

E. 5. UNIVERSITY OF WISCONSIN-STOUT FOCUS 2010 IMPLEMENTATION TEAM 5

Team Name:	Career Opportunities Marketing
Sponsor:	Cindy Gilberts
Charge:	Promote program specific career opportunities and the Stout Technology Advantage.
Outcome:	Implement an interactive (jazzy) website for student recruitment and redesign program recruitment materials. a. Create a personalized portal concept on the website for future students. b. Identify needed changes to the identity policy to allow for effective recruitment materials. c. Develop an alumni kit.
Chairperson/Leader:	Carol Mooney
Membership:	Student Representative: Pat Petersen ASLS Representative: Dennis Shaw University Editor: Don Steffen CTEM Representative, Carol Mooney CHD Representative: Carolyn Barnhart CAS representative: Susanne Johnston SOE representative: Karen Zimmerman IT representative: Jeff Ohvall Enrollment Services representative: Joel Helms Webmaster Office representative: Barbara Button Dean of Students: Joan Thomas Career Services: Lamont Meinen Center for Assessment & Quality Improvement: Julie Furst-Bowe
Consultants/ Resource People	High School Students Baldrige grant report "Best Practices to Recruit" (CTEM) Sue Pittmann, Stout Alumni Association
Training/Information Needed:	
Method of Communication:	4 full committee meetings 1-2 sub committee meetings Correspondence via email
Timeline:	January 2005

Utilizing the Web to Market Stout's Programs

After an analysis of the data findings in the Best Practices to Recruit Students in Stout's Engineering & Technology Related Programs, and reviewing Stout's current website, the committee developed strengths, weaknesses and recommendations for use of the web to market Stout's programs:

Strengths

1. The updated website is clean and clearly communicates its content on the home page.
2. The home page features a variety of changing photos that capture campus life.
3. Academic program information has a consistent introductory page with a plethora of information to those seeking it.
4. Changes have been made throughout the past year to allow prospective students easier navigation through the website.
 - a. The Admissions Page now features a "Careers" link for prospects to link to program information.
 - b. Program pages are comprehensive and some include links to student organizations.
 - c. The website for parents has been updated.
5. University Relations is responsive to requests by unit (college, school, etc.) webmasters to update specific information within current staffing constraints.

Weaknesses

1. There is not a lot of interactivity in Stout's website.
2. Language, layout and navigation on the site have been improved. The site still contains some language ("Stoutisms") that may not be clear to external users.
3. Stout employs a part time Webmaster.
4. Stout does not employ a web graphic designer. Some web graphic design is provided by one person who is responsible for all university publications (the University Editor).
5. University Relations has sometimes has difficulty responding quickly to requests by unit (college, school, etc.) in a timely fashion as a result of understaffed office.
6. Web based management services are located in several offices across campus, including University Relations, LTS and TIS. The procedure for getting new web pages created, existing pages updated and using the web for information gathering (creating on-line surveys, forms, databases) is not clear to everyone on campus.

Recommendations

1. Add an Apply Now and request information links in the Prospective Students side drop menu.
2. Improve the graphic design of the Admissions website. See <http://www.uwgb.edu/admissions/viewbook/> as an example. Make the site more welcoming with fewer links.
3. On <http://www.uwstout.edu/prospects.shtml> use rotating student profiles instead of the same picture that is on all the print publications.
4. Add a plan-a-visit link (done fall 2004)
5. Target the external user (intuitive language rather than Stoutisms)
6. Use career-driven interactive application to direct prospective students to appropriate Stout degree programs.
7. Use peers for recruiting; student testimonials found off of career-driven program pages
8. Use student bloggers in the Admissions office.
9. Use the web to get prospective students on campus in order to sell them on career opportunities. Highlight the features available on campus including the climbing wall, student center, multi-purpose facilities, gallery shows, special events.

10. Interactive, changeable website. News on the home page is an excellent idea but make it stand out more so they see that it is current news.
11. Use alumni to recruit via the website
 - a. Show clips/photos of alumni on the job
 - b. Show clips/photos of students/interns on the job
 - c. Show lifestyles of interns and alumni. What lifestyles do different program graduates afford?
12. Allocate funds for a full time web master
13. Allocate funds for a full time web graphic designer
14. Allocate funds for co-op student employment. A co-op/intern can be the student voice to constantly critique the web site for its message to target prospective students.
15. Seek to reach students of color and ethnic backgrounds via print and electronic media.
16. Communicate training available to identified unit staff in the use of Macromedia Contribute. (This allows for units to update content in their respective departments reducing reliance on University Relations.
17. Web-related services need to be clarified to the campus so that people know whom to approach for what. Information on roles, areas of responsibility, chargebacks, etc., needs to be disseminated to improve communication and efficiency.

Person(s) Responsible

University Relations
 Admissions
 Stout Alumni Association
 LTS-Multimedia, Video production and Photography
 TIS

Timeline

Needs to be established by person(s) responsible. It is necessary and doable that these recommendations be put on a fast-track time frame as the web is highly utilized by prospective students.

Note: the Chancellor has recently secured a consulting firm. All of these recommendations are tentative pending those made by the consulting firm.

Utilizing Print Media to Market Stout's Programs

The publications subcommittee reviewed all current publications related to admissions and academic programs. The following is a listing of the strengths, weaknesses and next steps in this area:

Strengths:

1. All programs now have information/marketing brochures that were developed by University Relations with the program directors.
2. All publications produced by University Relations have a consistent professional look (fonts, layout, etc.) and conform to the University identity policy

3. The University identity policy appears to be successful in creating a consistent look for publications and in helping to "brand" UW-Stout
4. All printed information is factually consistent with web information

Weaknesses/Concerns:

1. University Relations has a very limited budget for publications - basically they fund some of the undergraduate admissions materials for the admissions office. Other publications must be funded by the areas that use them (colleges, SOE, Graduate School, Career Services). There is not a consistent level of funding for publications across campus.
2. Because University Relations is not able to fund all publications, the publication process is "decentralized" across campus which results in inconsistencies (some units choose 4-color publications - others are not; some units choose to update their publications more often than others. For example, CHD and SOE print 4-color program sheets updated as needed, while Admissions versions of the program sheets are 2-color and updated every other year.)
3. Other universities (some UW System and particularly privates) appear to be producing more extensive and expensive publications.
4. The campus lacks a comprehensive plan in this area -- colleges/schools and Admissions (and other non-Academic units) should coordinate efforts in the area of print more closely.
5. Seek to recruit students of color and ethnic backgrounds via print media.

Next Steps:

1. There is a need for more research to indicate if/how much printed materials influence a student's decision to enroll at UW-Stout. We should determine if our publications and print advertising program is sufficient or not, and/or if we should be concentrating efforts on electronic media such as the website, e-mail, and radio and TV advertising.
2. There is a need to review the findings of the consulting group that will be reviewing all UW-Stout publications next semester to determine where improvements/changes may be recommended.

Person(s) Responsible

University Relations
Admissions
Stout Alumni Association

Timeline

As soon as possible!

Using Alumni to Recruit Students in Stout's Programs

Currently, alumni are not used specifically for recruitment purposes. The committee and subcommittee discussed utilization of alumni recruiters and developed a list of opportunities in which alumni could be used.

Identification of Opportunities

Determine appropriate ways to utilize Stout alumni to assist in the recruitment of new students and marketing career opportunities:

- As representatives at regional and national college fairs.
- For follow up phone calls to applied students in the same major.
- Through e-mail correspondence with prospective students.
- At receptions held throughout the state and the Minneapolis Metro area.
- Connect current students to alumni for mentoring, classroom and career activities

Recommendations

For immediate implementation and without going too far too fast we recommend that:

- Permanent e-mail addresses be given to our alumni.
- Also, that we develop an alumni profile to be housed on the alumni page of the UW-Stout website which our alumni could fill out in order to let us know in what ways they would be willing to be involved.
- To utilize alumni for recruitment efforts, an infrastructure that supports programs and program directors needs to be put into place.

Person(s) Responsible

University Relations
Admissions
Stout Alumni Association