

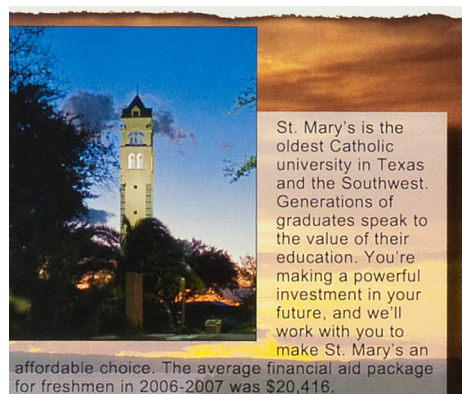


1:1 communication leads to record university enrollment.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



Personalized Enrollment for St. Mary's University, Direct Marketing

Cathedral Corporation

Based in Rome, New York, Cathedral Corporation is a leading national provider of transactional documents, customer care communications and personalized direct mail and e-marketing programs. Building on 90 years of success, they tailor business solutions to fit specific customer challenges, positioning them for solid growth and a healthier financial future.

On the web:

www.cathedralcorporation.com

The challenge

St. Mary's University in San Antonio is the oldest Catholic university in the American Southwest, consisting of two large public institutions, a highly selective private school, two additional Catholic universities and five community colleges. Offering a low, 13:1 student-to-faculty ratio, they differentiate themselves as a close-knit community offering quality education with a high level of personal attention. They had traditionally relied on a multi-channel approach in attracting students, including newspaper ads, radio spots and direct mail. As part of their Vision 2012 strategic plan, they aimed to increase their geographic reach and use segmentation to create personalized communications that more accurately reflect the close-knit community environment that sets them apart.

St. Mary's approached New York-based Cathedral Corporation with this challenging task. Their goal was to develop a direct mail piece that communicated different messages to prospective students based on gender, in-state/out-of-state residency and desired course of study, with additional variable content addressing their expressed interest in athletics, community service or leadership.

The solution

Using the Higher Education Vertical Marketing Industry Kit from the Xerox® ProfitAccelerator® series of business development resources, Cathedral Corporation quickly got to work. Their graphic design team started by creating a layout that included areas for the variable images and text. They then worked with St. Mary's to purchase prospective student lists and acquire the information that would drive the piece.

With the data secured and design complete, Cathedral Corporation then used the Solimar® Print Director™ workflow solution and a Xerox iGen3® 110 Digital Production Press, powered by a FreeFlow® Print Server, to produce the final piece. Allowing for any combination of variable elements, the end result was a great example of a highly personalized, effective, on-demand direct marketing application.

The benefits

According to St. Mary's, the personalized application was the most successful direct mail piece in the university's history. The number of students in their inquiry pool increased by 40 percent, and the school enrolled a record high freshman class comprised of students from eight different states, the District of Columbia and 15 foreign countries. More than simply attracting more students, the piece drew the academically focused students St. Mary's was looking for. Ninety percent of these students graduated in the top half of their high school class, with 37 percent ranking in the top 10 percent.

The success of the piece was felt beyond the increased enrollment numbers at St. Mary's University. The project also showcased Cathedral's ability to develop a full-color, customizable direct mail template proven to deliver effective, 1:1 marketing messages. This is an invaluable tool when promoting their vast services to prospective clients, as well as the value of digital color and personalized offers.

