

# GRADUATE ENROLLMENT MANAGEMENT: BUILDING YOUR INTEGRATED MARKETING AND COMMUNICATIONS STRATEGY

January 30 - February 1, 2019 | San Diego, CA



## *Are you putting enough strategy behind your recruitment marketing tactics?*

### OVERVIEW

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Join us for a hands-on, active learning conference that has been specifically designed to help graduate enrollment management professionals take their recruitment marketing strategies to the next level. During this training, you will spend time workshopping and developing your own integrated marketing and communications strategy by delving into its core components:

- Brand-building and messaging for graduate programs
- Identifying and understanding your audience(s)
- Determining communication channels (e.g., web, email, digital advertising, and print)

We ask that participants come prepared with a specific program to focus on in mind. Throughout the conference, you will be given ample time to discuss your current practices with peers, share best practices, and develop new ideas based on what has worked well for others. You will also see a variety of examples of the ways other institutions are successfully using these tactics to further their own graduate enrollment efforts.

This program will provide attendees a content-rich experience, full of examples, strategies, and best practices. Our instructors will be accessible and available, ready to answer questions and provide feedback, and ultimately ensure that you're distilling what's most relevant for your institution. You'll leave with the bones of a communications plan for your program.

### COME PREPARED WITH A PROGRAM, YOUR LAPTOP, AND MARKETING MATERIALS

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You will have plenty of time to begin building your program plan, workshop your marketing materials, and honing your graduate marketing strategy. We recommend that you bring digital and print recruitment materials with you so that you can share and workshop them with your peers. To participate effectively in the activities and working sessions we have set up, you will also need to bring your laptop with you.

### FULL-DAY PRE-CONFERENCE WORKSHOP: CONDUCTING MARKET RESEARCH FOR NEW GRADUATE PROGRAMS

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Join us for this workshop and learn about open data sources that can help you conduct market research through establishing degree awareness, assessing job market demand, and performing competitive scans at the local, regional, national, and international levels. You will participate in a hands-on activity in which you will actually use and become familiar with the tools introduced. You will leave the workshop better able to conduct market research for your own new graduate programs.

## WHO SHOULD ATTEND

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We encourage you to attend the conference in an institutional team that includes representatives from Enrollment Management/ Admissions, Marketing, and/or Academic Affairs.

The content presented at this event will be scalable and applicable to all shops — no matter the size of your operations or resources. You'll walk away with ideas and inspiration for adapting these strategies to your own institutional context.

## AGENDA

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### ***Full-Day Pre-Conference Workshop: Conducting Market Research for New Graduate Programs***

#### **Registration and Breakfast (included in workshop registration fee)**

*8:30 - 9:00 a.m.*

#### **Welcome and Opening Activity**

*9:00 - 9:45 a.m.*

We'll begin this workshop thinking about the current "state of affairs" in your school or department when it comes to a) generating ideas for and proposing new graduate programs, b) conducting market research and feasibility studies, and c) launching new graduate programs.

#### **Making the Case for Programs at the Graduate Level**

*9:45 - 10:30 a.m.*

Our instructors will cover the following key points to set the stage for the rest of the workshop:

- Why develop new graduate programs?
- Who are the key players?
- How do other institutions conduct their program proposal processes?
- What should an academic program business plan look like?
- What should be the role of revenue and enrollment projections in the process?

#### **Morning Break**

*10:30 - 10:45 a.m.*

#### **Conducting Effective Market Research at the Graduate Level**

*10:45 - 11:20 a.m.*

Our focus here will be on best practices in market research for new graduate programs to determine their viability. We will discuss competitive scanning and demand analysis as well as how these tools and others should be used within the new program ideation and proposal process.

#### **Working Time Pt. 1: Conducting Market Research**

*11:20 a.m. - 12:00 p.m.*

You will break into groups based on region and/or program type, and you'll be given a hypothetical graduate degree program. Your group will apply the market research sources and sites introduced earlier in the day to make a data-based recommendation about the viability of the program. Instructors will be available for questions and guidance.

#### **Lunch (included in workshop registration fee)**

*12:00 - 1:00 p.m.*

## AGENDA

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### ***Full-Day Pre-Conference Workshop (CONTINUED)***

#### **Job Market Demand, Demand Analysis, and Competitive Scanning**

*1:00 - 1:45 p.m.*

We will introduce sources to help you focus on the following aspects of the market research process:

- Assessing job market demand by state/region/country
- Performing a demand analysis
- Competitive scanning, both locally and internationally

#### **Afternoon Break**

*1:45 - 2:00 p.m.*

#### **Working Time Pt. 2: Conducting Market Research**

*2:00 - 2:45 p.m.*

Here you will continue on with the hands-on market research activity using the hypothetical graduate degree program that was introduced earlier in the day. Groups will be asked to report out regarding their findings to bring the activity full-circle.

#### **Reflection and Summary of Learning: Workshop Wrap-up**

*2:45 - 3:30 p.m.*

### ***Main Conference Day 1***

#### **Continental Breakfast (included in registration fee)**

*8:30 - 9:00 a.m.*

#### **Welcome and Introductions**

*9:00 - 9:15 a.m.*

#### **Building a Framework for Graduate Marketing and Recruitment: Where Are You Now?**

*9:15 - 10:45 a.m.*

This opening session will set the stage for the rest of our conference by providing a high-level overview of key components to consider while building your graduate marketing and recruitment strategy. You will have time to reflect on what you currently do in terms of marketing and communication and work with your peers to identify goals for the conference. You are invited to bring examples of print and digital materials you are using to evaluate and receive peer feedback.

#### **Morning Break**

*10:45 - 11:00 a.m.*

# AGENDA

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## ***Main Conference Day 1 (CONTINUED)***

### **Brand-Building and Messaging for Graduate Programs (includes activity)**

*11:00 a.m. - 12:00 p.m.*

Focusing on the role of your brand, we will explore the ways in which the graduate brand is both connected to and distinct from the institutional parent brand. You will see examples of how other institutions are using various internal and external partners and strategically equipping them with the information they need to be brand ambassadors. You will complete an activity to help you reflect on your current brand and identify areas for further development or clarification.

### **Lunch (included in registration fee)**

*12:00 - 1:00 p.m.*

### **Align Your Messaging: Understanding Your Audience and Channels**

*1:00 - 2:15 p.m.*

Now that you understand what you want to communicate about your brand, it is time to identify who you want to target in your messaging. You must know who your audience is and what they need in order to maximize the impact of your marketing and recruitment plan. This session will show you how you can use personas and lead scoring to identify which channels (digital and print) you want to focus on as you build out an intentional integrated marketing plan.

### **Afternoon Break**

*2:15 - 2:30 p.m.*

### **Maximizing the Effectiveness of Email Marketing and CRMs**

*2:30 - 4:15 p.m.*

Email marketing is one of the best way to get your messages out to your intended audience. We will focus on maximizing the effectiveness of your email marketing strategy to promote your graduate programs. We will also walk through the process of identifying content to include message frequency and segmenting your audience to improve engagement. You are invited to bring examples of emails you are using to evaluate and receive peer feedback.

### **Networking Reception (included in registration fee)**

*4:15 - 5:15 p.m.*

# AGENDA

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## ***Main Conference Day 2***

### **Continental Breakfast (included in registration fee)**

*8:00 - 8:30 a.m.*

### **Tactics to Strengthen Your Website & Analytics**

*8:30 - 9:30 a.m.*

In addition to email marketing, one of your greatest digital marketing tools is your website. We will focus on tactics and strategies that can improve your current graduate program pages, and apply analytics to gain insights and further refine strategy. Using real examples from a variety of institutions, special attention will be paid to:

- Inquiry forms and capturing data
- Driving traffic to key pages
- Using storytelling to create compelling content
- Tracking and web analytics

### **Website Activity**

*9:30 - 10:15 a.m.*

Attendees will choose a partner from a different institution and, using a set of guiding questions, share impressions of one another's websites. The goal is to hear an objective opinion of your own website and to gain ideas and inspiration from your partner's site.

### **Morning Break**

*10:15 - 10:30 a.m.*

### **Building Out Your Communication Plan**

*10:30 - 11:45 a.m.*

This interactive session will breakdown how to use the key components you have explored throughout the conference (i.e., brand messaging, audience, and channels) to create an effective, nimble communication plan to recruit graduate students. Our expert facilitators will demonstrate how they use the framework you have been building to create dynamic plans in real time.

### **Lunch (included in registration fee)**

*11:45 a.m. - 12:45 p.m.*

### **Working Time: Building your own Communication Plan**

*12:45 - 1:45 p.m.*

You will use what you learned in the previous sessions to begin building out your own communication plan for the program you are focusing on.

### **Afternoon Break**

*1:45 - 2:00 p.m.*

# AGENDA

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## ***Main Conference Day 2 (CONTINUED)***

### **Tying It All Together: Small Consultation/Working Groups**

*2:00 - 3:15 p.m. (Two 30-minute blocks with time for movement)*

Now that you have begun crafting your own plan, you will have some time self-select into two of three small working groups to focus in on tactical pieces of strategy that you would like to explore further:

- CRM and Email Strategy
- Digital Tactics
- Brand Messaging and Personas

Each of our three presenters will be focusing in on a tactical area to explore during this time. Within your small groups, you will be able to ask questions and brainstorm with your peers and one of our expert facilitators.

### **Conference Reflection, Wrap-Up, and Evaluations**

*3:15 - 3:45 p.m.*



## LOCATION

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***January 30 - February 1, 2019 | San Diego, CA***

***Hotel:***

Sheraton Mission Valley San Diego  
1433 Camino Del Rio S  
San Diego, CA 92108  
619.260.0111

**Room rate:**

\$149 + tax

**Room block dates:**

The nights of January 29, 30 and 31, 2019.

**Room block cutoff date:**

December 27, 2018.

Reserve Your Room: Please call 619.260.0111 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

# The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:  
9 out of 10 participants recommend our trainings to colleagues