



Student Playbook helps empower colleges and universities to strengthen relationships and connections with their communities. Embracing the power of celebration and personalized recognition, we deliver customized solutions that deliver substantial impact, helping schools thrive and students succeed.



STUDENT PLAYBOOK

CASE STUDY #1

BINGHAMTON UNIVERSITY



Binghamton's Parent and Family Programs Office chose Student Playbook to connect parents and students during Family Weekend



STUDENT PLAYBOOK

BINGHAMTON UNIVERSITY

BINGHAMTON UNIVERSITY
STATE UNIVERSITY OF NEW YORK

Parent and Family Programs
Office of the Dean of Students
PO Box 6000
Binghamton, New York 13902-6000
607-777-4668, Fax: 607-777-3303

INFORMATION FOR BINGHAMTON FAMILY WEEKEND

BINGHAMTON UNIVERSITY
STATE UNIVERSITY OF NEW YORK

Parent and Family Programs
Office of the Dean of Students
PO Box 6000
Binghamton, New York 13902-6000
607-777-4668, Fax: 607-777-3303

Dear Binghamton parents and families,

With our first-ever virtual Family Weekend fast approaching, we are 100% committed to helping you connect with and support your student from wherever you are. In addition to opportunities to connect virtually, we want to share an innovative and meaningful way for you to give a boost to your student: our **Family Weekend Tribute** — a fast, easy and free way to connect with and support your student.

Family Weekend Tribute is a personalized video montage of words and images, completely personalized for your student, created by family members and friends. This incredibly moving surprise gift gives your student support, encouragement, advice and wisdom — especially valuable during this stressful and uncertain time.

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Tribute

Celebrate family weekend with a Tribute!

START YOUR TRIBUTE



What is a Tribute?

Tribute Program for Parent & Family Programs at
BINGHAMTON UNIVERSITY
STATE UNIVERSITY OF NEW YORK

Make your student Family Weekend even **memorable**

Tribute Program for Parent & Family Programs at
BINGHAMTON UNIVERSITY
STATE UNIVERSITY OF NEW YORK

Get started now at tribute.co/binghamton

Give the Gift Your Student Will **Cherish**

Tribute

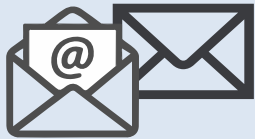
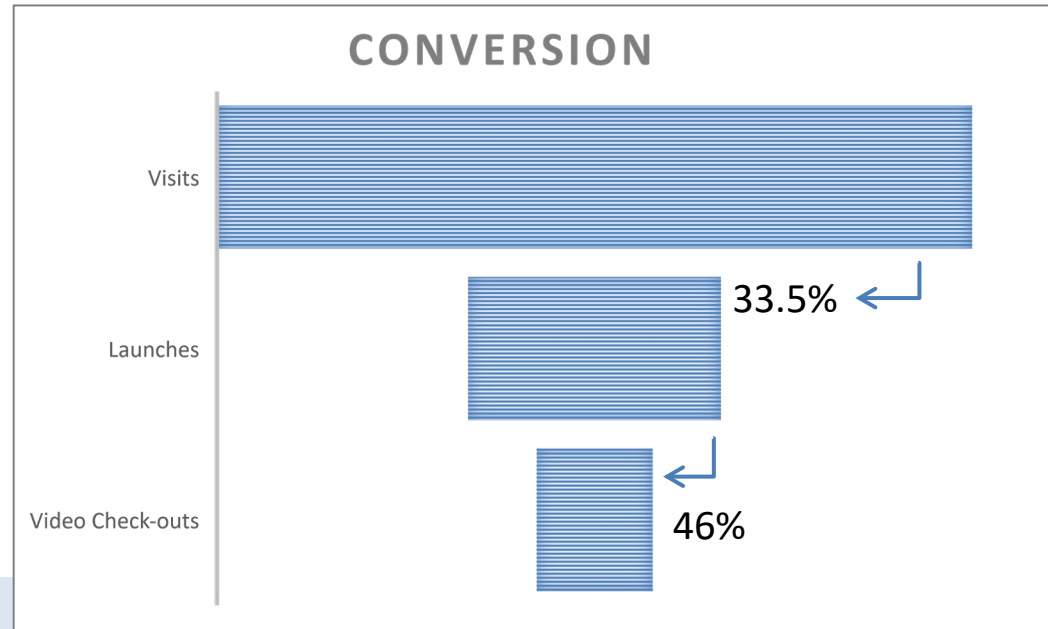


BINGHAMTON UNIVERSITY

Student Playbook's solutions generated over 1200 responses and tremendous positive feedback.

"Thanks so much! This has been a hit—so many families are really happy and say they'll be using it again. I would like to promote it again when we get closer to graduation time."

—Linda Salomons, Parent and Family Programs Office



4,000

Families receive mailings or e-mails



1,242

Visits to the Binghamton landing page



416

Tribute videos "launched"

Tribute

191

Tribute videos delivered to students



CASE STUDY #2

EMERSON COLLEGE



Emerson College chose Student Playbook to connect parents and students during Family Weekend.



STUDENT PLAYBOOK

EMERSON COLLEGE

Tribute Program for
Emerson
COLLEGE

Make your student's
Family Weekend even
memorable



Get started now at
tribute.co/EmersonWeekend

Tribute



Tribute Program for
Spotlight on Families
2020

Give the Gift Your
Student Will **Cherish**

Tribute

Too often, the important times in our lives rush by too fast until they're gone forever. But with Family Weekend Tribute, you can create a valuable keepsake for your student to relive this special time over and over again.

Here's how...

Q: What is Family Weekend Tribute?

A: An exciting showcase of videos created by the student's family and friends that express their feelings, encouragement, best wishes and advice. Funny, tender, lively, intimate—Family Weekend Tribute captures them all in a personally-made keepsake that sustains and comforts your student for a lasting impact.

Q: How does it work?

A: It's simple and fun to create your Family Weekend Tribute. Just go to our easy-to-use website to record your video message. We'll show you how to get your friends and family to contribute, change the order of the uploaded messages, or add graphics and wording for a memorable montage.

Q: What benefits does it provide?

A: Family Weekend Tribute gives your student a strong sense of pride that builds their self-esteem, encourages their self-reliance, reassures them of their talents and skills, bolsters their independence, and helps them on the path to academic success.

Q: Why give Family Weekend Tribute?

A: Family Weekend Tribute is a unique and popular way to support and encourage your student during this phase in their life. Watching your custom-made video can boost their spirits, make them laugh, feel your warmth and love, soothe homesickness, and show how many people believe in them.

Q: Can I get help creating my video?

A: Of course we can help! We have full-time staff who help families every day to make their perfect videos. The website explains these options so you can receive any help you may need.

Q: How does my student's Tribute video arrive?

A: Once you've finalized your Tribute, you will receive an email with a link to view the final video and download a high-definition version. You can also opt for a keepsake LCD card or bamboo USB drive for a moving physical delivery.



Q: Is it easy to order?

- A:** Yes, create a Tribute in 3 Easy Steps:
- 1 Go to tribute.co/EmersonWeekend and sign up. There's no cost or obligation. You only pay if you love the finished product.
 - 2 Share the link with friends and family to add their messages. Send automated emails inviting everyone to contribute to the project. All they have to do is click the record button on the website, say their message, and save. It's that simple.
 - 3 Collect and compile videos. The website helps compile all the messages into one moving video—you can share it right away or edit it if you would like.

Take the **Next Step:**
tribute.co/EmersonWeekend



EMERSON COLLEGE

Hello first-year students!

By now you've settled into your classes, made new friends, and have become a full-fledged Emersonian. One of the BEST family events of the year is coming up: Family Weekend on October 16 - 18 (watch for more details next week's course, and to express your gratitude to them.

We've made it EASY and FAST for you to let your family know – and see – how thankful you are!

We are giving you a FREE [MyPhoto](#) photo cube to create and send to your family. Imagine their faces when they get a gift from you that shows them how much you love Emerson!

You MUST do this by Sunday. After Sunday, the chance to quickly, easily, and freely score major points with your family disappears.

It's really easy:

- Go to [Emerson.MyPhoto.com](#)
- Click on the "Upload Your Photo" button to select a picture from your phone, Facebook, or Instagram
- Add to your cart and checkout
- Enter the promo code **FAMILY2020** to make the gift and the shipping free
- Click on the link to "Add a Gift Note" to the family member who will receive the gift. Include a message and be sure to include your name, something like "Mom and Dad – thanks for all the support you've given me during <your daughter->"
- Enter your family member's name and shipping address, and that's it!

Again, order at [Emerson.MyPhoto.com](#) by Sunday, October 11* to make sure your parents receive your gift BEFORE Family Weekend. And remember to write th



Tribute

Sign in

START A TRIBUTE

Celebrate Family Weekend with a Tribute!

START A TRIBUTE

Spotlight on Families
Family Weekend

2020



www.tribute.co/emersoncollege/



STUDENT PLAYBOOK

EMERSON COLLEGE



Emerson COLLEGE | Student Transitions and Family Programs

Dear Emerson Family,

With Family Weekend fast approaching, we are 100% committed to helping you connect with and support your student despite the lack of in-person events. In addition to opportunities to connect virtually, we want to share an innovative and meaningful way for you to give a boost to your student – our **Family Weekend Tribute**, a popular program that is **fast, easy and meaningful**.

Family Weekend Tribute is a personalized video montage of words and images, completely personalized for your student, created by family members and friends. This incredibly moving surprise gift gives your student support, encouragement, advice and wisdom – especially valuable at this uncertain time.

Family and friends will have fun adding their own personal messages to the montage and really showing your student how special they are. And when your student sees the completed montage, they will be incredibly uplifted and have a lasting Tribute that will sustain them during Family Weekend and all through their first year of college.

“We have been SO PLEASED with our Student Playbook partnership. To begin a partnership and literally within a few weeks have so much positive feedback from parents and students has been incredibly gratifying. And it is such an easy program to offer and make families happy and feel connected during this challenging time—pleased to endorse Student Playbook!”

– Maureen Hurley, Director, Student Transitions and Family Programs



4000

Letters to parents of students



318

Visits to Emerson landing page



60

Tribute videos delivered to students



1,100

Emails to first year students



MyPhoto™

151

MyPhoto orders and letters to families



PARENT FEEDBACK

Thanks to the videos made through Tribute we have made memorable video keepsakes that are treasured! Tribute is very easy to use but also their staff is so responsive if you have a question or concern and they offer to help as well. We will definitely use Tribute again and highly recommend!! – Lisa H

I can't recommend this service enough! The customer service and support I received throughout the Tribute process was wonderful and the final video was compiled beautifully and seamlessly. – Mary H

Such a beautiful gift with memories to look back on for life! Very professional and courteous service, highly recommend. – Samantha Y

Best. Gift. Ever. I have made 2 Tributes so far and both were off the charts awesome. The reactions from the recipients were priceless. If you're looking for the most meaningful gift, this is it. Great customer service as well! – Ann Marie

STUDENT FEEDBACK

Dear Mom, I hope you are doing well at home! I know you just redid your office so here's a little something to put on the new desk. Remember to smile and that everything happens for a reason. Love and miss you lots! XOXO -Sam

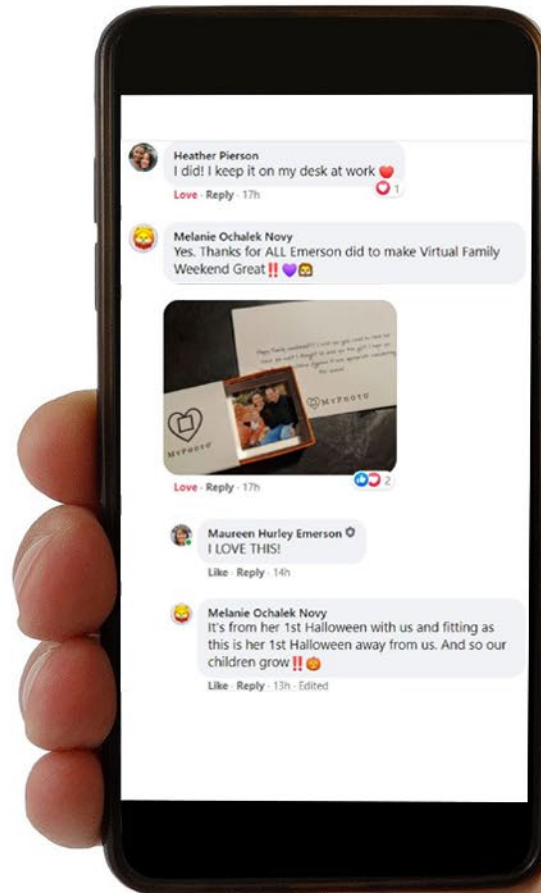
*Mom and Grandma- Thank you so much for all you do for me! I couldn't do this without you. I love and miss you both so much! You guys are my world!
Love you, Carolyn*

Thank you so much for allowing me to go to Emerson. I love it here, and I know my future's bright because of the fantastic opportunities you have both provided me. I love you guys so much, and I promise to make you proud. Love, Madeline

Hey Grandma! I know I won't get to see you this Christmas and tell you of all my adventures at Emerson so hopefully this photo of me and my friends at Salem makes up for some of it. Love you!



EMERSON COLLEGE



EMERSON COLLEGE



THANK YOU!



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