

SOUTH DAKOTA STATE UNIVERSITY

## ADMISSIONS FLAG PACK



*"Our work with DME to create and deliver our student loyalty package was seamless. Our representative was responsive throughout the process and eager to help us see our vision turned into reality. DME produced a high quality flag and printed mailer for us and delivered it to our admitted students—engaging our students with our university and creating excitement about their admission to South Dakota State University. We've seen positive interaction with the package throughout our recruitment year, especially during our yield stages of recruitment. We look forward to working with DME again in the future as we continue to look for new and dynamic ways to engage our audience."*

**SHAWN HELMBOLT**

Enrollment Services and Admissions Specialists

**THE CHALLENGE**

Admissions offices around the country are becoming more and more proactive in how they approach their newly-admitted students. One of the schools at the forefront of this student engagement is South Dakota State University. Last year, SDSU Enrollment Services and Admissions specialists Shawn Helmbolt and Kelly Wendell reached out to DME about a way to connect with potential incoming students in a stimulating way.

Working together with Shawn and Kelly, we came up with the idea of the Admissions Flag Pack. The flag pack is a concept that DME had utilized with athletic development offices such as Auburn, South Alabama, Connecticut and others to promote school pride and an affinity to the institution. Based on the success of that premium with those schools' donors, DME was confident that the admissions space would see the same sort of positive return on investment.

**THE SOLUTION**

The Admissions Flag Pack consisted of a customized full-color mailpiece and a 36"x24" full-color flag that was folded and protected inside the mailer within a plastic sleeve. The mailpieces were printed digitally by DME, giving us the ability to personalize them to each individual recipient. In the case of South Dakota State, DME used various full-color photos on the mailpiece to highlight student life, athletics and also students carrying the SDSU-branded flag.

DME also customized each mailpiece through multiple personalized messages, including the printing of a congratulatory message with the admitted student's first name to give it a unique touch. As opposed to using a standard mailing label, DME digitally printed the student's address on the front of the mailpiece to give it more of a sleek look and feel.

DME also branded the interior of the mailer with important messaging that SDSU's admissions team wanted to convey to

its admitted students. On the inside of the mailpiece, DME showcased a link to SDSU's social media account. We also provided verbiage that served as a guide to help SDSU's admitted students prepare for their next steps before they arrived on campus for orientation.

Additionally, DME featured a section on the inside of the mailer that promoted how the students could show their school spirit with the SDSU-branded flag. Whether it was hanging the flag at their high school graduation parties, bringing it to sporting events on campus or even hanging it in their dorms upon arrival, we wanted to make sure the students knew how much South Dakota State University valued them.

**SUMMARY**

The Admissions Flag Pack has proven to be a tremendous engagement item. It serves as an attention-grabber that will have your admitted students excited they checked their mailbox to learn more about what your institution has to offer. Let DME customize a Flag Pack program for your school or admissions department to show you the impact it will have on your incoming students.



Increased yield and decreased summer melt



Relevant communication delivered directly to incoming student's mailbox



Fully customized flag and packaging