

Graceland University Relies on DesignMerge to Target Student Recruitment

Graceland University is a private, liberal arts university with 2,300 students and 150 faculty members located on a residential campus in Lamoni, Iowa and an urban campus in Independence, Missouri. The sponsoring church is the Community of Christ, though Graceland celebrates its non-sectarian heritage dating back to 1895 when the university was founded. Students enjoy more than 50 academic majors and programs, a 15:1 student/faculty ratio and 19 varsity and 10 junior-varsity sports.



➤ What business challenges have you faced in the VDP market?

Our most significant business challenge was to cost effectively market to high school students interested in a liberal arts university for higher education. As with most colleges and universities, there is a lot of competition with student recruitment. The process of recruitment has become more competitive over the years as universities have implemented variable data technology to personalize their message and target interests directly to prospective students. We recognized the need to implement variable data printing into our marketing campaigns and researched the VDP solutions providers.

➤ Why did you choose DesignMerge for your VDP implementation?

Graceland was looking at doing variable data brochures and postcards. And at the same time that we were evaluating VDP solutions, we were also evaluating several new digital presses. We purchased a Canon C6000 and were thrilled that DesignMerge was part of the purchase!

➤ What were the results of your DesignMerge implementation?

We've found that DesignMerge's seamless integration with Adobe InDesign has allowed our creative department to generate complex database-driven publications without requiring a database reporting specialist. We run custom letters, postcards and brochures. Since implementing DesignMerge we've greatly reduced our inventory costs, reduced costs from previously throwing out dated brochures, saved money on our overall mailing costs and have reduced the amount of printed pieces we send out. We have completely replaced three pieces that used to be run on a traditional off-set press, and are looking at replacing two more in the coming year.



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