

CASE STUDY

Elevating Scholastic Recognition and Engagement: The Impact of Proactive Renderings

CLIENT:

Lincoln State University* is a well-known state university with undergraduate enrollment of over 40,000, faculty and full-time staff of over 10,000.

INTRODUCTION:

A distributor recently secured a prestigious state university as a client. Seeking innovative ways to enhance recognition within the institution and elevate engagement, the distributor turned to Pacesetter Awards for proactive renderings and solutions.

CHALLENGES:

Making everyone at Lincoln State University happy – students, staff, retirees, and special guests – with a recognition program that celebrates academic success, retirement milestones, and gets students excited about their campus.

SOLUTION:

Pacesetter Awards collaborated closely with the distributor to address the university's unique recognition needs. Here is how we tackled the challenges:

1. Academic Excellence Recognition:

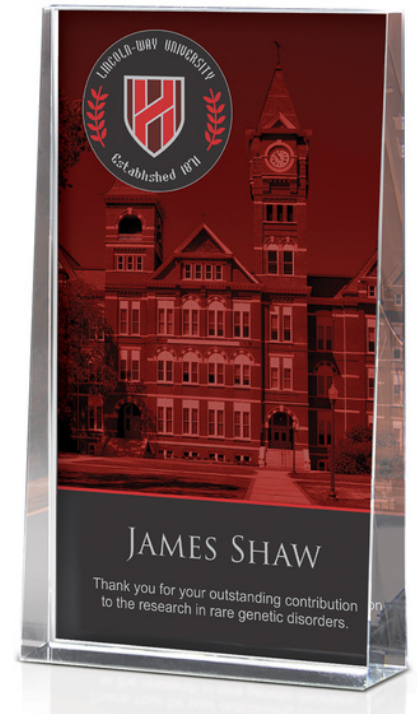
Mid-Priced Glass Awards: These special glass awards were made to celebrate outstanding achievements in different university schools, like the School of Business and the School of Nursing. They covered areas like top GPA, volunteer hours, and active participation in university clubs within these schools.

2. Retirement and Guest Gifts:

Special Plaques for Retirements: Beautiful plaques were created to honor retiring staff, offering a special thank-you gift. Elegant Glass and Crystal Gifts: Stylish glass and crystal vases and bowls were set aside for special guests, acting as tokens of gratitude and memory.

3. Student Recruitment Items:

Acrylic Phone Holders for Student Recruitment: To attract students, they used acrylic phone holders. These holders had colorful pictures of the campus and two QR codes. Students could use these to schedule campus tours or access the admissions website easily. And, they were super cost-effective to ship.



OUTCOME:

The partnership delivered a versatile recognition program that perfectly met the university's needs. This had a big impact, fostering appreciation, engagement, and even student recruitment.

FINANCIAL IMPACT:

The university has evolved into a pivotal key account for the distributor, as they have consistently nurtured relationships across various departments, expanding their product portfolio, and initiating collaboration with the university's alumni association, resulting in a highly lucrative relationship with substantial profit margins for the distributor.

KEY TAKEAWAY:

Don't limit your thinking to just awards. Custom products can make great gifts and support your message. This case study highlights how innovative recognition solutions are crucial in different institutional settings.