


International Student Recruitment: Revamping Your Email Communications

#Altraining

INTERNATIONAL
STUDENT
RECRUITMENT:
REVAMPING
YOUR EMAIL
COMMUNICATIONS


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 **ACADEMIC
IMPRESSIONS**

 **LEARNING OUTCOME**

After participating...

...you will be able to strengthen your email communications to prospective international students at both the inquiry and yield stages of the funnel.

 **ACADEMIC
IMPRESSIONS** 2

International Student Recruitment: Revamping Your Email Communications

AGENDA

- Why Email?
- Mystery Shopping Email Experience
- Email Tools & Technologies
- Email Communication at Inquiry Through Yield
 - Takeaway: Developing an Email



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WHY EMAIL?

Email is the fastest, most flexible, cost-efficient, personalized and targeted communication medium in the world today.




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- ✓ Two-Way Communication
- ✓ Personal, Segmented and Targeted
- ✓ Easy to Track
- ✓ Low Cost Marketing High ROI

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International Student Digital Touch Points

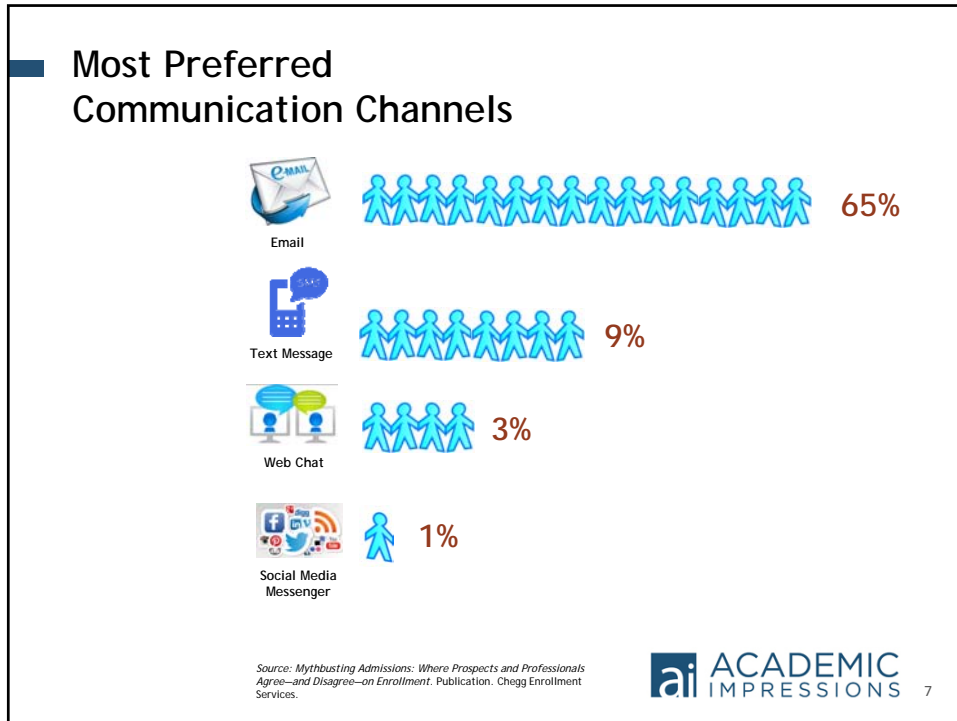
International Students 

Digital Touch Points

 College Website	 Search Engine	 Social Media Page	 Virtual Events	Resources
 Email	 Web Chat	 Social Media Messenger	 Text Message	

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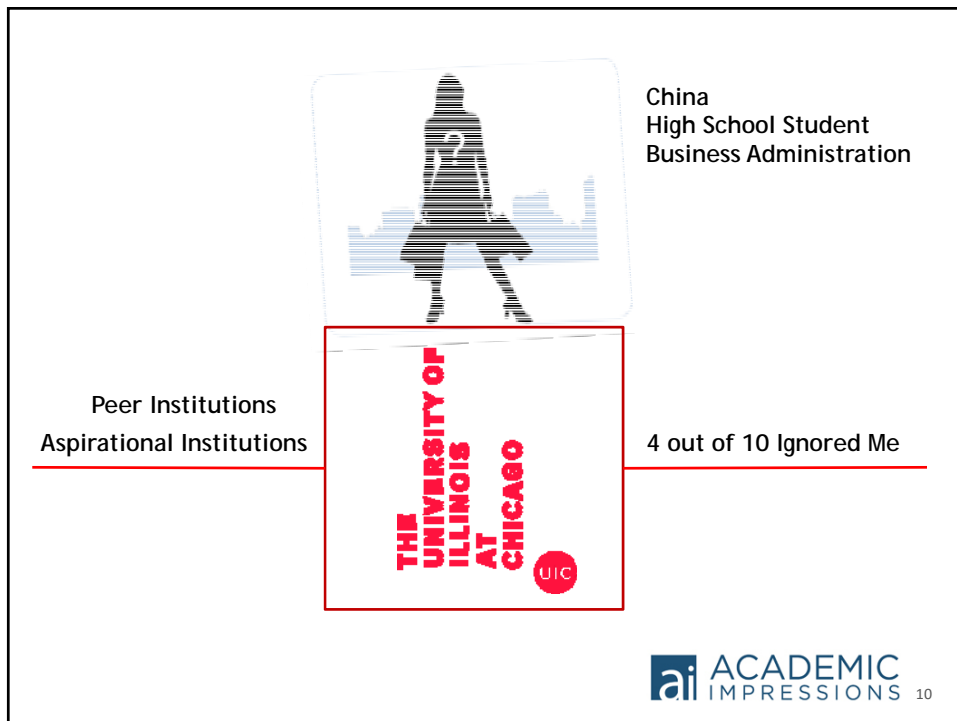
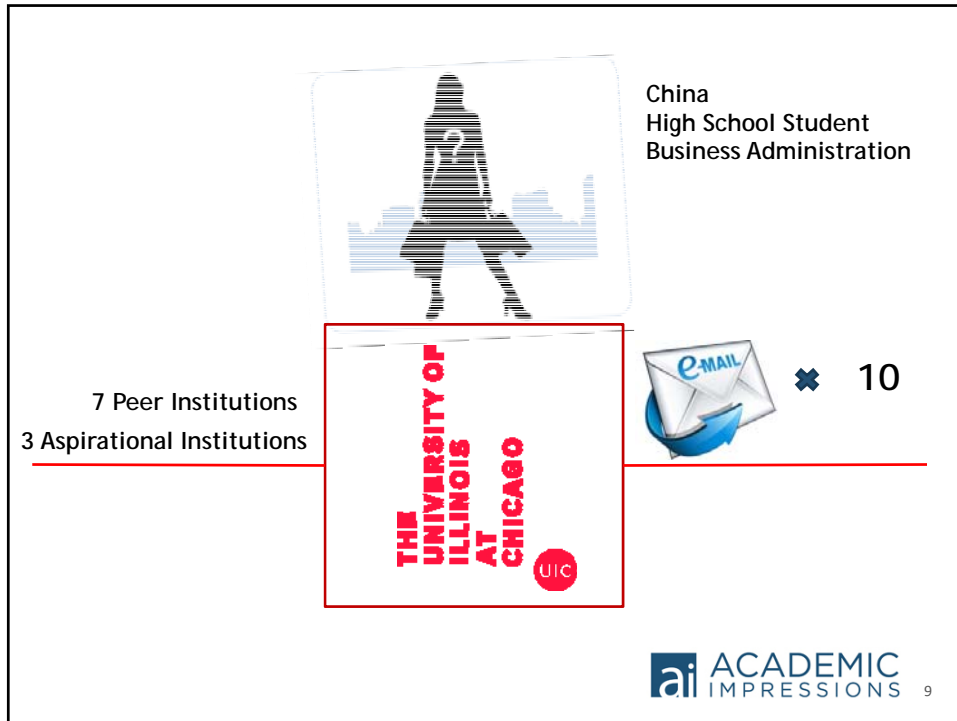
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MYSTERY EMAIL SHOPPING EXPERIENCE



"The customer's perception is your reality." ~Kate Zabriskie


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Peer Institutions Aspirational Institutions	 	China High School Student Business Administration 6 out of 10 Responded but Failed: <ul style="list-style-type: none">- Email Technology- Personalization- Content Relevancy- Review for Errors
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 **ACADEMIC**
IMPRESSIONS 11

Thank you for contacting the University of XXXXXXXX! Office of Admissions www.xxxxxx.edu	
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 **ACADEMIC**
IMPRESSIONS 12

International Student Recruitment: Revamping Your Email Communications

Dear Student,

Become your best at XXXXXX University!

You have big plans and even bigger dreams – and XXXXXX University is the place to achieve them. In just a few years, you'll be graduating from college, marking one of the biggest accomplishments in your life, and then starting an amazing career. We want to help you get there.

Your first step in landing a dream job is finding the university that will give you the academic edge and work-related skills that employees are looking for. More than 1,500 organizations recruit at XXXXXX University every year and here's why:

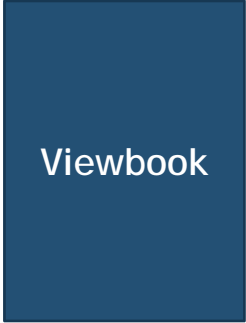

- 95% of our seniors graduate knowing they've acquired job- or work-related skills.
- 13 career centers offer specialized instruction on how to conduct a job search, write a fantastic resume, and nail the interview that will get you hired.
- 62% of students complete an internship or field experience, 65% of these students receive full-time employment offers from their inte3rnship employers.

If you want to learn more about XXXXX University and how we can help you get where you want to go in your life and your career, your next steps are easy: explore our website and, if you like what you see, apply for admissions.

We wish you the best (and hope to see you on campus)!

Office of Admissions

{#E-mail Footer Supplement#}



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Hello Richard:


Thank you for becoming a XXXXXX VIP. You can now access your customized VIP web page any time at www.xxxxxxx.edu/vip.

Your VIP page includes information about the majors and extracurricular interests you selected when you signed up. To change the contents of your VIP page, simply update your profile. Your VIP page will update instantly, too.

Here is your login information:
Username: richardo8397
Password: (excluded for security reasons)


****Email is Essential****
Our primary way of communicating with students is e-mail. Be sure to check yours frequently for updates and reminders so you don't miss out on any of the opportunities XXXX University has to offer you. Please add admissions@xxxx.edu to your address book and take any other steps necessary to make sure that our correspondence gets to you.

Office of Admissions
Address
Phone
www.xxxxx.edu



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VIP Page

- Info about volleyball
- Get a U.S. passport
- Visit campus
- Apply and send transcripts/scores

Page under construction








Dear Richard,

Your XXXXX University custom viewbook is ready!



Download the PDF here:
www.viewbook.xxxx.edu/generatepacket/docsr325322-234324-23432-8844f03ccckdfffbbb.

Come back and access this PDF any time. You can also print it or email it to someone else. If you have any trouble accessing your viewbook, email askadmissions@xxxxxx.edu.

Thank you for your interest!





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Custom PDF Viewbook

- Housing
- Engineering
- Tuition & Fees



Campus Photo

Richard O'Rourke

Apply

- Create. Submit. Check in. It all starts with your app. (Click Here)

Visit


- Car. Train. Elephant. Visit any way you can. (Click Here)

Your Admissions Counselor

- Awkward. We can't find a counselor assigned to your area. You can still reach us. Email admissions@xxxx.edu or call 555-555-5555.

Events Near You

- It's not you, it's us. Sorry, no events are scheduled in your area.



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Thank you for joining the XXXXX University mailing list. We will send you periodic updates, invitations to special events, and other important information for prospective students.



Learn more about our campus community, the admissions process, paying for college, and more at www.xxxxxx.edu/admissions. Check out more than 165 undergraduate programs and over 300 student organizations.

Or better yet, come for a campus visit. That's the best way to find out if life here is right for you. Call the Office of Admissions at (800) xxx-xxxx or visit our website to schedule a visit.

We're happy to answer any questions you or your family have about XXXXX University or your college search.
If you have questions or need an accommodation please contact the Office of Admissions.



The collage features several news snippets:

- MIT admits admissions e-mail goof**: College notification flubs are rare but seem to be increasing regularly as colleges move more procedures online.
- The New York Times: We're Sorry, Applicants. We Accepted You in Error.**: Acceptance to a world-class graduate field, offers a path to credentials the stamp of validation to last a lifetime.
- University Mistakenly Congratulates Students Who Never Applied**: Prospective students will be disappointed to receive an email congratulating them on their acceptance to a university they never applied to.



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? QUESTIONS

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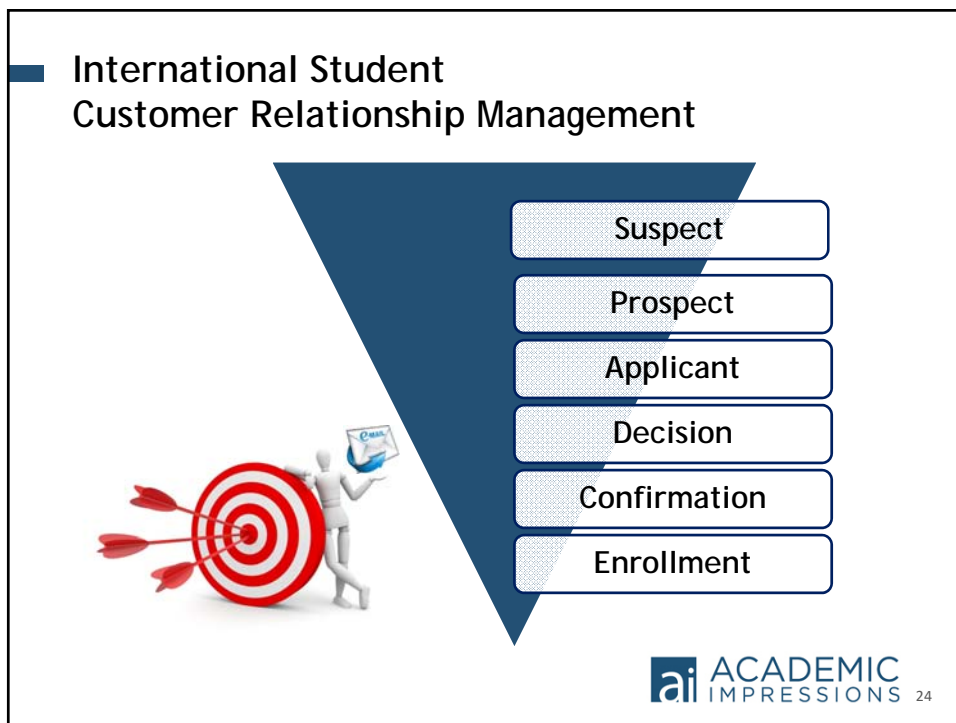
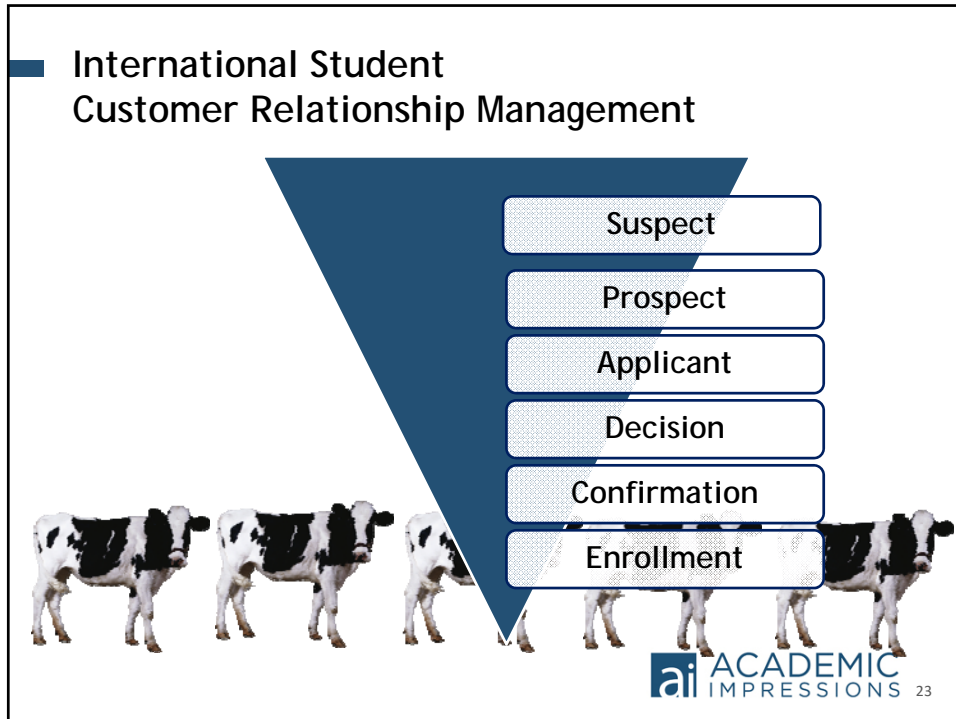
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EMAIL TOOLS & TECHNOLOGIES


"How you gather, manage and use information will determine whether you win or lose." -Bill Gates

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 **POLL**


What tools do you use most frequently using to manage communications with international students?





International Student Customer Relationship Management





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CRM Systems



- Integrates with SIS
- 360 degree view of students
- Personalized and targeted communications
- History and analytics
- Track touch points and ROI
- Costly and difficult to implement/train




Email Management Systems



- Personalized and targeted
- Automated and segmented
- Social media integration
- History and analytics
- Low cost and easy to use
- Difficult to integrate with CRM/SIS



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Sam Deleon Contacts -- 546 Subscribers

Subscribers match **all** of the following:

- Country is Brazil
- City is not blank
- What year would you like to begin? is 2016
- Which UIC college are you most interested in? is Engineering & Computer Science
- Conversations Activity has not replied
- Meet UIC in Brazil - 08/04/2015

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Use this area to offer a short preview of your email's content. [View this email in your browser](#)

Drop an image here
or
[Browse](#)

Designing Your Email

Creating an elegant email is simple

Now that you've selected a template to work with, drag in content blocks to define the structure of your message. Don't worry, you can always delete or rearrange blocks as needed. Then click "Design" to define fonts, colors, and styles.

Need inspiration for your design? [Here's what other MailChimp users are doing.](#)

Copyright © {CURRENT_YEAR} {JUST_COMPANY}. All rights reserved.
{IFNOT:ARCHIVE_PAGE} {JUST_DESCRIPTION}

Our mailing address is:
{HTML:LIST_ADDRESS_HTML} {END:IF}

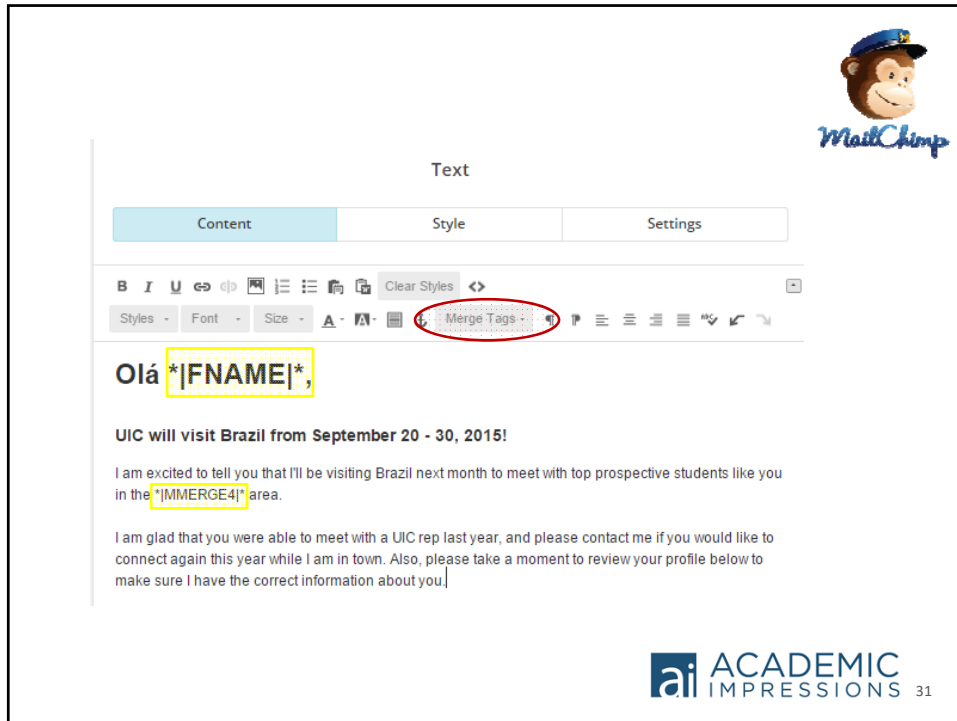
[unsubscribe from this list](#) [update subscription preferences](#)
{IF:REWARDS} {HTML:REWARDS} {END:IF}

Content Design Comments

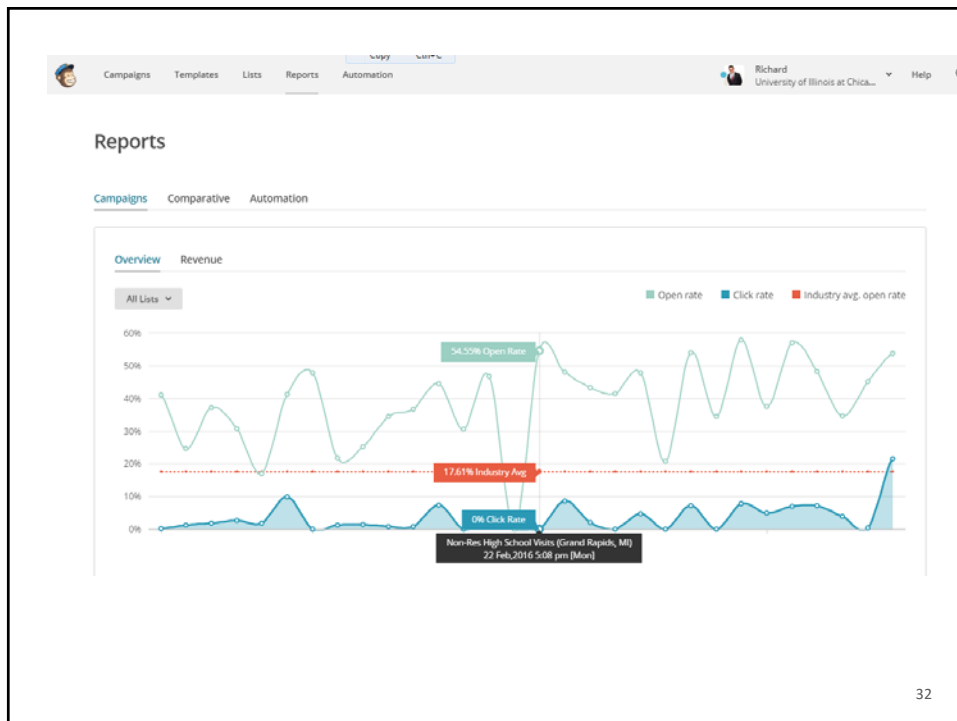
- Text
- Boxed Text
- Divider
- Image
- Image Group
- Image Card
- Image + Caption
- Social Share
- Social Follow
- Button
- Footer
- Code
- Video

30

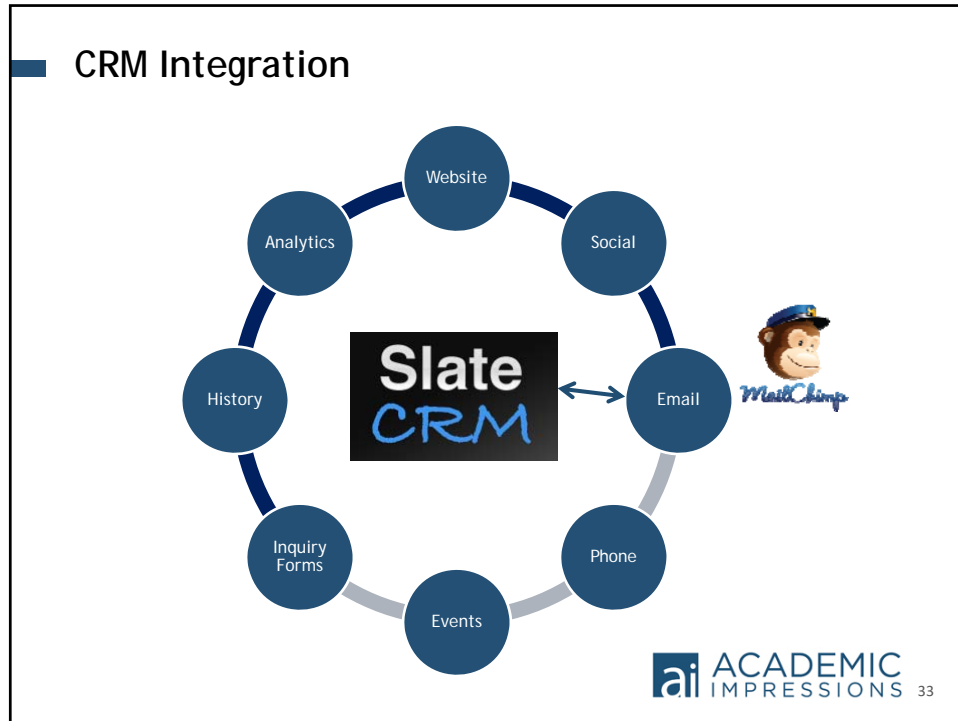
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The screenshot shows the MailChimp email editor interface. At the top right is the MailChimp logo. Below it, there's a 'Text' section with three tabs: 'Content', 'Style', and 'Settings'. The 'Content' tab is active. Below the tabs is a rich text editor toolbar with various icons for bold, italic, underline, link, unlink, list, and text color. A red circle highlights the 'Merge Tags' icon in the toolbar. Below the toolbar, the text content is displayed. The first line is 'Olá *|FNAME|*', where the merge tag is highlighted with a yellow box. The second line is 'UIC will visit Brazil from September 20 - 30, 2015!'. The third line is 'I am excited to tell you that I'll be visiting Brazil next month to meet with top prospective students like you in the "|IMMERGE4|" area.', where the merge tag is highlighted with a yellow box. The fourth line is 'I am glad that you were able to meet with a UIC rep last year, and please contact me if you would like to connect again this year while I am in town. Also, please take a moment to review your profile below to make sure I have the correct information about you.' At the bottom right, there is a logo for 'ai ACADEMIC IMPRESSIONS 31'.



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 QUESTIONS

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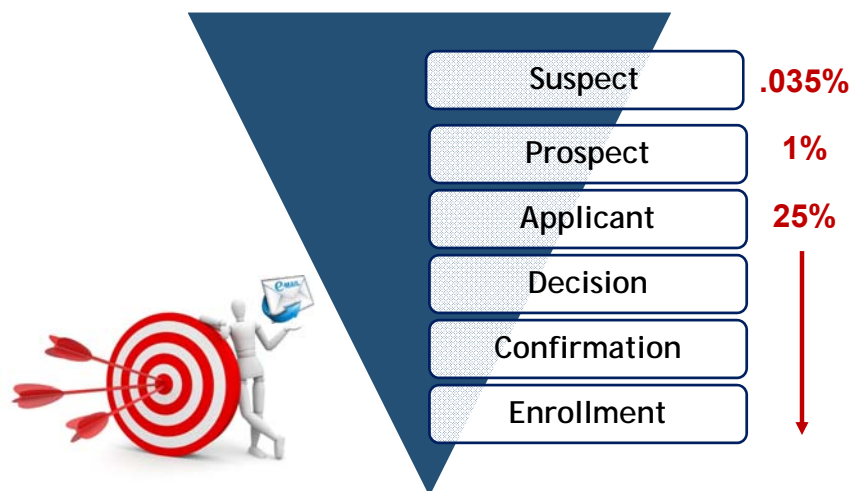
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COMMUNICATION STRATEGIES: INQUIRY THROUGH YIELD

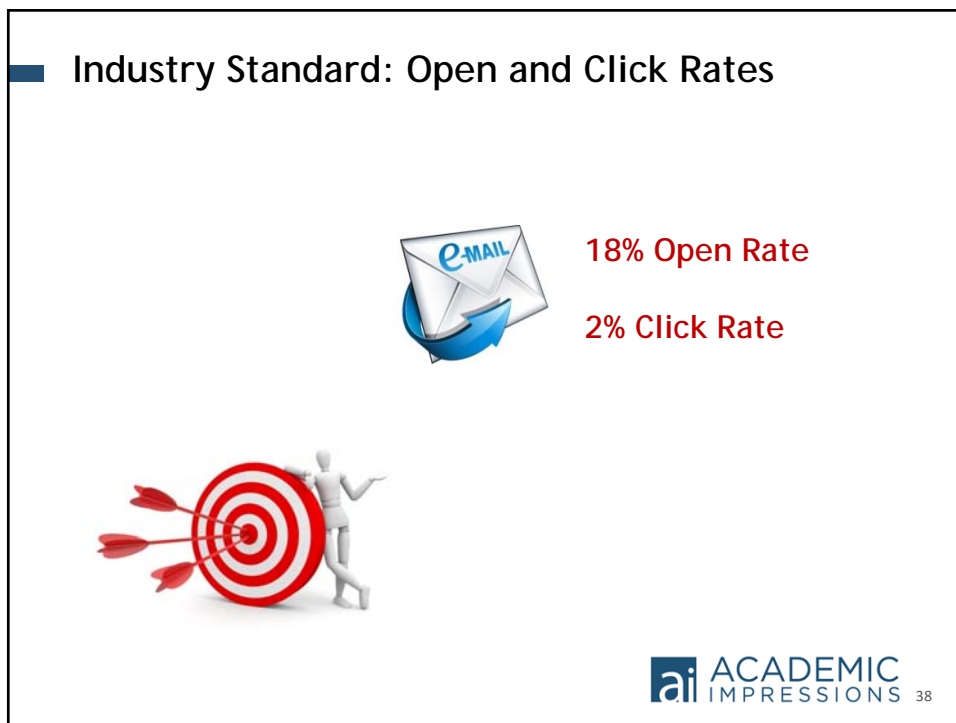
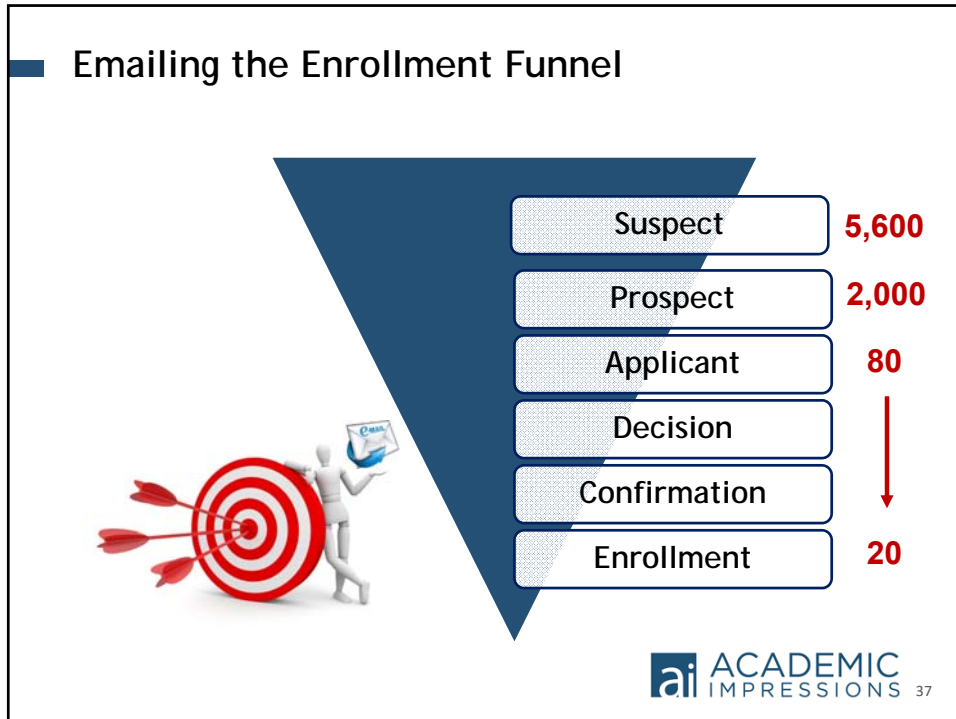
"If you want a 100 percent open rate, send one email to your mother." ~ Dela Quist, CEO, Alchemy Worx



■ Emailing the Enrollment Funnel



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Where to find them

Student Search Service	College Search Engine	Application Data
<input type="checkbox"/> SAT	<input type="checkbox"/> CollegeBoard	<input type="checkbox"/> Counselor or Advisor
<input type="checkbox"/> TOEFL	<input type="checkbox"/> HotCourses	<input type="checkbox"/> Parent or Friend
<input type="checkbox"/> CIS Registry	<input type="checkbox"/> Plexuss	<input type="checkbox"/> Coach

Suspects/Prospects Applicant - Enrollment

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What to say


Brand Awareness	Prospect Pool	Yield and Loyalty
<input type="checkbox"/> Personality	<input type="checkbox"/> What You Offer	<input type="checkbox"/> Something New
<input type="checkbox"/> Key Institutional Messages	<input type="checkbox"/> Special Programs	<input type="checkbox"/> People Connections
<input type="checkbox"/> Points of Pride	<input type="checkbox"/> Scholarships	<input type="checkbox"/> Special Invitations
<input type="checkbox"/> Environment	<input type="checkbox"/> Promotion/Incentives	<input type="checkbox"/> Reminders/In The Loop

Suspects/Prospects Applicant - Enrollment



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The Suspect



- Cost & Scholarships
- Academic and Special Programs
- Internships
- Counselor Connection
- Pathway Programs
- Points of Pride
- Academic Environment
- Notable Alumni



Hi Test First Name,
Congratulations on your recent TOEFL score!


The University of Illinois at Chicago is seeking top international applicants from Test Country, and we noticed that your recent TOEFL score meets our requirements. As you may know, UIC is a top-ranked public research university located in the heart of Chicago's major financial, cultural, and medical districts.

Test Academic Major students at UIC have access to world-renowned faculty who are known for their advancements in research and discovery. In addition, they enjoy major internship opportunities both here on campus and at world-renowned firms in downtown Chicago.

Test First Name, a UIC representative may be visiting the Test City area soon and would like to connect with you. If you are interested, please take a moment to join our exclusive UIC list at the link below.

[Click Here to Join](#)


Sincerely,



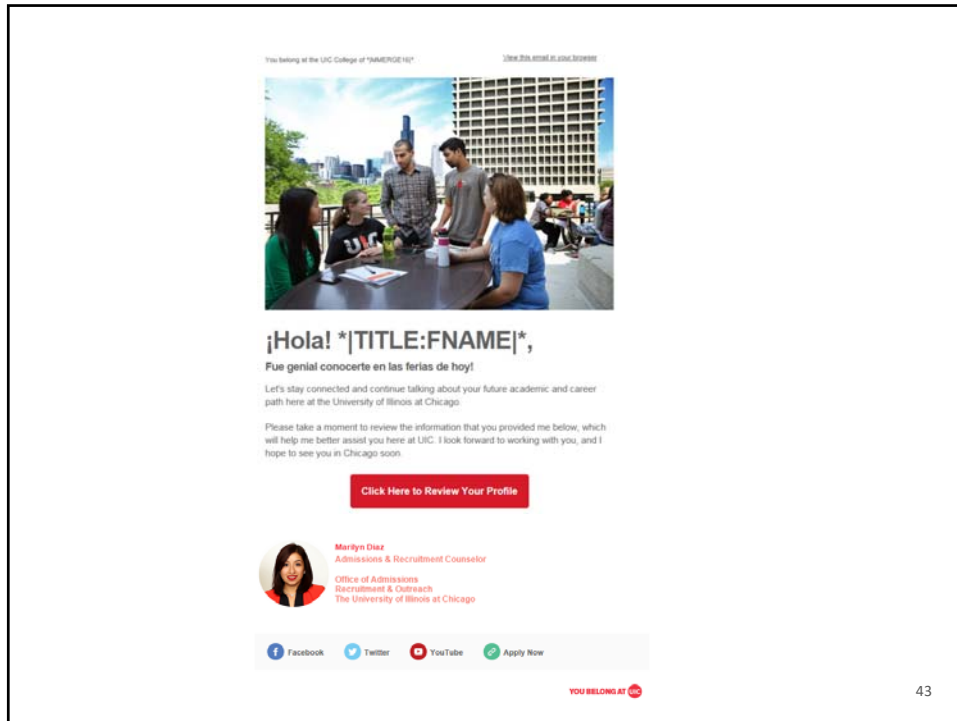
Richard O'Rourke
Assistant Director
Office of Admissions
Recruitment & Outreach
The University of Illinois at Chicago

[Facebook](#) [Twitter](#) [YouTube](#) [Apply Now](#)


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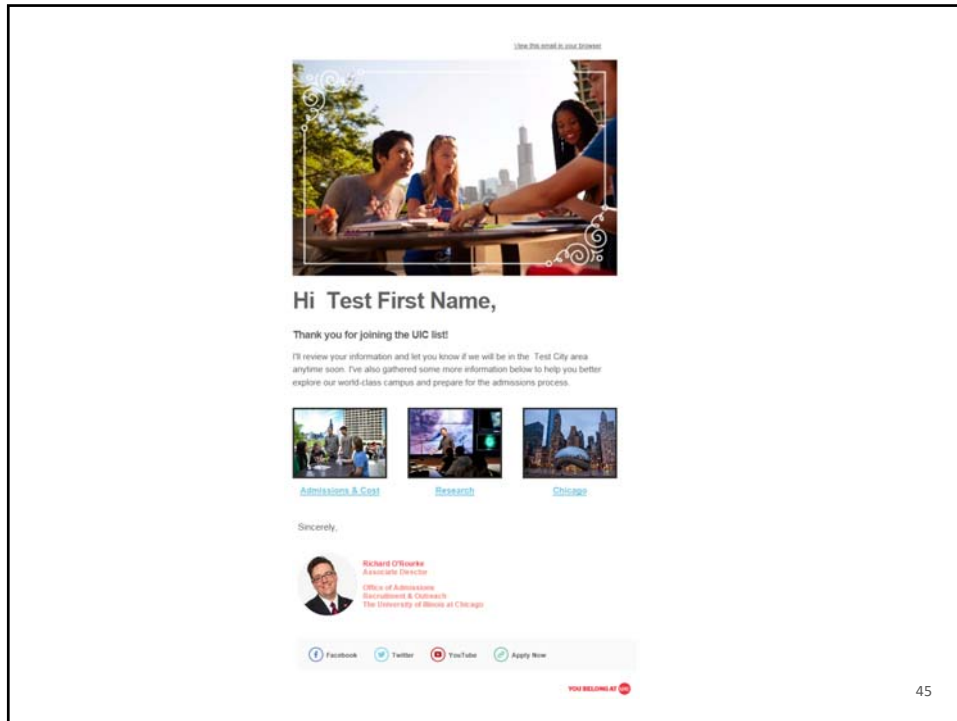
The Prospect



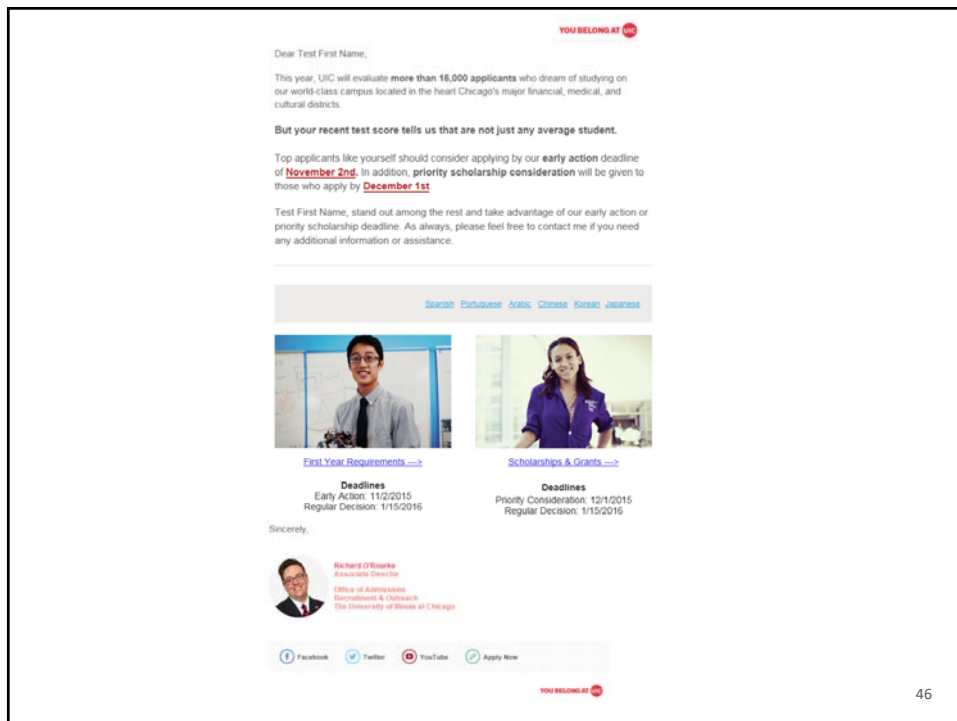
- Academic Highlights
- Application Deadlines
- Early Application Benefits
- Fee Waivers & Test Vouchers
- Cost & Scholarships
- Career & Earning Potential
- Counselor Connection
- Admitted Student Profile
- Faculty and Alumni Profiles
- On- and Off-Campus Activities

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The Applicant



- Missing Credentials
- Waivers and Deadlines
- Virtual Campus Tours
- Int'l Credential Evals
- Submit Transcripts
- New Programs/Campus Initiatives
- Event Invitations
- Scholarship Resources




Move your UIC application forward with a free Pearson Test of English.

Test First Name, our records indicate that your UIC application is currently missing an English language test for admissions review. The Pearson Test of English (PTE) Academic has agreed to offer you a free test at a center near you.

Offer Expires January 2nd, 2016
Register for the PTE Academic today!

PREPARE	BOOK YOUR TEST
Practice Test Voucher Code: UICINDIA	Actual Test Voucher Code: Test Purchase ID
<ul style="list-style-type: none">• Click here to access site• Choose scored test 1 or 2• Type in the voucher code• Fill in your personal info• Start the test	<ul style="list-style-type: none">• Click here to create account• Check email for login details• Search for a test center• Choose Exam Code PTE-A• Select center and test date• Type in voucher code
<p>You will need 2 hours to take the test with no breaks. It requires a computer with a microphone or headset for the speaking test.</p>	<p>To schedule your test over the phone, call 1 800 907 0229 and use your voucher code when prompted to submit payment.</p>

 **Richard O'Rourke**
Associate Director
Office of Admissions
The University of Illinois at Chicago

Facebook Twitter YouTube Google Plus

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The Admission



Visa Process and Interview Tips

Cost and Budget

Scholarship Resources

Current Students, Faculty and Alumni

Campus Employment/OPT

Social Media Groups

Special Events & Orientation

Campus Housing & Activities

Things to Do Off Campus



来自北方州立大学的问候!

我的名字叫彭程，是一名来自中国的国际学生。

同时，作为一名北方州立大学的国际学生大使，我想帮助您解答任何有关校园生活的问题。



众所周知，北方州立大学是美国中部排名前三的公立大学之一，同时也是全美前十性价比最高的学校之一!

以下是我作为国际学生选择北方州立大学的原因：

- 性价比最高
- 小班高质量教学
- 一对一课后辅导
- 西部牛仔般的美国经历

我非常期待未来在校园里见到您的身影，如果您有任何问题，或者需要帮助，请您随时与我联系!

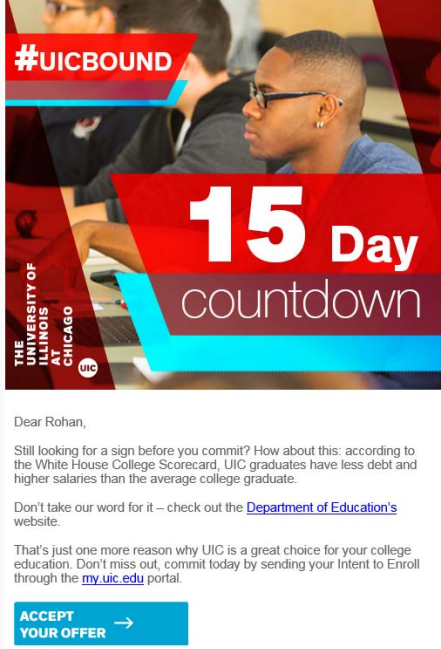
Facebook Twitter Website Email Campus Tour

Be You. Be Us. Be Northern.
northern.edu | 1-800-478-5330

USA NEWS BEST COLLEGES

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#UICBOUND

15 Day
countdown

THE UNIVERSITY OF
ILLINOIS
AT CHICAGO
uic

Dear Rohan,

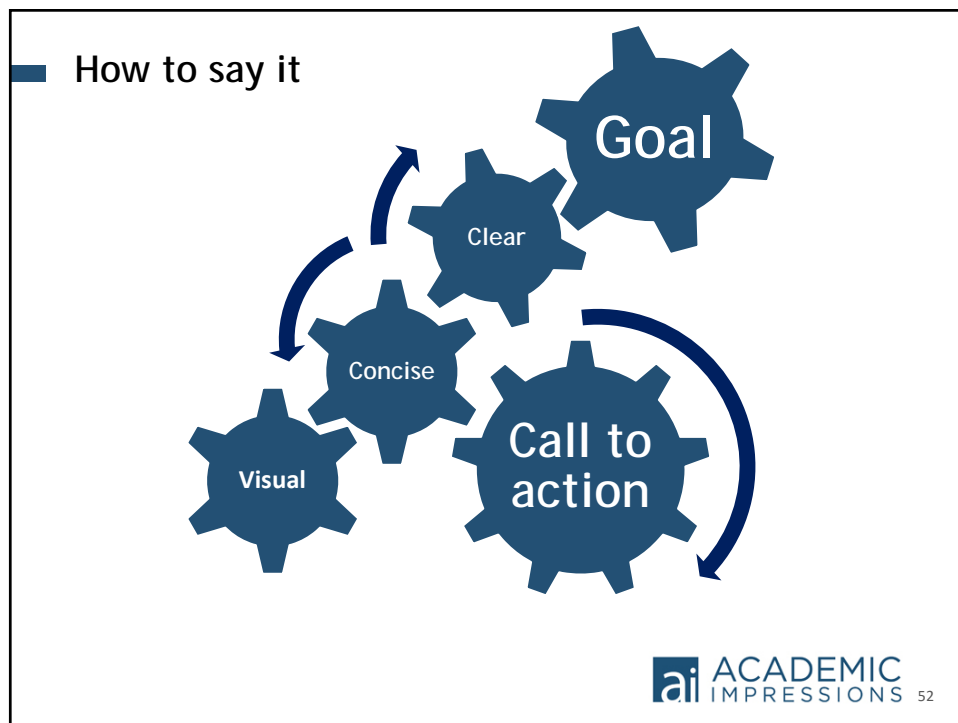
Still looking for a sign before you commit? How about this: according to the White House College Scorecard, UIC graduates have less debt and higher salaries than the average college graduate.

Don't take our word for it – check out the [Department of Education's](#) website.

That's just one more reason why UIC is a great choice for your college education. Don't miss out, commit today by sending your Intent to Enroll through the [my.uic.edu](#) portal.

ACCEPT YOUR OFFER →

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How to say it

Link it out.

Break it up.

Focus on one idea.

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When to say it

Email

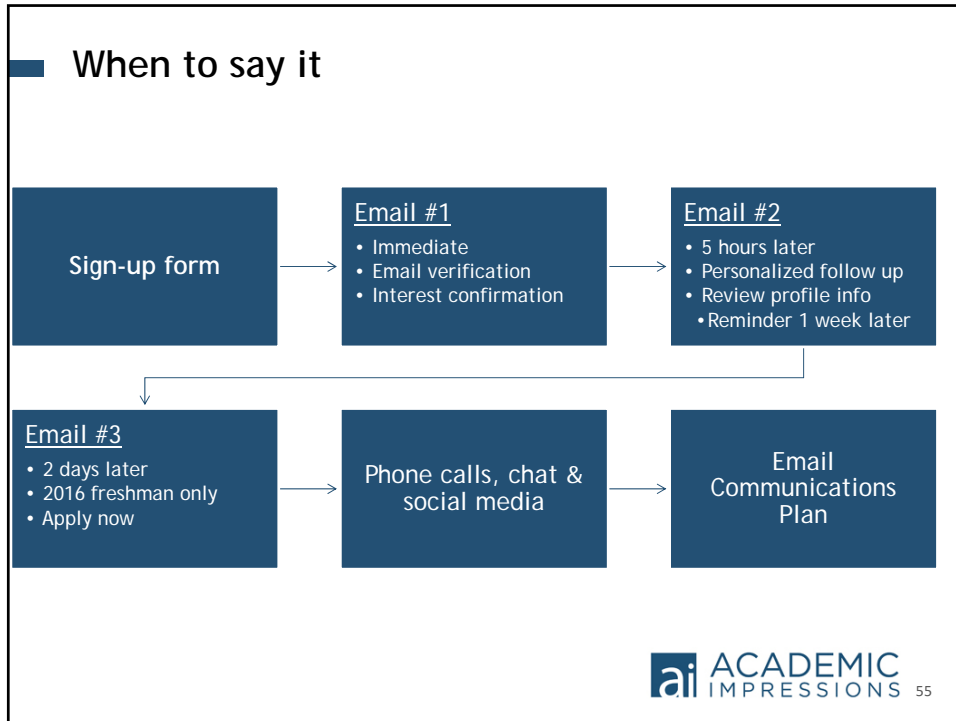
65%

Email Frequency	Student Preference
• Often	• 75%
• Sometimes	• 20%
• Rarely	• 4%
• Never	• 1%

Source: *Mythbusting Admissions: Where Prospects and Professionals Agree—and Disagree—on Enrollment.* Publication: Chegg Enrollment Services.

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? QUESTIONS

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TAKEAWAYS

Use the worksheet to develop e-mails to international students.

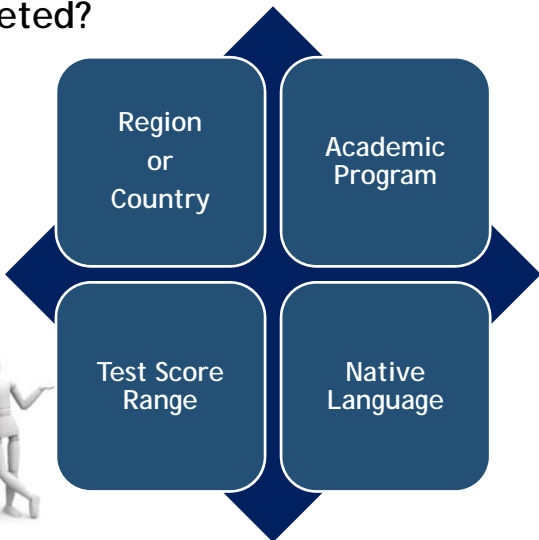

■ Which stage would you like your emails to target?



- Suspect
 - Prospect
 - Applicant
 - Admission
- Inquiry
- Yield

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■ What segment of this population will be targeted?



Region or Country

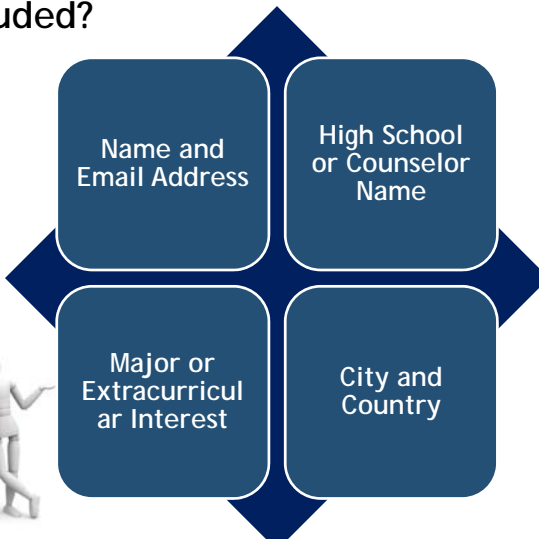

Academic Program

Test Score Range

Native Language

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■ What personal information will be included?



Name and Email Address

High School or Counselor Name

Major or Extracurricular Interest

City and Country

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■ What action will trigger this email?

Opened Email

Clicked Link

Joined Event

Request Info

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■ How much time should pass?

Immediate

Hours

Days

Weeks

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■ Summary of content and call to action.

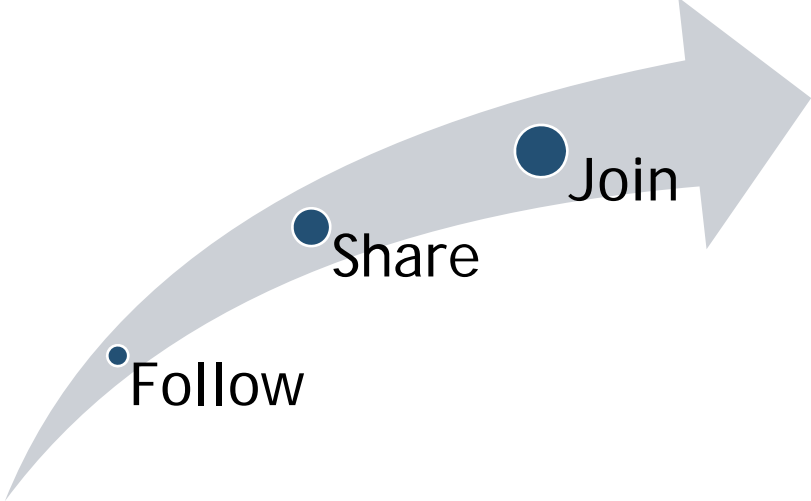
The diagram illustrates a process flow for email communication. It features five interlocking gears arranged in a circle. Starting from the top and moving clockwise, the gears are labeled: 'Goal', 'Clear', 'Concise', 'Visual', and 'Call to action'. The 'Call to action' gear is the largest and is positioned at the bottom right. To the left of the gears is a target icon with three red arrows hitting the bullseye, and a white 3D figure pointing towards it. The logo for 'ai ACADEMIC IMPRESSIONS 63' is located at the bottom right of the slide.

■ How will you follow up after this email?

This slide focuses on follow-up communication channels. It features several icons: an 'e-MAIL' envelope icon with a blue arrow, two computer monitors with speech bubbles, a cluster of social media icons including Facebook, Digg, Twitter, YouTube, and RSS, and a blue smartphone icon with an 'SMS' bubble. A target icon with three red arrows and a white 3D figure pointing at it is located at the bottom left. The logo for 'ai ACADEMIC IMPRESSIONS 64' is located at the bottom right of the slide.

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■ Social media will invite the reader to:



Follow

Share

Join

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■ Practice Makes Perfect



Read it aloud.

Send a test email.

Answer the call to action.

Click on every link.

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TAKEAWAYS

- Spend a lot of time thinking about email.
- Segmentation and personalization is key to success.
- You are managing a long-distance relationship.
- Clarity is more important than cleverness.
- Emails must be targeted and timely.
- Goals must be defined and actions must be clear.
- A review and testing process is mandatory.

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RESOURCE

- Converting International Students Through Email: A Six-Part Series
<http://eepurl.com/bWmRrn>
- White Paper: Chegg Enrollment Services
- University of Evansville Case Study:
<http://chronicle.com/interactives/What-It-Takes-to-Make-the?cid=at>
- Activity Worksheet: Developing an Email.
- Mystery Shop Your Peers.



