

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



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



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- REALIZE *your* PASSION**
- STUDENT LEADERSHIP 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.csmd.edu

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WHY CHOOSE CSM

- 1. Career-Focused, Industry-Current Programs of Study.** We offer programs of study that are meaningful in today's job market. Whether you are focused on obtaining an associate's degree or interested in attaining a career-specific skill, CSM prepares you for your next step with the support you need to achieve your goal.
- 2. Outstanding and Experienced Faculty.** 95% of CSM's full-time faculty hold a master's or doctorate degree, or have a business or industry certification and real-world experience. In most cases, you'll be in classes with over 10 other students, enabling you to have stimulating discussions and develop real relationships with your professors.
- 3. Great Support Services.** CSM's warm, friendly atmosphere is the ideal environment for you to realize your full potential. Our experienced staff is dedicated to offering you individualized assistance with academic planning, career exploration, financial assistance, transfer opportunities, and preparing you for your dream job.
- 4. Connections for Success.** Our strong relationships with regional businesses and state universities ensure your smooth transition into the workforce or on to a higher academic degree.

5. Value. What else compares the quality of our faculty, programs, and facilities? At CSM, the answer is simple: CSM is an outstanding value.

REAL STUDENTS' REAL STORIES

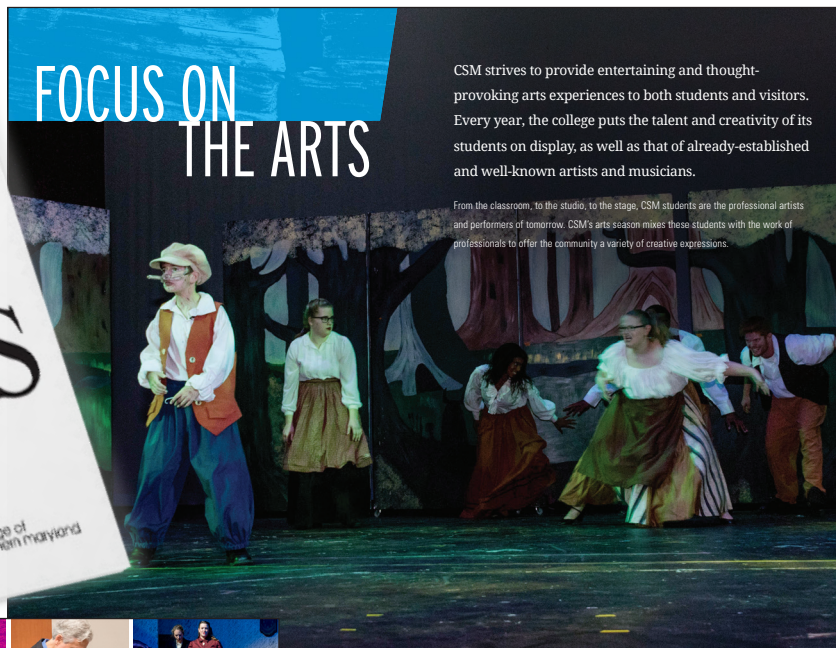
"Attending the first two years of college at my hometown has been to my advantage. The economic assistance I received from my advisor has been a great help. I am proud to be attending an outstanding institution."

REALIZE your ADVANTAGE
STUDENT SERVICES AND FINANCIAL ASSISTANCE AT CSM

SAVINGS AT A GLANCE

CSM is a great value at a fraction of the cost of other colleges and universities. And, you'll get a quality education with a great college experience.

College	Estimated Cost
CSM	\$5,800
Shirleyland State University	\$32,000
Private University	\$41,000



FOCUS ON THE ARTS

CSM strives to provide entertaining and thought-provoking arts experiences to both students and visitors. Every year, the college puts the talent and creativity of its students on display, as well as that of already-established and well-known artists and musicians.

From the classroom, to the studio, to the stage, CSM students are the professional artists and performers of tomorrow. CSM's arts season mixes these students with the work of professionals to offer the community a variety of creative expressions.



Envision the Visual Arts

Our students learn from master artists, and the product of their labor is often incredible artwork. We revel in that talent and creativity by sharing it with you! CSM has a number of gallery exhibits each year. The Tony Hungerford Memorial Art Gallery in La Plata is a venue for a variety of media, and every exhibit will feature an artist reception, classroom visit, and demonstration by each regional and national artist displaying his/her work. A juried exhibition of student work is held at the end of each academic year. Student and faculty work is also on display in the Walter Grove II Memorial Art Gallery, where the public can view the best of student assignments as they are completed. The Larry Chappellear Memorial Gallery celebrates the legacy of former professor Larry Chappellear.



CONNECTIONS LITERARY SERIES

Meet established and emerging local writers at the Connections Literary Series readings. Since 1990, the series has featured National Book Award winners Tim O'Brien and Robert Stone; Pulitzer Prize winning poets Yusef Komunyakaa and Henry Taylor; and Maryland Poets Laureate Lucille Clifton, Michael Glaser, and Stanley Plumly.

"Connections is a program that brings in nationally recognized writers who use their literary artistry to shake up their audience just a little bit, nudge our conscience, ask questions about uncomfortable social issues, or touch on difficult (and often unspoken) human experiences and emotions."

- Dr. Eileen Abel
CSM Vice President of Academic Affairs

Connections
literary series