

General URL (GURL) Case Study

- Name/URL integration on outbound mailers
- Data capture
- Full online reporting and data analysis
- Automated e-mail notification triggers
- Automated e-mail responder follow up



Ashland University

Ashland University is a mid-sized, private, non-profit university located in Ashland, Ohio. Founded in 1878, it sits on a 135-acre main campus and has several off-campus centers throughout central and northern Ohio. It is “home” to 200 academic staff and 6,500 students.

The University offers four Colleges with 73 undergraduate majors, nine pre-professional programs, a large graduate school and the Ashland Theological Seminary.



Business Issues

- Orientation attendance is a critical tactic to convert accepted applicants into students

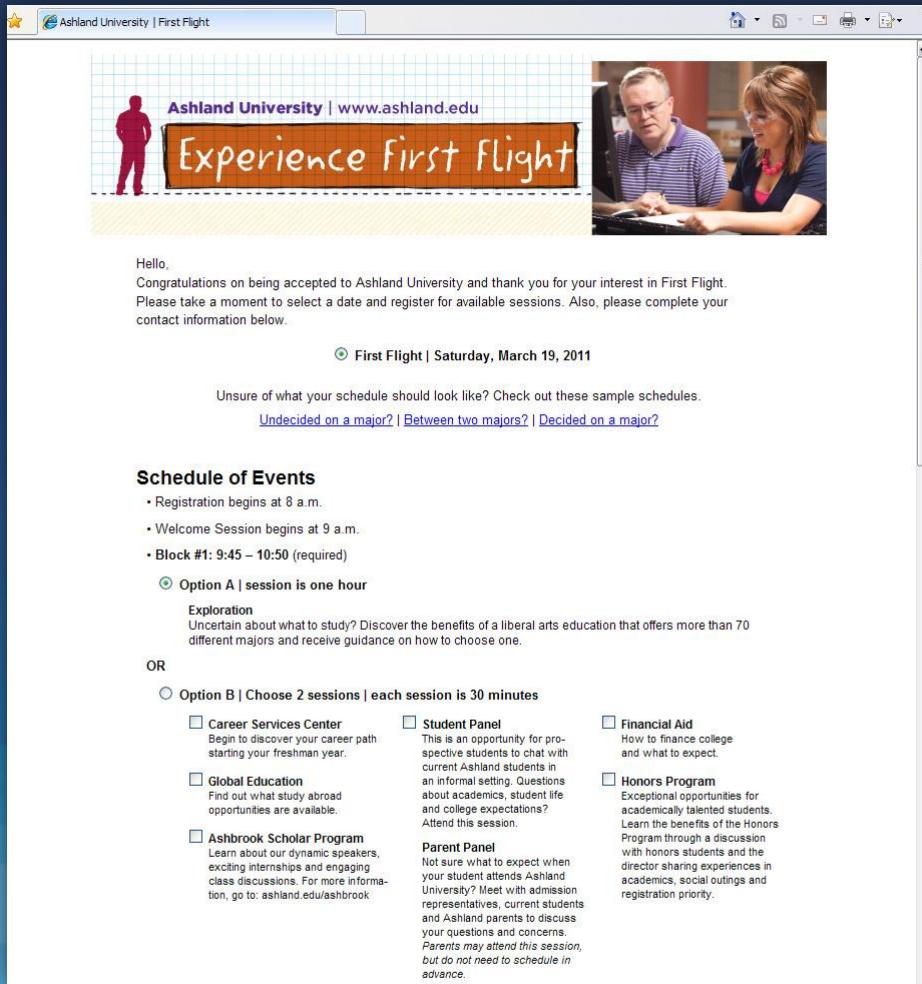


Program Objectives

- Motivate accepted students and their parents to attend the Ashland University Orientation program
- Emphasize personal attention offered at Ashland University as a way to differentiate Ashland from other options



GURL



Ashland University | First Flight

Ashland University | www.ashland.edu

Experience First Flight

Hello,
Congratulations on being accepted to Ashland University and thank you for your interest in First Flight. Please take a moment to select a date and register for available sessions. Also, please complete your contact information below.

First Flight | Saturday, March 19, 2011

Unsure of what your schedule should look like? Check out these sample schedules.
[Undecided on a major?](#) | [Between two majors?](#) | [Decided on a major?](#)

Schedule of Events

- Registration begins at 8 a.m.
- Welcome Session begins at 9 a.m.
- **Block #1: 9:45 – 10:50 (required)**

Option A | session is one hour

Exploration
Uncertain about what to study? Discover the benefits of a liberal arts education that offers more than 70 different majors and receive guidance on how to choose one.

OR

Option B | Choose 2 sessions | each session is 30 minutes

<input type="checkbox"/> Career Services Center Begin to discover your career path starting your freshman year.	<input type="checkbox"/> Student Panel This is an opportunity for prospective students to chat with current Ashland students in an informal setting. Questions about academics, student life and college expectations? Attend this session.	<input type="checkbox"/> Financial Aid How to finance college and what to expect.
<input type="checkbox"/> Global Education Find out what study abroad opportunities are available.	<input type="checkbox"/> Parent Panel Not sure what to expect when your student attends Ashland University? Meet with admission representatives, current students and Ashland parents to discuss your questions and concerns. <i>Parents may attend this session, but do not need to schedule in advance.</i>	<input type="checkbox"/> Honors Program Exceptional opportunities for academically talented students. Learn the benefits of the Honors Program through a discussion with honors students and the director sharing experiences in academics, social outings and registration priority.
<input type="checkbox"/> Ashbrook Scholar Program Learn about our dynamic speakers, exciting internships and engaging class discussions. For more information, go to: ashland.edu/ashbrook		

Ashland University sends out formal invitations, makes calls and sends e-mails encouraging accepted students to register for Orientation.



GURL

Metzgers created a landing page with registration form

Additional Information

- Number of people attending
- Where does Ashland University rank in your college choice? First Second Third
- Comments/Special Requests:

Please complete your contact information below:

First Name* Middle Initial Last Name*

Address 1*

Address 2

City* State* Zip Code* County*

High School*

Home Phone Cell Phone*

Student E-mail*

Parent E-mail*



GURL



Dear John,

Thank you for registering for First Flight on First Flight Saturday Feb. 26, 2011! You can look forward to an awesome day at Ashland University which begins with registration and an information fair in the Recreation Center (# 30 on the map: <http://www.ashland.edu/campus-map>) from 8:00 a.m to 9:00 a.m. The welcome session will begin at 9:00 a.m.

Please keep in mind this is a fun, CASUAL day - you may be walking outside, so dress appropriately. Below is a general schedule of the day. The schedule you created during registration will be provided upon arrival to First Flight. Please let me know if you have any questions or concerns.

Sincerely,
Megan Brown

e: mbrown15@ashland.edu
p: 419.289.5973

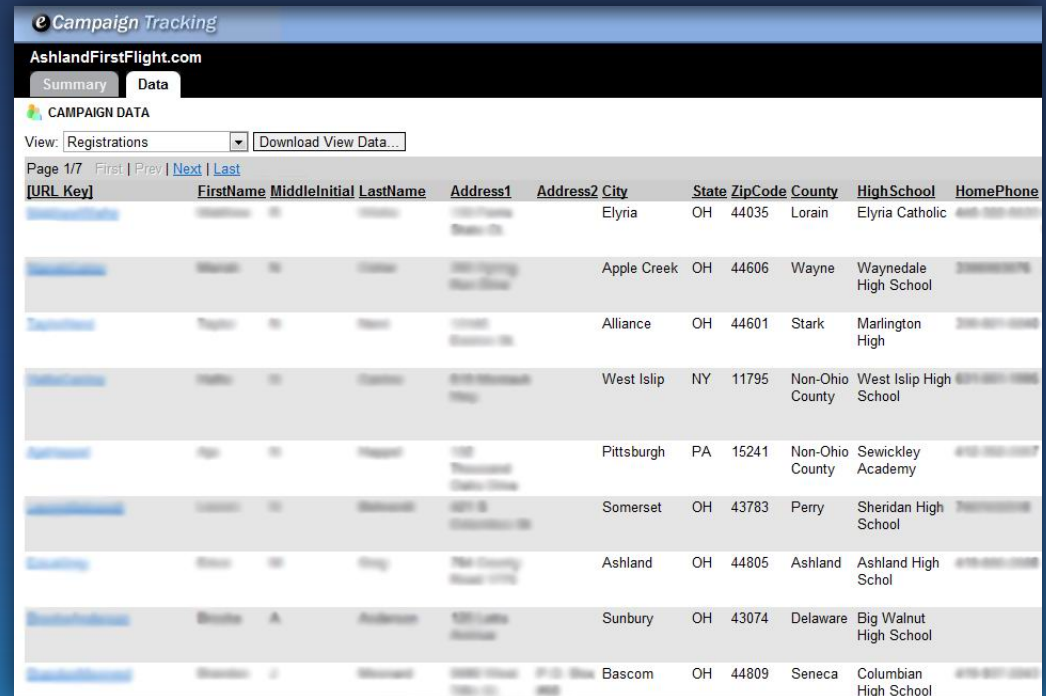
Schedule for First Flight	
8:00 – 9:00	Registration & Information Fair in the Recreation Center(#30 on the campus map)
9:00	Welcome Session
9:45 – 10:50	Block A
11:00 – 12:00	Block B
12:00 – 1:00	Lunch & Financial Aid Consultations
1:00	Optional campus tour/dorm only tour

Metzgers created webpage and variable e-mail to confirm registration



GURL

Metzgers collects the registration information and forwards it to Ashland University

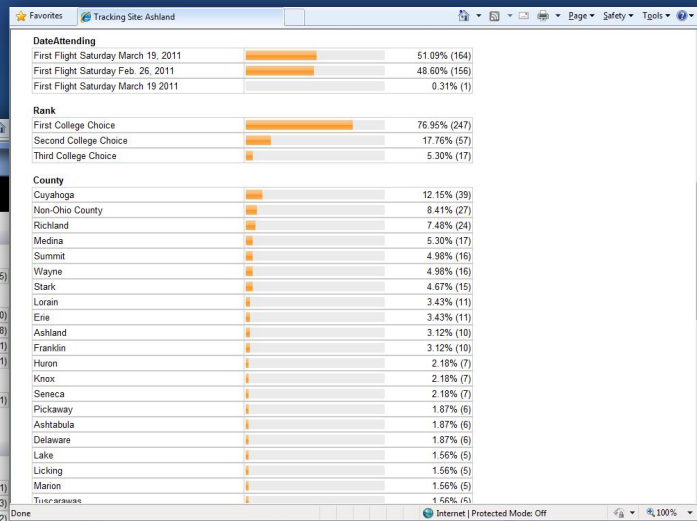
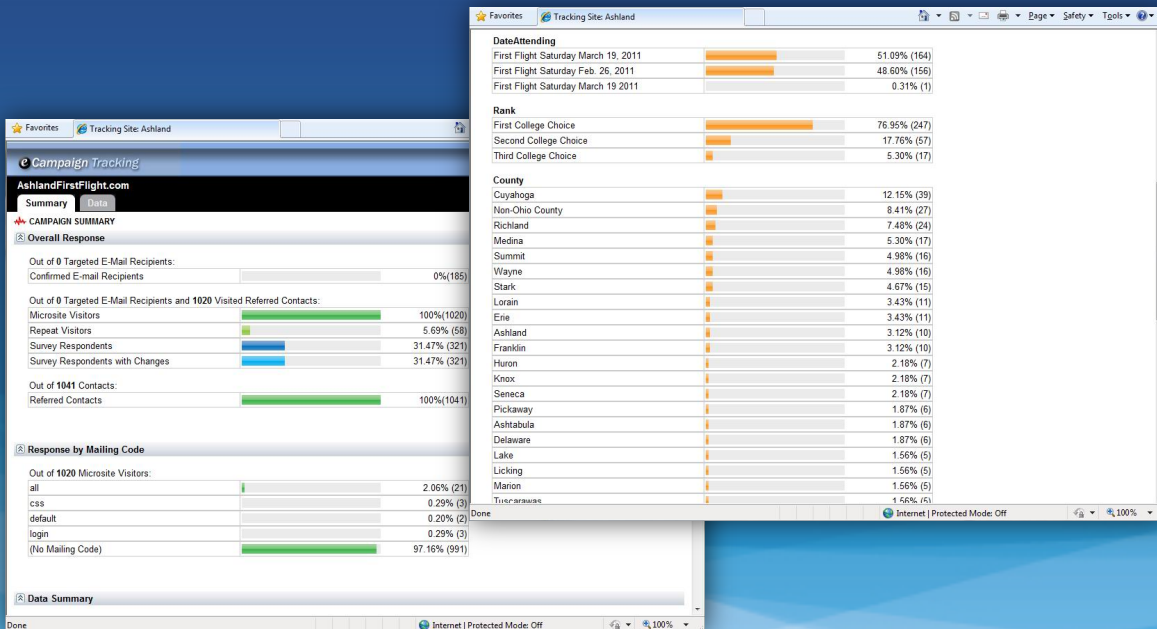


The screenshot shows a web interface for 'Campaign Tracking' at 'AshlandFirstFlight.com'. It features a 'Summary' and 'Data' tab, with 'Data' selected. Below the tabs, there's a 'CAMPAIGN DATA' section with a 'View: Registrations' dropdown and a 'Download View Data...' button. The main content is a table with 11 columns: [URL Key], FirstName, MiddleInitial, LastName, Address1, Address2, City, State, ZipCode, County, HighSchool, and HomePhone. The table contains 10 rows of registration data.

[URL Key]	FirstName	MiddleInitial	LastName	Address1	Address2	City	State	ZipCode	County	HighSchool	HomePhone
[URL Key]	William	M	Wright	10000 Main St		Elyria	OH	44035	Lorain	Elyria Catholic	419-322-1000
[URL Key]	Wanda	M	Wright	10000 Main St		Apple Creek	OH	44606	Wayne	Waynedale High School	330-666-6666
[URL Key]	Thom	M	Wright	10000 Main St		Alliance	OH	44601	Stark	Marlington High	330-666-6666
[URL Key]	Wanda	M	Wright	10000 Main St		West Islip	NY	11795	Non-Ohio County	West Islip High School	616-666-6666
[URL Key]	Wanda	M	Wright	10000 Main St		Pittsburgh	PA	15241	Non-Ohio County	Sewickley Academy	412-666-6667
[URL Key]	Wanda	M	Wright	10000 Main St		Somerset	OH	43783	Perry	Sheridan High School	760-666-6666
[URL Key]	Wanda	M	Wright	10000 Main St		Ashland	OH	44805	Ashland	Ashland High School	419-666-6666
[URL Key]	Wanda	M	Wright	10000 Main St		Sunbury	OH	43074	Delaware	Big Walnut High School	
[URL Key]	Wanda	M	Wright	10000 Main St		Bascom	OH	44809	Seneca	Columbian High School	419-666-6666

Results

- Ease of collecting data
- Approximately 23% accepted applications attend Ashland University
- 80% of students that attend the First Flight event attend school in the fall



In Their Own Words

“Metzgers built our GURL quickly and assisted us in any way they could. The ease of collecting data through their system was outstanding.

And, although they are fast to reply to emails and phone calls, we also appreciate them stopping in the office once in a while to say hello and to see if we need anything. We value their customer service-based company, and I would highly recommend Metzgers to anyone.”

~ Megan Brown, Assistant Director of Admission Ashland University



Contact us for more information on how
a **GURL** or **PURL** can work for you.

800-972-2528

info@metzgers.com

www.metzgers.com



GET IT DONE.