Developing Effective Communication Strategies
Introductions

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Lake Forest College
Who receives our communications?

- We start planning during _______ months for the student population with whom we want to communicate.

- Who in the admissions office is involved in the decision-making process about the communication plan?

- Outside of the admissions office, with whom do we coordinate our communication efforts?

- Student populations with whom we typically communicate:
  - First year students
  - Transfer students
  - Parents & decision influences
  - Admissions counselors
  - Adult learners
Who receives our communications?  
(Lake Forest College)

| Search Campaigns and Strategy | Planning and execution in spring  
Director of Admissions/Marketing and Communications |
|------------------------------|--------------------------------------------------------------------------------|
| Prospective Students (focus on rising seniors) | Planning and execution in early spring into summer  
Director of Admissions/Assoc. Director of Admissions |
| Admitted Students | Planning and execution in fall into winter  
Director of Admissions/Assoc. Director of Admissions |
| Enrolling Students | Planning and execution in late spring well into summer  
Assoc. Director of Admissions |
How we communicate with the population we’ve identified

- After we identify our target student population(s), we think about the communication material we would like to send.
- Who is involved in the decision-making process about the communication pieces we want to send?
- Examples of our communication channels:
  - University promotion on sites like CollegeView, etc.
  - Brochures
  - Email campaigns (separate campaigns for first year students vs. transfer students)
  - Tele campaigns: At what point do we introduce call campaigns and who manages the call campaigns for us, including writing the call script?
  - Letters: When do we send letters and what topics do we communicate this way?
  - Text messaging
  - Invitation to on-campus and off-campus events: How do we manage our events?
  - Group Chat/Instant Chat
  - Facebook
  - LinkedIn
  - Twitter
Hi Test,

I'm Cerra Wilson, your admission counselor.

Thank you again for your interest in Southern Illinois University Edwardsville.

I will be your main contact with SIUE as you go through the college admissions process. If you have any questions about admissions, scholarship opportunities or academic programs, feel free to contact me.

Go Cougars!

cewilso@siue.edu
800-447-SIUE
618-650-2323
# Telecenter

## Call Contacts Navigator

### Back to Call Jobs

**Call Job:** Transfer Inquiries  
**Call List:** 2014 Transfer Prospects  
**Last Refreshed:** 4/28/2014 12:16 AM  
[Refresh]

Selecting a value from the Call Filter View or Contact Navigator dropdowns will update the information displayed below.

**Call Filter View:** All  
**Contact Navigator:** Telecenter Default

### Search

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After we’ve identified our target audience(s), and the types of communication(s) we want to send, we think about the frequency and sequence of communications.

What type of communication is sent from the admissions office vs. the individual counselor?

Different groups involved in this stage of the planning process might include:
- Marketing team
- CRM team

How often we communicate?

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Hello {#First Name#},

Southern Illinois University Edwardsville Office of Admissions will be hosting an onsite admission at your high school on Monday, November 14.

This is an opportunity for you to apply and be reviewed for admission for the fall 2012 academic year. Your application fee will be waived and you will be able to discuss your file with an admission counselor.

Please visit your guidance office to sign-up. We look forward to working with you.

Sincerely,

Gina Williams
Admission Counselor - Chicago Regional Representative
How we measure the effectiveness of our campaigns

- How often we measure the success of our individual campaigns
- How often we measure the success of our overall campaigns
- How we communicate the results internally at our institution
- What we’ve learned over the years about planning, building, and executing effective communication campaigns
## Communication Logs

<table>
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<tr>
<th>Action</th>
<th>Email Status</th>
<th>Category</th>
<th>Result</th>
<th>Template Status</th>
<th>Date/Time</th>
<th>Stage/Note</th>
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<tr>
<td>Video: Student Faculty Relations</td>
<td>E-mail Bounced</td>
<td>Communication</td>
<td>EMT E-Mail Results</td>
<td>Uses new swish template</td>
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<td>Letter and Mailing</td>
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Factors we always consider when planning and designing communication campaigns (SIUE)

› Simple
  - Keeping the message simple but to the point; making sure the message is clear, readable, and actionable on any device

› Segmentation
  - Send a particular message to students based on where they are from and what they would like to study.
    • Example: We send mailings to students from the Chicago region that highlight current SIUE Chicago-area students and why they would choose SIUE based on our offerings within their intended area of study.

› Action Item – Provide just one (link to a webpage/action) to avoid confusion

› What is our follow up?
  - For those who click on our link (action item), we send them various emails and/or mailings and then code them for future follow-up.
  - For those who view, but do not open our link (actions item), we develop another campaign to “peak” their interest again.
  - For those who never view, we try again!

› Evaluation – Always view the results
  - This helps us to gauge interest – what might be working and what might need more work.
Hello Test,

Thank you for applying to Southern Illinois University Edwardsville! At this time our records indicate we are still missing the following items: Please send all official documents to the Office of Admissions:

**Southern Illinois University Edwardsville**  
**Office of Admissions**  
**Campus Box 1047**  
**Edwardsville, IL 62026-1047**

**Note:** It may take up to 10 business days to process your documents after they have been received. Your application will be reviewed after we receive all required documents. Please visit [www.siue.edu/transfer](http://www.siue.edu/transfer) for more details.

**Questions?** Have questions about transfer credits, housing, taking a campus tour? Contact us by email or call 618-650-3705.

Sincerely,

Todd Burrell  
Director of Admissions
Factors we always consider when planning and designing communication campaigns (Lake Forest College)

- Multi-channeled delivery approach
  - Map out communication plans and mix emails with mailed pieces and phone calls.
- Map your communication plans
  - Share communication plan with relevant parties.
  - “Cradle to grave” flow chart
- Avoid overload
  - Ensure that each message is on point, sent with purpose, and spread out from past and future communications.
  - Send only relevant content.
- Segment
  - Send communication based on geographic location, majors, athletic or extracurricular activities.
Factors we always consider when planning and designing communication campaigns (Lake Forest College)

- Good data
  - Clean your data and watch for duplicates to avoid students receiving conflicting messages.
- An effective communication plan starts at first contact and continues through enrollment.
  - Work with departments to know what’s being sent so the message is consistent.
- Constantly evaluate and rework each year as the market changes.
  - At Lake Forest College, we moved from a rather broad communication plan one year to a hyper-targeted one that caused our budget to explode. This last year, we met in the middle, targeting as much as possible to stay on budget.
- Have fun with your communication plan. Some of our best pieces have included:
  - “Happy birthday” email
  - Fun videos produced by our own students
  - Fall survey asking students what they’re looking forward to and how they plan on getting involved on campus.
Questions