

**AVILA UNIVERSITY'S PERFORMING  
ARTS DEPARTMENT**



**IN THEIR WORDS**

*“NextPage’s online marketing portal has made it easy for us to send recruiting pieces to our top prospective students. Besides saving time, the system and our new postcard series helped us increase enrollment in Avila’s Department of Performing Arts by 40 percent.*

*Robert Foulk,  
Director of Performance Studies*




**THE PROBLEM**

**HOW TO INCREASE STUDENT  
ENROLLMENT WITHOUT EXCEEDING  
THE BUDGET**

Avila’s Performing Arts Department operates on a tight budget. The majority of its budget is allocated to student productions. The administration asked the department to increase its enrollment.

*The department wanted to appeal to young, creative potential students, with a cost-effective marketing strategy that didn’t take time away from its other responsibilities.*



**THE SOLUTION**

**DIRECT MAIL PIECES THAT CATCH  
THE EXCITEMENT OF THEATER  
PERFORMANCES**

NextPage worked directly with the university recruiter and its marketing communications portal to send out [targeted direct mail](#) to a select list of prospective students.



 **THE SOLUTION, CONT.**

*The marketing campaign used eye-catching graphics to convey the excitement of the department's theatrical productions.*

Prospective students received the right information for a specific stage of interest in the program from an initial inquiry and college application. NextPage also created “save a seat” cards as “free passes” to the next Avila show for each of the season’s productions, which were distributed to prospective students during high school recruitment trips.

 **THE RETURN****40% ENROLLMENT INCREASE**

The highly visual “save a seat” cards got the greatest immediate response with more than 85 percent of cards distributed cashed in for tickets to a show. The program helped build the audience and increase exposure to high school students and their parents by getting them onto campus.

*The department's recruiters used their new recruiting series as part of an organized push that achieved a 40 percent increase in enrollment.*

