



1:1 communication leads to record university enrollment.

St. Mary's is the oldest Catholic university in Texas and the Southwest. Generations of graduates speak to the value of their education. You're making a powerful investment in your future, and we'll work with you to make St. Mary's an affordable choice. The average financial aid package for freshmen in 2006-2007 was \$20,416.

Please send me more information about St. Mary's University.

Last Name Sample First Samantha MI Q Gender F
 Address 123 Any Street
 City Anytown State NY Zip 12345
 Home Phone (____) _____
 E-mail samanthasample@cathedralcorporation.com
 High School Cathedral Central High School City/State Anytown, NY
 Year of Graduation 2007
 Anticipated Major 1st Choice _____
 2nd Choice _____
 SAT critical reasoning _____ math _____ ACT _____
 Extracurricular Activities _____

BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 443 SAN ANTONIO TX
 POSTAGE WILL BE PAID BY ADDRESSEE

ST MARY'S UNIVERSITY
 OFFICE OF UNDERGRADUATE ADMISSION
 ONE CAMINO SANTA MARIA
 SAN ANTONIO TX 78228-9923

The St. Mary's Experience

The Bill Greehey School of Business prepares students for graduate study and professional positions in which they can assume leadership roles in a rapidly changing global and technological environment. You'll gain superior abilities and an understanding of tomorrow's business environment through course work, internships and study abroad.

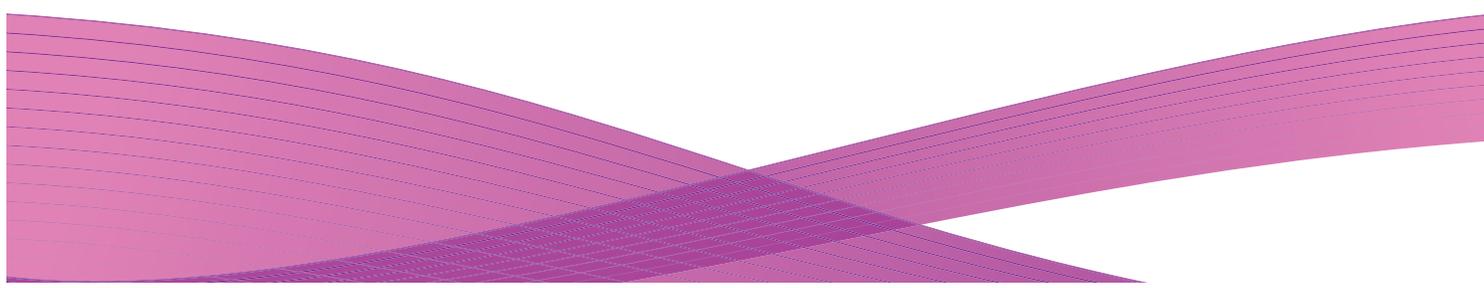
For an experience that will shape your future, visit us at
www.stmarytx.edu/admission

Variety of Programs

San Antonio, the seventh largest city in the U.S., offers excellent internship opportunities and many cultural and recreational options. For a break from studying, you can take in an art exhibit or a Broadway show, visit the malls and outlets, catch an NBA game or play a round at one of the area's many golf courses. Plus you're just a short drive from the beautiful Texas Hill Country, South Padre Island and Mexico.

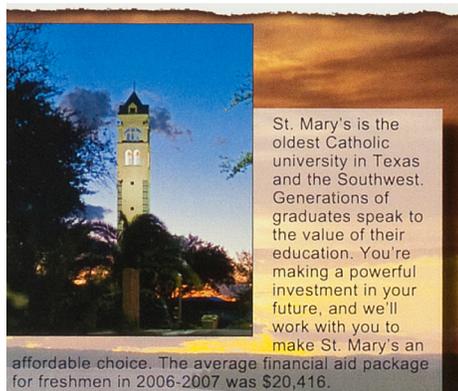
Activities

St. Mary's students hone their leadership skills through student government, Greek life and professional clubs; provide service in San Antonio and abroad; and stay active with an athletics center, intramurals and NCAA Division II sports — all while making friends they'll keep for life.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



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Personalized Enrollment for St. Mary's University, Direct Marketing

Cathedral Corporation

Based in Rome, New York, Cathedral Corporation is a leading national provider of transactional documents, customer care communications and personalized direct mail and e-marketing programs. Building on 90 years of success, they tailor business solutions to fit specific customer challenges, positioning them for solid growth and a healthier financial future.

On the web:

www.cathedralcorporation.com

The challenge

St. Mary's University in San Antonio is the oldest Catholic university in the American Southwest, consisting of two large public institutions, a highly selective private school, two additional Catholic universities and five community colleges. Offering a low, 13:1 student-to-faculty ratio, they differentiate themselves as a close-knit community offering quality education with a high level of personal attention. They had traditionally relied on a multi-channel approach in attracting students, including newspaper ads, radio spots and direct mail. As part of their Vision 2012 strategic plan, they aimed to increase their geographic reach and use segmentation to create personalized communications that more accurately reflect the close-knit community environment that sets them apart.

St. Mary's approached New York-based Cathedral Corporation with this challenging task. Their goal was to develop a direct mail piece that communicated different messages to prospective students based on gender, in-state/out-of-state residency and desired course of study, with additional variable content addressing their expressed interest in athletics, community service or leadership.

The solution

Using the Higher Education Vertical Marketing Industry Kit from the Xerox® ProfitAccelerator® series of business development resources, Cathedral Corporation quickly got to work. Their graphic design team started by creating a layout that included areas for the variable images and text. They then worked with St. Mary's to purchase prospective student lists and acquire the information that would drive the piece.

With the data secured and design complete, Cathedral Corporation then used the Solimar® Print Director™ workflow solution and a Xerox iGen3® 110 Digital Production Press, powered by a FreeFlow® Print Server, to produce the final piece. Allowing for any combination of variable elements, the end result was a great example of a highly personalized, effective, on-demand direct marketing application.

The benefits

According to St. Mary's, the personalized application was the most successful direct mail piece in the university's history. The number of students in their inquiry pool increased by 40 percent, and the school enrolled a record high freshman class comprised of students from eight different states, the District of Columbia and 15 foreign countries. More than simply attracting more students, the piece drew the academically focused students St. Mary's was looking for. Ninety percent of these students graduated in the top half of their high school class, with 37 percent ranking in the top 10 percent.

The success of the piece was felt beyond the increased enrollment numbers at St. Mary's University. The project also showcased Cathedral's ability to develop a full-color, customizable direct mail template proven to deliver effective, 1:1 marketing messages. This is an invaluable tool when promoting their vast services to prospective clients, as well as the value of digital color and personalized offers.

