

Key PSM Program Practices:

- **Effective student advertising**
- **Student Recruitment**
- **Effective exit interviews**
- **Engaging your Alumni**
- **Collection and maintenance of program data**

General Marketing Efforts

- Brochure and poster distribution at student focused conferences and grad fairs
- Mail outs
- Attendance at Conferences
- Advertisements
- Article mentions
- Use your university's public relations via news releases, feature stories, etc



Marketing to Students in Cyber Space



- Maximize your web site
- Experiment with blogs and podcasts
- Use Search Engines, such as:
Google, Yahoo, etc
- Advertise at web sites for Graduates
for example:
AIP, Peterson's,
gradsource.com,
gradschools.com, etc



Your Web Site

- Create a powerful web site for your program
 - Include: program description in detail, info on students, alumni, quotes from them, quotes from employers, etc
- Keep it interesting:
 - Include: photos, video clips, blogs, etc

What is the “next big thing” in On-line recruiting?

- Video blogging
- Webinars
- Audio Podcasts, such as U-tube movies
- Ads on Facebook or other social contact sites
- Ads on institution’s social network sites

Remember:

Repetition aids recall and retention

Drive more students to your Web Site

Have your web site “URL” on all your documents:
letterheads, business cards, envelopes, brochures,
posters, labels, advertising, news releases,
post cards, promotional materials, etc

Recruitment of Students from other Universities

- Give presentations to students at universities
- Meet faculty/staff
- Attend conferences offered at your target universities
- Targeted Mail-outs to faculty/staff
- Advertisement in student papers
- Make contact with alma mater of your enrolled students



Program Preview Days

- Annual event to give students an opportunity to
 - visit your campus in person
 - meet faculty
 - interact with students currently enrolled in program



- Results at Rice: 70% acceptance after visit



Recruitment of Students from Industry

- Advertise program in company's newsletters or with their H.R. Department
- Attend Career and Educational forums held at corporations
- Hold "Lunch & Learn" sessions
- Be included in company's tuition reimbursement plans
- Use alumni to advertise program at their new companies via luncheons and personal contacts



What do students expect?

- Relationships, contact with peers and alumni
- Diversity of communication tools
- Consistent message
- Personal and individual treatment =
personal phone calls, individual e-mails
- Contact with faculty
- Technology

What to provide



- Build personal relationship
- Sell university location
- Answer all questions
- Give option to contact enrolled students
- Info on financial aid and cost
- Info on alumni, jobs, internships, etc

Observe your Recruitment Cycle

- Identify right time to advertise
- Generate inquiries and follow-up on them
- Encourage prospective students to come to campus
- Encourage them to submit applications
- Stay in touch with prospective students, communicate frequently

Practical steps to take:

1. Initial e-mail contact
2. Package with letter, brochures, etc
3. Stay in touch via e-mail, phone
4. Match student up with faculty, have faculty contact student
5. Position your program: what is unique, what is special value, program strengths, etc
6. Stand out in crowd
7. Out-service competition
8. Be open to individual visits and offer Preview days

What should your Recruitment Budget include?



- Publications and print materials
- Postage
- Travel
- Advertising
- Technology (including help with web site)
- Telephone cost
- On-campus events

Exit Interviews

Distribute interim and final survey

Have students point out:

What they liked/disliked about program

Has it met their expectations

Suggestions for improvement/changes

Faculty support sufficient

Sign students up as mentors

Ask them to submit a student testimony

How to engage your Alumni

- Keep e-mail contacts current
- Set up list servs and send regular mail outs
- Invite them to all events
- Invite them to be speakers at events
- Sign them up as mentors for incoming students
- Get corporate contacts from their companies
- Hold luncheons and inform other employees about your program

Collecting and maintaining program data

- Upkeep of Contact Info – regular mail-outs and reminders to alumni to keep info updated
- Enrollment Statistics: update every year, create charts with tracks, admitted students, graduates
- Internship provider list: update every year after students have started internships
- Alumni data: employers, salaries, positions, etc write individual e-mails to get ball park info from alumni on this confidential info
- Student data on minorities, gender, nationality, previous universities/degrees, etc – can be retrieved from on line application statistics