



# PRIORITIZING MARKETING TACTICS FOR ADULT STUDENT RECRUITMENT

March 30, 2017 :: 1:00 - 2:30 p.m. EDT

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*Learn which graduate marketing tactics work best to help you prioritize limited budget dollars across multiple channels.*  
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## OVERVIEW

Learn which marketing channels you should prioritize to see greater engagement and return on investment in the graduate student market. Focusing specifically on St. Thomas University's graduate programs, our expert instructor will present an in-depth case study of the various tactics and channels the University is using to market to prospective graduate students, including web, social media, SEO, paid advertising, and various non-digital channels. You will see which of these channels have been most successful and which have not, and we will discuss what that means for how you should go about prioritizing your own marketing tactics for prospective graduate students on your campus.

## ESSENTIALS FOR MARKETING TO ADULT STUDENTS

This is the third of three programs focused on helping you better market to and recruit adult students. Save 25% when you register for the entire series that also includes:

- Selling Your Value to Adult Students
- Creating Brand Awareness in the Adult Student Market

[View the three-part series.](#)

VISIT EVENT PAGE

[www.academicimpressions.com/webcast/prioritizing-marketing-tactics-adult-student-recruitment-march-2017](http://www.academicimpressions.com/webcast/prioritizing-marketing-tactics-adult-student-recruitment-march-2017)



## WHO SHOULD ATTEND

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Enrollment management, academic leadership, marketing, and admissions professionals who are responsible for marketing to and recruiting adult students for graduate programs will benefit from this webcast.

## LEARNING OUTCOME

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After participating in this online training, you will be able to prioritize specific recruitment marketing tactics based on your adult student enrollment goals and marketing budget.

## CONTACT US FOR MORE INFORMATION

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Contact Sarah Seigle, Program Manager at [Sarah@academicimpressions.com](mailto:Sarah@academicimpressions.com) or 720-988-1216 if you'd like additional information about the program.



## AGENDA

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Thursday, March 30, 2017 :: 1:00 - 2:30 p.m. EDT

### ➔ Digital marketing channels

- Institutional website
- SEO, paid advertising, social media
- Metrics and ROI
- Participant share-out: best practices in digital marketing

### ➔ Mass media and non-digital marketing channels

- Radio, television, print
- “In-person” approaches: recruitment fairs and prospect cultivation
- Metrics and ROI
- Participant share-out: best practices in non-digital marketing

### ➔ Moving forward: Prioritizing marketing tactics for your institution

- Prospective student profile
- Marketing segmentation
- Aligning tactics with enrollment targets
- Budgetary considerations

## INSTRUCTOR

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### **Julie Gacnik, Executive Director of Graduate Enrollment and Marketing, University of St. Thomas**

Julie oversees the Graduate Enrollment Office and the integration of marketing plans from the seven colleges and schools on campus. The collaboration of marketing, communications, and recruitment staff has allowed for improved brand visibility and engagement. This has resulted in growth of a graduate recruitment pipeline. She manages economic modeling for change projections that inform marketing plans and program development. Julie has more than twelve years of higher education experience and has worked with private, public, non-profit, and for-profit institutions.



 PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + CD Recording	Live Webcast (Additional connection \$195 each)	CD Recording (\$35 shipping fee outside of U.S. and Canada) or Digital Recording	Get Webcasts FREE with your qualifying AI Pro membership <a href="#">Learn More</a>
\$525	\$350	\$350	FREE

### EARLY BIRD PRICING

Postmarked on or before March 23, 2017. After March 23, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

### PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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### CHECK/INVOICE

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