

Case Study: SUNY College at Old Westbury

See how SUNY College impressed their new students, shaped student behavior, and helped the campus Go Green.

Background 1:

A class of 400 new Freshmen were expected to attend orientation. There are lots of guides to be distributed to new students during orientation at Old Westbury and the cost of publishing those guides has been very expensive.

Challenge 1:

For the Freshman Class, provide a tool that encourages and supports their success AND go paperless by distributing the Student Handbook and other guides in a more economic electronic version.

Solution 1:

Distributed during orientation, Old Westbury made a strong first impression giving the students a great device for personal use while also being able to distribute the guides and handbooks to set them up for success. A lanyard attachment made it even more practical to carry around and use on a consistent basis.



Order Details

Style: Twist (Custom Body Color, PMS 350)

Quantity: 1350

Capacity: 1 GB

Imprint: 1 Color Imprint, 1-Sided

Preloaded: Student Handbook, Code of Conduct and Guides to Campus Living

Background 2:

Out of 3000 enrolled students, 900 are resident students living at Old Westbury. The College recently determined that a "Code of Conduct" needed to be distributed to on-campus students to ensure students were aware of their responsibilities.

Challenge 2:

For the residents, distribute the "Code of Conduct" in a way that is received positively by the students, to be easily signed for student agreement and acknowledgment.

Solution 2:

RA's (resident assistants) were responsible for distribution of flash drives loaded with a student handbook which included the resident "Codes of Conduct." The RA's collected the signed "Codes of Conduct," while the flash drive gifts made a great impression on an important part of the student community.

“The feedback has been tremendous, with students not only telling us they use the device but proving it by wearing their lanyards across campus. The response around campus has been ‘everybody else needs one.’”

Brian Schwirzbin

Judicial Officer