



# Connect with potential students from their point-of-view

## Business

A small, private Christian university in Salem, Oregon

## Audiences

Potential undergraduate students and their parents; high school counselors and other referral sources

## Challenge

Generate a greater response—more applicants that fit the ideal student profile—from the message, content and flow of information in the viewbook. Provide a strong sense of place while engaging the viewers in the Corban story and philosophy. Align visually with the design of the current recruitment suite while improving the flow and content to inform and connect with prospective students.

## Strategy

Conduct a focus group with admission counselors to identify areas where Corban excels; identify ideas and details valued by a potential student; and discuss areas to improve visual clarity. Define essential topics by spread, beginning with an overview on a fold-out page to add impact. Incorporate faculty and student quotes to add warmth and break up text. Increase the page size to accommodate larger photos and add two spreads for additional content on majors and programs. Develop headlines and copy focused on the reader and include a strong call to action on each page. Drive readers to the website for additional details.

## Result

The final book integrates with the existing recruitment suite while adding a stronger marketing message that focuses on Corban attributes and philosophy.

◀ The viewbook is the central communication tool for student recruitment. The redesign enlarged the page size and re-organized content to create a stronger message and response.