

## Case Study: Admiral Farragut Academy

See how flash drives made the recruitment experience convenient for prospective parents, and helped AFA look high-tech.

### Background 1:

Admiral Farragut Academy (AFA) is a boarding school that caters to the Elementary and Middle School levels. Historically, interested parents would arrive at the Academy and be presented with tons of paperwork and forms, which was not easy on the parents and not financially efficient for AFA.

### Challenge 1:

Provide parents of potential boarding students, visiting the school for the first time, easy access to quick enrollment and all necessary information in a manageable format.

### Solution 1:

For interested families making their first visit to Admiral Farragut Academy, flash drives were preloaded with videos on culture (i.e. "how to wear uniforms"), brochures highlighting the academic success of their program, and necessary forms for enrollment.



### Order Details

**Style:** Twist

**Quantity:** 300

**Capacity:** 1 GB

**Custom Imprint:** 1 Color (504C Pantone)

**Preloaded:** Videos, Academic Background, Enrollment Forms

**Add-Ons:** Basic Black Lanyards

### Background 2:

The Association of Boarding Schools hosts an annual Conference (SBSA) in Chicago for parents to attend and review all their options in one location. Boarding schools, like Admiral Farragut, each give about an hour presentation. Due to the large number of boarding schools, multiple presentations are conducted simultaneously limiting interested parents from being able to attend all.

### Challenge 2:

Create opportunities to be seen by parents attending the SBSA Conference, but unable to attend the Academy's presentation.

### Solution 2:

To bolster their Conference recruitment efforts, Admiral Farragut pre-loaded a marketing video to engage parents in the experience and cover conference presentation materials.

Direct feedback from all audiences has been very positive. They have loved the drive and really appreciated the convenience. In all cases, the custom flash drive approach also carried the benefit of making the Academy look very tech-savvy.

**Alison Lescarbeau**

Communications and PR Director