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| Project: | Loyola University Chicago Move-In Manual Eases Students' Transition |
| Vertical Market: | Education |
| Business Application: | Publishing/Manuals |

Business Objectives

Loyola University Chicago, located in Chicago, enrolls over 15,000 students, with more than 4,100 residing at its Lake Shore and Water Tower Campuses. Due to the large number of students living in an urban area, Loyola must assign each individual a specific move-in date and time to prevent traffic jams and long elevator waits.

To communicate this information, Loyola University Chicago's Department of Residence Life used to send out numerous loose-leaf sheets in a 9" x 12" envelope. The information was not personalized and the loose sheets were not a convenient format for students.

To improve the move-in process the Department of Residence Life wanted a welcoming, easy to use manual for incoming freshmen and returning students. The objectives for this manual are:

- Provide students and parents with information and directions specific to their move-in time and location
- Help students have a successful move-in experience
- Build a good relation with freshmen and incoming transfer students as they begin their education at Loyola University Chicago

Results

The move-in manual, which was initially rolled out in August 2009, was a huge success and was used again in the same format in August 2010. Students reacted very favorably to the manual due to its convenient size and the personalized content.

According to Michelle Lata, former Assistant Director for Residence Services, "The new format for Residence Life's move-in manual streamlined our move-in process. The 'passport' format was simple and very user friendly. Upon greeting parents at the campus check point, it was easy to flip open to the separate page to point out the next stop on their route from the map and directions. In addition, parents and students commented on the fun format and found the information very helpful and concise."

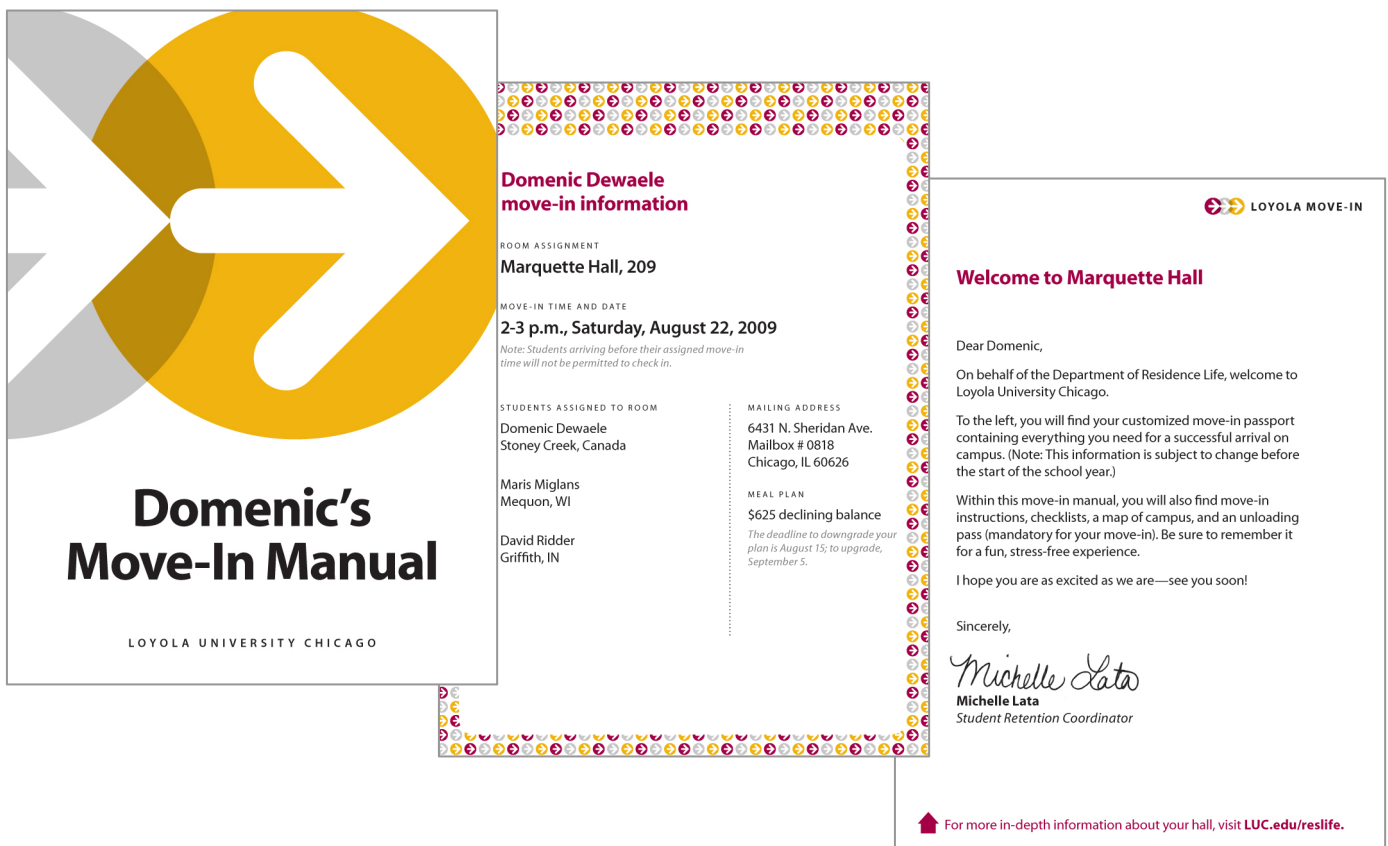


Solution

Each manual is customized for individual students with variable data and imagery spanning 14 pages. Variable elements include:

- Student's name
- Residence hall information
- Roommate names, hometowns, and email addresses
- Meal plan information
- Campus map highlighting key locations for move-in process, including resident hall, drop-off points, and parking
- Color-coded parking pass based on move-in date

The 4" x 5.5" booklets are a convenient, pocket-size that students can easily carry around. The front and back of the manual are printed on cover-weight paper for durability.



Target Audience and Messaging

The target audience for this solution is freshmen and returning students who will be living on Loyola's campus.

Creative and Outbound Piece

The creative for the move-in manual was developed by Loyola's internal marketing communications team and incorporated the school's colors.

Reasons for Success

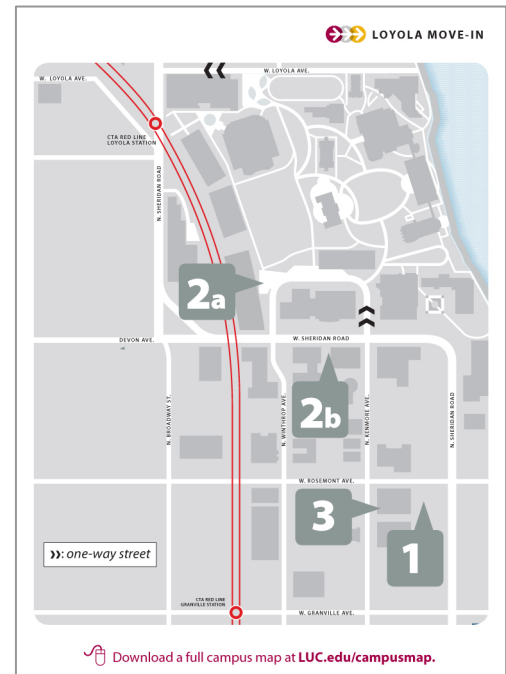
The move-in manual was well received by students, parents and the University.

Best practices learned from this solution are:

- **Build strong relations with new customers.** Incoming freshmen are essentially new customers for a university. And like any customer who has made a large purchase, it is important to provide them with information that makes them feel good about their purchase so that they don't experience "buyer's remorse."

The move-in process is one of the first campus experiences for freshmen and their parents. By providing students with personalized information specific to their needs it makes them feel welcome and helps alleviate fears about the transition to college.

- **Communicate in a format that meets your customer's needs.** A key to the success of the move-in manual was its convenient size and the format of a bound booklet, as opposed to loose leaf papers.



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| Client | Loyola University Chicago www.luc.edu Loyola University Chicago, a private university founded in 1870 as St. Ignatius College, is the nation's largest Jesuit, Catholic University. Loyola offers 71 undergraduate majors and 71 minors, as well as 85 masters, 31 doctoral degrees, and 26 graduate-level certificate programs. |
| Service Provider | Rider Dickerson, Inc. www.riderdickerson.com Established in 1903, Rider Dickerson is a full-service solutions provider serving a wide range of clients in the Chicagoland market as well as nationally. From high-quality sheetfed printing to sophisticated multi-channel direct marketing campaigns, the company specializes in helping clients achieve better marketing results. |
| Hardware | HP Indigo 3050 |
| Software | Adobe InDesign, Kodak Prinergy |
| Target Audience | Freshmen and returning students living on campus |
| Distribution | 4,400 manuals each year |
| Date | August 2009, August 2010 |