

How to Effectively Collaborate with Marketing and Admissions: A Guide for Academic Departments

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In this time of great changes in higher education, recruitment efforts are critical to maintaining and increasing enrollment at UW-Superior. These efforts take a wide variety of forms and fortunately across campus there are many individuals undertaking work on a daily basis in these areas. Our purpose here is to make explicit the ways in which Academic Departments can work on recruitment-related activities in collaboration with the offices of Marketing and Admissions. Some of the activities are expectations of all departments, while some are optional additional activities. The table below is provided to clarify the steps departments can and should take on an annual and ongoing basis. The goal is to be more explicit and concrete about the expectations of departments and additional optional activities that may also be helpful.

	Item	Activities for Academic Departments	Date/Timeline
Expected Collaborations with Marketing	1	Contribute information to maintain an updated web presence on the admissions subsite	Updated by Sept 1 annually
	2	Contribute information to create and maintain current online directory profiles for all faculty and staff	Updated by Oct 1 annually
	3	Contribute information to maintain updated fact sheets	Updated by Oct 1 annually
	4	Provide story ideas to Marketing	Ongoing
	5	Notify Marketing of internal and external department events	Ongoing
	6	Meet periodically with Marketing	Ongoing
Expected Collaborations with Admissions	7	Meet with prospective students during arranged visits	Ongoing
	8	Participate in all Preview Days and SOAR events	Ongoing
	9	Contact students applied/accepted/matriculated	Ongoing
	10	Work with Admissions and Marketing on automated communications	Ongoing
	11	Meet periodically with Admissions	Ongoing
Optional activities	12	Work with Marketing to keep a repository of current photos	Ongoing
	13	Participate in university brand campaign, e.g. by recommending students and faculty to be spotlighted	Ongoing
	14	Work with Marketing to pitch story ideas to local media	Ongoing
	15	Work with Marketing to create brochures	Ongoing
	16	Work with Marketing to create videos	Ongoing
	17	Work with Admissions to plan outreach to undeclared first-year students who indicate interest in a major	Ongoing
	18	Hire student employees to be trained by Admissions to conduct outreach to applied/accepted/matriculated students who indicated interest in a major/program	Ongoing

19	Coordinate with Marketing to identify current students to review and provide feedback on webpages, fact sheets and other marketing materials for the major/program	Yearly
20	Work with Marketing to create an e-newsletter template for the department to regularly send updates to their alumni/stakeholders	As Requested

The numbered items below are primary recruitment-related activities that represent areas of close collaboration between Academic Departments and the offices of Marketing and Admissions. The numbering system corresponds to items in the table on Page 1.

1. Maintain an up-to-date web presence for all major/minor/concentration/focus on the admissions subsite, uwsuper.edu/majors

- The website is the primary means of marketing our programs to prospective students.
- Marketing maintains uwsuper.edu and its subsites and coordinates edits and changes.
- Departments review the text on their major/minor/concentration/focus webpages and at minimum, provide content updates to Sarah Libbon at slibbon@uwsuper.edu by Sept. 1 annually.
- Information for departments to include on the webpages (See [Art Therapy Concentration webpage](#) for an example):
 - Overview description of the program (emphasizing aspects of the program that are truly unique)
 - Outcomes
 - Career opportunities and internship opportunities
 - Student spotlights (testimonials)
 - Student contact information can be sent to Sarah Libbon at slibbon@uwsuper.edu
 - Before providing student info to Sarah, departments need to reach out to the student(s) to ask if they would be willing to provide a testimonial. If possible, provide a high-resolution photo. If none exist, marketing will make arrangements to have one taken.
 - Featured students should be successful in the program and in good standing, going above and beyond in the program.

2. Maintain faculty and staff directory and profiles on website

- Marketing manages the online directory and annually sends out a request for information to update directory profiles.
- Individuals in departments can review their directory profile and send updates to urhelp@uwsuper.edu
 - Submit full copy or make it clear what changes you're requesting
 - If you're including any published articles, please provide this information in APA format
- Individuals can have their CV/resume uploaded to their directory profile – PDFs of their CV/resume **with personal contact information removed** can be sent to urhelp@uwsuper.edu
- It is recommended to include a professional photo in the directory listing; however faculty may opt out from having a photo if they wish. Professional headshots are taken on-campus. To schedule a headshot, contact Elsa Robins, erobin10@uwsuper.edu. If providing your own photo, it must be a professional headshot.

3. Maintain current Fact Sheets

- Fact sheets are used to highlight and summarize program information in an attractive and cost-effective manner. Fact sheets are displayed in the admissions office and are available to campus tours and other prospective student visits.
- Marketing creates fact sheets for each major/concentration/focus using input from departments. One fact sheet lists all the minors.
- Departments provide information to update fact sheets on an annual basis early fall semester.
- This process is initiated and coordinated by Jade Golen, who reaches out to departments by Sept. 1 to request fact sheet content updates. If departments do not respond within the specified timeline (usually 1 month), no changes will be made until the following year.

4. Communicate story ideas

- Story ideas are used by Marketing to create print, web, and social media content for many purposes
- Marketing regularly solicits story ideas and content from faculty and staff via the faculty/staff digest and on the University Marketing and Communications subsite
- Departments can share stories by completing the [Submit a Story Idea form](#) on University Marketing and Communications subsite or by contacting Sarah Libbon (slibbon@uwsuper.edu) and Jim Biros (jbiros@uwsuper.edu) Please provide bullet points or an overview of the story rather than writing the story yourself, unless asked to do so by marketing/communications staff.
- Examples of stories to share
 - Exemplary students – have overcome challenges, very active on campus, doing amazing things, interesting research, etc.
 - Departments engaging in unique, innovative initiatives/partnerships
 - Faculty doing great things – research, articles publishing, presenting, awards, etc.
 - Interesting or high-profile guest speakers at classes

5. Promote events

Events fall into two categories: internal -- the target audience is primarily current students, faculty, and/or staff; and, external -- the target audience is the public or an off-campus group of people. Marketing primarily focuses on external-facing events. When seeking marketing's assistance in promoting an event, the following processes should be followed (in sequential order):

External event

- Set up your event on the website calendar via 25Live [with the directions here](#). This is the responsibility of the department hosting the event. For assistance, contact Katherine Guimond in Continuing Ed.
- If the event requires registration and payment, contact Dana Luzaich in Continuing Ed to set up online registration/payment via Cvent.
- Submit a [Service Request Form](#) with event details and a request for marketing to help promote the event. Submit this request no less than 3 weeks prior to the event (the earlier the request form is submitted, the better). If photography services are requested, the [Photography and Video Services Request Form](#) should be submitted.
- Marketing will follow up with a plan for promotional tactics. Please keep in mind this plan will vary depending on the nature of the event, budget available, target audience, etc. Some promotional tactics have fees that would need to be paid for by academic departments' budgets.

- Promotional pieces are designed by Marketing for external events.

Internal event

- Marketing usually does not get involved with promoting internal events, but there are exceptions for high-visibility, or high-priority events. Contact Heidi Bergeron or submit a [Service Request Form](#) no less than 3 weeks to discuss promotional assistance.
- Departments typically create their own materials for internal events, but they still must go through brand review. Email the document for approval to brandreview@uwsuper.edu.

6. Hold periodic meetings between Departments and Marketing

- Marketing invites departments to meet with the team to learn what's new in their area, points of interest in their departments, faculty accomplishments and possible student stories.
- When a department is invited, please have a chair attend or someone in the department with a high degree of knowledge about what's going on in the department.
- Departments may also invite a Marketing representative to join them for a meeting if they have news, information to share.

7. Arrange and hold visits with prospective students

- Admissions arranges for prospective students to meet with faculty (on request) during campus visits.
- If admissions contacts departments to request a meeting with a prospective student during their campus visit, departments will do their best to have someone available.
- If a prospective student did not request a meeting with a department during their visit, departments are still welcome to stop at the admissions office, say hello and introduce themselves right before tours depart (10:00 and 2:00).
- Admissions notifies campus of daily visitors including details such as hometown and major. Tours are identified by yellow drawstring bags so that faculty can easily identify tours/prospective students and welcome them to campus. If faculty see a tour group on campus, they are encouraged to say hello and welcome them to campus in passing.

8. Participate in Preview Days for prospective students and SOAR events for accepted/matriculated students

- Admissions organizes Preview Days for prospective students and SOAR events for accepted/matriculated students.
- Departments will staff a table during these events; departments are encouraged to have multiple representatives from their area if possible if representing broad academic areas.
- Departments should have 2-3 people attend SOAR and sit with students during lunch (both students who are interested in their major and students who are undecided).

9. Contact applied/accepted/matriculated students who are interested in specific programs

- Admissions regularly sends lists to departments comprised of applied/accepted/matriculated students who are interested in their programs.
- Departments should reach out to these students as they receive these lists, whether that's a quick phone call or an email, introducing themselves and offering to talk with them if they have any questions about the program. Contact admissions for assistance with writing emails or message development, if desired.

- Departments should also involve current UW-Superior students in this outreach process (see #18). The list is updated every two weeks. So far, only a couple of departments have acted on this to our knowledge: <http://bit.ly/36f1RXJ> (Sharepoint username/password required)

10. Develop automated communication flows to prospective students via Salesforce

- Admissions/Marketing develop automated communication flows to prospective students via Salesforce
- If your department is asked to provide content/email text for a communication flow, please provide this information in a timely manner.
- If an email draft is created on behalf of your department, please review and provide feedback in a timely manner.

11. Hold periodic meetings between Departments and Admissions

- Admissions will be inviting departments to joint meetings so they can learn more about the departments
- When a department is invited, please have a chair attend, or someone in the department with a high degree of knowledge about what's going on in the department.

Some Optional Activities

12. Develop up-to-date University photography

- Marketing regularly takes photos that are representative of the academic programs and at academic events/activities.
- To request photos, submit a [Photography and Video Services Request Form](#).

13. Implement the current brand campaign

- Marketing has created a new brand campaign called "Find Your Superior."
- The campaign highlights students from various majors sharing their personal version of Superior. New billboards, radio ads, print ads, out-of-home displays, and TV ads have been created.
- If you have a student you think would be a good fit for this campaign, contact Jordan Milan at jmilan@uwsuper.edu.

14. Pitch story ideas and submit news releases to the media

- Marketing can contact media on story ideas.
- Marketing can also help connect faculty with the media to provide expert opinion on various newsworthy topics. If you have an idea for media consumption or are contacted by a reporter, please contact Jim Biros at jbiros@uwsuper.edu.

15. Work with marketing to create brochures

- Marketing will work with Academic Departments to create brochures for departments to use during student visits, special events, etc.
- These brochures are paid for out of the academic department's budget or from Academic Affairs budgets.
- Brochures are written and designed by marketing.
- They are branded with a consistent look/feel and complement admissions' materials. To have a brochure created, submit a [Service Request Form](#). Keep in mind that these take time and will

need to be staggered into Marketing's workflow. Summer is the best time for brochures to be done.

16. Work with marketing to create videos

- Marketing continually creates video content for the website/social media and events.
- The best videos are not 'talking heads,' but rather show students and faculty in action, doing things that are out of the ordinary, visually interesting and innovative.
- Departments may submit a story ideas by completing the [Submit a Story Idea form](#).

17. Deliver "mini surveys" in online software Navigate to undeclared first-year students to gauge their interest in majors/programs (spring, after academic advisement)

- If departments are provided a list of survey takers who indicated an interest in their majors/programs, they should plan some type of outreach to these students in a timely manner.
- Outreach examples
 - Arrange a get-together for these students, include pizza or some type of food
 - Send an email to these students and encourage them to contact you with questions about their major/program of interest

18. Hire student employees to be trained by Admissions to conduct outreach to applied/accepted/matriculated students who indicated interest in a major/program

- Please note: The most effective outreach to prospective students should come from faculty or longtime instructors. However, students talking to prospective students can also be helpful.
- Student employee would have a major that falls under the academic department/program that has hired them. Check with Registrar and Dean of Students to ensure student is in good standing.
- Student would receive training and guidance from admissions.
- Admissions regularly sends lists to departments comprised of applied/accepted/matriculated students who are interested in their programs.
- Departments hire student employees who have majors that fall under their department to reach out to these students as a supplemental touch point once they receive these lists, whether that's a quick phone call/zoom call, a handwritten note or an email, introducing themselves and offering to talk with them if they have any questions about the program. Contact admissions for assistance with writing emails or message development, if desired.
- The list is updated every two weeks. So far, not all departments have acted on this to our knowledge: <http://bit.ly/36f1RXJ> (Sharepoint username/password required)

19. Coordinate with Marketing to identify current students to review and provide feedback on webpages, fact sheets and other marketing materials for the program

- Department sets up a kickoff meeting with Marketing to discuss needs
- Marketing, Admissions and Academic Dept. representatives meet with students in a major/minor/concentration to learn:
 - Why they chose this program
 - If they were considering other schools for this program, why they chose UWS
 - Aspects of the program that are appealing to current students
 - What they like most about the program

- Examples of supportive faculty/instructors, research opportunities, etc.
- Information gathered from the meeting will be used by Marketing to update and/or create new content to promote the program, in coordination with the academic department representative.
- **Departments should not hire students to create marketing content or materials. It is Marketing's responsibility to create promotional content for external audiences. However, students may provide information to marketing for the creation of this content.**

20. Work with Marketing to create an e-newsletter template for the department to regularly send updates to their alumni/stakeholders

- If departments are interested in sending out an e-newsletter to its alumni and other stakeholders, Marketing can create a template. Departments would write the content and input info into the e-newsletter.
- Once the draft of the e-newsletter is ready, departments should send the draft to Brand Review (brandreview@uwsuper.edu) for proofreading and review.
- Departments are responsible for any costs related to purchasing an email system (i.e. Constant Contact, Emma, Mail Chimp). Departments are also responsible for maintaining their email list/database and removing those who have opted out of receiving these e-newsletters.