Inquiry to Orientation and Beyond

Online Recruitment, Email Campaigns, Slate, and Upcoming Workshops

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Inquiry to Orientation and Beyond

1. 2018 in review
2. Digital recruitment
   - Prospective graduate students
3. Program climate
   - Key informant interviews
4. Slate Deliver: Admit
   - Leading to SIR - Yes
5. Slate Deliver: Orientation
   - Student integration
6. Workshops
   - Digital engagement and pilot group
Questions about Slate, including application, reader, and decision?

Ask Brian!
2018 Milestones
2018 Year in Review

Graduate program introductions
Digital Engagement series
Program assessment

UC Davis main site template
Cascade to SiteFarm migration
Slate discover

2018 Incoming Facebook group
- Planning
- Content development
- Airtable calendar
UC Davis main site complete
SiteFarm work groups
Program coaching
Website best practices
Slate delivery development

Inquiry form
Slate Delivery
- Applicant
- Inquiry
- Prospective and diversity

Digital Engagement Series 2019
Slate Deliver Pilot Group
Auf wiedersehen Cascade
2019 Incoming Facebook group
Program coaching
2019 Graduate Studies social media calendar
Prospective Student Journey

Inquiry
- Prospective student lists
- Online inquiry form
- Diversity recruitment

Application
- Email funnel
  - 1-Month reminder
  - 1-Week reminder
  - Missing materials reminder

Admission
- Email funnel
  - 5 Steps to Orientation
  - Campus introductions
  - Interviews and recruitment

Orientation
- Campus integration
- Referencing resources for national and international students
- Facebook group and email digest
- Program orientation
- Grad Studies Orientation
Best Practices in Digital Recruitment
Noel-Levitz and NAGAP  
Marketing and Student Recruitment Practices  
for Master's-Level Graduate Programs

The National Association of Graduate Admissions Professionals (NAGAP) and Noel-Levitz conducted a national, Web-based poll to determine and report the most effective practices. Included in the findings are some benchmark admissions data from a limited number of respondents.

Hanover Research  
Best Practices in Graduate Student Recruitment

In this report, Hanover Research examines best practices in graduate student recruitment. In addition, this report profiles marketing and recruiting practices at a number of large public universities.

Ruffalo Noel Levitz  
2017 Marketing and Student Recruitment  
Report of Effective Practices

Though this new report is focused on undergraduate recruitment, it can help program faculty and staff identify the up-and-coming trends in higher education recruitment and admissions.
Best Practices

Prospective
- Outreach to own institutions
- Open house and campus visit days to generate inquiries
- Phone calls to inquiries by faculty members
- Using a CRM to manage and track recruitment communications

Applicant
- Follow up to students whose applications are incomplete
- Work with students to complete applications
- Using a CRM to track online applications
- Admissions tracking and coding of applicants based upon their interest level

Admission
- Phone calls and email communication to admitted students
- Campus visits for admitted students
- Develop strategies for full recruitment funnels that continue after the application is submitted
- Remember not to overwhelm the student
• Demonstrate culture and climate through stories not through ads or apps
• Cross collaboration of stories, programs, and channels.
• Qualify the interests of students
• Simplify content and reduce view books, handbooks, and pdfs.
• Address graduate students’ priorities in materials, including financing strategies

Channels and stories

Technology

• Better tracking and data measurement to provide evaluation of strategies
• Ensuring digital reach (ads, channels, text messaging, websites, email) are integrated print publications
• Digital strategy specific to a programs resources and needs

Diversity

• Be mindful of campus visits and students missing classes to attend.
• Demonstrate visual support that showcase the talent and diversity of student body
• Highlight research of diverse faculty and students without applying a diversity tax on using the same people
• Make sure your website reflects the diversity of the program
Digital dissonance

Our commitment to diversity is exhibited by our faculty and our recruitment activities, as well as broad efforts to mentor all admitted and enrolled students to ensure their long term career success. In particular, women and underrepresented minorities are strongly represented throughout the student population of the program at both the undergraduate and graduate levels. Although we do not track the numbers of LGBTQ students or students with disabilities, we welcome applications from members of these groups.
Content Dissonance

Type of student

Students must also demonstrate an aptitude and enthusiasm for research, which should include active participation in an independent research project supervised by a faculty member and/or post-baccalaureate research experience.

Culture of diversity

We are committed to creating a diverse student body, and welcome applications from underrepresented groups. A complete list of diversity programs/resources can be found online via Graduate Studies.

Support for all students

Top applicants are invited (all expenses paid) to UC Davis for a recruitment weekend, which is typically in late January or in February. Recruitment weekend is a great way to meet faculty and students, learn more about the program, and see the UC Davis Campus. Our next recruitment event is currently scheduled for February 31, 2019.

With exceptions…

Because of the increased costs associated with supporting international students, the program will likely not admit any international students unless they have their own funding. Therefore, international applicants are encouraged to secure an independent scholarship before submitting an application. Please consider this carefully before you commit to the application process.
“An organization without social culture will be very lonely online. “

~ Beth Kanter

*The Networked Nonprofit*
Graduate Coordinators

Number of Programs?
- 68

Who manages your websites?
- 59% Graduate Coordinators
- 68% Communication Staff
- 18% IT Staff

Social media management?
- 41%
Graduate Coordinators

- Website content?: 58%
- Pathways to apply?: 70%
- Briefly tell me about your program…: 80%
- Web content and email: 2.9
- Social media content: 2.6
Website Users
Prospective applicants, current students, and faculty

Primary responsibility
Application management, application communication, admission events and communication, financial and student advising, onboarding new students

Secondary responsibility
Faculty committee oversight, prospective student recruitment, website content, orientation, commencements, program event planning,
Support

Prospective student and incoming student recruitment, website and social media content

Primary support

Recruitment of URMs and SIR ‘yes’ and the quality of applications, connecting inquiries to online channels (email, Slate, social media), general marketing and website strategies, social media content

Secondary responsibility

Improve experience and relationships with applicants, current students, and alumni, increase the quantity of applications, social media strategy
Prospective Student Journey

**Inquiry**
- Prospective student lists
- Online inquiry form
- Diversity recruitment

**Application**
- Email funnel
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  - Missing materials reminder

**Admission**
- Email funnel
  - 5 Steps to Orientation
  - Campus introductions
  - Interviews and recruitment

**Orientation**
- Campus integration
- Referencing resources for national and international students
- Facebook group and email digest
- Program orientation
- Grad Studies Orientation
Inquiry form
What are your primary pieces of information you need to follow-up with students?

Application emails
What can we do to improve follow-up with potential applicants?
What questions do students ask even if information is on your website?

Slate analytics
What data would help your program?
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Next steps

What are the top five next steps you signal to your students after being admitted? How can we best prepare and influence our students to SIR ‘yes’?

Alternative decisions

What are questions surrounding those that receive a decision of ‘wait listed’ or ‘denied’ admissions? What about students denied admissions but would be a candidate with a tad more experience?

Interviews

What questions do you receive about traveling or the interview process?
Slate Deliver: Orientation
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Email and phone inquiries

What questions do you receive with greatest frequency from SIR ‘Yes’ to Orientation?

International students

What are the top five things that international students need to know before arriving at UC Davis?

Preparation

What information do students wish they had known before they arrived on campus?
DIGITAL ENGAGEMENT Workshops
Certificate and Digital Engagement Series

Outreach and Marketing
Graduate Coordinator Certificate Series

Writing for Email and Websites

Recruiting Diverse Students

Social Media 101

Website Analytics

Slate Inquiry Funnels
Slate Pilot Group

Advanced email marketing and digital engagement group

Inquiry forms

Email funnels

Slate tracking

Advanced tools
Questions?

Slack: @boohyeah
Slack.ucdavis.com
Google: Slack UC Davis
Email: boohyeah@ucdavis.edu