

# The Future of Viewbooks

## In Print, On-Line, Mobile and Beyond.

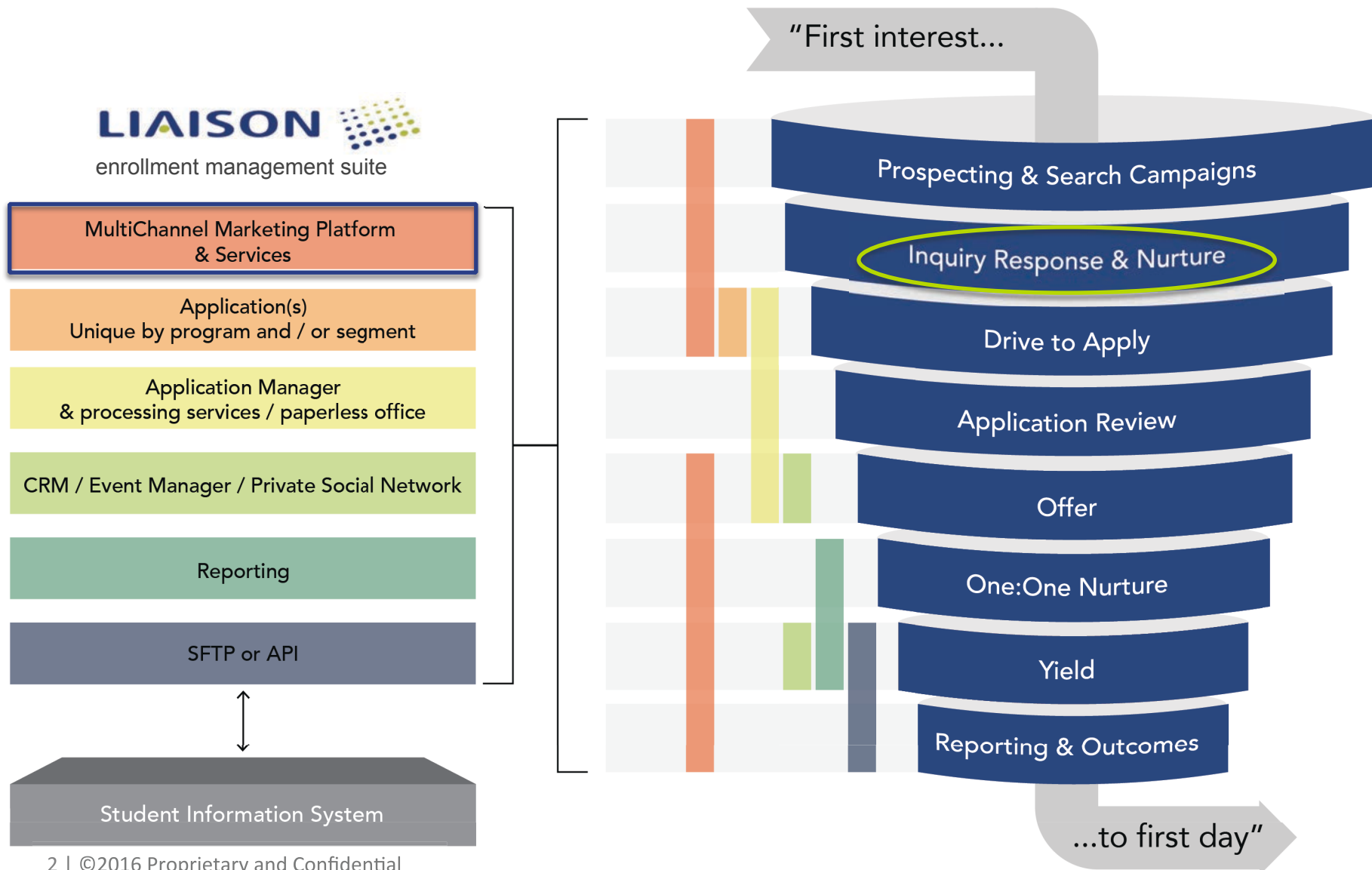
June 2, 2016



LIAISON



# About Liaison



# Some of our Partners



# Preview of Today's Session

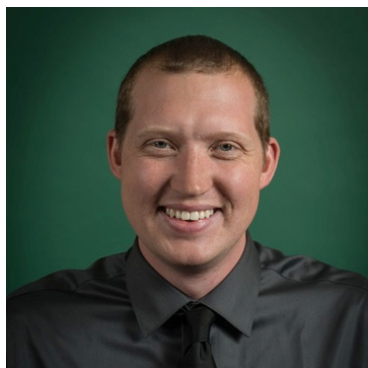
- Introduction of speakers
- History of viewbooks
- Sample traditional viewbook and process
- Today's market and reaching them
- Use of variables for increased results
- Pacific Union College – Viewbook tour
- The integrated approach
- Invitation to experience the Future of Viewbooks

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

*Recording and slide deck will be made available to all who registered.*



# Presenters



**J.R. Rogers**

Director of Recruitment  
Pacific Union College



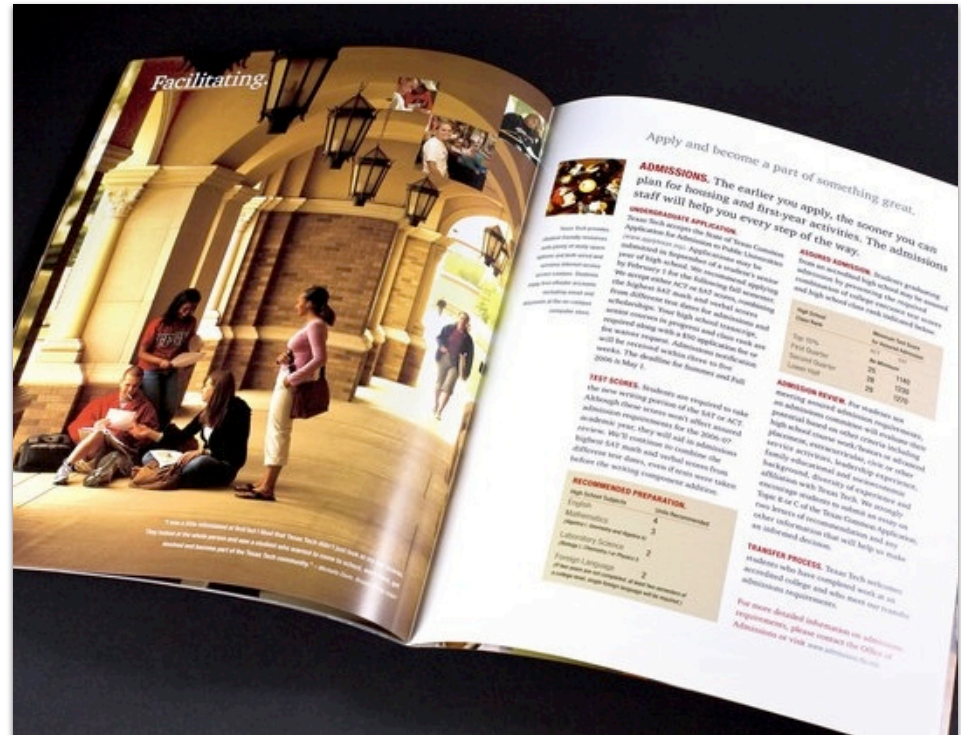
**Suzanne Sharp**

Executive Director  
Enrollment Management Consulting  
Liaison

# A brief history on 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...*



# A Review of 36 Viewbooks



## College Viewbooks: Alive and Kicking

By Ann Oleson — University Business, April 2012

### **Number of Pages:**

Most: 110

Least: 20

### **Finished Size:**

10 Viewbooks were 8.5x11

16 Viewbooks were smaller

16 Viewbooks were larger

Largest: 12x12

Smallest: 6x6

### **Other Points of Interest:**

58% Included a social media icon

42% Included call out facts and figures

15 Had the Recycled Symbol

Cover Images Varied

All used Testimonials

<http://www.universitybusiness.com/article/college-viewbooks-alive-and-kicking>

# A sample Viewbook process

- 30 pages on moderate grade paper
- Size: 8.5x11
- \$5.00/viewbook - 15,000 copies = \$75,000
- \$3.50/viewbook - 25,000 = \$87,500
- Postage: \$2.00
- + Cost to write and design

## 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



# A sample viewbook process

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

**... Now what?!**

# What's wrong with traditional viewbooks?

- It's a digital age!
- Not targeted to the interest and needs of each student.
- Static information can get outdated fast.
- Can be wasteful or costly if estimates are off.
- Not tracked.
- Not integrated with other media.
- A **one-way** promotion.



Who are you marketing to...

Google

“Always On Generation”





In fact, haven't we **ALL** adapted?





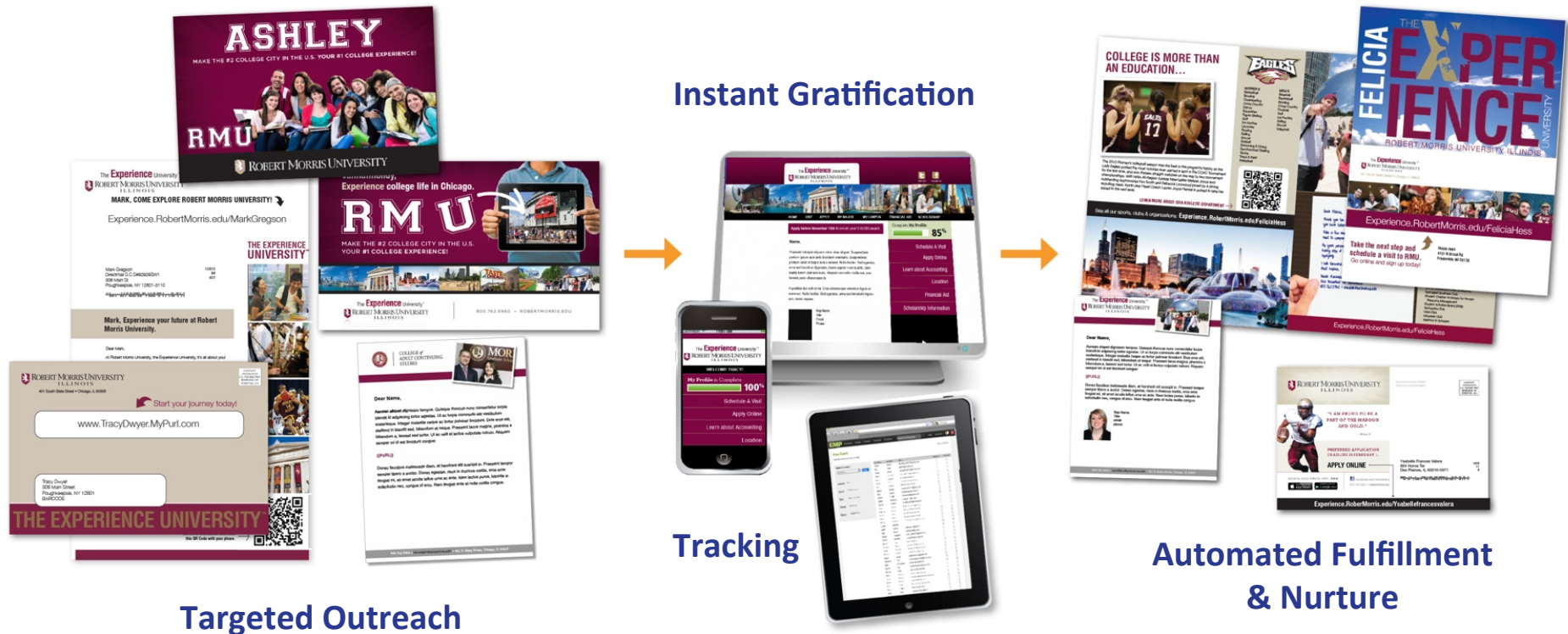
# Communicating with today's market

- Immediate
- Relevant
- Automated
- Trackable



# The Future of Viewbooks...

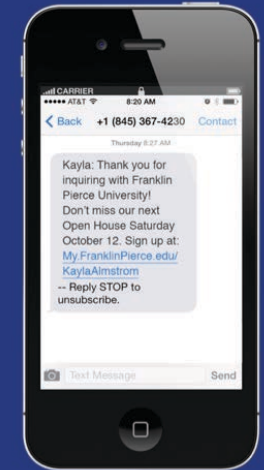
## Automated, Targeted, Cross-Media Admissions Programs with Integrated CRM



## Database

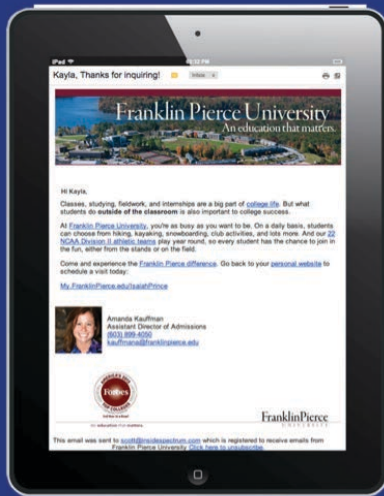
|                   |                       |
|-------------------|-----------------------|
| First Name        | Kayla                 |
| Last Name         | Johnson               |
| Gender            | Female                |
| Academic Program  | Environmental Science |
| Special Interests | Student Government    |
| Sport             | Softball              |

## Online PURL



## Text

## Email



## Phone



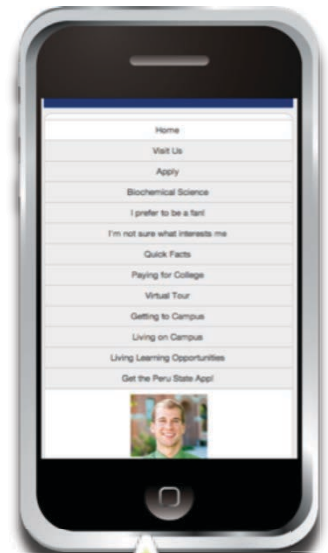
## Printed Personalized Viewbook





# Responsive design

**54%** of all students interactions are on a mobile device.



**72%** of emails are opened on a mobile device.



# Relevance drives response

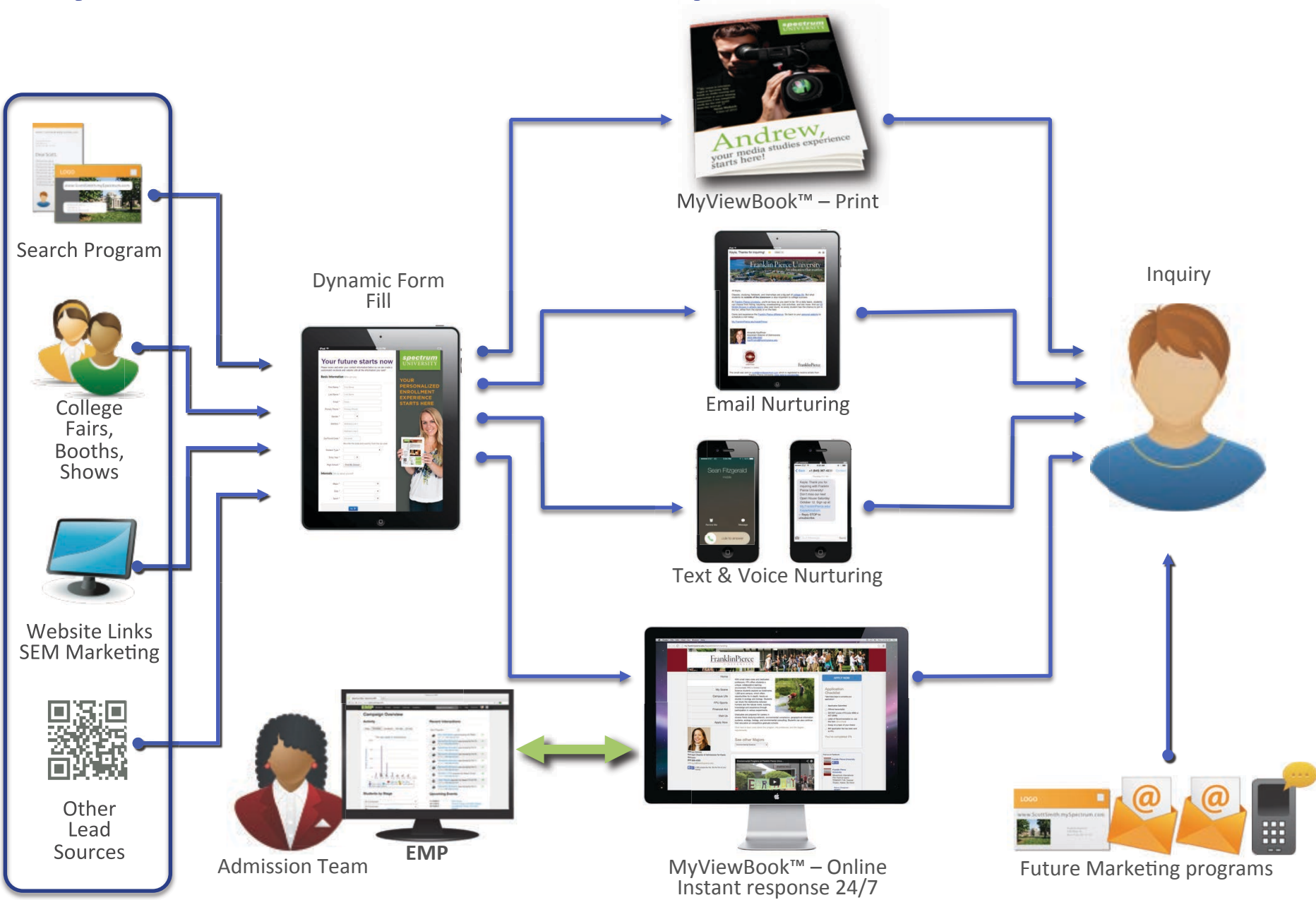


# How Variable Data Works

|                   |                    |
|-------------------|--------------------|
| First Name        | Lindsey            |
| Last Name         | Smith              |
| Gender            | Female             |
| Major             | Chemistry          |
| Special Interests | Student Government |
| Sports            | Softball           |



# My Viewbook: Automated Response



# Exploring the Pacific Union College viewbook

## Your Pacific Union College Experience Starts Now

Find out all about your future at **America's most beautiful college** and learn about opportunities to excel at Pacific Union College. Customize your experience and get the information that matters most to you.

Fill out the short form below to kick off your personalized PUC experience—your information will be stored securely by PUC and will never be shared or sold.

**Basic Information** Who are you

Email \*

First Name \*

Last Name \*

Gender \*

Area of Study \*

Major \*

Pre-Professional Programs

## EXPERIENCE PUC

## THIS IS PUC

### Complete Your Profile

- Home
- Visit Us
- Apply Now
- Paying for PUC
- Spiritual Life
- Our Perfect Location
- Campus Life
- Mathematics
- \*I prefer to be a fan!
- Chess Club
- Academic Support
- PUC Graduates at Work
- Study Abroad
- Intramural Sports
- Getting to Campus

### Weekday Visits

Sign up for the next available date: 6/6/2016

## Welcome to your PUC experience, Michael!

**We want you at Pacific Union College!**

PUC graduates are prepared for professional, personal, and spiritual success.

For over 133 years, Pacific Union College has prepared students to lead lives of significance and service. As a fully accredited Seventh-day Adventist Christian liberal arts college, PUC will provide you with all the advantages of a larger university—a strong academic reputation; over 70 degrees and programs; cutting edge research; classes taught by Fulbright scholars; and a diverse student body—but with the benefits of a small college, focused on the undergraduate experience and in an atmosphere of Christian community located in Northern California's beautiful Napa Valley.

### About this page

### APPLY NOW

## You Can Afford It

Scholarships and other aid make PUC possible.

### Freshman Application Checklist

Take these steps to complete your application!

- ☐ Complete your PUC Application on your personal page
- ☐ Complete and submit one reference form ([download](#))
- ☐ Send PUC your transcripts ([download](#))
- ☐ Send PUC your SAT (code: 4600) or ACT (code: 0362) test scores



# Audience poll

## QUICKPOLL

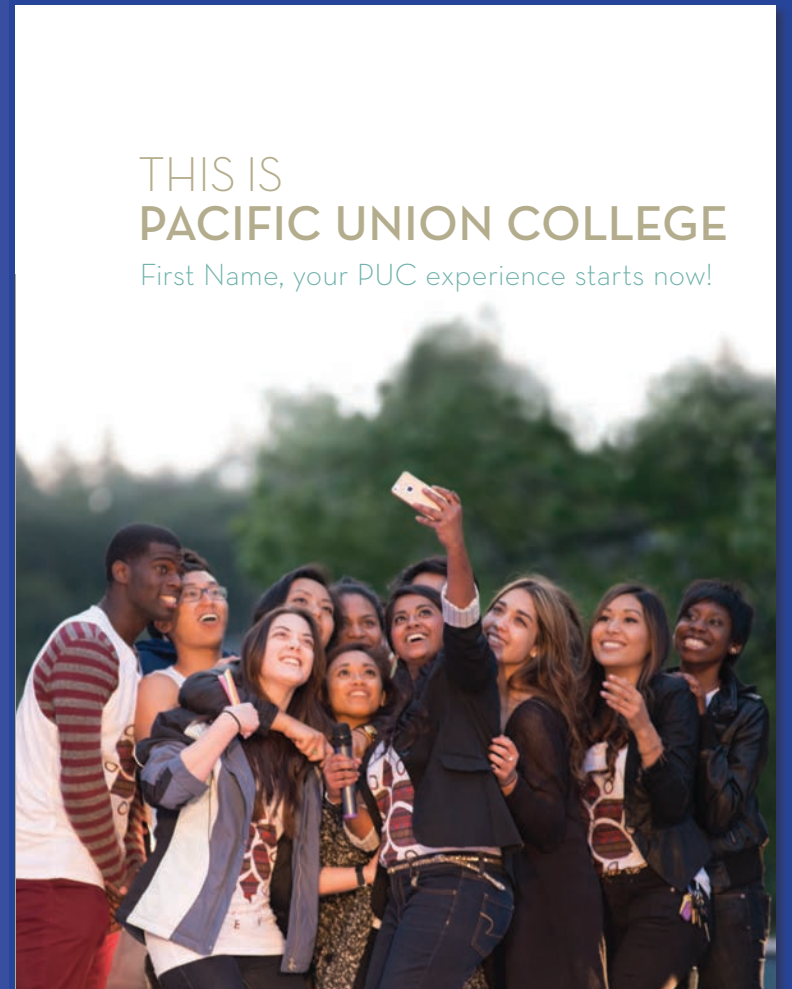
**What would be the main drivers for your institution to enhance your approach toward Viewbooks?**

### Poll Results:

|  |     |
|--|-----|
| Cost savings – find ways to lower our production costs       | 67% |
| Increase effectiveness – better visibility into performance  | 82% |
| Better flexibility so that Viewbooks do not become stale     | 51% |
| More personalization - better appeal to prospective students | 77% |
| Better integration with our Social, Web site, etc.           | 59% |

# Exploring the Pacific Union College Viewbook

In Print



# Exploring the Pacific Union College viewbook

## WELCOME TO OUR HOME

[explore.puc.edu/PURL](http://explore.puc.edu/PURL)

### Firstname, it's nice to meet you!

Pacific Union College is an exciting place to begin the next chapter of your life!

Nestled in Northern California's beautiful Napa Valley, PUC attracts students who desire academic excellence, an authentic spiritual experience, and opportunities to change the world.

Founded in 1882, PUC is a Seventh-day Adventist Christian liberal arts college with a reputation for preparing students for meaningful careers and acceptance to the nation's best graduate programs.


What you have in your hands is a guide to PUC and it was created just for you. Inside, you will learn about the major you're interested in, information about scholarships and financial aid, and why Northern California is a great place for you to spend your college years. It will give you a glimpse of why PUC may be a good fit for you. Explore your personal PUC site to find out more.


Please know you are in our prayers!


Your enrollment counselor,

repName  
repEmail  
repPhone



**1882**  
PUC WAS FOUNDED  
There are a lot of traditions when you've been around for over 130 years.

**1,600**  
STUDENTS  
We're the PUC Pioneers—a community that worships and learns together.

**30+**  
MILES OF TRAILS  
The "Back 40" is perfect for hiking, biking, and exploring!

**13:1**  
STUDENT-TEACHER RATIO  
One of the upsid es of being at a college dedicated to undergrads is that professors actually have time for you and get to know you personally.

# Exploring the Pacific Union College Viewbook

## YOUR FUTURE IN AVIATION



[explore.puc.edu/PURL](http://explore.puc.edu/PURL)

**FAST FACTS**

- PUC is one of only two liberal arts colleges in California to offer a degree in aviation.
- The private pilot and instrument courses are approved by the FAA as a 141 pilot school.
- Students can earn multiple certifications: pilot single-engine, private pilot multi-engine, instrument rating, commercial pilot single-

engine, commercial pilot multi-engine, certified flight instructor (CFI), multi-engine instructor, and instrument instructor ratings.

**CAREERS**

- Charter
- Commercial
- Agricultural
- Aerial photography
- Tourism

## PUC IS POSSIBLE



**\$40 million**  
IN FINANCIAL AID  
AWARDED  
EVERY YEAR

**100%**  
OF STUDENTS  
RECEIVE FINANCIAL  
AID

**MOST PUC  
SCHOLARSHIPS  
RENEW FOR  
4 YEARS**

1 2 3 4

### 70+ DEGREES AND PROGRAMS

At PUC, you'll find more than just a major—you find your calling. And with so many degrees to choose from, you're bound to find the program that will take you where you want to go.

**Aviation**  
Aviation, A.S., B.S.

**Biology**  
Biology, B.A., B.S.  
Environmental Studies, B.S.

**Business Administration & Economics**  
Business Administration, B.B.A.  

- \* Accounting
- \* Finance
- \* Healthcare Management
- \* Information Systems
- \* International Business
- \* Management
- \* Marketing

 Business Administration, B.A., B.S.  
 Management for Medical Professionals, B.S.

**Chemistry**  
Chemistry, B.A., B.S.  
Chemistry, B.S.  

- \* Biochemistry

**Communication**  
Communication, B.A.  
Communication, B.S.  

- \* Communication Studies
- \* Marketing Communication
- \* Multimedia Journalism

 Health Communication, B.S.  
 Intercultural Communication, B.A.  

- \* French
- \* German
- \* Italian
- \* Spanish

**Computer Science**  
Computer Science, B.S.  
Software Development, A.S.

**Education**  
California & SDA Teaching  
Credentials  

- \* Elementary
- \* Secondary

 Early Childhood Education,  
A.S., B.S.  
 Liberal Studies, B.S.

**English**  
English, B.A.  

- \* British & American Literature
- \* English Education
- \* Writing

 Film and Theater Studies, A.S.

**Exercise Science**  
Exercise Science, B.S.  
Physical Education, B.S.  

- \* Teacher Education

**History**  
History, B.A.  

- \* American History
- \* European History

 History, Political Studies and  
Ethics, B.A., B.S.  
 Social Studies, B.S.

**Mathematics**  
Biomathematics, B.S.  
Mathematics, B.S.

**Modern Languages**  
Spanish, B.A.

**Music**  
Music, B.Mus.  

- \* Music Education
- \* Performance

 Music, A.S., B.S.

**Nursing & Health Sciences**  
Emergency Services, A.S., B.S.  
Health Sciences, A.S.  
Nursing, A.S., B.S.N.

**Physics**  
Biophysics, B.S.  
Engineering, A.S.  
Physics, B.S.

**Psychology & Social Work**  
Psychology, B.A., B.S.  
Social Work, B.S.W.

**Religion**  
Religion, B.A.  

- \* Biblical Studies
- \* Health Professions
- \* Theology & Christian History

 Theology, B.A.

**Visual Arts**  
Film & Television Production,  
B.A., B.F.A.  
 Film & Theater Studies, A.S.  

- \* Narrative/Writing
- \* Performance

**Technical**  
Fine Art, B.A., B.F.A.  
Graphic Design, A.S., B.A., B.F.A.  
Photography, A.S., B.A., B.F.A.

#### Pre-professional Programs

Art Therapy  
Cardiac Electrophysiology  
Technology  
Clinical Laboratory Science  
(Medical Technology)  
Communication Sciences &  
Disorders (Speech Pathology)  
Cytotechnology  
Dental Hygiene  
Dentistry  
Healthcare Administration  
Health Information  
Administration  
Law  
Medical Radiography  
Medicine  
Nuclear Medicine  
Nutrition & Dietetics  
Occupational Therapy  
Optometry  
Orthotics and Prosthetics  
Pathologist's Assistant  
Pharmacy  
Physical Therapy  
Physical Therapy Assistant  
Physician Assistant  
Public Health  
Radiation Sciences  
Respiratory Therapy  
Veterinary Medicine

**Master's Programs**  
Master of Arts in Teaching, M.A.T.  

- \* Multiple Subject
- \* Single Subject

 Master of Education, M.Ed.

### 4 YEARS WELL SPENT

College is a big financial commitment. Here are eight reasons why PUC is worth making it.

#### 1 Return on Investment

Ranked in the top 13% nationally for return on investment, PUC alumni can expect to earn more on average than graduates from other colleges or universities.

#### 2 Exceptional Faculty

A 13:1 student to teacher ratio means students receive individual mentoring by a faculty that includes Fulbright Scholars and National Science Foundation grant winners.

#### 3 Spiritual Nurturing

Committed Adventist faculty and staff are eager to help young people connect to Christ, the Source of true wisdom, and to form a lifelong relationship with Him.

**Learn More**  
[puc.edu/admissions/finance](http://puc.edu/admissions/finance)

**Contact Us**  
[studentfinance@puc.edu](mailto:studentfinance@puc.edu)  
800.862.7080, option 1  
707.965.7615 (fax)

#### 4 Innovative Degrees

Students are prepared for their calling through 70 degrees and programs, including unique options like a B.S. in emergency services, a B.S. in health communication, and B.F.A. degrees in visual arts.

#### 5 Outstanding Scores

PUC students know how to excel; they recently scored above the 95th percentile on the Major Field Tests in psychology and biology.

#### 6 Emphasis on Service

A powerful way to express and solidify a life of faith is to serve others. At PUC, students find service opportunities to match every personality, schedule, and calling.

#### 7 Commitment to Undergraduates

PUC's commitment to top-quality undergraduate education means your education is our priority. As a liberal arts college, PUC offers student-focused faculty, small classes, and excellent grad school preparation.

#### 8 Lifelong Friendships


With a community of 1,600 students attending PUC's residential campus, it's easy to form lifelong friendships with students who share priorities and values.

"As a parent, I'm confident each of my sons is getting an education that makes economic sense. I want them to have a quality education in a nurturing environment where they learn to love Jesus more."  
-Dave C. Lawrence, Ed.D., vice president for financial administration and father of two PUC students



# Different academic interest pages

## YOUR FUTURE IN HISTORY



[explore.puc.edu/JohnSmith](http://explore.puc.edu/JohnSmith)

**FAST FACTS**

- PUC's chapter of Phi Alpha Theta, the history honors society, offers entrance based on scholarship. Students meet regularly to hear noteworthy speakers and discuss topics related to history. Scholarships are also available through the society.
- The department of history often hosts study tours over the summer. Recent destinations have included Japan, Washington, D.C., and England.

**CAREERS**

- Teaching
- Law
- Library science
- Publishing
- Public policy

**70+ DEGREES AND PROGRAMS**

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\* Finance  
\* Healthcare Management  
\* Information Systems  
\* International Business  
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\* German  
\* Italian  
\* Spanish

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Computer Science, B.S.  
Software Development, A.S.

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California & SDA Teaching Credentials  
\* Elementary  
\* Secondary  
Early Childhood Education, A.S., B.S.  
Liberal Studies, B.S.

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\* British & American Literature  
\* English Education  
\* Writing  
Film and Theater Studies, A.S.  
\* Narrative/Writing  
\* Performance  
\* Technical

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Physical Education, B.S.  
\* Teacher Education

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Cardiac Electrophysiology Technology  
Clinical Laboratory Science (Medical Technology)  
Communication Sciences & Disorders (Speech Pathology)  
Cytotechnology  
Dental Hygiene  
Dentistry  
Healthcare Administration  
Health Information Administration  
Law  
Medical Radiography  
Medicine  
Nuclear Medicine  
Nutrition & Dietetics  
Occupational Therapy  
Optometry  
Orthotics and Prosthetics  
Pathologist's Assistant  
Pharmacy  
Physical Therapy  
Physical Therapy Assistant  
Physician Assistant  
Public Health  
Radiation Sciences  
Respiratory Therapy  
Veterinary Medicine

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## UNDECIDED FIND YOUR FUTURE



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**FAST FACTS**

- Research suggests as many as 80 percent of college students change their major at least once, while the average student changes their major up to three times.
- The Teaching & Learning Center at PUC offers academic advising for undecided students and academic support services, including free tutoring.

**WE CAN HELP**

Our Career & Counseling Center is at your disposal, and you'll have access to multiple career tests, interest surveys, and our career counselor will happily give you one-on-one career counseling. We'll help you find where God is calling you.

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Cardiac Electrophysiology Technology  
Clinical Laboratory Science (Medical Technology)  
Communication Sciences & Disorders (Speech Pathology)  
Cytotechnology  
Dental Hygiene  
Dentistry  
Healthcare Administration  
Health Information Administration  
Law  
Medical Radiography  
Medicine  
Nuclear Medicine  
Nutrition & Dietetics  
Occupational Therapy  
Optometry  
Orthotics and Prosthetics  
Pathologist's Assistant  
Pharmacy  
Physical Therapy  
Physical Therapy Assistant  
Physician Assistant  
Public Health  
Radiation Sciences  
Respiratory Therapy  
Veterinary Medicine

**Master's Programs**  
Master of Arts in Teaching, M.A.T.  
\* Multiple Subject  
\* Single Subject  
Master of Education, M.Ed.



# Exploring the Pacific Union College viewbook

LIFE AT PUC

**72%**  
LIVE ON CAMPUS  
As a truly residential college, PUC becomes a second home with activities, worships—and a room with a view!

**1,340**  
STUDENT MISSIONARIES  
Students have countless opportunities to use their knowledge and passion to change the world.

**40**  
PEER GROUPS  
Freshmen are grouped with 10-12 peers to make new friends, navigate their first year of college, and enjoy weekly spiritual and social events together.

PACIFIC UNION COLLEGE  
CALIFORNIA

*We Have it All!*

**278** state parks and beaches

**262** sunny days per year at PUC

**840** miles of coastline

**Everything you could want is right here.**

Our Golden State is the best place to spend your college years. As a Californian, we don't need to tell you about our gorgeous weather, the unlimited options for outdoor activities, award-winning restaurants, or the amazing cultural destinations. It's always good to keep in mind why so many people want to be here. Why would you ever want to leave?

**Plan your visit today!**

[puc.edu/visit](http://puc.edu/visit)  
Email: [visit@puc.edu](mailto:visit@puc.edu)  
Call: 800.862.7080, option 2

# Exploring the Pacific Union College viewbook

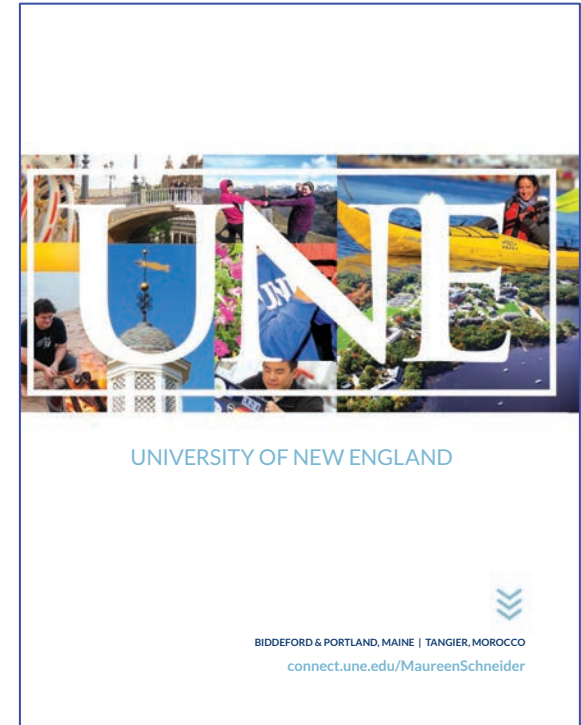
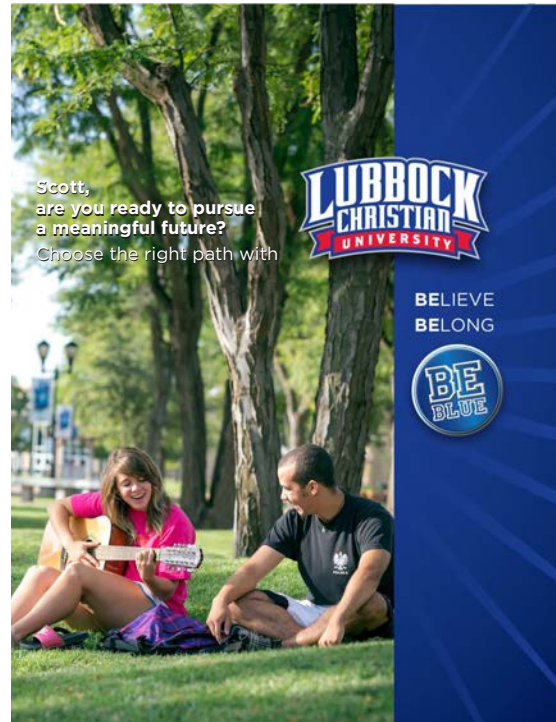
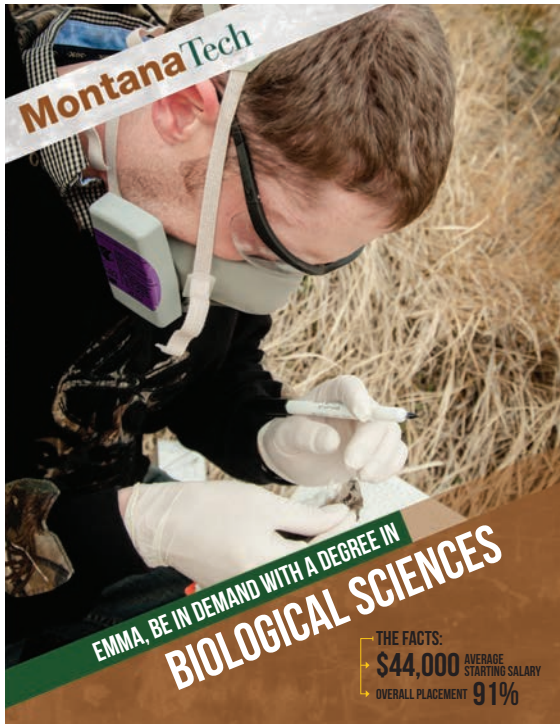


# Same school – variable viewbook covers





# Maintain unique branding and style





# Don't forget about the parents



- According to a 2014 study by Eduventures, more than **two-thirds** of parents are still highly involved with their child's college search process.
- Many schools still struggle in effectively reaching parents.

<http://www.eduventures.com/2014/09/recruiting-gen-z/>

# Print is the link to parents

## 2014 - Noel-Levitz's E-Expectations Research Reports

“These results indicate that admissions marketing must still offer a rich blend of communications to prospective students and their families. With an effective website in place, email, social media, and even telecounseling and print pieces can work together to help deliver the value proposition messages your campus offers and engage users with tools that allow them to interact with your staff, faculty, and current students.”

**Stephanie Geyer,**  
*Vice President, Web Strategy and Interactive  
Marketing Services*  
**Noel-Levitz**

| Survey Question  | Senior Response | Parent Response |
|--|-----------------|-----------------|
| I prefer phone calls and print materials to learn about colleges and universities                                    | 38%             | 50%             |
| I'm more likely to consider schools that use traditional ways to communicate with me, like brochures and phone calls | 41%             | 58%             |



# The Integrated Approach - Connected





# Questions & Answers

Experience it for yourself:

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

