

**From:** [Leah D Nixon](#)  
**To:** [Archive](#)  
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Included below is a press release regarding Ferris State University being honored with several awards for its recruitment materials. Further information is available by contacting Leah Nixon, assistant director of News Services.

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### **Ferris Earns Awards for Recruitment Materials**

BIG RAPIDS – Ferris State University took home the gold at the 25th annual Educational Advertising Awards, the largest educational awards competition in the country.

Ferris, which has won an award at the competition for the last four consecutive years, was recognized for its recruiting “search” piece developed by University Advancement and Marketing. This piece included a direct mailer for prospective students and an Admissions handout. These recruiting materials, which have consistently taken a distinctive approach from other colleges and universities, are sent out to students who have expressed an interest in Ferris.

“Ferris is consistently on the leading edge of communications technology, moving from a video viewbook, to personal messages with 15 variables, to a CD that tracked how many recipients linked from it to our Web site. This year, we’ll have another unique approach to recruiting,” explained Susan Starkey, assistant director of Marketing Communications.

In addition to taking the gold award in the “search” piece category, Ferris also won a silver award for its direct mail recruiting campaign as a whole. Additionally, a third “lifestyle” recruiting brochure created by Ferris students for UA&M and a video, “I’m in Class,” packaged on a mini-CD and featuring Ferris students, earned merit awards.

These award-winning recruitment pieces have been used by the Ferris Admissions and Records department this past year in their recruitment efforts to add to the growing Ferris population. Troy Tissue, associate director of Admissions, said.

“It allows us to leverage our recruitment message of what Ferris can offer prospective students. In addition to showing them what they can expect from the Ferris experience, academics and lifestyle, this piece transitions seamlessly from this print medium to the electronic medium. It is versatile, cost-effective and enables us to deliver a message with a large degree of impact,” he said.

More than 1,000 colleges, universities and secondary schools from the United States and several other countries competed in this year’s competition, submitting more than 2,000 entries. Of these entries, 218 schools earned gold awards and 190 earned silver; 170

institutions were awarded bronze awards.

- 30 -

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