

Union College

Video Series; Television Commercials; Webisodes; Footage Library; DVD Packaging

In 1795, Union College became the first college chartered by the Regents of the State of New York. Union graduates have helped shape society in important ways for more than two centuries. They have made their mark on science, literature, law, medicine, the arts, engineering, business and academia.

The Union College campus, which occupies 100 acres in Schenectady, was designed by the French architect and landscape planner Joseph Ramée and holds claim as the first unified campus plan in America.

Challenge

After a change in leadership, Union College needed to reconnect with alumni and elevate its image among donors, potential students, and the community at large.

Solution

DoubleJay Creative's partnership with Union College began with the production of "Welcome Back to Union College" to introduce the new president and remind alumni and donors of Union's extraordinary heritage and mission. Following that success, DoubleJay Creative produced a variety of visual media tailored for recruitment, fundraising, and community relations as well as overall awareness and brand building. These projects—which have aired at Union events, on commercial television and the Web—have made their way to alumni around the world.

Welcome Back to Union College

In 2007 DoubleJay Creative produced an innovative and award-winning film about Union's prestigious history. *Welcome Back to Union College* introduces new President, Stephen C. Ainlay, showcases new programs, buildings and other campus changes and successfully reconnects far-flung alumni to the school. DoubleJay Creative also designed and produced complementary DVD packaging for this film. *Welcome Back to Union College* was awarded a Silver Telly Award—the highest honor given by the organization—for distinction in creative work. The video also was awarded the Gold CASE II Award in the DVD category.



"DoubleJay Creative and our team from College Relations have done a wonderful job of telling our story through Welcome Back to Union College. It has been rewarding indeed to see the extraordinary level of pride that this brings out in viewers."

– DR. STEPHEN AINLAY



Union College (continued)

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Solution (continued)

ReUnion 2008

DoubleJay Creative edited the footage for *ReUnion 2008* on site and completed the video—from start to finish, filming to editing to delivery—in only four days. Attendees were able to leave the reunion on Sunday and see the completed video, which captured every moment of the 2008 alumni weekend, the very next day on the Union Web site.



Posse Scholars

Another undertaking for Union College was a video about the Posse Scholars, a leadership corps of disadvantaged students who become active in the community while surviving (and thriving!) academically. This video profiles the group and the support system that encourages them to develop into leaders who are involved in all aspects of campus life.



Wold and Breazzono Tributes

DoubleJay Creative produced these shorts in homage to two of Union College's benefactors, Wold and Breazzono. These tributes included footage of the dedication ceremonies of the buildings and overviews of their lives and achievements.

"It's been very well-received. The footage is all shot in HD. There are some amazing shots of campus, and in particular, the Nott Memorial. It just takes your breath away."

— JULIE SOLOMON

Commercial Campaign

For Union College's "What Will U Become?" recruiting drive, DoubleJay Creative created spots highlighting Union's unique capacity to help students achieve their dreams and become leaders. These spots were featured on the Union Web site and on regional television.

COLLEGE RELATIONS DEPARTMENT

UNION COLLEGE

Webisodes

DoubleJay Creative has generated numerous "webisodes," each focusing on an important aspect of the school's history and future. Topics have included the campus landmark Nott Memorial, Union's strategic plan for the future, architect Ramée's plan for the campus, and a general introduction to the college.

