

Pride of CASE V
Category 31: Best Viewbook
Marquette University

Get Found: A college-bound student's guide to figuring out life (and Marquette University)

Summary: For six years, Marquette's primary recruitment publication has been a 150-page viewbook we affectionately refer to as "the Big Book," a magazine-style piece designed to be a one-stop shop for prospective students and their families. While the Big Book is still beloved by students and parents, our concern for environmental sustainability — and knowledge of teenagers' short attention spans — inspired us to take a new approach this year. Our solution was a 25-page "Mini Book." The Mini Book now replaces the Big Book as our mass mailer to 80,000 high school juniors; the Big Book is distributed to a smaller subset of students who visit or ask for more information.

We wanted the Mini Book to stand out from the usual college viewbooks, which often have an institutional tone and beautiful — but generic — photography. Rather than making the book a hard sales pitch for Marquette, we wanted to address where teenagers might be in the process — a little overwhelmed and still figuring out what they want to do with the rest of their lives. That inspired the title *Get Found: A college-bound student's guide to figuring out life (and Marquette University)* and the message of spreads like "Think Tank." The Mini Book briefly covers the highlights of Marquette, including our Catholic, Jesuit mission; majors and Core of Common Studies; campus and city life; and facts and figures. The tone is fun and approachable. Aware that parents play an ever-expanding role in the admissions process, we included a page just for them. We also built in multiple entry points to keep readers engaged.

We decided early on that illustration would be one way to give the Mini Book a fun and distinctive feel. The book was almost entirely illustrated initially, but early focus group feedback revealed that students wanted to be able to "see" themselves on campus through photography. The final product married both photography and illustration, including the photo-illustration on the cover. We used a variety of illustrators with different styles to add visual interest and appeal to a broader audience. Because the illustrations added so much color, we made heavy use of blue and gold, our school colors, to reinforce the Marquette brand. To give the book even more "pop," we chose a square shape that we hoped would stand out from the other viewbooks crowding students' mailboxes.

It's still too early to know how the Mini Book will affect our recruitment efforts, but early feedback from focus groups, Undergraduate Admissions and others on campus has been very positive.

Budget: \$78,670 (\$69,670 for printing, \$9,000 for illustrations); total per-unit cost was 98 cents

Contributors: The project was led by Managing Art Director Sharon Grace and Senior Writer/Assistant Editor Nicole Sweeney Etter, who worked on the publication from July through December. Other team members involved Roby Blust, dean of admissions; Jeff Lochowicz, senior assistant dean of admissions; Dave Murphy, senior director of brand marketing; Joni Moths Mueller, director of editorial projects; Sarah Krukowski, director of marketing projects; and Tom Pionek, director of interactive media. Contracted illustrators included Alex Williams, Sean McCabe, Travis Foster, Bryan Peterson, Mike Kasun and William Rieser. Photography produced by contracted photographers John Nienhuis and Kat Berger and campus photographers Dan Johnson and Ben Smidt.