

RECRUITMENT, RETENTION, AND ENGAGEMENT ON A TIGHT BUDGET

@HAMZAK | #SEMM2016

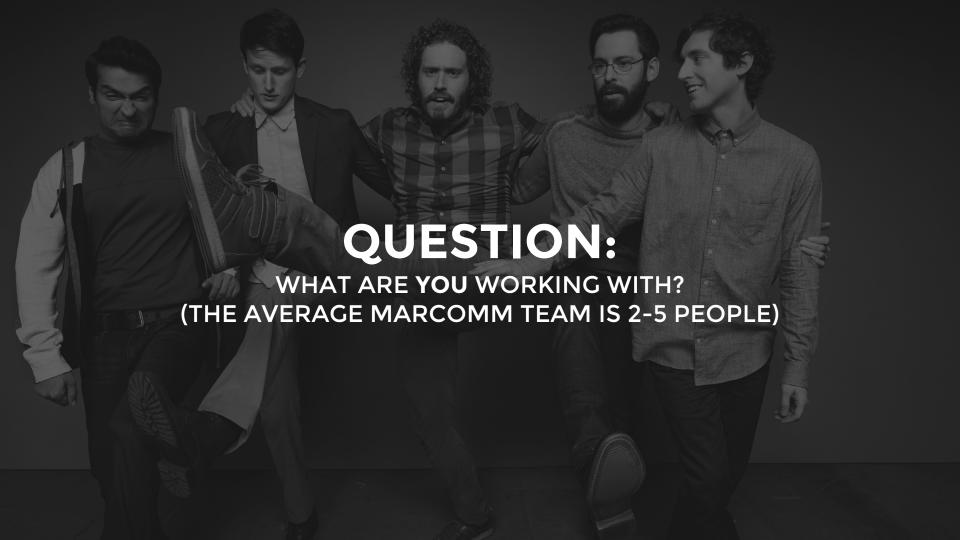




1 x 3 x 5

1x STORY 3x CASE STUDIES 5x IDEAS





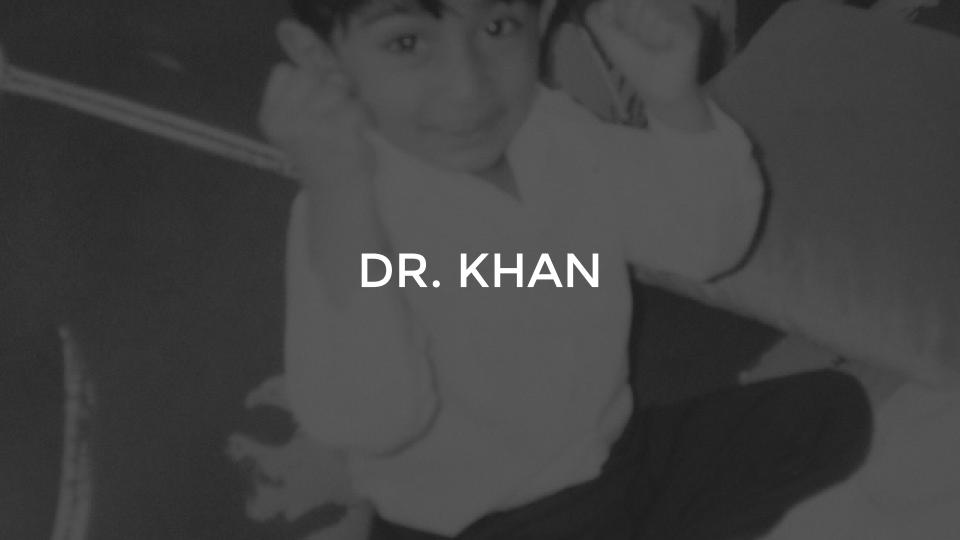
ACQUISITION COST

\$500-2500 PER STUDENT (NOEL-LEVITZ)

1x FT PERSON + \$20,000

1x STORY



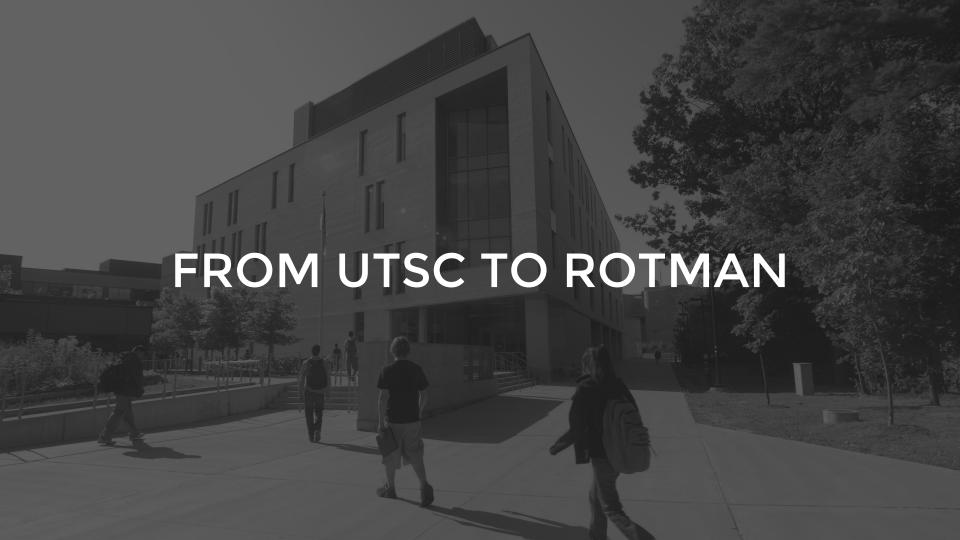




AYKOVA - I Say What I Want Promo 2008













I HELP BRANDS TRANSFORM IDEAS INTO REALITY **SPLASH EFFECT**





WORSE NEWS

HOW WE ACCESS AND CONSUME INFORMATION IS RAPIDLY CHANGING

WE'RE SPENDING 35+ HOURS PER WEEK ONLINE (COMSCORE) 28% OF THAT TIME IS SPENT ON SOCIAL MEDIA (ADWEEK)

TERRIBLE NEWS

THE COMPETITION FOR STUDENTS IS TOUGHER THAN EVER

YESTERDAY: 2% OF \$\$\$ SPENT ON RECRUITMENT (INSIDEHIGHERED)
TODAY: MOST PROFITABLE INSTITUTIONS USE UP TO 20% (NOEL-LEVITZ)

GOOD NEWS

STORYTELLING IS TIMELESS (IT'S THE FUNDAMENTAL UNIT OF HUMAN UNDERSTANDING)

BETTER NEWS

MARKETING TECHNOLOGY IS CHEAPER THAN EVER
(MOST OF IT IS FREE)

AMAZING NEWS

DATA IS HERE TO HELP YOU

IF IT'S MEASURABLE IT'S REPEATABLE.

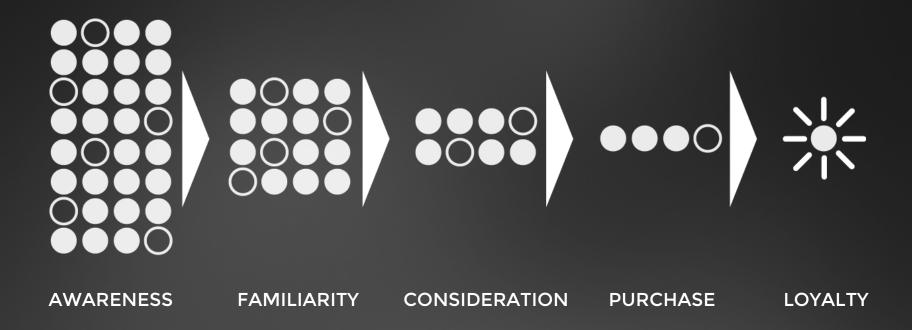
AND IF IT'S REPEATABLE IT'S PREDICTABLE.

x CASE STUDIES

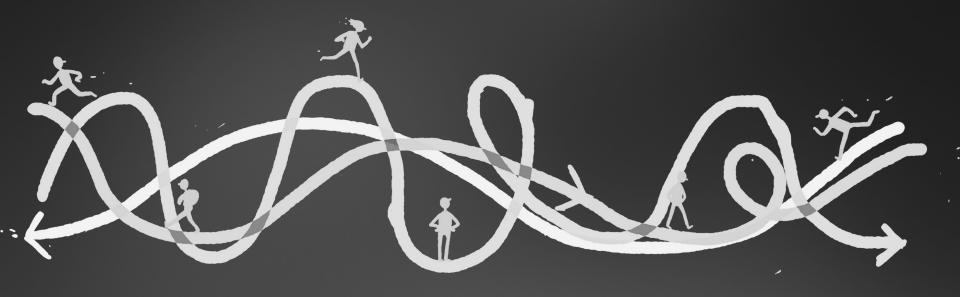
THE STUDENT JOURNEY

COMPRISED OF MOMENTS



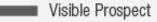


SOURCE: MCKINSEY & CO.



NEW STUDENT JOURNEY





EXPLORE

Website Content Internet Search Student Blogs/Forums College Ranking Sites Social Media Sites

VALIDATE

Call Counselor
Open House
Request for Information
College Fair
Campus Visit

APPLY





The Student Journey





Selection



Y



Student Life



Progression

MOMENTS OF THINKING MOMENTS OF FEELING

MOMENTS OF DOING

JOBS TO BE DONE FRAMEWORK

WHEN _____ (SITUATION)
I WANT _____ (MOTIVATION
SO I CAN ____ (OUTCOME

RECRUITMENT: TRIOS COLLEGE

WHEN I AM CHOOSING A SCHOOL
I WANT TO MAKE AN INFORMED DECISION
SO I CAN HAVE A FULFILLING CAREER

STEEP COMPETITION

SHERIDAN COLLEGE, HUMBER COLLEGE, SENECA COLLEGE, ETC.

"WE CAN'T FIND STUDENTS"

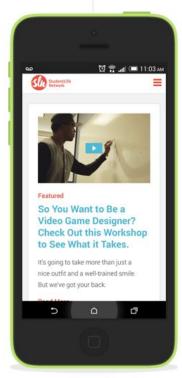
WHERE ARE THE DESIGN & DEVELOPMENT-INCLINED STUDENTS?

"A DAY AT TRIOS" WORKSHOPS

CREATED A SENSE OF URGENCY; 60 SEATS FILLED IN 2 MINUTES















GOALS

- Boost enrollment in design & development streams
- Create pipeline qualified students

APPROACH

- Ran targeted ads based on blog & social behaviour
- A/B tested e-mail campaigns

RESULTS

- Converted 6 students (\$560,000 in revenue)
- 680 students at the consideration stage, in a mailing list



Video Game Design Technologies Video Game Design and Development

trios.com/gaming | 1.866.934.2171

RETENTION: RUSTUDENT LIFE WHEN I ATTEND SCHOOL

I WANT TO FEEL SUPPORTED

SO I CAN HAVE A POSITIVE EXPERIENCE

"IN ONTARIO WE ARE MOVING AWAY FROM MANUFACTURING AND INTO TECHNOLOGY - AND I WOULD REFINE THIS BY SAYING WE ARE MOVING INTO DIGITAL MEDIA...[OUR] STUDENTS ARE THE FIRST GENERATION [TO GROW] UP COMPLETELY DIGITAL. SO THEY BRING A MEASURE OF REAL COMFORT AND CONFIDENCE TO PROBLEMS THAT RELY ON DIGITAL TOOLS FOR A SOLUTION."

SHELDON LEVY (2009)





- ii ii di Okimari
- 2. UTILITY
- 3. AMUSEMENT
- 4. INSPIRATION
- 5. CRITICAL

GOALS

- Build a strong sense of digital community
- Drive attendance to programs, services, and events

APPROACH

- Created a robust student-facing blog
- Created a social network

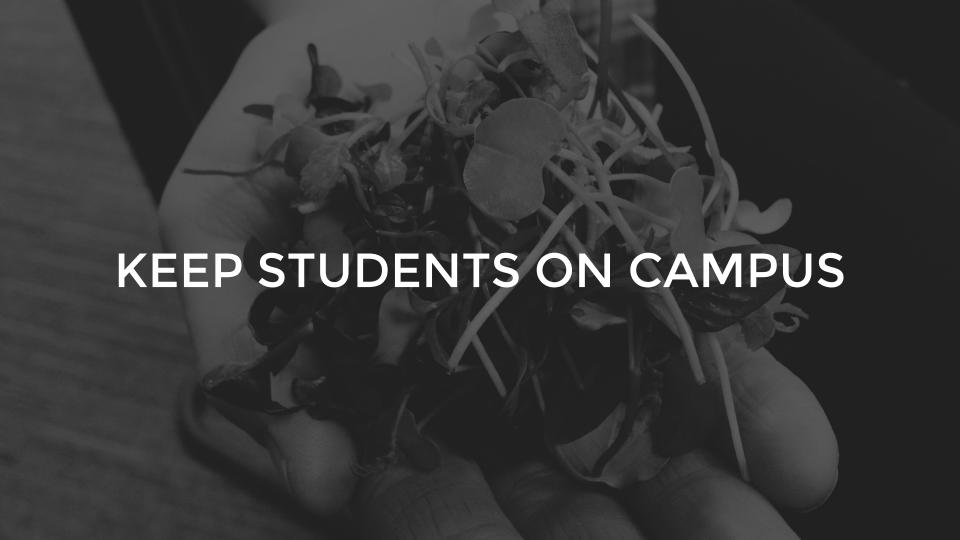
RESULTS

- Community of more than 100,000 users
- 5+ million impressions, and 5% engagement



ENGAGEMENT: CHARTWELLS

WHEN I NEED TO EAT
I WANT SOMETHING GOOD & CHEAP
SO I CAN SAVE, FOCUS, AND STAY CLOSE TO CAMPUS





CUSTOMIZED SOCIAL MEDIA KITS









Storm @stormstrukk - Sep 14 #UTMfoodie



UZM AND THE MEDI





utm_dining University of Toron...

FOLLOW

13 likes

2w

utm_dining Check out Vegilicious in TFC for delicious vegan and vegetarian options! Take a photo of your meal on campus for a chance to win a meal on us! Just remember to hashtag it with #UTMfoodie

utm_dining #salad #vegetarian #vegan #orange #oranges #delicious #lunchtime #lunch #wholesome #healthy



Add a comment...

GOALS

- Raise awareness of campus food operations
- Encourage students to eat on campus

APPROACH

- Created a simultaneous social media campaign
- Created playbooks & editorial calendars

RESULTS

- Participation from SFU, SAIT, UTM, Humber, Trent, McGill, etc.
- 100K+ impressions and 10% increases in audience & engagement

5x IDEAS

1. STUDENT JOURNEY

#ROADTORYERSON



Starting at Ryerson this September?

Show us what your #RoadToRyerson looks like!

Become 1 of 5 featured RU Student Life storytellers!

What to do?

- 1. Read about the campaign at bit.ly/RTR2016Auditions
- 2. Submit your short application between June 20 July 3
- 3. Wait to hear from us!
- 4. Start using the hashtag to share your #RoadToRyerson





2. GOOGLE ADWORDS

"BEST BUSINESS SCHOOL"

best business school in ontario



All Maps Videos Search tools News Images More ▼

Business schools / Ontario

Schulich School of Business



Telfer School of Management



Stephen J.R. Smith School of Business



Canadian Business College



Rotman School Of Management - One-Year Executive MBA Program

Ad rotman.utoronto.ca/Executive-MBA/Learn-More ▼

Take Your Career To The Next Level With Rotman's Executive MBA Program.

Your New Career Awaits · Located Downtown Toronto · Globally Renowned Faculty

Our Student Experience **Apply Today**

ROI Fees & Admissions

Canada's top 10 universities for business - Maclean's

www.macleans.ca/education/top-10-business-universities/ •

Nov 5, 2015 - Top 10 Business Universities ... This year, Maclean's has ranked the best universities in 10 program areas—including business. ... Ontario Premier Kathleen Wynne listens to remarks from Manitoba Premier Greg Selinger (not ...

3. INSTAGRAM MEETUP

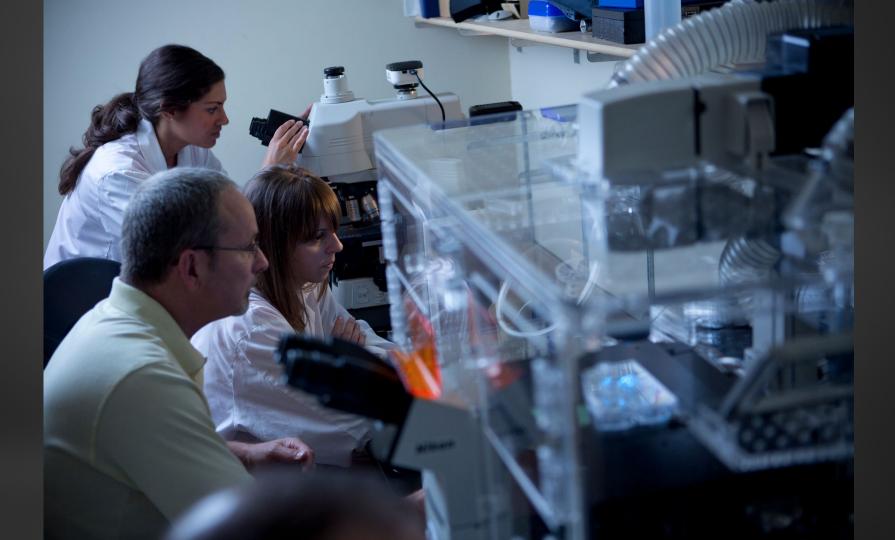
#RUDAYSOF





4. PROGRAM SIMULATION

YORK UNIVERSITY GRAD STUDIES



5. ACCOUNT TAKEOVER

MCMASTER UNIVERSITY'S ALUMNI SNAPCHAT ACCOUNT



btw, I'm Cam Galindo. 4th year Poli Sci. I'm volunteering as an NOC Assistant



MEASURABLE REPEATABLE PREDICTABLE

CHALLENGE

JUSTIFY THE NEED FOR MORE RESOURCES
BY BEING AMAZING AS A ONE PERSON MARKETING SHOP





TELL YOUR STORY

OVER, AND OVER AGAIN

CHANCES ARE, SOMEONE IS HEARING IT FOR THE FIRST TIME."

DR. JULIE PAYNE-KIRCHMEIER

"YOU CAN NEVER GET TIRED OF TELLING YOUR STORY.

(NORTHWESTERN UNIVERSITY)

YOUR TO-DO LIST

- CREATE A STUDENT JOURNEY MAP
- DETERMINE THE JOBS TO BE DONE
- IDENTIFY THE FRICTION POINTS
- SOLVE FOR THE STUDENT
- DO MORE WITH LESS



ANNUAL BUDGET

HootSuite (FREE)

Google Analytics (FREE)

Slack (FREE)

Worklife (FREE)

Doodle (FREE)

Calendly (FREE)

Wakelet (FREE)

MailChimp (FREE)

HubSpot CRM (FREE)

Venngage (FREE)

TypeForm (FREE)

Canva (FREE)

The Noun Project (FREE)

Coolors (FREE)

Lynda (FREE)

EventBrite (FREE)

MeetUp (FREE)

SlideShare (FREE)

Emaze (FREE)

Facebook (FREE)

Pinterest (FREE)

Instagram (FREE)

Twitter (FREE)

Storify (FREE)

HootSuite (\$120)

Google Analytics (FREE)

Slack (FREE)

Worklife (FREE)

Doodle (FREE)

Calendly (\$100)

Wakelet (FREE)

MailChimp (FREE)

HubSpot CRM (FREE)

Venngage (\$240)

TypeForm (\$240)

Canva (FREE)

The Noun Project (FREE)

Coolors (FREE)

Lynda (FREE)

EventBrite (FREE)

MeetUp (FREE)

SlideShare (FREE)

Emaze (FREE)

Facebook (\$500)

Pinterest (FREE)

Instagram (FREE)

Twitter (\$500)

Storify (FREE)

TOTAL: FREE TOTAL: \$1700

\$18,300 TO SPARE

THANK YOU

@HAMZAK | #SEMM2016

FULL LIST OF TOOLS AVAILABLE AT http://bit.do/semm2016



UniversityHub.ca

- Guidance
- Support
- Resources
- Rankings
- Reviews
- Etc.

Officially a part SLN.

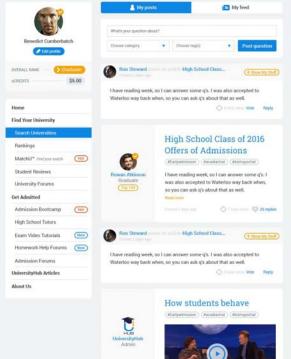






News Feed

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Dates & Deadlines Queen's PSE Deadline Feb 1 Western Deadline Feb 24 Fall Preview March 4

Queen's University Kingston, ON McMaster University Modaster University University of British Columbia Vancouver, BC

My List™

4. London, ON



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