

So you want To SHIP?



Let's get on the same page

SHIPing first requires a solid understanding of Archetypes and Darts. If you are unfamiliar with either, take a pit stop at this Miro board, watch some videos, get acquainted and come back here when you're good to go.

Click me
(or the image below)

This section shows a digital whiteboard interface with several pinned items:

- RMSC Does:** A collection of small screenshots and documents.
- Matching:** A note with a person icon and a small image.
- Training:** A note with a person icon and a small image.
- Subject vs. Expression:** A note with a small image of a person in a dynamic pose.

This section shows a Miro board titled "SHIPing" with the following sections:

- Quality:** A grid of 12 small images showing various scenes of people in different environments.
- Archetype Exercise:** A grid of 12 small images divided into four colored sections: yellow, green, blue, and red. Each section has a title above it: "Find a dynamic, quality image by archetype".
- Dart Exercise:** A grid of 12 small images divided into four colored sections: yellow, green, blue, and red. Each section has a title above it: "Find a dynamic quality darted image".



Get to know your client's Darts

Darts contain a wealth of information about student segments on campus. We can use this information to better attract and communicate with prospective students that share similar traits.

The very first stop is to get a hold of the Dart information for the client. We will be using Kettering University as our example throughout this guide.

All clients with Darts will have the 'Darts Presentation' document. This is the source document with all Dart information.



Most clients will also have a 'Quick Reference Guide.' This is a summary document that only contains information vital for Dart creative expression.
(Kettering does not have this document, the example here is Curry's).



Some clients will also have an 'Dart Application Guide.' This is very useful document that trains clients on the use and understanding of their specific darts.





Kettering University's Darts

INTENTIONAL PATHFINDERS



Accomplished & Influential

Connection Strategy

Intentional Pathfinders are most attracted to Kettering's confident Blue archetype, so ensure marketing efforts address them as the influential leaders they are. They are also proactive in seeking information and engagement on campus. These students are typically the most involved on campus, especially in Greek life, student government, and sports. Their top enrollment decision-making factors include available degree options, teaching quality, and institutional reputation (including business connections). They also prefer frequent communication, so ensure communications flows reflect their desired cadence.

FOUNDATIONAL MESSAGE

We set the standard in STEM education, shaping generation after generation of future industry leaders. Our students arrive with clear goals, and through our top-tier faculty, career connections, and one-of-a-kind approach, we empower them to make their aspirations a reality.

THE QUIETLY CURIOUS



Analytical & Experiential

Connection Strategy

Quietly Curious students will be attracted to Kettering's innovative Yellow archetype. Their analytical thinking and creative problem-solving mindset will be drawn to Kettering's rigorous academic experience, but they are not interested in being actively involved on campus. Distance from home, degree options, and hands-on learning are important enrollment decision-making factors that should affect where and how marketing efforts are targeted. They are not active information seekers and prefer extremely limited direct communication. This will make it critical for Kettering to be visible on the platforms they use most, like music streaming and content-sharing apps.

FOUNDATIONAL MESSAGE

Our innovative, hands-on approach inspires creative problem-solving and entrepreneurial thinking. Our cutting-edge programs and experiential Co-op model seamlessly blend the professional and academic worlds, offering hands-on, future-focused learning that empowers students to pursue new ideas and inspires other institutions to follow our lead.

COMPETITIVE CHALLENGERS



Industrious & Competitive

Connection Strategy

Competitive Challengers will be drawn to Kettering's determined Maroon archetype. Unlikely to be highly involved on campus, interests include intramural sports, which speaks to their competitive nature. Enrollment decisions are largely based on cost and reputational considerations, so ensure Kettering's value and financial aid information are prominent in messaging. While not active information seekers, they are very open to frequent communications from the institution. Communications should emphasize the hands-on nature of learning at Kettering, so show students working with their hands and showcase competitions, especially events that highlight Kettering's superiority in the automotive field.

FOUNDATIONAL MESSAGE

Our rigorous academic environment gives exceptional students the challenge they need to thrive. Our fast-paced, immersive programs help students realize and achieve their fullest potential by rewarding their self-motivation and drive.



Now we start SHIPing™

There are 4 elements of each email that need to be altered to the Dart's attractant or interests as described in the client's Student Darts document.

1. The **Subject Line**
2. The **Header Image**
3. The **Intro Paragraph**
4. The **Postscript**

General Audience Email

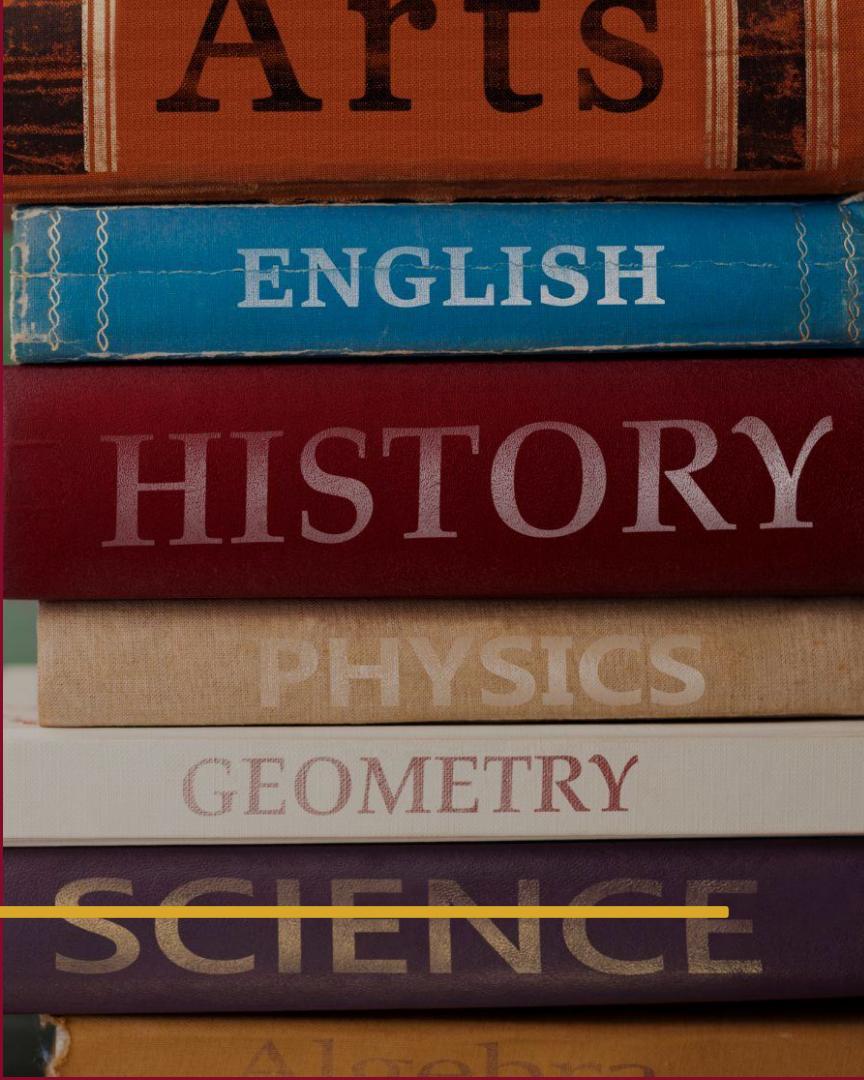
EMAIL SUBJECT: Start Building Now, {{Person-Preferred}}

The email template consists of several sections:

- Header:** A large orange rectangle on the left contains the text "Go Further" in white. To its right is a photograph of two diverse students, one male and one female, looking at something off-camera. Below the photo is the Kettering University logo.
- Text:** The text "YOU'RE READY, {{PERSON-PREFERRED}}." is displayed in blue capital letters.
- Text:** A paragraph describing the opportunities at Kettering University, mentioning challenges, victories, real-world experience, and faculty involvement.
- Text:** A paragraph about Kettering demands more from students, mentioning employer partnerships, advanced mobility, AI, sustainability, and research projects like the SAE Garage.
- Text:** A statement about the result: "The result? You're better prepared, more connected, and ready to lead in your chosen industry."
- Call-to-Action:** A blue button labeled "APPLY".
- Footer:** A dark blue bar containing the Kettering University logo, social media icons for Facebook, Instagram, LinkedIn, YouTube, Twitter, and TikTok, and the address "1700 University Ave., Flint MI 48504" along with "Directions / 1-810-762-9500".

1

S is for Subject line





Rewrite the subject line to appeal to the Dart

Each Dart gets its own subject line. This way, the very first thing the targeted student sees upon receiving the email is custom created to appeal to their interests and has the greatest chance of being opened.

EXAMPLE

GENERAL AUDIENCE

**Start Building Now,
{{Person-Preferred}}**

The general audience subject line communicates the hands-on nature of a Kettering education and appeals to the student's impatience to begin a career.

INTENTIONAL PATHFINDERS

**Rise to the Top, Starting
Now, {{Person-Preferred}}**

The Dart 1 subject line redirects the immediacy of the general audience example, promising future career success through Kettering.

THE QUIETLY CURIOUS

**Solve Problems Now,
{{Person-Preferred}}**

The Dart 2 subject line speaks to the desire of Quietly Curious students to uncover solutions to complex problems.

COMPETITIVE CHALLENGERS

**Start Working Now,
{{Person-Preferred}}**

The Dart 3 subject line appeals to Competitive Challengers' sense of urgency to start building things right away.

2

H is for Header





Rewrite the header to appeal to the Dart

Each Dart gets its own header, or lead paragraph, which replaces the header in the general audience version of the email. This is the greatest opportunity for copy to provide a narrative or impart information that is of distinct interest to the Dart.

Remember that when writing for Darts, it isn't simply a matter of switching out a few words. You want the new copy to emote something novel and specific that will make a difference in attracting the Dart.

EXAMPLE

GENERAL AUDIENCE

At Kettering, the challenges are greater than anywhere else. And so are the victories. Starting your first year, you'll gain real-world experience—and realworld pay—at leading-edge companies. You'll test your potential on nationally ranked competition teams and learn from faculty who are active in industry. That means you'll start ahead in your career and keep going as far as your drive will take you.

[The general audience header shows the unique environment of collaboration and individual success that Kettering's resources, faculty, and programs offer.]

INTENTIONAL PATHFINDERS

At Kettering University, you don't just break the curve—you define it. Your work with industry-shaping faculty and top companies impacts the world and secures your future as a leader. The connections you gain and the victories you win at Kettering put you years ahead of your peers and keep you there.

[The Dart 1 header highlights the connections and successes these students can expect as a result of their time at Kettering.]

THE QUIETLY CURIOUS

Kettering University is for those driven to invent breakthroughs that reshape the world. In state-of-the art campus facilities and with Co-op employers across the nation, you'll find resources that push you to solve the toughest problems. Along the way, you'll have the freedom to unlock challenges in the way the world needs: Your own.

[The Dart 2 header shows how Quietly Curious students can apply their ingenuity, individuality, and intelligence to the toughest challenges at Kettering.]

COMPETITIVE CHALLENGERS

At Kettering, your work gets you further. When you put in the hours here—in our Co-op program, in the SAE garage, on our competition teams, and more—you can build breakthroughs, secure patents, and get the job offer you want. Because at Kettering, you start now. And you never stop—there's always another skill to master, another victory to win, and another way to show what drives you.

[The Dart 3 header promises challenges that are equal to Competitive Challengers' tenacity and impatience]

3

I is for Image





Choose an image to appeal to the Dart

Each Dart gets its own image, replacing the image in the general audience version of the email. The image should be chosen to either demonstrate subject matter that the Dart is interested in, or it should express the Dart's attractant archetype, or (ideally) both.

It is also important to consider the image choice in relation to the content of the email. They should match, or at least be complementary to each other.

EXAMPLE

GENERAL AUDIENCE



This image shows students collaborating in a hands-on learning environment.

INTENTIONAL PATHFINDERS



This image shows an Intentional Pathfinder committed to accomplishing their career goals.

THE QUIETLY CURIOUS



This image shows the intense focus the Quietly Curious bring to cutting-edge spaces.

COMPETITIVE CHALLENGER



This image shows the industrious drive of a Competitive Challenger.

3

P is for Postscript





Rewrite the postscript to appeal to the Dart

Each Dart gets its own postscript,
replacing the postscript in the general
audience version of the email.

EXAMPLE

GENERAL AUDIENCE

**The result? You're better prepared,
more connected, and ready to lead in
your chosen industry.**

*The general audience postscript connects
Kettering's challenging of students to
remarkable career outcomes.*

INTENTIONAL PATHFINDERS

**The result? You're further ahead,
better connected, and ready to lead in
your chosen industry.**

*The Dart 1 postscript inspires students to
embrace the career success and impact
Kettering offers.*

THE QUIETLY CURIOUS

**The result? You're better equipped,
more focused, and ready to innovate
in your chosen industry.**

*The Dart 2 postscript motivates these
students by highlighting how Kettering
prepares them to continue innovating in
influential careers.*

COMPETITIVE CHALLENGERS

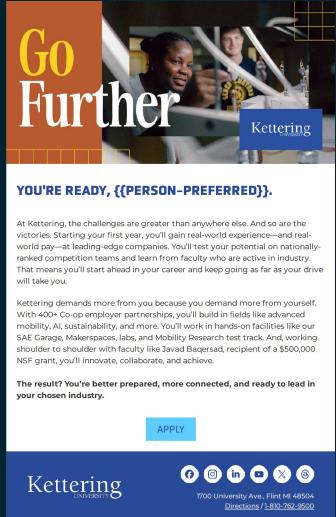
**The result? You're more resilient,
more experienced, and ready to make
your mark in your chosen industry.**

*The Dart 3 postscript shows how a Kettering
education turns these students' natural
determination into long-lasting payoffs in
their career.*



The resulting Darted emails

GENERAL AUDIENCE



Go Further

Kettering

YOU'RE READY, {{PERSON-PREFERRED}}.

At Kettering, the challenges are greater than anywhere else. And so are the victories. Starting your first year you'll gain real-world experience—and real-world pay—as leading-edge companies. You'll test your potential on nationally-ranked competition teams and learn from faculty who are active in industry. That means you'll start ahead in your career and keep going as far as your drive will take you.

Kettering demands more from you because you demand more from yourself. With 400+ Co-op employer partnerships, you'll build in fields like advanced mobility, AI, sustainability, and more. You'll work in hands-on facilities like our SAE Garage, Makerspaces, labs, and Mobility Research test track. And, working shoulder to shoulder with faculty like Javad Bagersad, recipient of a \$500,000 NSF grant, you'll innovate, collaborate, and achieve.

The result? You're better prepared, more connected, and ready to lead in your chosen industry.

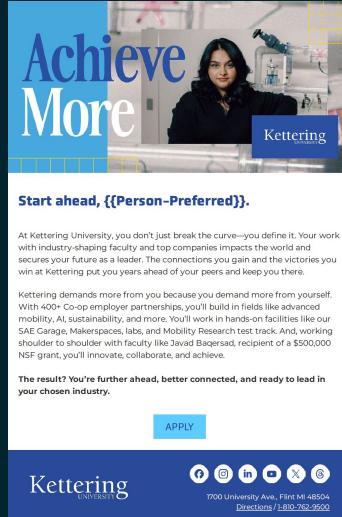
[APPLY](#)

Kettering
UNIVERSITY

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Directions | 1-800-262-9520

[Facebook](#) [Instagram](#) [LinkedIn](#) [YouTube](#) [Twitter](#) [X](#) [S](#)

INTENTIONAL PATHFINDERS



Achieve More

Kettering

Start ahead, {{Person-Preferred}}.

At Kettering University, you don't just break the curve—you define it. Your work with industry-shaping faculty and top companies impacts the world and secures your future as a leader. The connections you gain and the victories you win at Kettering put you years ahead of your peers and keep you there.

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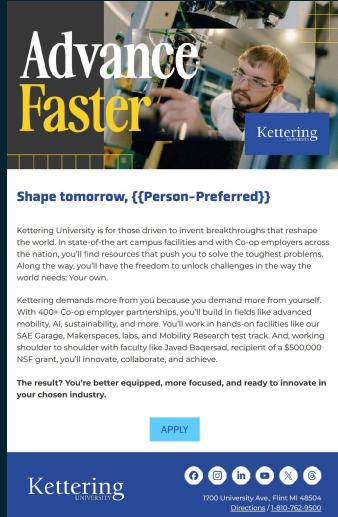
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THE QUIETLY CURIOUS



Advance Faster

Kettering

Shape tomorrow, {{Person-Preferred}}.

Kettering University is for those driven to invent breakthroughs that reshape the world. In state-of-the-art campus facilities and with Co-op employers across the nation, you'll find resources that push you to solve the toughest problems. Along the way, you'll have the freedom to unlock challenges in the way the world needs. Your own.

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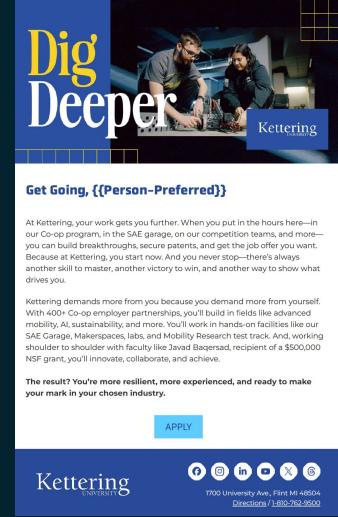
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COMPETITIVE CHALLENGERS



Dig Deeper

Kettering

Get Going, {{Person-Preferred}}.

At Kettering, your work gets you further. When you put in the hours here—in our Co-op program, in the SAE Garage, on our competition teams, and more—you can build breakthroughs, secure patents, and get the job offer you want. Because at Kettering, you start now. And you never stop—there's always another skill to master, another victory to win, and another way to show what drives you.

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