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Project:	Loyola University Chicago Move-In Manual Eases Students' Transition
Vertical Market:	Education
Business Application:	Publishing/Manuals

Business Objectives

Loyola University Chicago, located in Chicago, enrolls over 15,000 students, with more than 4,100 residing at its Lake Shore and Water Tower Campuses. Due to the large number of students living in an urban area, Loyola must assign each individual a specific move-in date and time to prevent traffic jams and long elevator waits.

To communicate this information, Loyola University Chicago's Department of Residence Life used to send out numerous loose-leaf sheets in a 9" x 12" envelope. The information was not personalized and the loose sheets were not a convenient format for students.

To improve the move-in process the Department of Residence Life wanted a welcoming, easy to use manual for incoming freshmen and returning students. The objectives for this manual are:

- Provide students and parents with information and directions specific to their move-in time and location
- Help students have a successful move-in experience
- Build a good relation with freshmen and incoming transfer students as they begin their education at Loyola University Chicago

Results

The move-in manual, which was initially rolled out in August 2009, was a huge success and was used again in the same format in August 2010. Students reacted very favorably to the manual due to its convenient size and the personalized content.

According to Michelle Lata, former Assistant Director for Residence Services, "The new format for Residence Life's move-in manual streamlined our move-in process. The 'passport' format was simple and very user friendly. Upon greeting parents at the campus check point, it was easy to flip open to the separate page to point out the next stop on their route from the map and directions. In addition, parents and students commented on the fun format and found the information very helpful and concise."



Solution

Each manual is customized for individual students with variable data and imagery spanning 14 pages. Variable elements include:

- Student's name
- Residence hall information
- Roommate names, hometowns, and email addresses
- Meal plan information
- Campus map highlighting key locations for move-in process, including resident hall, drop-off points, and parking
- Color-coded parking pass based on move-in date

The 4" x 5.5" booklets are a convenient, pocket-size that students can easily carry around. The front and back of the manual are printed on cover-weight paper for durability.

Domenic's Move-In Manual
LOYOLA UNIVERSITY CHICAGO

Domenic Dewaele
move-in information

ROOM ASSIGNMENT
Marquette Hall, 209

MOVE-IN TIME AND DATE
2-3 p.m., Saturday, August 22, 2009
Note: Students arriving before their assigned move-in time will not be permitted to check in.

STUDENTS ASSIGNED TO ROOM

Domenic Dewaele Stoney Creek, Canada	MAILING ADDRESS 6431 N. Sheridan Ave. Mailbox # 0818 Chicago, IL 60626
Maris Miglans Mequon, WI	MEAL PLAN \$625 declining balance <i>The deadline to downgrade your plan is August 15; to upgrade, September 5.</i>
David Ridder Griffith, IN	

Welcome to Marquette Hall

LOYOLA MOVE-IN

Dear Domenic,

On behalf of the Department of Residence Life, welcome to Loyola University Chicago.

To the left, you will find your customized move-in passport containing everything you need for a successful arrival on campus. (Note: This information is subject to change before the start of the school year.)

Within this move-in manual, you will also find move-in instructions, checklists, a map of campus, and an unloading pass (mandatory for your move-in). Be sure to remember it for a fun, stress-free experience.

I hope you are as excited as we are—see you soon!

Sincerely,

Michelle Lata
Michelle Lata
Student Retention Coordinator

For more in-depth information about your hall, visit LUC.edu/reslife.

Target Audience and Messaging

The target audience for this solution is freshmen and returning students who will be living on Loyola's campus.

Creative and Outbound Piece

The creative for the move-in manual was developed by Loyola's internal marketing communications team and incorporated the school's colors.

Reasons for Success

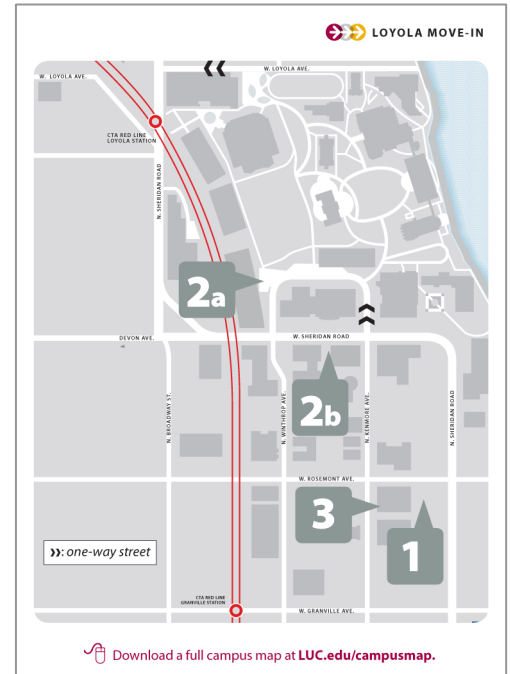
The move-in manual was well received by students, parents and the University.

Best practices learned from this solution are:

- **Build strong relations with new customers.** Incoming freshmen are essentially new customers for a university. And like any customer who has made a large purchase, it is important to provide them with information that makes them feel good about their purchase so that they don't experience "buyer's remorse."

The move-in process is one of the first campus experiences for freshmen and their parents. By providing students with personalized information specific to their needs it makes them feel welcome and helps alleviate fears about the transition to college.

- **Communicate in a format that meets your customer's needs.** A key to the success of the move-in manual was its convenient size and the format of a bound booklet, as opposed to loose leaf papers.



Client	Loyola University Chicago www.luc.edu Loyola University Chicago, a private university founded in 1870 as St. Ignatius College, is the nation's largest Jesuit, Catholic University. Loyola offers 71 undergraduate majors and 71 minors, as well as 85 masters, 31 doctoral degrees, and 26 graduate-level certificate programs.
Service Provider	Rider Dickerson, Inc. www.riderdickerson.com Established in 1903, Rider Dickerson is a full-service solutions provider serving a wide range of clients in the Chicagoland market as well as nationally. From high-quality sheetfed printing to sophisticated multi-channel direct marketing campaigns, the company specializes in helping clients achieve better marketing results.
Hardware	HP Indigo 3050
Software	Adobe InDesign, Kodak Prinergy
Target Audience	Freshmen and returning students living on campus
Distribution	4,400 manuals each year
Date	August 2009, August 2010



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- Theresa Cloutier, Principal, DMM

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