

College of Southern Maryland

- Situation** Since opening its doors in 1958, College of Southern Maryland (CSM) has served students on four campuses and offers associate degrees in arts and sciences, education, applied science, allied health, and other fields. In addition, this community college provides a wide array of continuing education certificates and career training programs.
- The school was looking to raise its visibility among college-bound students and their families. It lacked a strong brand image and knew that outside help was needed to reinforce its marketing assets.
- Solution** TDC helped refine CSM's value proposition and bring it to life with a fresh branding approach for all admissions materials.
- After a series of interviews with key stakeholders and students, we learned that many high school graduates were unsure of their career pursuits. However, they believed that spending two years figuring out their future was more appealing than being locked into a traditional four-year undergraduate liberal arts program. Armed with this knowledge, we helped re-energize CSM's positioning to focus on helping students' realize their potential. We then created a suite of recruitment materials, including a viewbook, search mailer, student life mailer, a "Discover CSM" package, open house postcards and emails, an academics and transfers booklet, and a "How to Afford College" mailer.
- Result** After receiving the viewbook and search mailer, the client said, "They are beautiful! I am so impressed with the photos and the printing. The design really takes our college to a new level. I am very proud of the work you and your team have done. It has been a great pleasure working with you throughout this process."
- The campaign was highly successful in meeting admissions goals of increasing inquiries and open house participation. CSM is now the college of choice for 7 out of 10 high school graduates in southern Maryland. The college has used the look and feel we developed to brand all of its marketing and communications materials, including campus banners, kiosks, admissions catalogs, event materials, and more.
- In addition, we recently applied this branding to help CSM recruit non-traditional students for adult learning and graduate programs.

- o positioning
- o viewbook and search piece

Built on a tradition of serving southern Maryland communities, College of Southern Maryland is the college of choice for nearly 7 out of 10 high school graduates. With over 100 programs of study, outstanding faculty, small class sizes and an abundance of extracurricular activities, CSM is a great place to discover where your life is headed. CSM is a fulfilling college experience and an important first step to realizing your potential.

REAL STUDENTS. REAL STORIES. REALIZE YOUR POTENTIAL.

Research Modes Used:

Key stakeholder interviews

Student interviews

Competitive brand benchmarking

Non-traditional student research



- o discover csm package
- o open house postcard and HTML email



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DISCOVER CSM

COLLEGE OF SOUTHERN MARYLAND

2020 SPRING OPEN HOUSE

 - Discover CSM's location and campus
 - Browse the University's website and explore our online resources
 - Meet with our admissions staff and learn more about our programs
 - Meet with our financial aid staff
 - Meet with our career and internship staff
 - Meet with our student life staff
 - Meet with our disability services staff
 - Meet with our international student and scholar staff
 - Meet with our health and wellness staff
 - Meet with our safety and security staff
 - Meet with our student government staff
 - Meet with our student union staff
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- REALIZE *your* PASSION**
- SILVER LINE AND AFFILIATES AT THE COLLEGE OF SOUTHERN MARYLAND



into consideration. Why? Because, life outside the classroom at CSM is as varied as our students.

ENGAGE YOUR INTERESTS.



REALIZE *your* PASSION

STUDENT LIFE AND ATHLETICS AT THE COLLEGE OF SOUTHERN MARYLAND



www.csm.edu CSM college of southern maryland

- o academics and transfers brochure
- o how to afford college self-mailer

