

SIMPSON
COLLEGE

EduADAWARDS

39TH ANNUAL
EduADAWARDS
Educational Advertising Awards the Achievement of

Gold Winner

PRESENTED TO:
Simpson College

For Outstanding Work in the Category of:
Collateral / Special Promotion Campaign – Simpson Visit Day



MISC. COLLATERAL, SPECIAL PROMO

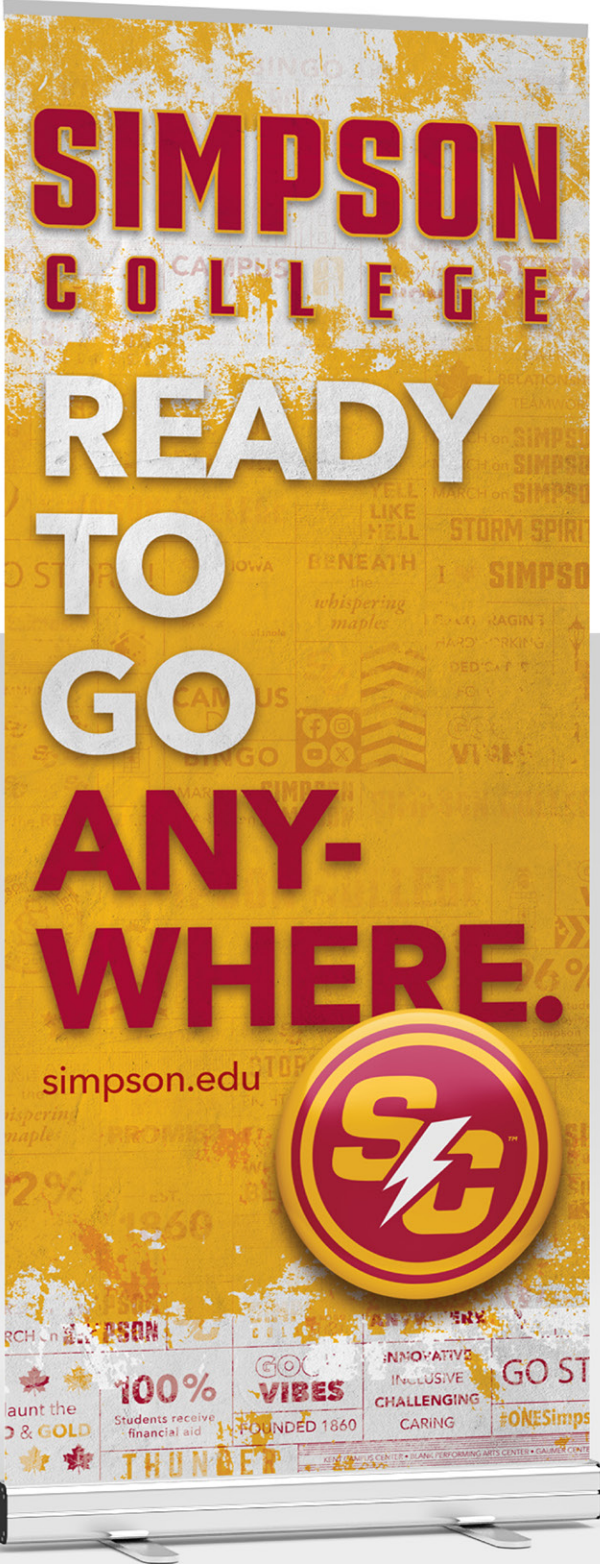
Simpson Visit Day
Event

2023

SIMPSON COLLEGE

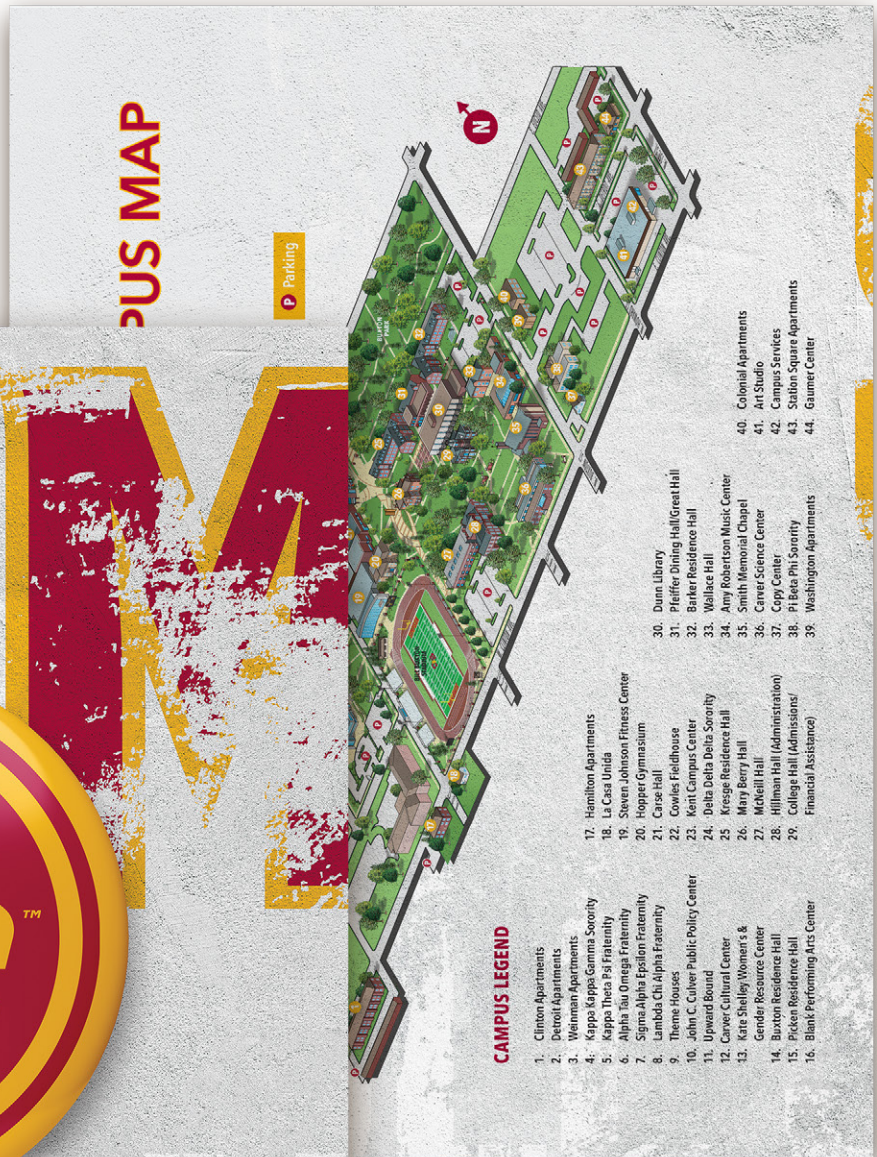
Welcome to Simpson - Visit Day Campaign

The Simpson College visit packet is provided to prospective students during an in-person visit-day event at the College. The piece houses several materials, including a campus map, financial aid and tuition information, a student outcomes sheet, and a recruitment brochure that doubles as a poster.





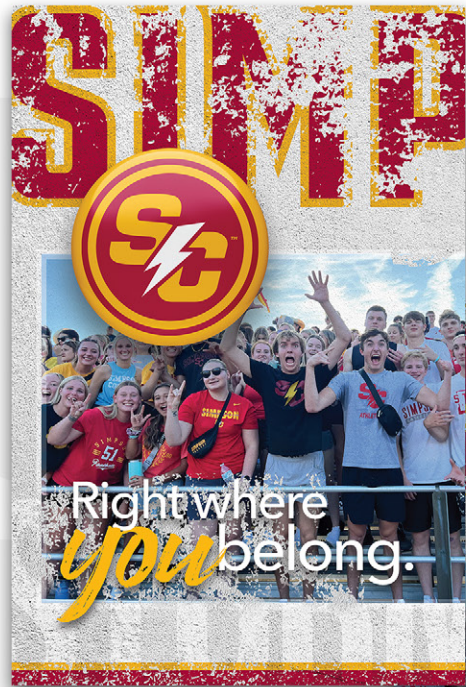
Right where
you belong.



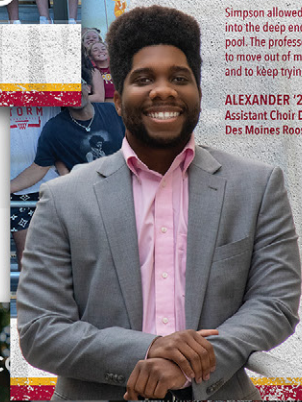
CAMPUS LEGEND

- 1. Clinton Apartments
- 2. Detroit Apartments
- 3. Weiman Apartments
- 4. Kappa Kappa Gamma Society
- 5. Kappa Theta Psi Fraternity
- 6. Alpha Tau Omega Fraternity
- 7. Sigma Alpha Epsilon Fraternity
- 8. Lambda Chi Alpha Fraternity
- 9. Theme Houses
- 10. John C. Culver Public Policy Center
- 11. Upward Bound
- 12. Career Cultural Center
- 13. Kate Shelby Women's & Gender Resource Center
- 14. Buxton Residence Hall
- 15. Picken Residence Hall
- 16. Blank Performing Arts Center
- 17. Hamilton Apartments
- 18. La Casa Unida
- 19. Stevens Johnson Fitness Center
- 20. Hopper Gymnasium
- 21. Course Hall
- 22. Cowles Fieldhouse
- 23. Keitt Campus Center
- 24. Delta Delta Delta Sorority
- 25. Kresge Residence Hall
- 26. Mary Berry Hall
- 27. McNeill Hall
- 28. Hillman Hall (Administration)
- 29. College Hall (Admissions/Financial Assistance)
- 30. Dunn Library
- 31. Pfeiffer Dining Hall/Great Hall
- 32. Barker Residence Hall
- 33. Wallace Hall
- 34. Amy Robertson Music Center
- 35. Smith Memorial Chapel
- 36. Career Science Center
- 37. Copy Center
- 38. Pi Beta Phi Sorority
- 39. Washington Apartments
- 40. Colonial Apartments
- 41. Art Studio
- 42. Campus Services
- 43. Station Square Apartments
- 44. Gummer Center

**WELCOME TO
SIMPSON COLLEGE**



Right where
you belong.



“
Simpson allowed me to dive into the deep end of the aquatic pool. The professors pushed me to move out of my comfort zone and to keep trying new things.
ALEXANDER '22
Assistant Choir Director,
Des Moines Roosevelt High School



GET THE BEST OF
BOTH WORLDS!

Des Moines • Indianola • SC

“
I love how you are more than just a number here at Simpson. Your professors get to know you more than just your name. We are truly like a big family here!
BROOKLYN '26
Lenex, Iowa

SIMPSON
STORM

FEEL
THE
POWER



Welcome

there's always something fun to do. Make great friends and be supported by mentors dedicated to your success. Simpson is right where you belong!

SIMPSON COLLEGE



BIG CITY connections

the fastest growing metropolitan area in the region. Can you experience rich culture, entertainment and pro sports here? HECK YEAH! Life-shaping internships? Most definitely! Come to Simpson and get ready to go places!

DES MOINES

Explore Simpson Day

SIMPSON COLLEGE
Office of Admissions
701 N. C Street
Indianola, Iowa 50125

Nonprofit Org.
U.S. Postage
PAID
Des Moines, Iowa
Permit No. 5740

SIMPSON COLLEGE

FEEL THE THUNDER

Explore Simpson Day

JOIN US ON FRIDAY, MARCH 22!

92% of first-year students feel a sense of belonging at Simpson

75 MAJORS, MINORS & PROGRAMS

FRIDAY, MARCH 22

STAND AROUND

RED & GOLD HUNDEF

SIMPSON STRONG

CREATIVE DIVERSE RELATIONSHIP TEAMWORK

WHERE YOU BELONG

WATCH YOUR STEP! TROLL STORM

MARCH ON SIMPSON

FLAUNT YOUR RED & GOLD

RIGHT WHERE YOU BELONG

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SIMPSON/VISIT DAY DIRECT MAIL INVITATION

4 I worked on a long-term project

More than 3 out of 4 graduates in 2022 participated in at least one internship or conducted research – or both.

I completed an internship related to my lessons

“BIG SIX” ADVANTAGE

It's a big deal.

National research of more than 30,000 college graduates identified the “Big Six” undergraduate experiences most closely correlated with long-term career success and personal fulfillment.

THEY ARE:

- 1 A professor who made them excited to learn
- 2 A professor who cared about them as individuals
- 3 A mentor who pushed students to reach goals
- 4 Engagement in extracurricular activities
- 5 Working on a long-term project
- 6 Completing class-related job/internship

86% of Simpson graduates completed at least three “Big Six” experiences

32% of Simpson graduates completed a class-related job/internship

Check out some examples

“BIG SIX” ADVANTAGE

JOHN P. SARCONI COUNTY JUSTICE CENTER

FEEL THE THUNDER

SIMPSON COLLEGE “BIG SIX” ADVANTAGE BOOKLET >

SIMPSON

PROMISE

RIGHT
WH
BE

♥ OF IOWA

SIMPSON
COLLEGE

COWLES FIELDHOUSE • DUNN LIBRARY • AMY ROBERTSON MUSIC CENTER • CARSE HALL

SIMPSON
STORM

1 GO

GO

COLLEGE

SIMPSON
SEAL

COLLEGE

GO

GO



STAND AROUND

MARCH on SIMPSON

SIMPSON
SIMPSON

GO
ERE



SIMPSON COLLEGE

YELL
LIKE
HELL

MARCH on SIMPSON

STORM SE

FEEL THE



GO STORM!

♥ OF IOWA



BENEATH

the
whispering
winds

I ♥ SIMPSON

#ONESimpson



CAMPUS
DAY

ENCOURAGING
HARDWORKING
DEDICATED

YELL
LIKE
HELL

5
MINORS
GRAMS

ING • FUN • COMMUNITY

S/S/S/S



USED