

## Case Study: Leading University

Standard Industrial Classification 822101 Universities and Colleges Academic

### Challenge

A leading University, nationally-recognized for scholastic accomplishment, needed to increase the number of enrolled students at their institution. Despite an outstanding reputation, the University began to notice the percentage of enrolled students compared to accepted students decreasing year after year, a trend that couldn't continue.

To solve this problem, the University wanted to explore a direct mail recruitment initiative. The goal of this initiative would be to explain to admitted students the next steps to enroll in the University, while resonating with them on a personal level. If successful, this initiative would ensure the University would stay top-of-mind during a student's decision-making process, as they evaluated which of many potential institutions to attend.

#### YOUR RESOURCE FOR EVERYTHING DIRECT MAIL.

From postcards to variable-data, multi-part direct mail campaigns, **Aradius Group** understands that driving results depends on how well we're able to put our 158 years of expertise to work to meet your strategic goals.

### Solution

The University reached out to Aradius Group for assistance developing the direct mail recruitment initiative, and to define a strategy that would help accomplish their goals. Working closely with the admittance department, Aradius Group sought to develop a personalized direct mail piece that was highly-informative, relevant to each student, and that would ultimately impact student enrollment.

Aradius Group's variable data printing capability allowed for a personalized eight-page packet. When a student reviewed the packet, they'd find a message from the University Counselor, addressing them by name, and indicating whether the prospective student was a junior or senior in high school. The message included a warm greeting, along with next steps in the enrollment process if the student decided to attend. Also included, was a personal Net ID for access to a personal University online portal, where a student could find additional information about the University and enrollment process.

Knowing the University needed to appeal to students from different geographic locations, photos and text correlated to whether the student lived in a rural or city setting. There was also information relevant to each student's declared major, and information reflecting their extracurricular interests.

As the program launched and gained traction, Aradius Group found personalization to be invaluable. Along with being informative, it kept the University top-of-mind, and gave students confidence that the University cared about their specific needs.

### Results

The year after implementing the direct mail recruitment initiative, Aradius Group measured the results and found the effort to be an overwhelming success, with the ratio of enrolled students compared to accepted students increasing by 18.7%.

In the highly-competitive market of higher education, the challenges faced by this University are not unique. Many struggle to gain and hold the attention of prospective students. In this case, the direct mail recruitment initiative helped the University appeal to individual students using personal, relevant information, an extra connection which ultimately became a key factor in increasing student enrollment.

*"Increase in admitted students of 18.7% over the previous year"*

**Aradius Group**  
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# ARADIUS GROUP

It's time to rethink your approach to recruitment and enrollment packages.

## CUSTOMIZED ENROLLMENT PACKAGES

Create an admittance package which notifies the student of acceptance to your institution and details the steps to complete before starting classes. This could include a letter from the dean or program chair, scholarship information, financial aid, eligible seminars and programs, key dates and deadlines.

## DIRECT COMMUNICATION

Utilize contact information collected from students online, over the phone and through direct mail response to make communication more personal and powerful.

## DETAILED FINANCIAL AID


Packages may detail financial aid award(s) that the student has been granted, along with the key steps and deadlines for acceptance. You can also outline different scenarios of financial packages, including the exact cost so the student may make a decision based on accurate information.

## TIME-APPROPRIATE PACKAGES

Provide different versions of each enrollment packet depending on where the student is within the enrollment cycle.

## SIMPLE IMPLEMENTATION

Possibilities are limitless by using a master template and a database or spreadsheet file. Our automated system does the rest of the work with incredible speed and accuracy.



WELCOME TO LEADING UNIVERSITY

CONGRATULATIONS...  
*Matthew Smith*


Dear Matthew,

I am delighted to inform you that your application has been accepted to begin schooling at Leading University beginning this upcoming fall! I would love to learn more about your personal and professional goals and to answer any questions you may have about Leading University. We are excited that you are interested in studying web programming with us.


We want you to grow throughout the four years in our community as a student and a scholar, but also as an interesting, talented young adult. We want you to gain the perspective to know exactly what you want to do in life—and the skills to do it brilliantly. We want you to discover how to achieve personal goals in the context of a compassionate, faith-filled view of the world that leads you to naturally respect and serve others.

The College of Arts and Sciences at Leading is truly a vibrant, stimulating, creative, and supportive community of teaching and learning. I hope that you will capture a sense of this excitement as you finalize your higher education plans and, I am eager to see you on campus this fall!

Sincerely,  
*John Thomas*  
John Thomas, Ph.D.  
Dean of Admissions  
Leading University



JOHN THOMAS, PH.D.  
DEAN OF ADMISSIONS  
LEADING UNIVERSITY



FINANCIAL AID INFORMATION

**LEADING UNIVERSITY** Financial Aid Package  
Prepared for **Matthew Smith**


Your federal aid award amounts are dependent upon final allocations approved by the federal government. If changes are required, we will notify you by e-mail at [mat.smith95@gmail.com](mailto:mat.smith95@gmail.com). If this is not your correct e-mail address, please contact your admissions counselor, Jennie Thompson.

**FINANCIAL AID AWARD**  
This Award Package assumes Matthew will:  
• Be enrolled in the College of Arts and Sciences  
• Will live in Leading University campus housing

<b>MATT'S ESTIMATED ANNUAL EDUCATION EXPENSES: \$34,220</b>	
<b>Charges Paid to Leading University</b>	<b>Other Educational Expenses</b>
Estimated Tuition and/or Fees ..... \$25,800	Books/Supplies Allowance ..... \$1,200
Room/Board Allowance ..... \$5,200	Personal Expense Allowance ..... \$2,000
<b>Estimated Total ..... \$31,020</b>	<b>Estimated Total ..... \$3,200</b>

**MATT'S FINANCIAL AID AWARD FOR 2013-2014**

<b>Aid Type</b>	<b>Fall</b>	<b>Spring</b>	<b>TOTAL</b>
Leading Academic Scholarship	\$7,000	\$7,000	\$14,000
Fed Direct Unsubsidized Loan	\$2,750	\$2,750	\$5,500
<b>Total Direct Aid</b>			<b>\$19,500</b>



COMPLETE YOUR REGISTRATION

**1 ACCEPT YOUR AWARD OFFERS BY ACTIVATING YOUR ACCOUNT**  
Your WebID: **LDNG1025**  
Your One-Time Password: **uroGw18M22**

**TO ACTIVATE YOUR ACCOUNT...**

1. Go to <http://login.leadingu.edu>
2. Click "Activate Account" on the menu
3. Enter your assigned WebID and Password
4. Choose three security questions that will be used in the future to reset your account in case you forget your password.
5. Enter an alternate non-Leading e-mail address and an optional cell phone number for texts.
6. Create your new password
7. Click "save" and your account will be active.

**TO ACCEPT YOUR AWARD OFFER(S)**

Login to <http://mywebid.leadingu.edu> using login information listed above.

**Select > Student or Faculty Login**  
**Select > Financial Aid > Award**  
**Select > Accept Aid Offer by Award Year**  
**Select > Student or Faculty Login > 13-14**  
**Select > Read Terms and Conditions**  
**Select > Accept Terms and Aid Offer**

Review awards. You may accept full amount, partial, or decline. Click **Submit** when done.

**2 COMPLETE NECESSARY ADDITIONAL FORMS**  
Some forms of aid require additional paperwork or web-based activity. Any missing information or documents will always be listed on your **WebID Financial Aid Alerts**.

**Sign Your Promissory Note for Accepted Loans**  
To complete the process for you federal loan, you must complete a Master Promissory Note (MPN) and online loan entrance counseling for each loan type. Loan funds cannot be disbursed until loan entrance counseling has been completed. Upon accepting a federal loan, you will be prompted to complete online entrance counseling and your MPN.

**3 RESERVE YOUR PLACE AT LEADING — DEPOSIT DUE BY MAY 30**  
Be sure to deposit as soon as you have made your decision to join us at Leading University and to hold your place in your classes and housing. Simply go to [admissions.leadingu.edu/deposit](http://admissions.leadingu.edu/deposit) and follow the instructions. Make your deposit with a credit card and select either "Living On Campus: \$400" or "Living Off Campus: \$200". In order to make your class deposit, you will need your WebID which is **LDNG1025**

PLEASE CALL 1.800.369.0033 MON-FRI WITH QUESTIONS REGARDING REGISTRATION

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interest rate of

# THE POWER OF VARIABLE DATA PRINT...

Aradius Group has developed an automated variable data program that uses information gathered about each individual student to create a customized package aimed at their unique interests – such as date of graduation, academic area or career field, extracurricular interests and other specifics. Each package is mailed within two days of initial contact. Below is an example of the limitless variable components in a standard college enrollment campaign.

**YOU SUPPLY A DATABASE FILE** containing student information that we import onto your master template in the corresponding text or image fields.

	A	B	C	D	E	F	G
1	WEB-ID	LAST	FIRST	STREET	CITY	STATE	ZIP
2	LDING1021	Lee	Joshua	3501 Turnstone Dr	Portland	OR	97212
3	LDING1022	Connolly	Samantha	1052 E 5th Ave	St. Joseph	MO	63385
4	LDING1023	Jones	Michael	1812 Main St	Overland Park	KS	66212
5	LDING1024	Thompson	Emily	802 Michelle Ave	Flagstaff	AZ	86001
6	LDING1025	Smith	Matthew	4700 F St	Omaha	NE	68117
7	LDING1026	Jones	Harrison	1010 Olympiad Way	Sacramento	CA	95814
8	LDING1027	Morgan	Shane	1904 Rose Lane Rd	Millard	NE	68137
9	LDING1028	Wiles	Justin	7010 Downing St	Norman	OK	73071
10	LDING1029	Schultz	Thomas	1830 C Ave	Kearney	NE	68845



## VARIABLE IMAGES

such as header graphics, are customized to each recipient's data, without slowing or stopping the printing process.

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*Matthew Smith*

Dear Matthew,

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We want you to grow throughout the four years of your student and a scholar, but also as an interesting person. We want you to gain the perspective to know what you want in life—and the skills to do it brilliantly. We want you to achieve personal goals in the context of a community of people that leads you to naturally respect the needs of others.

The College of Arts and Sciences at Leading is a creative, and supportive community of teaching and learning. You will capture a sense of this excitement as you develop your education plans and, I am eager to see you on campus.

Sincerely,  
*John Thomas*

John Thomas, Ph.D.  
Dean of Admissions  
Leading University



**PERSONALIZED** greeting for each enrolled student.

## FINANCIAL AID INFORMATION

### LEADING UNIVERSITY Financial Aid Package Prepared for **Matthew Smith**

**CUSTOMIZED** words, sentences or entire paragraphs to provide accurate registration info.

Your federal aid award amounts are dependent upon final allocations approved by the federal government. If changes are required, we will notify you by e-mail at [matt.smith95@gmail.com](mailto:matt.smith95@gmail.com). If this is not your correct e-mail address, please contact your admissions counselor, Jennie Thompson.

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**VARIABLE COST** and financial aid data pertaining to every student's individual fees and financial aid awards.

**VARIABLE IMAGES** such as signatures and personnel portraits if letters are from different members of administrative or admissions staff.

