



Case Study: COVENANT COLLEGE

RECRUITMENT CAMPAIGN

Challenge

To create an effective student recruitment campaign for a faith-based college in Georgia.

Solution

Many recruitment campaigns progress in a linear fashion — inquiry poster and response, mailer (or search piece), and information book (IB). When the target audience's level of interest and response increase, the expense of the marketing materials generally increase as well. Initially a student may respond to a simple poster with a tear-off sheet requesting additional information. The search piece is sent in response to further serve in qualifying the student applicant. Finally, an information book (IB), which conveys the culture, the mission, and the academics of the college, is requested and sent. ADG used this tried and true approach to successfully recruit students for Covenant College.

ADG chose “elevate” as its recruitment campaign theme which connected to the college on different levels—mind, body, and spirit. Covenant College is located on Lookout Mountain in Georgia and attracts an athletic and environmentally aware student body. The theme also reflected the college's Christian foundation as well as its focus on academic excellence, so the “elevate” theme connected all aspects.

ADG initiated the recruitment campaign with attractive and informative posters with tear-off sheets to request more information. The IB, complete with the new theme and complementary images, was arranged in such a way as to easily update time sensitive information without disrupting the production of the more standard content. In the past, Covenant College created a new IB every year, which was neither cost effective nor necessary since its target audience was new students who hadn't previously seen the piece. The manner in which ADG produced and arranged the IB piece allowed the college to limit its effort and expense when producing and distributing the IB.

Result

Covenant College loved the look and feel of the materials and felt it represented the college very well. The response from prospective students was up and students continue to apply to Covenant College.