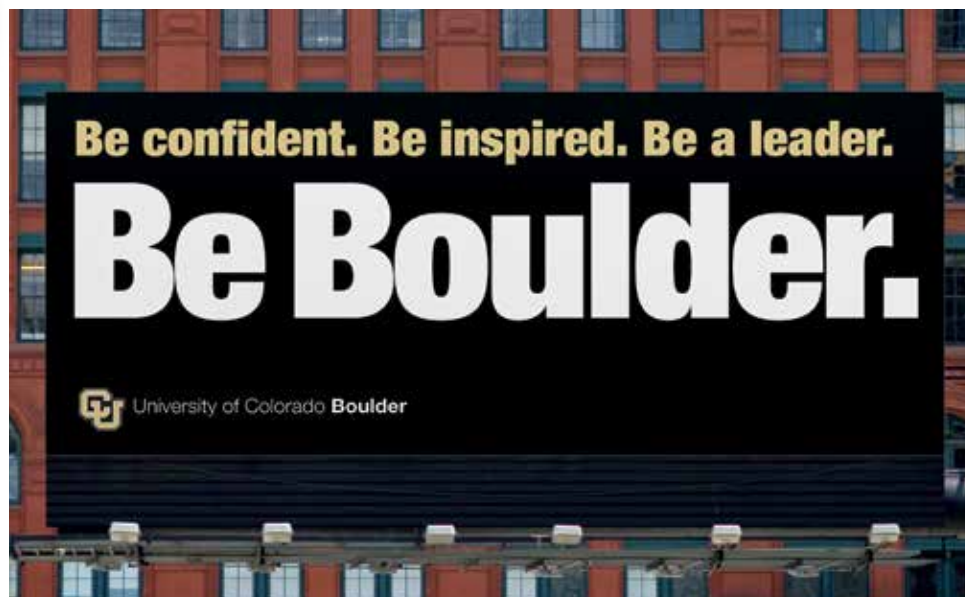


BRANDED OUTDOOR GEAR
CU applied its trademarked theme message to everything from water bottles and trucks to T-shirts.



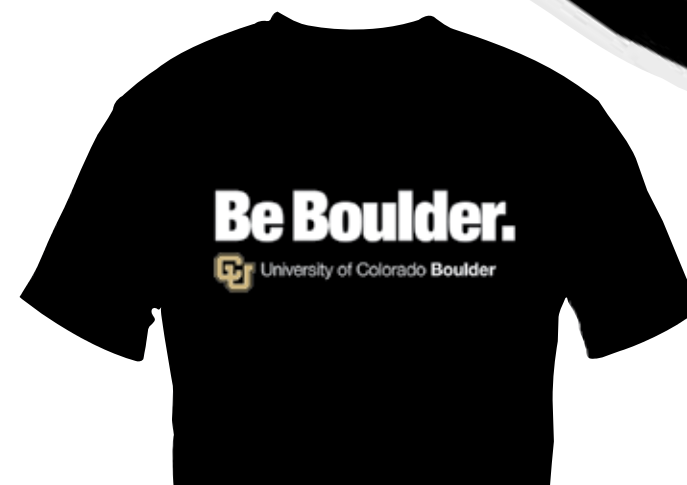
MULTIMEDIA USES

Distinctly legible at any size, the theme message has been shown on everything from CU’s website, to billboards and buttons.



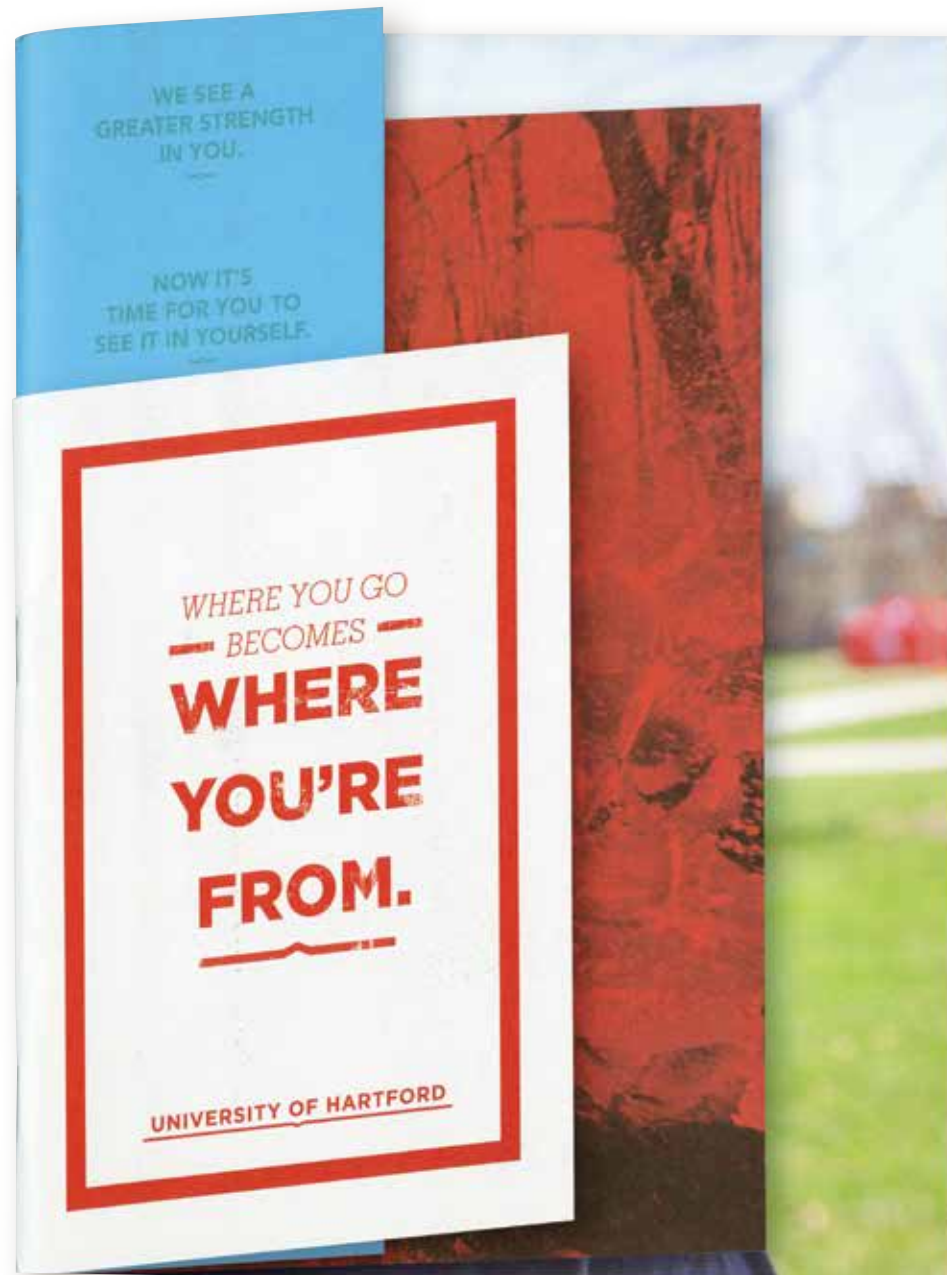
PRINT ADS

CU’s branded slogan is so strong that little else has to be added to this print advertisement.



UNIVERSITY OF HARTFORD VIEWBOOK

The University of Hartford viewbook speaks to students' aspirations, hopes, apprehensions, and desires in discussing what they can expect from the university. The focus is on the kinds of positive life lessons that will be learned while acquiring an academic education.



LAYERED COVER

Multi-layered pages of various dimensions form the opening and closing of this viewbook, with color blocks and shapes repeated on the inside pages.

BOLD ALL-CAP TYPE

Headline text is treated as the dominant visual on each spread, with a red or blue color block overprinting some photographs.

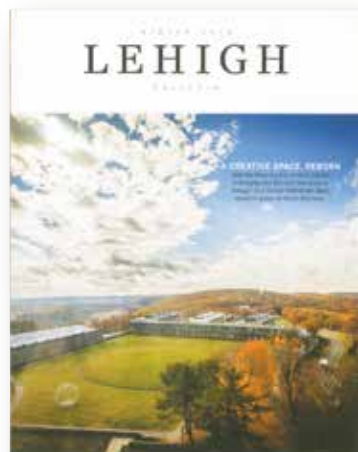
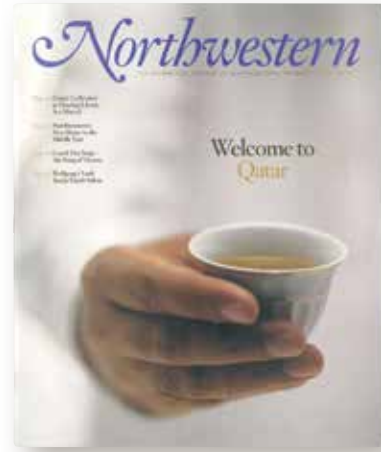


CLASSMATES

The diversity and individuality of students are not only displayed in this grid of portraits, but reinforced in the different background settings, facial expressions, and angles.

HIGHER EDUCATION MAGAZINES

Magazines produced by colleges and universities serve many purposes. Especially for research universities, they are a way to showcase their areas of study, announce exciting breakthroughs and discoveries, and feature illustrious faculty and alumni. Highlighting the achievements of the institution fosters pride among students, faculty, and alumni. The magazines are also an excellent recruiting tool for new students and a means to attract industry collaborations as well as generate grants and donations.



EXEL RESEARCH MAGAZINE

Exel, the magazine of Drexel University in Philadelphia, focuses on the translational research it is conducting on the world's most critical challenges. Lavishly designed with photos, illustrations, charts, graphic details, and thought-provoking articles, Exel has the appeal of a newsstand magazine.



COVER STORY

This issue features the work Drexel researchers are doing documenting the biodiversity of Brazil's imperiled Xingu River.

USF ALUMNI MAGAZINE

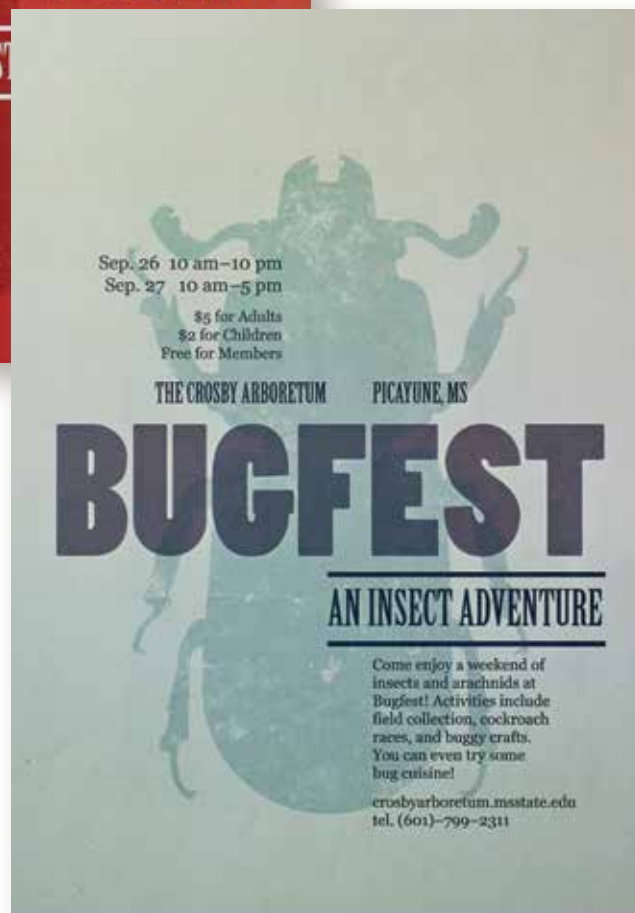
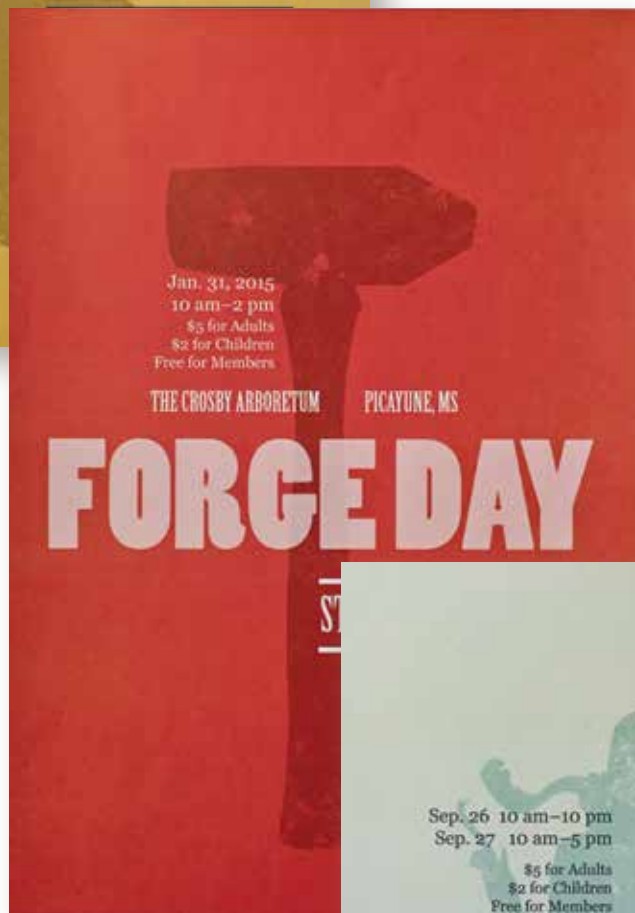
The University of San Francisco creates an inclusive sense of community in its engaging, news-filled alumni magazine. In addition to a feature article on how USF grads are changing the world with analytics, the publication includes dozens of updates about classmate whereabouts and interesting pursuits, legacy gifts, and an in memorium.



WEBSITE ACCESS

Visitors to the USF website can view the entire magazine online, with individual stories reorganized for easy access.





MSU Crosby Arboretum
Open to the public, Mississippi State University's Crosby Arboretum hosts family-oriented events to share its knowledge of the natural environment.

WALL POSTERS

Wall posters have long been a means to publicize campus events—seminars, lecture series, symposiums, concerts, dances, sports competitions, art exhibits, career fairs, and a myriad of other activities. Posted around campus and neighborhood haunts, the eye-catching posters reinforce the sense that the school is the center of fun, inspiring, and imaginative happenings.



BYU DANCE PROGRAM
Posters for Brigham Young University's Department of Dance announce a special performance by Contemporary Dance Theatre.

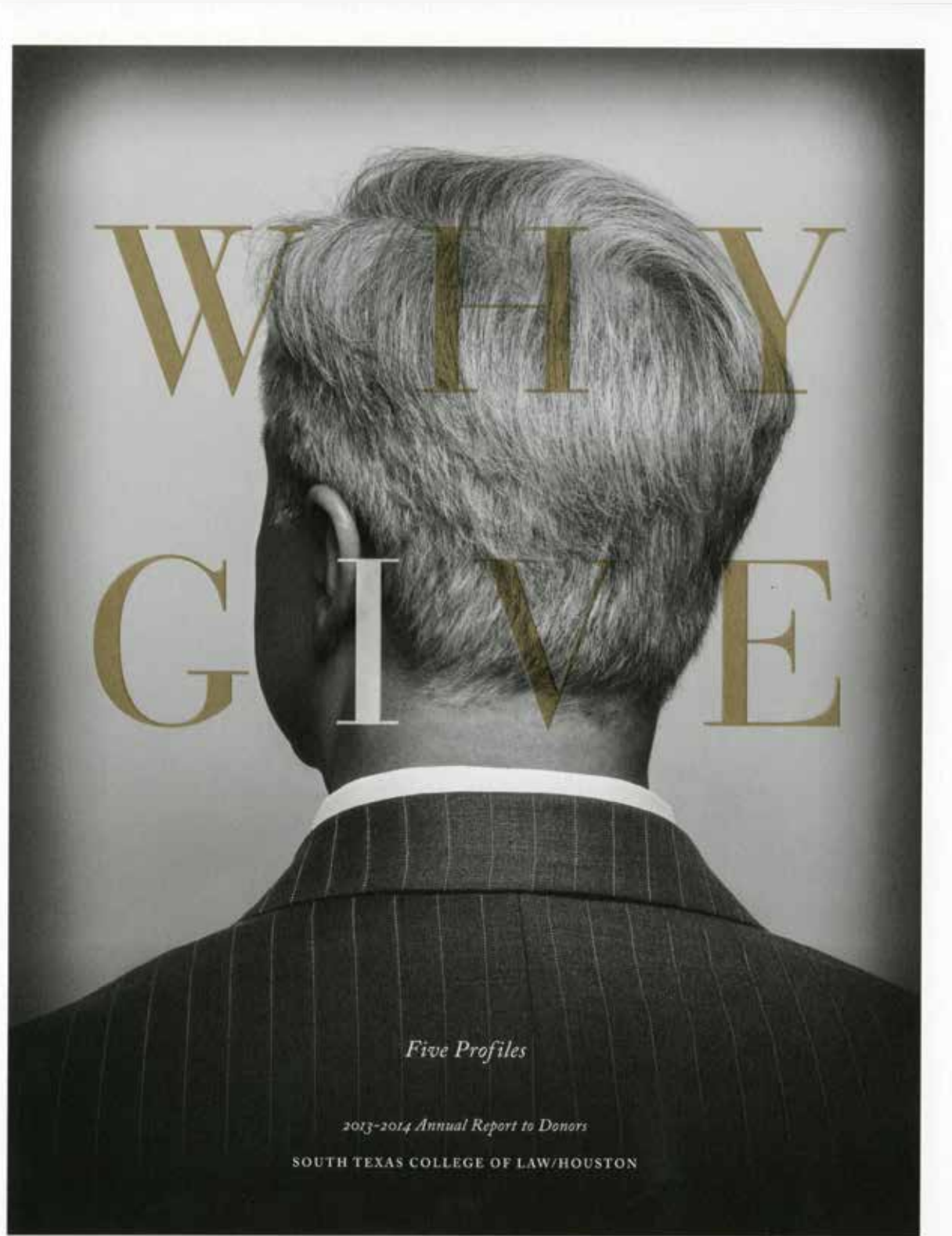
**PRATT
FASHION
SHOW**

A private college in New York, Pratt Institute reinforced its reputation for cutting-edge fashion design by featuring dramatic photographs of student work. Pratt's Office of Communications and Marketing handled all design and production of the two books.



PORTFOLIO PIECE
Elegantly bound with cloth tape, the austere blind-embossed covers open to page after page of sophisticated fashion, providing an impressive portfolio for Pratt and its graduates.





COVER PHOTO

STCL annual report opens with lively profiles of alumni, followed by financial highlights and listings of donors. Only the profile section uses photographs.

**ALUMNI
DONOR
ANNUAL
REPORT**

Alumni are not only the largest and most reliable segment of donors in any capital campaign, their achievements bolster pride in the contributions of the school. This annual report for South Texas College of Law in Houston profiled five alumni from diverse backgrounds and a variety of legal specialties. Simply presented in an elegant, straightforward manner, the STCL annual featured the embossed title "Why I Give."

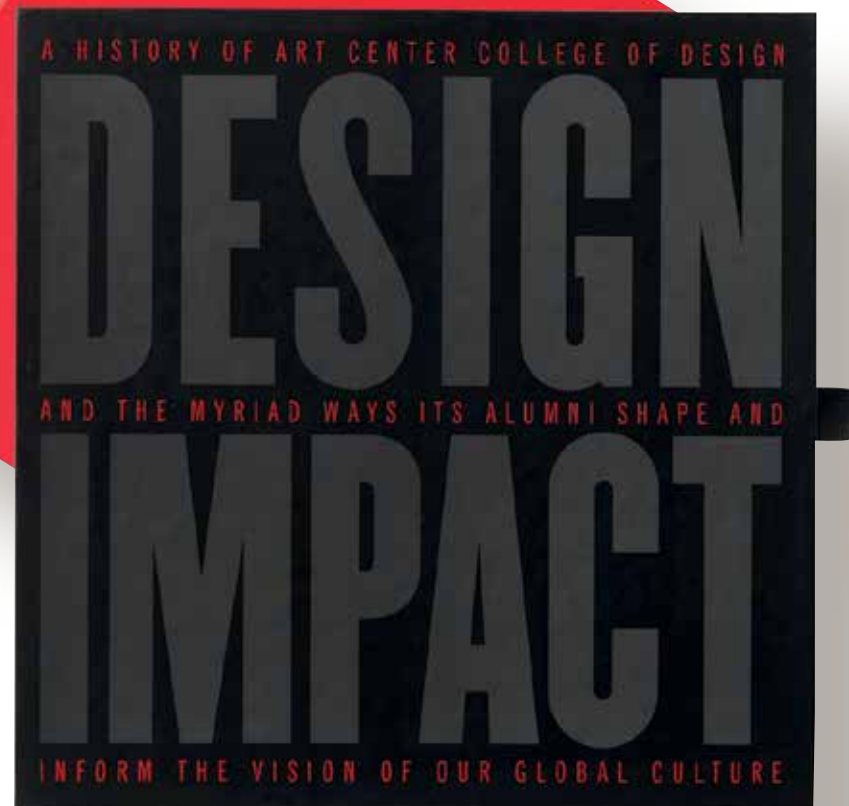


BOLD PHOTOGRAPHY

Close-up black-and-white portraits of the featured alumni are followed by full-color photographs of the subjects in settings that reflect their passion.

ART CENTER COLLEGE OF DESIGN

To mark its 75th anniversary, Art Center College of Design wanted to show the global impact that its alumni has had on design over the decades. This commemorative boxed set served as the centerpiece of a capital campaign. The impressive array of iconic work fostered pride among the students and alumni and reinforced the confidence of industry collaborators.



BOXED SET

Created as a boxed set, Design Impact includes a case bound book that recounts the college's history and presents biographies of several of its most renowned alumni.



The box also contains a set of seven 10-foot-long accordion-fold booklets that showcase the seminal work of Art Center graduates by decade. Evidence that Art Center alumni have had a profound impact on the visual world in every area of design spurred fund-raising and industry collaborations for the private college. The Design Impact set was also presented as a gift to the current graduating class.

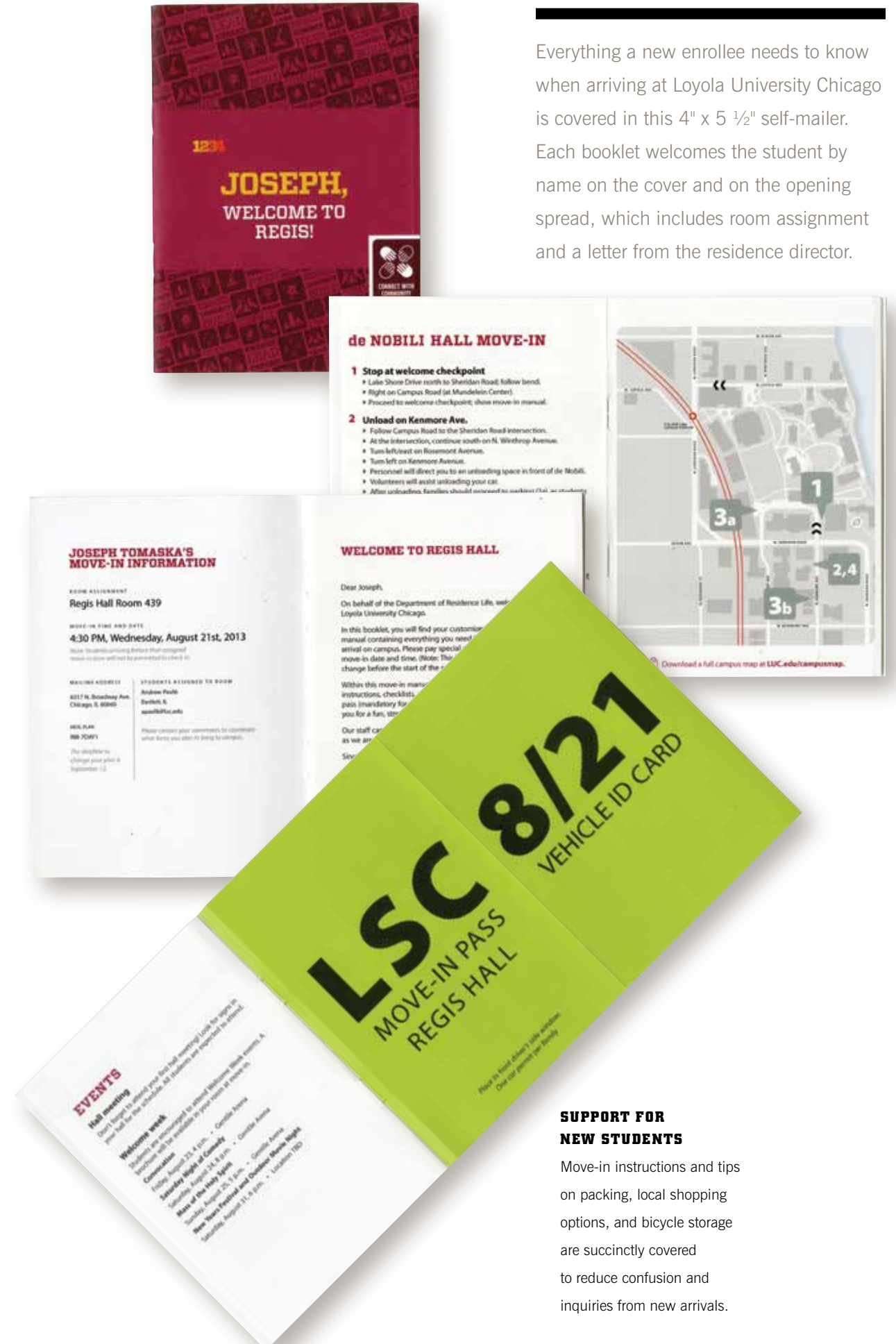
DIRECT MAIL

Direct mail—postcards, self-mailer brochures, and packets—is an effective all-purpose means of communication to a broad, targeted audience. It lets you address specific market segments and physically place your message in the hands of the right individual. A great “teaser” to draw recipients to your website, well-designed direct mail builds your brand identity and has a proven record of generating response.



LOYOLA PERSONALIZED MOVE-IN MAILER

Everything a new enrollee needs to know when arriving at Loyola University Chicago is covered in this 4" x 5 1/2" self-mailer. Each booklet welcomes the student by name on the cover and on the opening spread, which includes room assignment and a letter from the residence director.

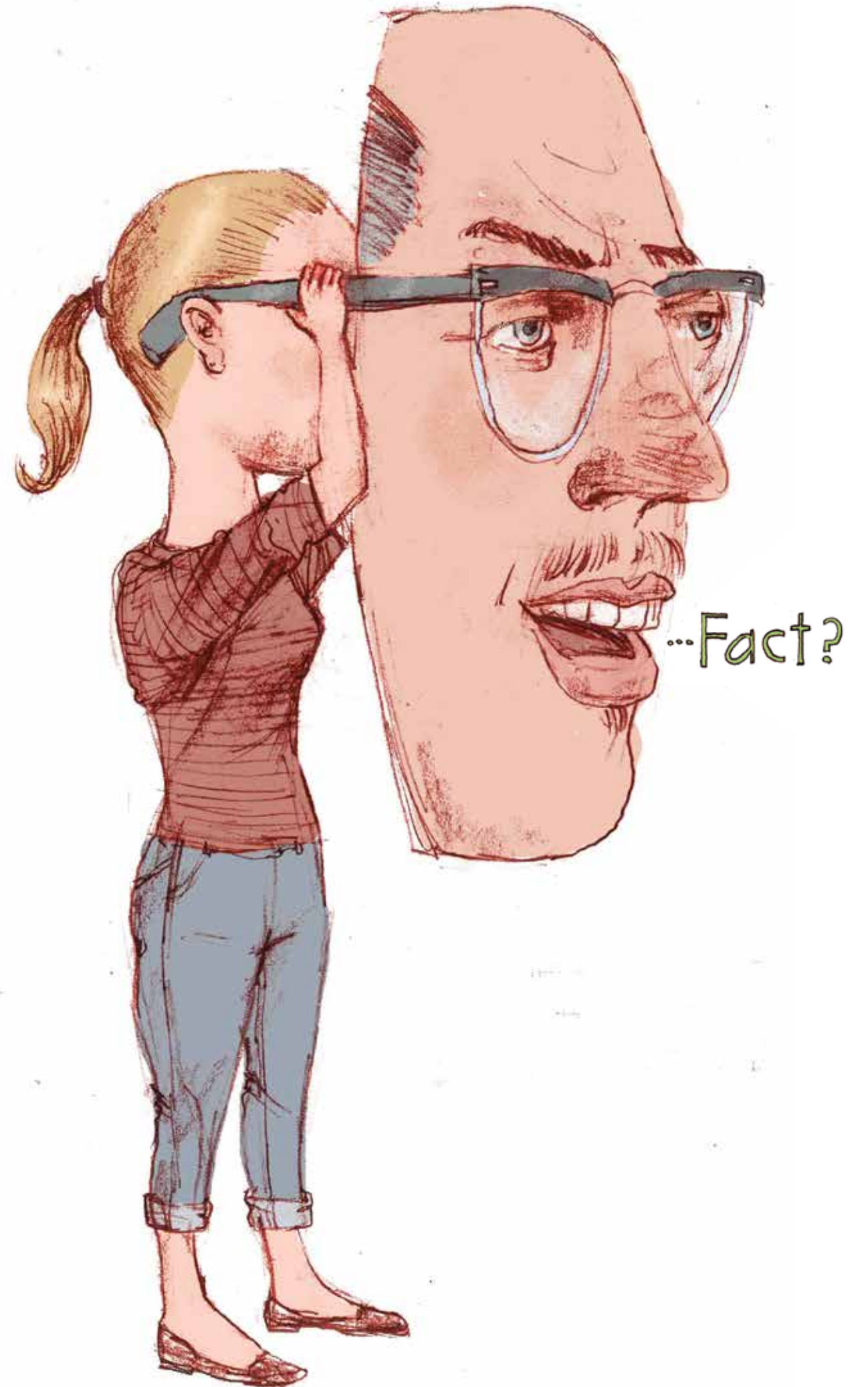


SUPPORT FOR NEW STUDENTS

Move-in instructions and tips on packing, local shopping options, and bicycle storage are succinctly covered to reduce confusion and inquiries from new arrivals.

Myths & Facts

Separating Facts from Fiction in Higher Education Marketing



MYTH
NO 1 | There is no need for direct mail when you can do email marketing faster and cheaper.

FACT | Direct mail has several advantages over email marketing, especially when reaching out to prospective applicants and their parents. For young millennials who rarely receive mail addressed to them, a brochure or postcard from a college is likely to be viewed with special interest. The plethora of unsolicited marketing email received by everyone, including teens, often prompts recipients to dismiss it as junk and delete it unread. An Epsilon study found that 70% of those surveyed prefer direct mail over email for unsolicited marketing pitches, and 25% of them found direct mail more trustworthy than email offers. When “prospecting” for new enrollees, 90% of public colleges say they use direct mail and find that it generates a more positive outcome than relying on email alone.



MYTH
NO 2 | The more recycled the fiber in printing paper, the better for the planet.

FACT | Recycling paper is a great way to reduce our environmental footprint, but how we put that fiber to use is not a simple one-size-fits-all solution. In fact, the U.S. Federal Trade Commission (FTC) has issued an environmental marketing advisory stating “Claiming ‘green’ made with recycled fiber content may be deceptive if the environmental costs of using recycled content outweigh the environmental benefits of using it.” Recycled fibers do not have to be remade into printing paper to find a second or third life. Certain types of paper are better suited for using recycled fiber than others based on recovery rate and processing yield. Recycled fibers used in high-quality printing papers require more processing, which results in higher usage of energy, water, and cleaning chemical, and generates more waste from the recycling process than if those same fibers were used to make tissue, corrugated containers, shoe boxes, or egg cartons, for example. Maximizing paper recovery is essential for the environment, however using recovered fibers in all paper types isn’t always the best environmental decision we can make.



MYTH
NO 3 | Twitter, Instagram, Facebook, and other social media are great for students, but a waste of time for marketing higher ed.

FACT | Maintaining a presence on Facebook, Instagram, and Twitter is a way to let followers learn more about the school in a casual, spontaneous, and serendipitous way. Postings can show snippets of campus activities, laud students and professors who have won awards, cheer for the school’s sport teams, or announce entry and sign-up deadlines. What causes students to “unfriend” you is turning your social media presence into pure marketing hype. Best to draw followers into your school community by sharing news of college life.



MYTH
NO 4 | Branding is just for retail products, not for colleges and universities.

FACT | Brand image is more than name recognition. It is more than an emblem and school colors. Branding is how a school differentiates itself, and communicates its spirit and academic advantages. Without a unique brand image, college viewbooks and websites fall back on visual clichés and stereotypes—e.g., students studying together under a shady tree, professors lecturing in a classroom—that make marketing materials indistinguishable from one school to another. Visual branding should convey the energy and personality of the school at a visceral level.



MYTH
NO5 Using paper is wasteful and bad for the environment.

FACT | Actually, paper is much more sustainable than you think. The pulp and paper industry is circular by nature, producing recyclable products made from renewable resources that are manufactured using high amounts of renewable energy. Sappi's sustainability platform encompasses the entire lifecycle of its papers, starting with procuring wood from certified sustainable forests to promoting maximum paper recovery, so that used papers do not end up in a landfill but find a productive next-life in the form of other products. For example, this booklet can be shared with a friend, then recycled to become the box that holds your cereal, and recycled again into the tissue that comforts your cold. Ultimately, it can end up as compost that aids the growth of your garden or the regrowth of forests—renewable resources ready to be reimagined as something new.



MYTH
NO6 Millennials prefer to get all of their information online.

FACT | According to a 2015 multi-country study, an overwhelming 92% of college students surveyed said they prefer reading in print over any form of electronic media. While online reading is considered great for interpersonal communications, respondents explain that a physical printed piece has less distractions than viewing materials online and results in less eye strain and headaches.

MYTH
NO 7

We read with our eyes and decide with our conscious brains.

FACT

Neuroscientists find that people absorb content through touch as well as sight, and touch influences our decisions powerfully at a subconscious level. The physicality of ink on paper elicits human emotions in ways that computer screens don't, because paper's tactile quality engages the brain differently. Online, our eyes skim and scan information in a distinctive pattern. On paper, the pattern is much different. As we read, our fingers infuse the experience with touch-information that subtly shapes our perception of the content. On paper, we read more deeply, more responsively, and transfer more of what we read to long-term memory. Studies of direct mail, for example, show print ads generate more emotional response than digital ads and are remembered longer, and specific tactile qualities like warmth, weight, and texture influence cognitive response in ways that lie just beneath our conscious recognition.



MYTH
NO 9

Our college is not as well known as Harvard or Yale. No one will ever find us doing an Internet search.

FACT

There are many ways to raise your online visibility. Make your school searchable and newsworthy by producing and distributing quality content online: do press release marketing that can be picked up by Google News; post fun and interesting branded videos on YouTube—an average of 78% of colleges do; use search engine optimization (SEO) and keyword purchases on Facebook and Google to drive more traffic to your website; launch a blog; be an active presence on social media. Above all, let your unique brand come through.



MYTH
NO 8

Economy papers are kinder on the budget and print just as well as premium paper brands.

FACT

Economy priced papers such as imports and private labels may offer savings, but depending on the size of the job, the cost to upgrade to a premium coated sheet like Sappi's McCoy or Opus may be a lot less than you think. Private label papers manufactured at multiple facilities often exhibit significant surface and shade inconsistency. Many economy paper manufacturers achieve brightness by using high levels of optical brighteners that can cause printed color instability and will fade over time. McCoy and Opus are made with the highest quality ingredients, within extremely tight tolerance standards, to minimize variability within and across runs. Additionally, a proprietary blend of North American hardwood and softwood fiber used in McCoy and Opus provides these papers with a durability that can withstand multiple press passes and specialty coating applications. Another important consideration is the sustainability practices of the country in which the product is sourced. Not all foreign papermakers are held to the same stringent environmental standards as that of North America. Check to see whether the manufacturer abides by sustainable practices.





MYTH
No 10 | Aside from the inherent tactile quality of paper, the medium can't do much.

FACT | Designers have always been able to use the properties of paper to produce all kinds of printing and binding effects, but advances in printing technology now enable amazing special effects that are tactile and dimensional. Images can be texturized to feel like alligator skin or bunny fur. Coatings and finishes can change the feel and appearance of a sheet. QR codes and augmented reality literally enter another dimension. Print on paper is currently the most versatile and exciting medium available—and it is real.



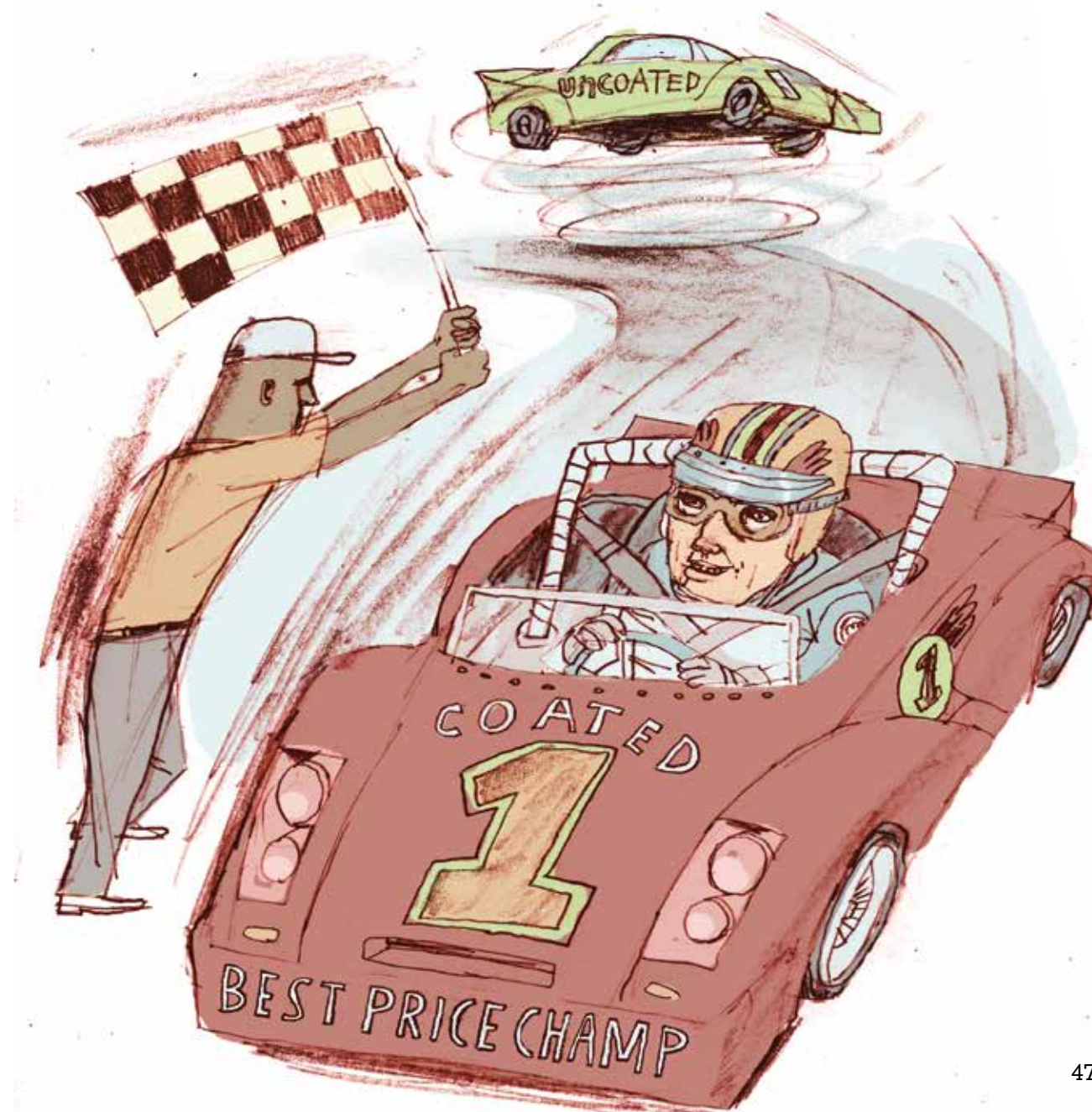
MYTH
No 11 | The production quality of printed materials doesn't matter.

FACT | Poorly produced marketing materials diminish the perception of the school and imply that it tolerates mediocre standards. Overuse of stock images gives a generic look to marketing materials, and runs the risk of seeing the same stock photo in another school's brochure. Commissioned artwork more precisely reflects the school's unique personality and presents recognizable campus scenes. Recipients of recruitment materials respond positively to quality—the thoughtfulness of the design, the feel of the paper, the vibrancy of the colors, the legibility of the text. Uncompromising attention to details communicates a level of excellence and respect for the reader's time.

MYTH
No 12 | Uncoated text and cover paper costs less than coated.

FACT | Actually, the reverse is true. A premium smooth uncoated sheet may cost as much as 170% more than a comparable coated sheet such as Sappi's McCoy. A high-end opaque could cost as much as 30% more. A key reason is that wood fiber is one of the most expensive components of paper, and uncoated papers require a higher ratio of fiber per pound than coated sheets. Specialty uncoated papermaking machines must also run slower and produce smaller quantities to accommodate frequent color and finish changes. Coated

machines can run faster and continuously, thus lowering manufacturing costs. Coating also fills in the sheet's non-uniform topography to provide a more consistent print surface and superior image fidelity. Premium coated sheets allow printers to produce high fidelity colors along with dense solids and smooth screen tints, and come in gloss, silk, dull, and matte surface options. Unlike uncoated sheets, premium papers like Sappi's McCoy and Opus can handle an array of highly visual and tactile special printing techniques such as soft touch, rubber, sandpaper, reticulating, liquid foil, and color shifting effects. When cost, design, and printing options are important, premium coated papers offer excellent benefits.



Sappi Opus®

Verticals is printed on Sappi's Opus, a sustainably sourced and manufactured premium coated paper by Sappi North America. An incredibly versatile sheet, Opus is the go-to paper for virtually any printing need, including supporting large integrated marketing campaigns. Available in a wide range of weights and finishes, Opus is engineered with a shade and brightness that makes colors pop and type look legibly crisp. Printers love Opus for its reliable performance and minimal variability within and across press runs.

Designers love Opus because they can confidently incorporate a variety of printing and bindery techniques, such as die-cuts, metallic inks, foil stamps, embossing, engraving, and all types and combinations of varnishes and coating. The result is optimum visual impact and tactile effects, from textured to soft touch.

Opus is produced in accordance with Sappi's strict dedication to sustainability. We take a holistic view of our environmental responsibilities from harvest through manufacturing, distribution, end use, and disposal.

Opus is SFI® and FSC® Chain of Custody certified and Lacey Act compliant. Sappi is also an EPA Certified SmartWay Transport Partner for freight handling.

Opus is environmentally responsible, kind on the budget, and sure to enhance the impact of any marketing piece.

Swatchbooks and printed samples are readily available from Sappi sales representatives and your local paper merchant. Or you can call 1.877.Sappi.Help to ask a Sappi technical expert any print-related questions on Sappi papers. You can learn more about Sappi North America at www.sappi.com.



Sappi Opus®

Verticals is printed on Sappi's Opus, a sustainably sourced and manufactured premium coated paper by Sappi North America. An incredibly versatile sheet, Opus is the go-to paper for virtually any printing need, including supporting large integrated marketing campaigns. Available in a wide range of weights and finishes, Opus is engineered with a shade and brightness that makes colors pop and type look legibly crisp. Printers love Opus for its reliable performance and minimal variability within and across press runs. Designers love Opus because they can confidently incorporate a variety of printing and bindery techniques, such as die-cuts, metallic inks, foil stamps, embossing, engraving, and all types and combinations of varnishes and coating. The result is optimum visual impact and tactile effects, from textured to soft touch.

Opus is produced in accordance with Sappi's strict dedication to sustainability. We take a holistic view of our environmental responsibilities from harvest through manufacturing, distribution, end use, and disposal.

Opus is SFI® and FSC® Chain of Custody certified and Lacey Act compliant. Sappi is also an EPA Certified SmartWay Transport Partner for freight handling.

Opus is environmentally responsible, kind on the budget, and sure to enhance the impact of any marketing piece.

PRODUCTION NOTES

Four-Color Process

All images are printed in four-color process with UV inks.

Paper

COVERS

Opus Gloss Cover 120lb/352gsm

TEXT

Opus Dull Text 100lb/148gsm

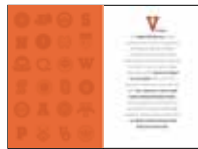
Binding

Perfect binding



Front Cover

Four-color process + spot soft touch coating on illustration + spot reticulating coating (spot reticulating varnish and spot gloss UV coating) on spine + match green



Inside Front Cover and Page 1

Inside front cover: Match orange + black screen tint + spot reticulating coating (spot reticulating varnish and spot gloss UV coating) on symbols + spot gloss UV coating on background

Page 1: Four-color process + match gray + spot sandpaper coating



Pages 2 to 5

Four-color process + match orange + match gray + spot gloss varnish



Pages 6 and 7

Four-color process + match green + match gray + spot gloss varnish + spot soft touch coating



Pages 8 and 9

Four-color process + match gray + spot gloss varnish + spot sandpaper coating on numbers



Pages 10 and 11

Four-color process + match orange + match gray + spot gloss varnish



Page 12 to Foldout Page 5

Four-color process and match gray throughout the foldout. Viewbook: Match metallic violet + spot gloss varnish + spot sandpaper coating. Computer and smart phone screens: Spot satin varnish + spot gloss UV coating. Fandek: Spot gloss varnish + spot sandpaper coating. Hamburgers: Match metallic dark blue + spot satin varnish + spot gloss UV coating + spot sandpaper coating. Map: Spot gloss varnish + spot matte varnish + spot gloss UV coating. Special brochures: Spot matte varnish + spot gloss UV coating. Robot: Four-color process + spot gloss varnish + spot sandpaper coating. Poster: Match metallic dark blue + match metallic light blue + spot gloss varnish. Viewing glasses: Spot sandpaper coating. Envelope: Match orange + spot matte varnish + spot gloss UV coating + spot sandpaper coating. Student: Spot satin varnish + spot gloss UV coating + spot sandpaper coating. Bumper sticker: Spot gloss UV coating. Baseball cap: Spot sandpaper coating. Small brochure covers: Spot matte varnish + spot satin varnish + spot sandpaper coating. Social media screens: Spot matte varnish + spot gloss UV coating. People in circles: Spot gloss varnish + spot satin varnish. Counselor: Match orange + spot matte varnish + spot gloss UV coating



Foldout Page 6 to Foldout Page 9

Match fluorescent pink + match fluorescent orange + spot soft touch coating



Foldout Page 10 and Page 13

Four-color process + spot gloss varnish + spot soft touch coating



Pages 14 to 23

Four-color process + match gray + spot gloss varnish



Pages 24 to 27

Four-color process + match gray + spot gloss varnish + spot gloss UV coating



Pages 28 to 37

Four-color process + match gray + spot gloss varnish



Pages 38 to 39

Four-color process + match gray + spot gloss varnish + spot satin varnish



Pages 40 to 47

Four-color process + match gray + spot satin varnish + spot gloss UV coating



Page 48 and Inside Back Cover

Page 48: Process black + match orange + match gray + spot stain varnish
Inside back cover: Match orange + black screen tint + spot reticulating coating (spot reticulating varnish and spot gloss UV coating) on symbols + spot gloss UV coating on background



Back Cover

Process black + match green + spot gloss varnish + spot soft touch coating

CREDITS

Design

Studio Hinrichs

Text

Delphine Hirasuna

Major Photography

Pages 14 to 37: Terry Heffernan

Major Illustrations

Front cover: Beppe Giacobbe

Pages 7 to 11: Michael Cho

Pages 39 to 47: Regan Dunnick

Other Photography and Illustrations

Dang Nguyen, ThinkStock

Printing

Printed on six-unit press and eight-unit UV presses with anilox coating systems. All images are printed 200 line screen or 25 micron stochastic.

Case Study Credits

Pages 14 and 15

SWARTHMORE COLLEGE

Pentagram New York

Pages 16 and 17

PRINCETON UNIVERSITY

The Propeller Group

Pages 18 and 19

KNOX COLLEGE

Generation

Pages 20 and 21

UNIVERSITY OF COLORADO BOULDER

Pentagram Austin

Pages 22 and 23

UNIVERSITY OF HARTFORD

160over90

Pages 24 to 27

HIGHER EDUCATION MAGAZINES

DOT, ART CENTER COLLEGE OF DESIGN

ACCD Department of Marketing

Communications

AUBURN, DREXEL'S EXEL RESEARCH MAGAZINE,

GEORGIA TECH, LEHIGH, LOYOLA MARYMOUNT

UNIVERSITY, MIZZOU, NORTHWESTERN, SAINT

MARY'S, SANTA CLARA UNIVERSITY, VANDERBILT

Pentagram Austin

BOWDOIN COLLEGE MAGAZINE

SPRING/SUMMER 2016

Bowdoin College

GLANCE, CALIFORNIA COLLEGE OF THE ARTS

CCA Sputnik, a student design team

HARVARD UNIVERSITY, MIDDLEBURY, STANFORD

BUSINESS SCHOOL, UNIVERSITY OF CHICAGO

Pentagram New York

UC RIVERSIDE, UNIVERSITY OF THE PACIFIC LAW

Studio Hinrichs

UNIVERSITY OF SAN FRANCISCO

USF Office of Marketing Communications

Page 28

MSU CROSBY ARBORETUM POSTERS

Mississippi State University

Design Program

Page 29

BRIGHAM YOUNG UNIVERSITY CONTEMPORARY

DANCE THEATRE POSTERS

BYU Arts Creative

Pages 30 and 31

PRATT FASHION

Pratt Office of Communications

and Marketing

Pages 32 and 33

SOUTH TEXAS COLLEGE OF LAW

David Powell Design

Pages 34 and 35

ART CENTER COLLEGE OF DESIGN

Studio Hinrichs

Page 36

DIRECT MAIL

Various designers

Page 37

LOYOLA UNIVERSITY CHICAGO

University Marketing and Communi-

cation, in collaboration with Loyola's

Department of Residence Life

SOURCES

Know Your Market

- 1 National Center for Education Statistics, 2016
- 2 UCLA Higher Education Research Institute, Freshman Survey, 2016
- 3 UCLA Higher Education Research Institute, Freshman Survey, 2013
- 4 Sanders, The Chronicle of Higher Education, "Ties to Home," 2013
- 5 O'Shaughnessy, US News/Chronicle of Higher Education Almanac, 2011
- 6 Carnegie Classification of Institutions of Higher Education, 2015
- 7 UCLA Higher Education Research Institute, American Freshman Survey, 2016
- 8 National Center for Education Statistics, 2011
- 9 Kantrowitz, "Money Magazine," January 2016
- 10 Clinedinst, et al., National Association for College Admission Counseling, 2015
- 11 Blackboard Survey, Strategies Report, 2013
- 12 Falkow, The Proactive Report, "Social Media Adoption Higher Education Beat Business," June 2010
- 13 Ruffalo, Noel, Levitz, "2016 Cost of Recruiting an Undergraduate Report"
- 14 Ruffalo, Noel, Levitz, "2015 E-Expectations Report"
- 15 Ruffalo, Noel, Levitz, "2012 E-Expectations Report"

- 16 Blackboard Survey "Marketing Leaders in Higher Education," 2013
- 17 Primary Research Group, The Survey of College Marketing Programs, 2013
- 18 Primary Research Group, The Survey of College Marketing Programs, 2013
- 19 Primary Research Group, The Survey of College Marketing Programs, 2013
- 20 Olesen, "University Business Magazine," March 2012

Myths and Facts

- Fact 1: DM Databases, Epsilon Marketing Study, 2012
- Fact 7: Eagleman Lab, "A Communicator's Guide to the Neuroscience of Touch," 2015
- Fact 9: Primary Research Group, The Survey of College Marketing Programs, 2013

OTHER SOURCES

- ucda.com
martsandlundy.com
hathirtyone.com
foldfactory.com
mapformation.com
sappietc.com
- The names, symbols, logos, and all other intellectual property of the institutions, companies, brands, and people appearing herein are the exclusive property of their respective owners and should not be interpreted as an endorsement of or by Sappi; any legal and equitable rights in their intellectual property are exclusively reserved to those owners.

The data, specifications and/or certifications provided herein are current as of the date of printing and may change without notice in Sappi's discretion.

Sappi is a trademark of Sappi Limited. MCCOY and OPUS are registered trademarks of Sappi North America.

© 2016 Sappi North America. All Rights Reserved.



Please help us preserve our planet. If you choose not to keep this brochure, please give it to someone who can use it or place it in a recycling bin. Thank you.



sappi

Sappi North America

255 State Street

Boston, MA 02109

www.sappi.com

1.800.882.4332

PRO-6207