

Benilde-St. Margaret's "See Yourself in Red" look book was created specifically for prospective students considering BSM as their school of choice. While the larger format BSM look book is designed for parents with the information and details prospective families want, the 16 page student look book provides a glimpse into life at BSM with authentic visuals reflecting the student population, the campus environment, the dress code, and school experience. The look book's distinctive 6x10" format easily fits into a student's folder or backpack. The piece features key highlights of middle and high school with important statistics and the student-centered messaging includes testimonials from current students and copy written for a student's perspective. Members of BSM's admission team distributes these resources to students during partner school visits and open house events. The response has been favorable with more engagement from students during Q&A sessions and specific questions directed to BSM's student ambassadors during campus tours and day visits. The student look book has successfully set Benilde-St. Margaret's apart from other private and independent schools in the Twin Cities reinforcing the school's commitment to making students feel welcome and part of our dynamic community.