



Client – WOFFORD COLLEGE

Wofford is a private Division I Liberal Arts Institution that competes in the Southern Conference. During the 2004-5 Women's Basketball campaign the SoCon's strength of schedule was ranked 8th in the nation.

Reason For Adopting OnLetterhead Branded Email

Wofford College was looking for another tool to help recruit student athletes. They were sent an OnLetterhead email from a colleague and were "blown away by it". Recruiting was the first and foremost reason for adopting OnLetterhead. Other reasons stated were professional presentation, prominent display of the profession and the inclusion of pictures & action shots.



Challenges

Wofford was looking to put a face to the "program" and was looking for an edge in the recruiting world. With so many limitations on what they can and cannot do, they have to maximize each communication. As with other clients, they were faced with the challenge of implementing an easy to use tool that did not require any technical intervention.

Solution

After a discussion in regards to the needs and wants of the College, OnLetterhead was put into place with designs custom created to their market and demographic.

Design Elements

Working with the OnLetterhead design team, Wofford College chose to focus on the school and the school pictures. They wanted to present an intimate image to the recruit to familiarize them with both the program and the school. There were many player pictures as well as action shots used.





Results

The results were immediate and favorable. Ed D Geth, the Recruiting Coordinator, has reported the following:

- Amazing increase in responses. They can make a direct correlation to the amount of responses due to the use of OnLetterhead.
- The recruits now identify an image with the school. They are excited to open up the email.
- Faster turn around on response time from prospects.
- The branded email allows for a deeper relationship with the parents of the student athletes. There is a deeper trust as they can see more of the college as opposed to plain text emails.
- The pictures on the designs help the students identify to whom they are speaking to. On site visits, the students recognize coaches by their picture. OnLetterhead helps build that relationship before they even meet.
- OnLetterhead helps recruit higher quality athletes as the professionalism of the organization is conveyed.

