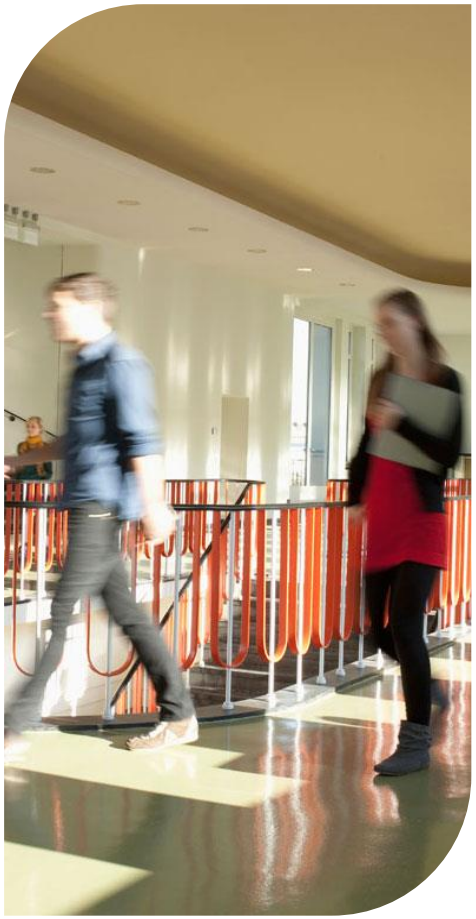


Developing Effective Communication Strategies

Introductions

- Todd Burrell
  - Director of Admissions
  - Southern Illinois University Edwardsville

- Jacqueline Francis Hoefler
  - Associate Director, Office of Admissions
  - 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

SIUe EXPECT MORE
Office of Admissions

Schedule A Visit | Request Information | Take a Virtual Tour | Meet Your Counselor | Apply Now

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 opportunites or academic programs, feel free to contact me.

Go Cougars!

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

(800) 447-SIUE
(618) 650-3705
admissions@siue.edu
siue.edu

SIUE Office of Admissions, Campus Box 1600, Edwardsville, IL 62026

To opt-out from future SIUE e-mail communications, please Unsubscribe.

CollegeView Web Tour

CollegeView®
<< Home

College Search | Financial Aid | Application Process | Campus Life | Careers & Majors | Student Lounge

» Parents
» Counselors

Google™ Custom Search GO!

Lake Forest College
555 N Sheridan Road
Lake Forest, Illinois 60045-2399

Visit Web Site | Map & Directions | Weather

» Search for other schools

Features
Majors
Chicago Connect
Student Life

I Want To...
Apply Online
Request Info

Home | Web Rush | School Facts

SHARE

Like Be the first of your friends to like this.

Recent Rush What's this?

Lake Forest College Daily Click
April 28
1 second ago from Flickr

Lake Forest College Daily Click
April 28
1 second ago from Flickr

Telecenter

HOBSONS CONNECT® CRM

Welcome Heather | IP Dashboard | Site Map | Online Support | Logout

Home | Contacts | Communications | Organizations | Content | Reports | Telecenter | Admin

Overview

Admin
- New Call Job
- Manage Call Jobs
- Manage Call Result Lists
- Manage Idle Timeouts

Manager
- Call Job Reports
- Caller Reports
- Message

Calls

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

Icon Legend:
- Contact has requested not to be called
- Contact on a call with caller
- Contact has no phone number on record
- Contact is in the Call Alert Period
- Contact has dropped out of the call list

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: First Name SEARCH

Page 1 of 9 GO **Displaying:** 1 to 50 of 404 **Items/page:** 25 50 100

ID	Last Name	First Name	E-mail	City	State/Province	Number of Times Called	Last Called Date	Last Called By	Follow-up Call	Call Status
490610	Dec	Alison	alisonadec@gmail.com	Downers Grove	Illinois					
490190	Dodd	Lisa	cirquedereves@yahoo.com	Lansing	Illinois					
490128	Garcia	Anthony	anthony.garcia85@yahoo.com	Chicago	Illinois					
490105	McCart	Dalton	daltonmccart.42@gmail.com	Waynesville	Missouri					
490091	Kovich	Michael		Northbrook	Illinois					
490054	O'Donnell	Charles	charles597od@gmail.com	Lake Villa	Illinois					
489989	Swift	Christopher	swift7188@gmail.com	Pleasant Prairie	Wisconsin					
489958	Cruz	David	davidcruz1295@gmail.com	New York	New York					
489870	Casey	Ryan	ryan.casey4@aol.com	Kenosha	Wisconsin					
489790	Moran-Flaherty	Andrew	aflahertystepahead@gmail.com	Nevada City	California					
489789	Rhodes	Emma	emmaqrhodes@gmail.com	San Francisco	California					
489769	Stodola	Brian	Bstodola160@aol.com	Zion	Illinois					
489767	Northern	Kentrell	northern.kentrell@yahoo.com	Kennett	Missouri					

How often we communicate?

- 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

2014 Communication Flow

- Search Email/PC #1 (Stage 01)
- Search Email/PC #2 (Stage 01)
- Search Email/PC #3 (Stage 01)
- New Inquiry Email/viewbook brochure (Stage 02 and above)
- Athletics Brochure (if athletic interest, Stage 02)
- Admission Counselor PC (Stage 02)
- Academic Area Brochure (Stage 02)
- Academic Department Ltr (Stage 02)
- High School Visit PC
- Fall Excitement Survey (Stage 02)
- Monthly Newsletter by Major
- Quarterly Email by Major
- Chicago/Off Campus Study Brochure (Stage 03)
- Regional Reception PC and Emails (Stage 03)
- 7 Reasons to Apply PC (Stage 03)
- Missing Information PC (Stage 05)
- App Acknowledgement from Current Student 4X6 Card (Stage 05)
- Financial Aid Check List Ltr (Stage 05)
- Admit Packet (Stage 16)
- Admitted Student Open House PC and Emails (Stage 16)
- Faculty Congratulations 4X6 Cards (Stage 16)
- Career Advancement / Plan Brochure (Stage 16)
- Parent-to-Parent Ltr (Stage 16)
- Lake Forest Mayor's Ltr (Stage 16)
- College President's Ltr (Stage 16)
- Honors Fellows Packet (Stage 16)
- Spring Excitement Email with Student Produced Videos (Stage 16)
- Deposit Acknowledgement (Stage 18)

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

Report Dashboard

Selecting a dashboard will display the corresponding reports.

Current Dashboard: Application Count | Set as Default

Manage

Report Name: 2014 Application Count
Filter: 2014 Freshman Application Count
Attribute(s): Application Date
Generated: 4/28/2014 11:10 AM
Generated By: Irelynne Estevez

Application Date	Application Date Counts
9/2/2013 - 9/7/2013	199
9/8/2013 - 9/14/2013	268
9/15/2013 - 9/21/2013	301
9/22/2013 - 9/28/2013	315
9/29/2013 - 10/5/2013	338
10/6/2013 - 10/12/2013	466
Totals	**1887**

Report Name: 2013 Application Count
Filter: 2013 Freshman Application Count
Attribute(s): Application Date
Generated: 4/28/2014 11:10 AM
Generated By: Irelynne Estevez

Application Date	Application Date Counts
6/3/2012 - 6/9/2012	61
6/10/2012 - 6/16/2012	26
6/17/2012 - 6/23/2012	17
6/24/2012 - 6/30/2012	16
7/1/2012 - 7/7/2012	19
7/8/2012 - 7/14/2012	26
7/15/2012 - 7/21/2012	31
7/22/2012 - 7/28/2012	35
7/29/2012 - 8/4/2012	38
8/5/2012 - 8/11/2012	56
8/12/2012 - 8/18/2012	49
8/19/2012 - 8/25/2012	92
8/26/2012 - 9/1/2012	138
9/2/2012 - 9/8/2012	209
9/9/2012 - 9/15/2012	246

Overview
New
Manage
Dashboard
Manage Dashboard

Contact Stage Reports
Entry Term
Major
Department
Staff
Created Source Code

Report Dashboard

Selecting a dashboard will display the corresponding reports.

Current Dashboard: Admissions [Set as Default]

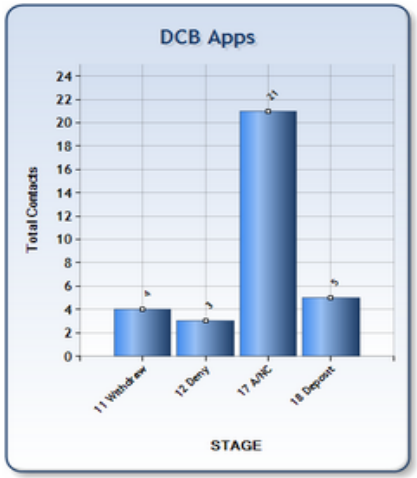
Manage

Report Name: Goal Gauge Test
Filter: Scholarship.com created
Attribute(s): Prospect Entry Year
Generated: 4/28/2014 2:06 PM
Generated By: Heather Fairweather

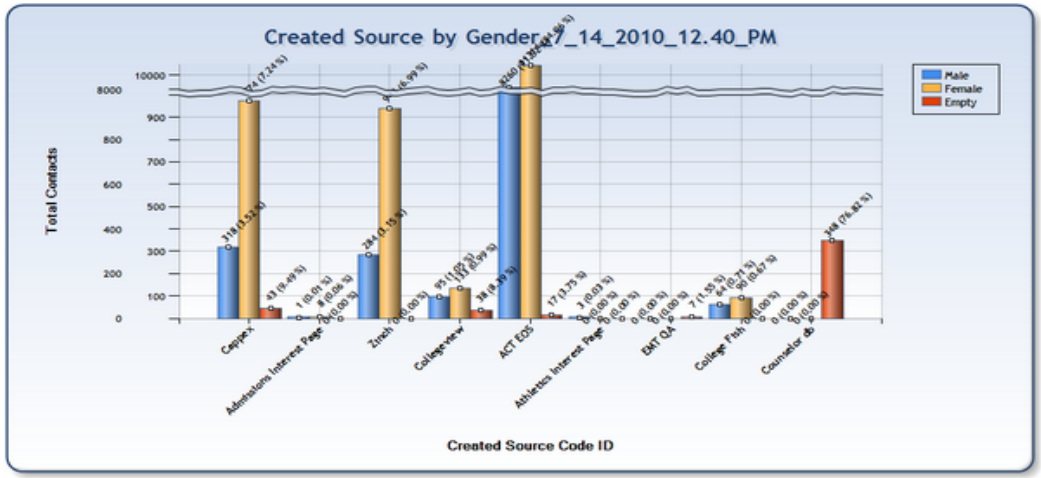
Goal Gauge Test

Show
Gender [Go]
ALL

Report Name: DCB Apps
Filter: David Bennett
Attribute(s): STAGE
Generated: 4/28/2014 2:06 PM
Generated By: Heather Fairweather



Report Name: Created Source by Gender_7_14_2010_12.40_PM
Filter: Scholarship.com created
Attribute(s): Created Source Code ID, Gender
Generated: 7/14/2010 12:40 PM
Generated By: Anu Singh



Created Source Code ID	Gender - Male	Gender - Female	Gender - Empty	Created Source Code ID Totals
Cappex	318	974	43	1335
Admissions Interest Page	1	8	0	9
Zinch	284	941	0	1225
Collegeview	95	133	38	266
ACT EOS	8260	11314	17	19591
Athletics Interest Page	3	0	0	3
EMT QA	0	0	7	7
College Fish	64	90	0	154
Counselor db	0	0	345	345
Totals	**9025**	**13460**	**453**	**22938**

Communication Logs

	Video: Stdnt Faculty Relations	E-mail Bounced	Communication	EMT E-Mail Results	Uses new swish template	Default Plan	4/24/2014 1:04:16 AM	Stage 16
	Video: Chicago	E-mail Viewed	Communication	EMT E-Mail Results	Uses new swish template	Default Plan	4/22/2014 4:03:32 PM	Stage 16
	Video: Outcomes	E-mail Sent/Not Viewed	Communication	EMT E-Mail Results	Uses new swish template	Default Plan	4/20/2014 4:05:20 PM	Stage 16
	April 16-24 2014 Weekly Newletter	E-mail Viewed	Communication	EMT E-Mail Results		Default Plan	4/17/2014 4:21:05 PM	All Admits and Deposits 4.17.14, DCB Only, Find Jackie Francis
	Check in Sheet	Doc Merged	Letter and Mailing	Merged Doc Download	First Year Students	Default Plan	4/11/2014 7:04:23 AM	francis
	Labels_5160_amb_post_cards	Doc Merged	Letter and Mailing	Merged Doc Download		Default Plan	4/11/2014 7:04:19 AM	cook
	Welcome Ltr for Admit or Deposit	Doc Merged	Letter and Mailing	Merged Doc Download	For personal visit, includes VIP log-in information and next steps	Default Plan	4/11/2014 6:04:33 AM	zgeorge
	March Madness Email	E-mail Sent/Not Viewed	Communication	EMT E-Mail Results	Includes links to Forester Five videos	Default Plan	4/4/2014 5:21:21 PM	000AAA DCB Ad Hoc Filter, DCB Only
	ASOH 2014 Reminder to Register	E-mail Viewed	Communication	EMT E-Mail Results		Default Plan	3/27/2014 7:04:53 AM	ASOH 2014 Reminder to Register
	ASOH 2014 Reminder to Register	E-mail Viewed	Communication	EMT E-Mail Results		Default Plan	3/6/2014 5:11:01 PM	ASOH 2014 Reminder to Register
	Admit: Three Steps to Confirm	E-mail Bounced	Communication	EMT E-Mail Results		Default Plan	2/24/2014 2:21:19 PM	Admit: Three Steps to Confirm filter
	Facebook Push	E-mail Bounced	Communication	EMT E-Mail Results	Sent to students pushing Facebook CO2018	Default Plan	2/18/2014 3:11:24 PM	FB Push

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.

SIUe EXPECT MORE
Office of Admissions

Schedule A Visit | Request Information | Take a Virtual Tour | Meet Your Counselor

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 for more details.

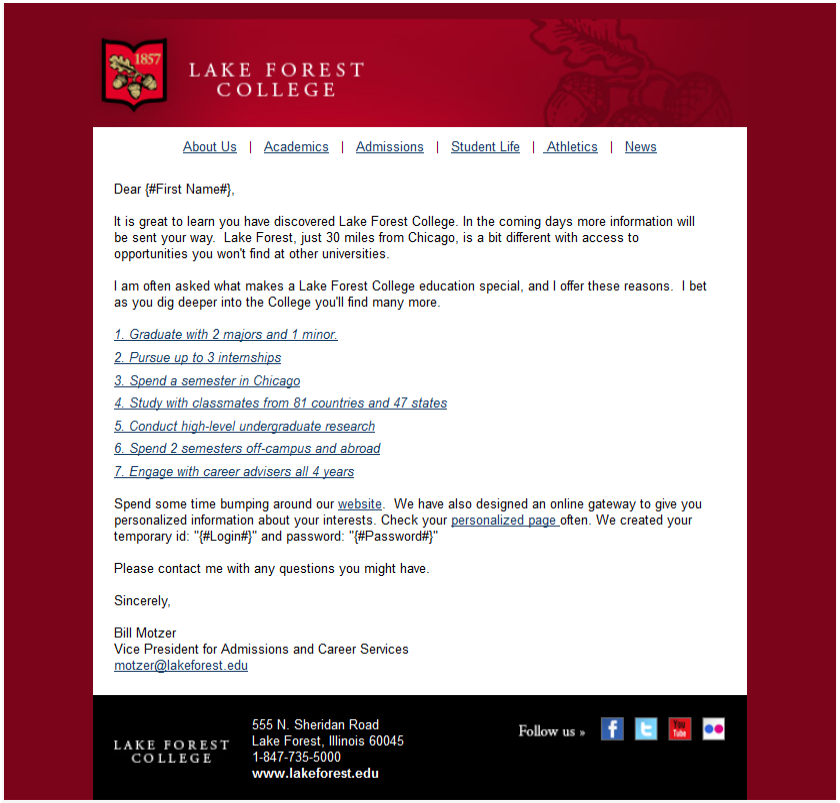
Questions? Have questions about transfer credits, housing, taking a campus tour? Contact us by email or call 618-650-3705.
Sincerely,

Todd Burrell
Director of Admissions

(800) 447-SIUE
(618) 650-3705
admissions@siue.edu
siue.edu

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.



LAKE FOREST COLLEGE

About Us | Academics | Admissions | Student Life | Athletics | News

Dear {#First Name#},

It is great to learn you have discovered Lake Forest College. In the coming days more information will be sent your way. Lake Forest, just 30 miles from Chicago, is a bit different with access to opportunities you won't find at other universities.

I am often asked what makes a Lake Forest College education special, and I offer these reasons. I bet as you dig deeper into the College you'll find many more.

1. Graduate with 2 majors and 1 minor.
2. Pursue up to 3 internships
3. Spend a semester in Chicago
4. Study with classmates from 81 countries and 47 states
5. Conduct high-level undergraduate research
6. Spend 2 semesters off-campus and abroad
7. Engage with career advisers all 4 years

Spend some time bumping around our website. We have also designed an online gateway to give you personalized information about your interests. Check your personalized page often. We created your temporary id: "{#Login#}" and password: "{#Password#}"

Please contact me with any questions you might have.

Sincerely,

Bill Motzer
Vice President for Admissions and Career Services
motzer@lakeforest.edu

LAKE FOREST COLLEGE
555 N. Sheridan Road
Lake Forest, Illinois 60045
1-847-735-5000
www.lakeforest.edu
Follow us »

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