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## Interactive Virtual Viewbook Bringing College Experience to Prospective Students

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**FOR IMMEDIATE RELEASE**  
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## **Interactive Virtual Viewbook Bringing College Experience to Prospective Students**

**CEDARVILLE, OHIO** -- Cedarville University is extending the reach of its recruitment material by publishing a virtual viewbook that will benefit prospective students.

The [Cedarville 2020-2021 Virtual Viewbook](#) is now available for viewing on Cedarville University's website.

Dr. Scott Van Loo, vice president of enrollment management at Cedarville University, explained that the viewbook is usually distributed in print form at events like college fairs, school visits and conferences. "It is a 20-25 page print piece full of information about the Cedarville experience. It also includes hundreds of photographs illustrating what happens on our campus," said Van Loo.

With COVID came a new challenge: providing the same valuable resources to students in a world where few people were traveling and visiting colleges.

Van Loo noted that the university stepped back and reviewed their practices. "We wanted to make sure we had the digital and virtual options that prospective students need in order to learn more about Cedarville," said Van Loo.

Matt Dearden, director of undergraduate admissions, suggested the university create a virtual viewbook to supplement the university's physical recruitment materials. "We needed to find some way to put this resource in the hands of students without literally handing it to them," said Dearden.

Enrollment services and university admissions worked closely with the marketing and communications division to translate the physical viewbook into an enhanced digital resource. New elements include embedded videos, hyperlinks and other interactive features.

Van Loo noted that while Cedarville will continue to print and distribute viewbooks, the digital version will allow the recruitment material to reach a larger audience. "For instance, we can now email the viewbook to international students and other students where mailing a print piece is costly or difficult," said Van Loo.

And according to Dearden, the virtual format may end up appealing more to potential students than print resources. "They consume almost all of their information online through websites and different apps," Dearden said.

As an online resource, the virtual viewbook can also be utilized repeatedly and in versatile ways. Currently, Cedarville admissions counselors are distributing them to prospective students after presentations conducted virtually for churches and high schools.

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 4,550 undergraduate, graduate and online students in more than 150 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings and high student engagement ranking. For more information about the University, visit [www.cedarville.edu](http://www.cedarville.edu).

Written by Tessa Landrum