

# Student Playbook Announces New University Partners, Strengthens Family-Student Connections This Fall

[studentplaybook.com](http://studentplaybook.com)



Emerson  
COLLEGE

BINGHAMTON  
UNIVERSITY  
STATE UNIVERSITY OF NEW YORK

## University of Pennsylvania Partners with Student Playbook

Penn Student Agencies wanted to reinforce connections between families and students as classes began this fall. Student Playbook's "Tribute" service was a perfect choice, allowing families to create personalized video montages for their students.

22%

of incoming Penn families visiting the Tribute website launched a video for their student.

Tribute



"Student Playbook made the program incredibly easy to offer and did all the work for us. Families were very pleased with the opportunity to support their student once they had left home."

— Claire Williams, Director, Penn Student Agencies

## Emerson College, Student Playbook Strengthen Family Connections

Emerson's Division of Student Affairs wanted new and unique methods of connecting families both to and from campus. While parents received the opportunity to create a personalized video for their students, the students were able to reciprocate with a photo keepsake.

318



families created a Tribute video montage for their student

OVER

50%

of students receiving a Tribute video sent a MyPhoto keepsake back to their families



MYPHOTO™

## Binghamton University Endorses Student Playbook Services

Binghamton's Office of Student and Parent Programs chose Student Playbook to connect parents and students during Family Weekend. Student Playbook's solutions generated over 1200 responses and tremendous positive feedback.



1,242

families visited the dedicated website within 5 days



416

families launched a Tribute video for their student within 10 days

"Thanks so much! This has been a hit—so many families 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, Office of Student and Parent Programs