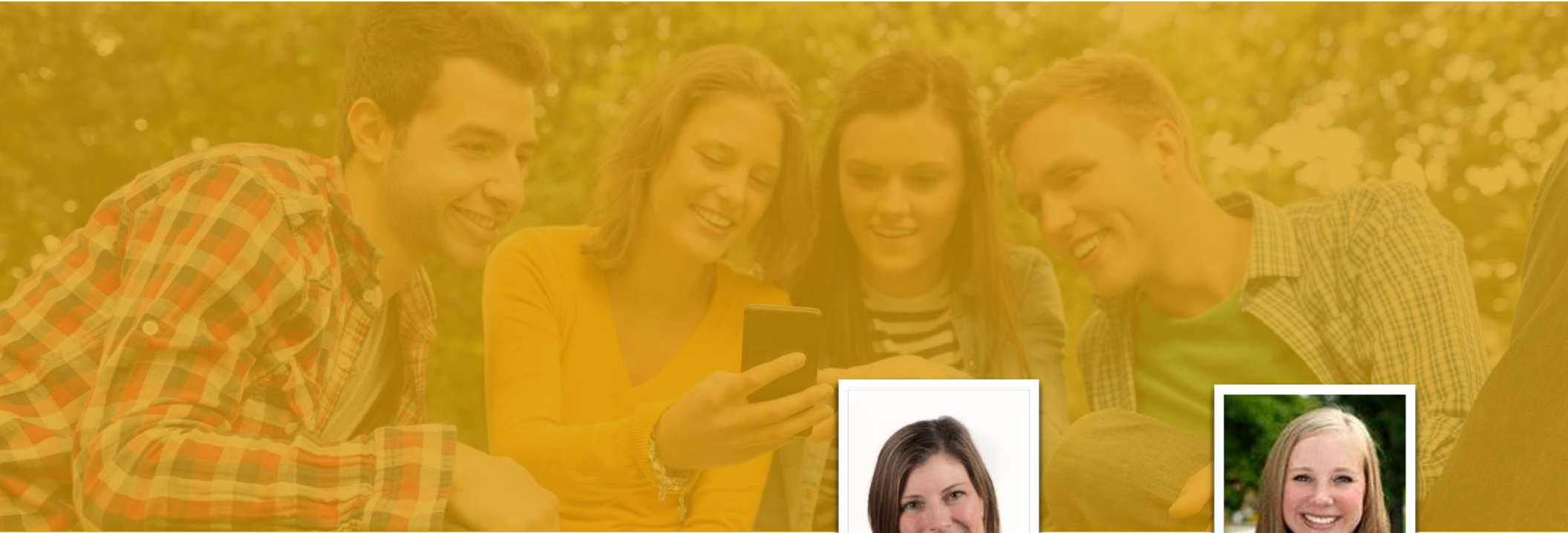


# The Future of Viewbooks

IN PRINT, ONLINE AND BEYOND!



January 25, 2018



## Today's Presenters



**Suzanne Sharp**

*Executive Director,  
Enrollment Management Consulting  
Liaison International*



**LeAnn Waldroup**

*Director of Communications  
& Marketing  
Young Harris College*



# ●●●●● Today's Agenda

- Viewbooks - yesterday and today
- Today's market and reaching them
- The Young Harris College viewbook story
- The new viewbook approach
- Invitation to experience a multi-channel approach

**? Feel free to submit questions!**  
Questions will be addressed at the end if time permits.

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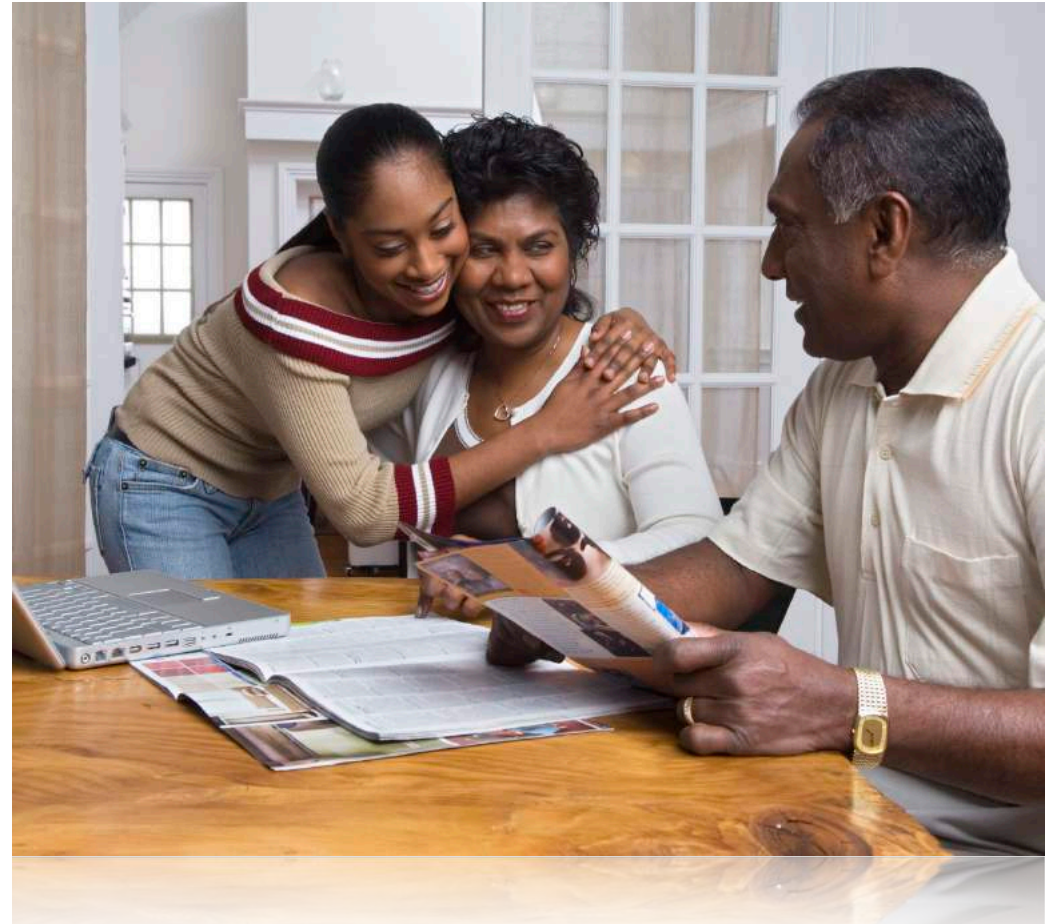




## ●●●● Challenges in Student Recruitment Today

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- Prospect expectations require a personalized marketing approach.
- We work in an environment where immediate response matters.
- Maximizing the benefits of your brand is essential.
- Communicating value has never been more important.
- Effective print can be challenging to manage, but remains an essential component to your outreach strategy.





# History of Viewbooks

- Traditional viewbook – 30+ page book including anything and everything about your college.
- The essential tool to provide prospects with every piece of information they would ever want or need (now it's the web site).

**The internet changed everything...**

**All your information is on your website  
No one reads static information!**



## ●●●● A 2017 Review of 91 Viewbooks

### Number of Pages:

- Most: 360
- Least: 5
- Average: 31



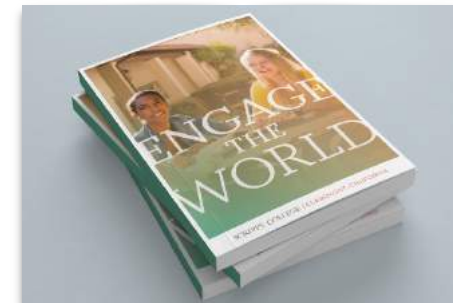
### Finished Size:

- Most common were 8.5"x11" or 11"x8.5"
- Largest: 15"x10"
- Smallest: 7"x5"

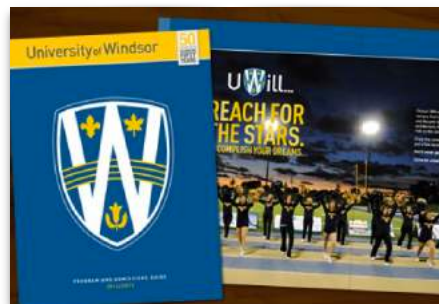


**99% are  
STATIC!**

The same message to everyone.



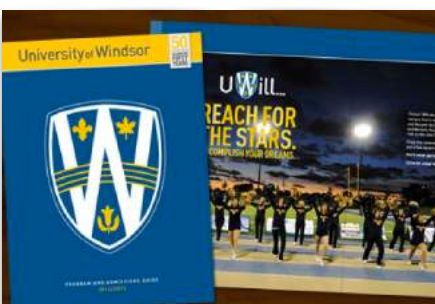
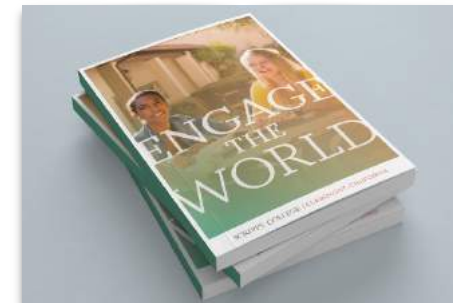
Only  
**7%**  
included a  
relevant letter



**51%**  
were mostly  
graphics/images



# ●●●● A 2017 Review of 91 Viewbooks





## ●●●● Traditional Approaches

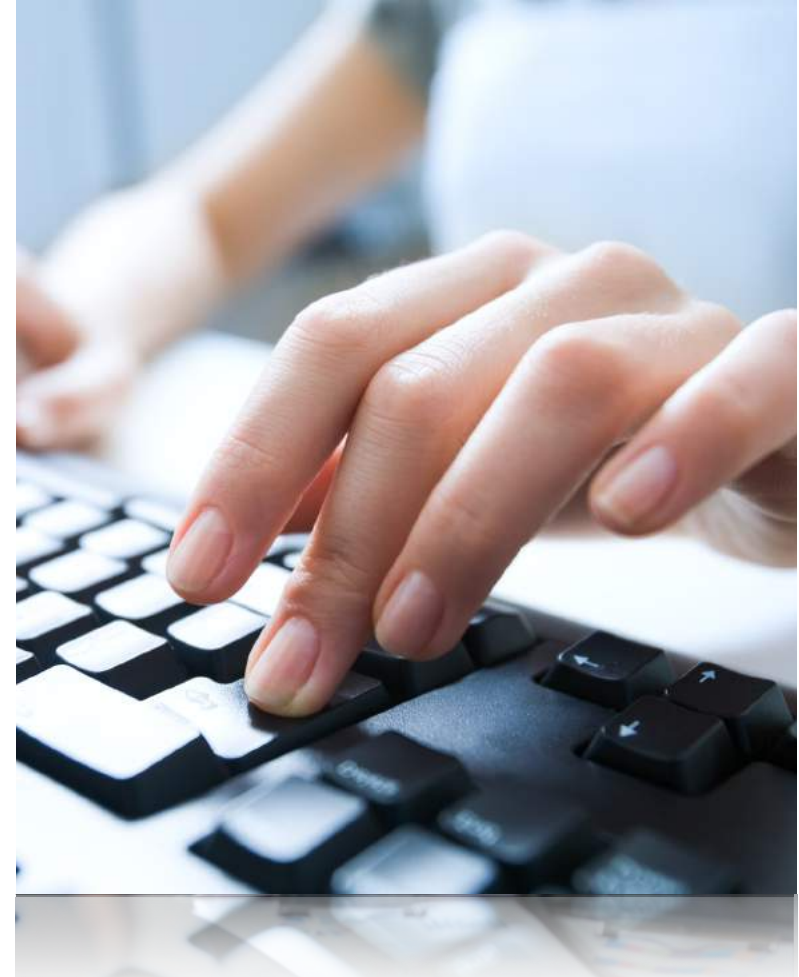
### Your Process:

- Student requests information
- Back office re-keys information into your system
- Once you have enough for a full label sheet you mail a batch - or when you have enough to send bulk

### Your shelf is stocked and then...

- A new program is added (or perhaps one sunsets)
- You find an error in the copy
- You have a great year and run out of viewbooks
- Your print estimate was over-enthusiastic
- You have a great response to search and the back office can't keep up with mailing viewbooks
- It's semester break and student workers are gone, slowing down the mail time
- The school earns a major award or ranking and it isn't in the viewbook
- The school has a name change

**... Now what?!**



# ●●●●● Reaching Your Prospects

## 4 Keys to Success

- Immediate
- Relevant
- Automated
- Trackable



# ●●●● The Future of Viewbooks

In print, on-line and beyond!

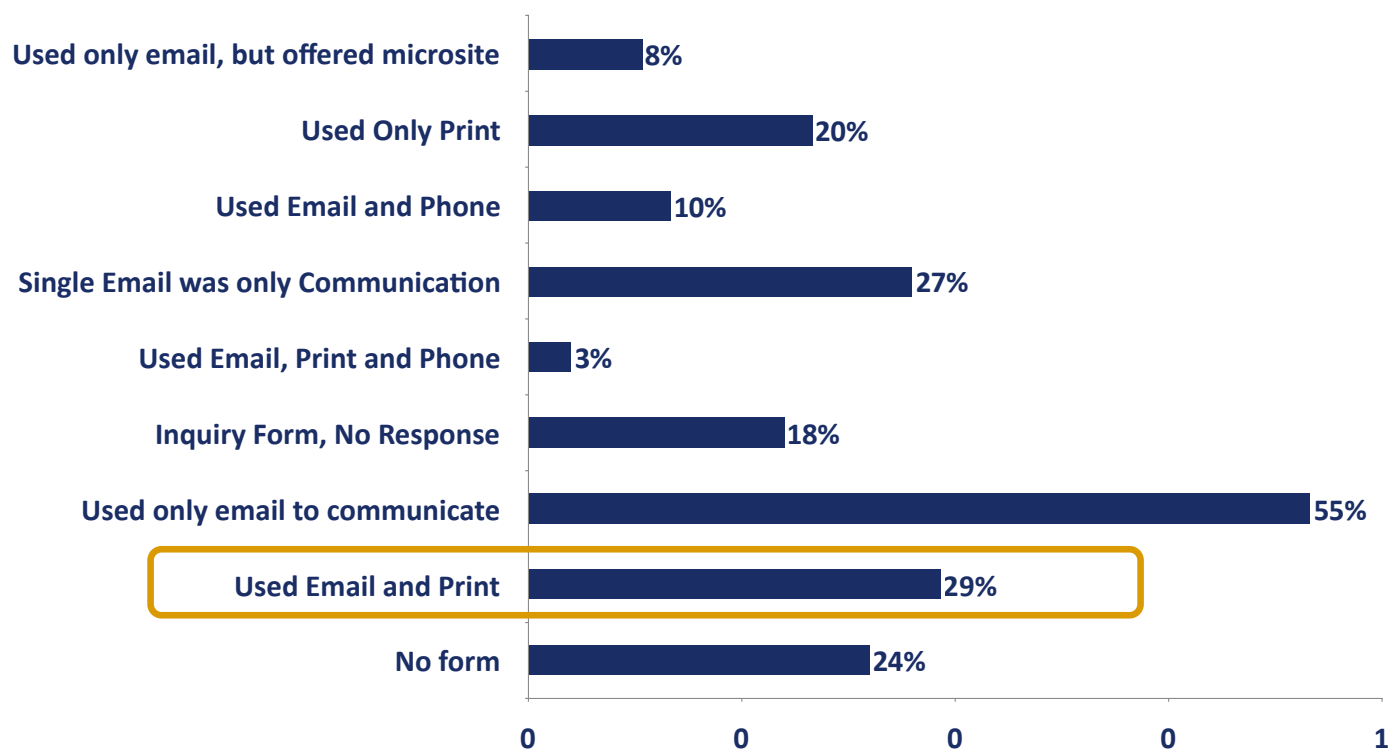
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# Channels Used for Undergraduate Inquiries

Results of secret shopping 280 undergraduate institutions.



## Why Include Print

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More than  
**2/3**  
of parents are still  
highly involved with  
their child's college  
search process.  
-Eduventures

**37%**  
higher  
open rates for those  
who received print.

**14%**  
higher  
click through rate for  
those who received  
print.



●●●●● Today's Print

**RELEVANT  
CONTENT  
CAN LIFT  
YOUR  
RESPONSE  
RATES BY  
10 TIMES!**

Caslon & Company

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← Civil Engineering

Engineering →



← Architectural Engineering



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# ●●●● The Young Harris College Story

Going beyond a traditional viewbook experience:



YOUNG HARRIS COLLEGE

**DARE TO: \_\_\_\_\_.**

THE GREATEST RISK IS LETTING POTENTIAL REMAIN UNREALIZED. At Young Harris College, it's our goal to ensure that doesn't happen. We provide the resources, experience and accomplish everything you'd ever dreamed of, plus a few things you've never thought of before.

It's why we strive to create the ideal learning environment in an idyllic, natural setting. We believe you should aspire to goals that others may think unattainable. Dare to embark on uncharted paths. Go beyond your comfort zone and take a chance on yourself.

YHC is a private, liberal arts institution in the beautiful mountains of Northeast Georgia. We're ready to challenge you and support you on an educational adventure. With just over 1,200 students on campus, this is where you can venture to be original, inspire others and do more than you ever imagined. You'll discover how to be your best self here. Because you'll never know just how great you can be until you try.

Often, our students and faculty say they can't express just how much this place means to them. The beauty of our campus is beyond words. The experience at YHC is indescribable.

Until now...

**SMALL COLLEGE. BIG OPPORTUNITIES**

FOUNDED IN 1886 AND HISTORICALLY AFFILIATED WITH THE UNITED METHODIST CHURCH

STUDENT FACULTY RATIO: 11:1

TYPICAL CLASS SIZE: 18

100% OF CLASSES ARE TAUGHT BY FACULTY...NOT MERELY GRADUATE ASSISTANTS

15 SPORTS TEAMS COMPETE IN NCAA DIVISION III ATHLETICS

GET INVOLVED IN 60+ AND COUNTING STUDENT ORGANIZATIONS

MORE THAN 90% OF STUDENTS RECEIVE SOME FORM OF SCHOLARSHIP OR GRANT

2015-2016

MEET A FEW OF OUR STUDENTS:

GABRIEL - BIOLOGY DE | KAYLIN - BUSINESS & PUBLIC POLICY DE | BRADLEY - PHYSICAL THERAPY DE

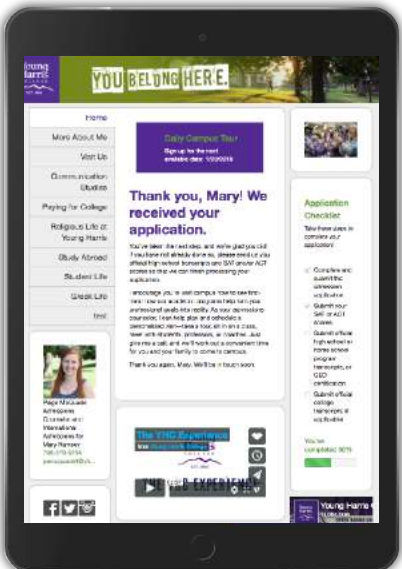
AMIN - EDUCATION MA | TAYLOR - STUDENT LEADERSHIP DE | SAMUEL - OUTDOOR LEADERSHIP DE



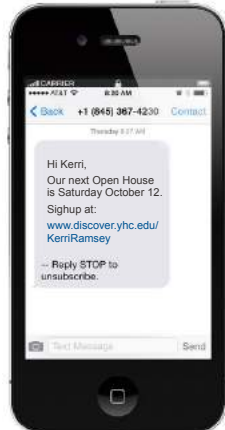
## Personalized Text/Voice

## Personalized Online Viewbook

## Personalized Viewbook



## Personalized Email



## Targeted Digital Ads



# ●●●●● The Young Harris College Online Viewbook

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- Immediate
- Relevant
- Personalized
- Trackable





# How Variable Print Works

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# Results for Young Harris

## 1) Cost Saving!

## 2) Increased Yield by 20%

\*over 80% yield from one event

## 3) High Quality/Better Fit Students



## ●●●● Audience Poll

**What would be the main drivers for your institution to enhance your approach toward viewbooks? (Mark all that apply)**

- **Cost savings** – we'd like to find ways to lower our production costs, but still maintain high quality - **65%**
- **Increase effectiveness** – we'd like to get better visibility into exactly how well our Viewbook program is performing - **85%**
- **Better flexibility** – our viewbooks have a short shelf life. We'd like to find ways to manage changes in programs and other information so that our Viewbooks do not become stale quickly - **35%**
- **More personalization** – we'd like to enable mass-customization to better appeal to our prospective students - **77%**
- **Better integration** – with our Social properties, our Web site, etc. - **41%**



# ●●●● The New Viewbook

## Strategy:

An Integrated  
Multi-Channel  
Approach

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# A Complete Communication Solution

## EMP GENERATED CAMPAIGNS

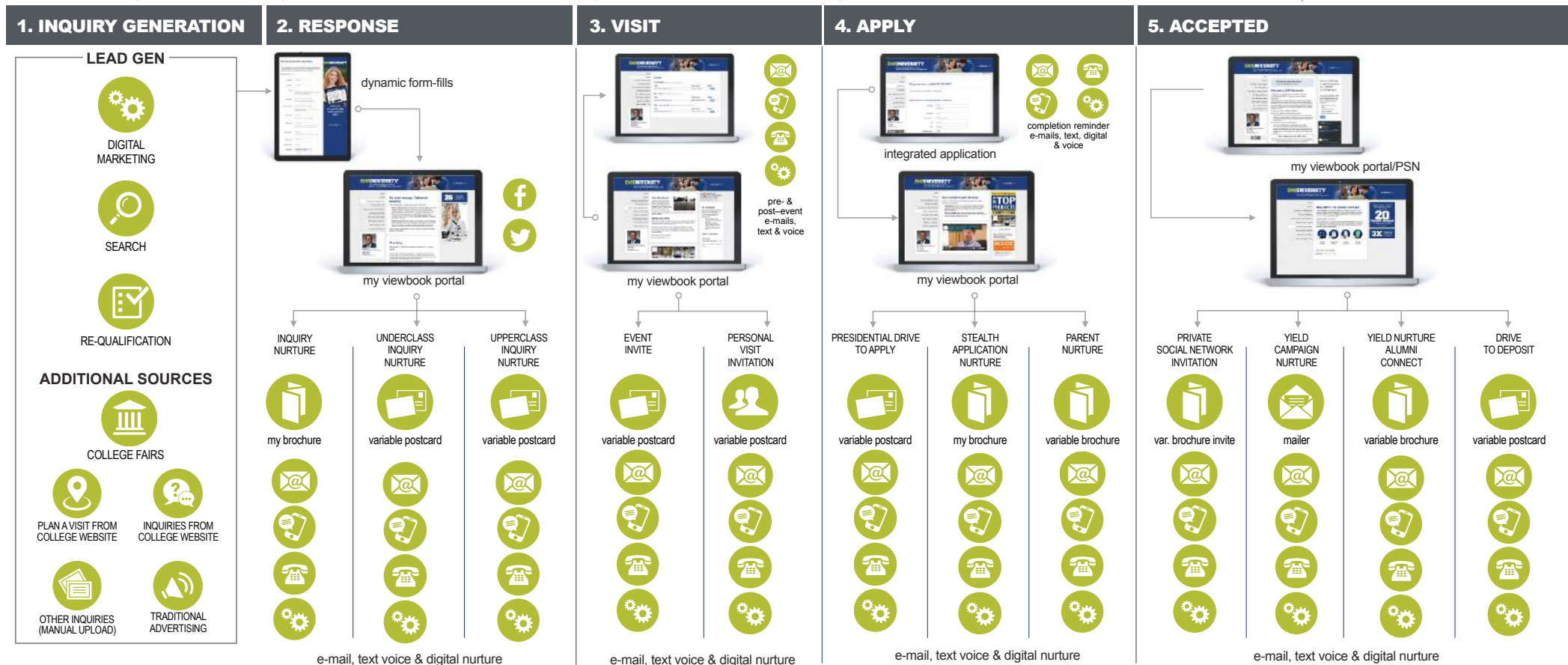
Personalized print, emails, texting and voice messaging campaigns can be launched right from the Admissions Department.



LIAISON'S ENROLLMENT MARKETING PLATFORM (EMP)



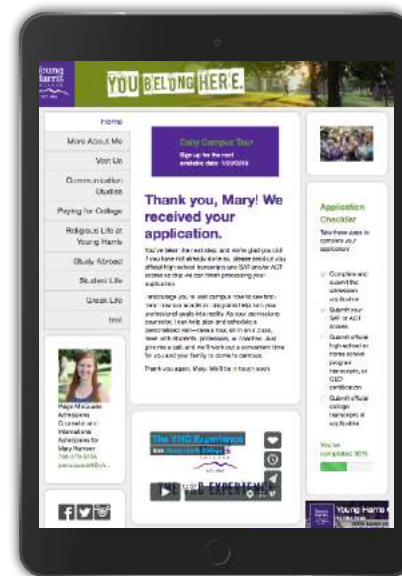
SIS



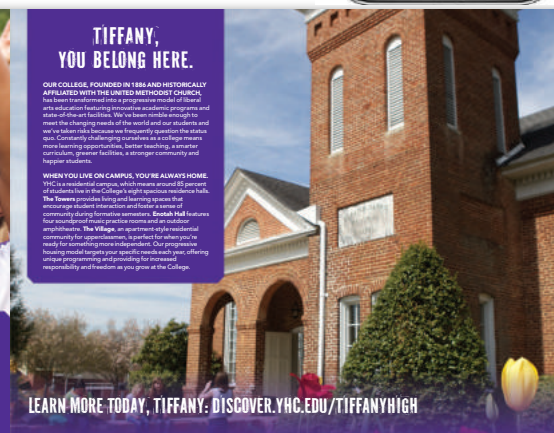
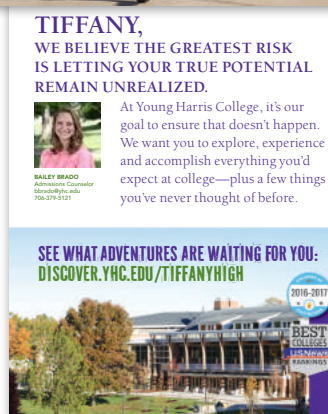
# Key Take Aways

## Re-think your viewbook strategy!

- How much are you spending on a static one-size-fits-all print piece?
- How many channels do you use to reach prospective students?
- Does your communication differentiate you from the competition?
- Are you using relevant messages to target each student?



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Experience it for yourself:

[www.myviewbookdemo.com](http://www.myviewbookdemo.com)

# Questions & Next Steps

