



## **Stockton Wins Awards in Marketing Campaign That Yielded Largest Freshman Class Ever**

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**Galloway Township, NJ** - The Richard Stockton College of New Jersey received top honors from the Public Relations Society of America (PRSA) and two accolades from the Council for Advancement and Support of Education (CASE) for its 2014 Incoming Freshmen Yield Campaign.

Stockton received a Pepperpot at the Philadelphia Chapter of PRSA's 46th annual Pepperpot and Achievement Awards gala in Philadelphia on Dec. 2. The Pepperpot Awards are a staple in the Philadelphia region, recognizing the best-in-class PR campaigns, tactics and professionals. More than 110 entries were judged in 38 categories ranging from feature stories to social media campaigns and brochures to community relations.

This week, the CASE District II Accolades Awards Executive Committee notified Stockton that it had received a Silver Award in the Marketing Programs category and an Honorable Mention Award in the Student Recruitment: Packages category. CASE District II will acknowledge the college's achievement at its annual conference in Washington, D.C. in February.

The 2014 Incoming Freshmen Yield Campaign was designed to assist with increasing incoming freshmen enrollment. The campaign consisted of a series of direct mail pieces, which each included such items as saltwater taffy for Campus Life; a smartphone accessory pocket for Academic Life; and a laundry detergent packet for Residential Life. It provided links to videos and a special website, in order to encourage students and their parents to "Choose Stockton." The campaign contributed to the largest incoming freshman class in Stockton's history, up 11 percent from fall 2013.

The mailers, videos and websites were all designed and produced in-house. The Stockton team included Sharon Schulman, Chief Executive Officer, External Affairs & Institutional Research; Geoffrey Pettifer, director of Marketing Communications; Julie Bowen; supervisor, Graphics Production; David Vickery, assistant director of Web Communications; Sarah Messina, graphic designer; and Kent Green, senior audio visual technician. # # #