



Student Retention & Engagement

IDEAS: Education, Private Schools, Organizations that Require Admission

Launch is an online school of entrepreneurship which offers supplemental education programs to high-school and middle-school students. Courses are designed to be taken during weekends, summers, and extended school breaks and creating a fun, positive experiences is a top priority for student engagement.

As part of their retention program, they developed “A Universe of Endless Possibilities” Kit for new students that included a printed course workbook and a few pieces of branded merchandise.

- Launch found that the branded merchandise and the overall “unboxing experience” played a critical role in their overall student satisfaction scores. It was one of the most notated highlights of returning students and peer referrals.
- To complement the student workbook, Launch chose a book of sticky notes and a highlighter/pen for notetaking. The full-color imprint areas on these items and the drawstring backpack and water bottle made it easy to show off the schools branded messages.

“Launch found that the branded merchandise and the overall “unboxing experience” played a critical role in their overall student satisfaction scores.”

