

Find Your Authentic Brand Through a Whirlwind Photo Shoot

Stacey Kim, Director of Marketing

Nina Johnson, Nina Johnson Photography

Monday, October 14, 2019



Whyyyyyyyy?

- 1. Save money**
- 2. Build trust**
- 3. Brand stronger**
- 4. Keep your best work in-house**

1. Find the right students



2. Flattery will get you everywhere.



2. Flattery will get you everywhere.



3. Give students choices.



4. Inclusion matters.



5. Make it easy.



6. Don't fret.



7. Communicate. A lot.



8. Hire the right photographer.



9. You can't thank people enough.



More than you bargained for.

- go.lclark.edu/community_profiles
- all of our admissions marketing materials (print, digital)
- social media
- development

**INCLUSIVE
VERSATILE
ENRICHING**

Emma Taylor, Portland, Oregon
Class of 2021
Major: Biology

**OPEN-MINDED
PICTURESQUE
AVAILABLE**

David Stone, Houston, California
Class of 2021
Major: Economics
Minor: Political Science

**ENGAGEMENT
DIFFERENCE
FAMILIAR**

Tare Monette, Dallas, Texas
Class of 2021
Major: English
Minor: Political Economy

**THREE'S
TOO
FEW!**

Robert Berg, Saint Paul, Minnesota
Class of 2022
Major: Biology and Psychology (double)

**INTERESTING
BEAUTIFUL
ACADEMIC**

Phyllis Coleman, Little Rock, Arkansas
Class of 2020
Major: Economics and Environmental Studies (double)

**UNIQUE
FUN
CHALLENGING**

Michael Abrams, Portland, Oregon
Class of 2021
Major: Prehistoric and Media Studies

GO.LCLARK.EDU/COMMUNITY/PROFILES

**EXPERT
PROFESSORS
EXPERT
MENTORS**

PROGRAMS OF STUDY

We offer 23 majors (in bold). Lots of interests? Double major, or add a minor or two.

Academic English Studies Art Art History Biology Chemistry Classics Communication, Media, and Society Computer Science Computer Science and Mathematics Dance	Economics Education (B.A. or M.A.) Engineering (C.E. or E.E.) English Environmental Studies French Studies Gender Studies German Studies Global Studies Hispanic Studies History International Affairs Japanese Latin American Studies Latin Law (B.S. or B.A.) Mathematics Music Education Music	Neuroscience Overseas and Off-Campus Study Philosophy Physical Education Physics Political Science Pre-Medical Studies Psychology Religious Studies Rhetoric and Media Studies Spanish Sociology Sociology and Anthropology Spanish and Mexican Studies Student-Designed Theater World Languages and Literatures
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Lewis & Clark College offers a bachelor of arts degree.

GO.LCLARK.EDU/ACADEMICS

12:1 STUDENT-TO-FACULTY RATIO
NO GRADUATE TEACHING ASSISTANTS
17 AVERAGE CLASS SIZE

Lewis & Clark was the best fit for me because of the small class sizes and the opportunity to build close relationships with peers and professors.

Eric Khong, Long Beach, California
Class of 2021
Major: Biology
Minor: Mathematics

93

PERCENT OF L&C STUDENTS
RECEIVE FINANCIAL AID.



**I KNEW THAT IF LEWIS & CLARK
WAS WILLING TO INVEST IN ME,
THEN I WAS WILLING TO DO THE SAME
AND INVEST IN THEM.**

Alan Misael Gaxiola, Class of 2021

97

percent of
the Class
of 2018
is already
changing the
world through
employment

(82%), continuing studies (12%),
and service work (3%).



**I KNEW I NEEDED TO SCHEDULE A VISIT
TO CAMPUS AFTER I SAW MY SCHOLARSHIP
OFFER, AND NOW HERE I AM!**

Helen Hitz, Class of 2021

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Thank you!

[sig]

Firstname, Lastname
Class of XXXX

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All rights reserved. All rights reserved. All rights reserved.

Next steps!

- Faculty profiles
- Updates to student profiles

You should do this, too! And we can help!

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