

FACULTY TOOL KIT: MARKET IN MINUTES

CARTHAGE
COLLEGE

Easy Ways to Help Boost Recruitment in Your Area

Got 15 minutes?

Ask enthusiastic students to submit a Student Voices questionnaire.

See the questionnaire at:
www.carthage.edu/student-voices-form

WHY: Every academic website has a “Hear from Students” page, where current students share why they love studying that major at Carthage. These testimonials are popular with prospective students. Plus, we use students’ quotes in ads, brochures, recruitment emails, and so much more.

HOW: Check which students are currently listed on your site’s “Hear from Students” page. Then choose 5-7 other students who would do a great job representing your department. Send them an email inviting them to submit a Student Voices questionnaire. You can also send student names to Jackie Kenny (jkenny1@carthage.edu), but we’ve learned that students are more likely to complete the form when they’re asked by a faculty member.

Sample Email

Hi Marcus!

The History Department is looking for students to feature on our website and I think you’d make a great addition. Please take a few minutes to fill out this Student Voices questionnaire: www.carthage.edu/student-voices-form

Carthage’s Office of Marketing and Communications will add your profile to our website so prospective students can learn what it’s like to study history at Carthage.

Thanks for considering this. Reach out if you have any questions!

Ask standout alumni to submit an Alumni Spotlight.

See the questionnaire at:
www.carthage.edu/alumni-spotlight-form

WHY: Every academic website has an “Alumni Spotlights” page featuring successful graduates. These stories provide proof that a Carthage degree leads to great outcomes, reassuring prospective families that Carthage is the right choice. We use alumni testimonials in many marketing pieces.

HOW: Check which alumni are currently listed on your site’s “Alumni Spotlights” page. Then think about other alumni from your department who have found success since graduating. Ask them to complete our Alumni Spotlight questionnaire. Or, if you prefer, send their names and contact info to Jackie Kenny (jkenny1@carthage.edu).

Sample Email

Hi Julia,

I saw news of your recent promotion on LinkedIn. Congratulations! The Accounting and Finance Department is always looking for alumni to feature on our website to show prospective students what they can accomplish after earning an accounting degree from Carthage.

Would you be willing to be featured on our website? Here’s a link to our Alumni Spotlight questionnaire: www.carthage.edu/alumni-spotlight-form

Thanks for considering this. Please reach out with any questions!

Got 30 minutes?

Update your faculty profile.

Go to:
www.carthage.edu/update-my-faculty-profile

WHY: Our “Meet the Faculty” pages are among the most-visited pages within our academic websites. Prospective students want to know who they will learn from. Your online bio could encourage a student to choose Carthage.

HOW: Spend 30 minutes once a year reviewing your online profile and submitting any updates at the link above. Does your bio present your areas of interest and background in an engaging way? Is your research current? Have you shared why you love teaching? This is your chance to share your passion for your field and boast about your achievements. Potential students want to know!

The Carthage.edu website is the College’s most important recruitment tool. These quick changes can make your program more appealing to thousands of prospective students — in an hour or less!

More resources:
www.carthage.edu/marcomm

Got 30-45 minutes?

Submit department news to The Bridge

Go to: www.carthage.edu/bridge/submit

WHY: When you submit news to The Bridge (our campus news site and e-newsletter), you're actually submitting news to your department site and the Carthage.edu website. That's because your story doesn't *just* appear on The Bridge. It's re-published to each relevant program's news page, and selected stories appear on Carthage's News & Events page or even the homepage.

Prospective students want to join a vibrant, active academic community. If your department's news page doesn't have any recent news on it, students will believe your department is not active and may decide against Carthage.

HOW: Spend 30-60 minutes every few weeks writing up a Bridge story about something in your department: Faculty and students presenting research. A visiting speaker. A community outreach event. An exciting new course. It doesn't need to be long; just a headline and a few paragraphs will do! Submit it to The Bridge, and the MarComm team will do the rest.

Shouldn't MarComm write the stories?

We'd love to write all the stories for the Carthage website, and you're welcome to pitch your story idea to us, but it's going to take a lot longer that way.

*Consider the workflow: If we write the story, a writer will need to contact you to schedule an interview, spend an hour interviewing you, spend another few hours writing a draft, send the draft back to you for review, you'll need to spend time making edits, and so on. **This process takes weeks.***

*On the other hand, you can probably write up a pretty solid news story in less time than you'd spend sending us your initial email (not to mention being interviewed and reviewing/offering edits). Submit the story to The Bridge, and our team will make it live on your site — **often within an hour.***

We may choose to reach out and write a longer story for The Carthaginian, a media release, or another outlet. But this way, your news populates your website fast.

MORE WAYS TO MARKET YOUR PROGRAMS

Help MarComm send hometown news releases through Merit.

Interested in touting news of your students' accomplishments?

MarComm uses the highly effective Merit Pages tool to issue news releases to students' hometown media outlets. These releases often result in newspaper articles and other press coverage around the country. Merit also issues badges that families then share on social media, further spreading the word about your program and its offerings. Check it out at www.carthage.edu/merit

- Contact Mike Moore — mike@carthage.edu — for assistance with a Merit release for students who presented at a conference, won an award, participated in an internship or community service project, etc. Provide us with a list or spreadsheet including student first name, last name, and email address. We'll do the rest.

Partner with MarComm on a targeted advertising campaign.

Is there a high school conference or event for your discipline?

MarComm often targets specific ads at specific locations during specific times. For example: We aim theatre ads at students attending the Illinois High School Theatre Festival every January, and engineering ads at students attending regional robotics competitions. Ads are usually inexpensive (\$100 or less, paid for by MarComm!) but result in 10K-plus impressions and clicks to our website.

- Contact Olivia Nichter — onichter@carthage.edu — if you know of an event aimed at high school students in your discipline. Send Olivia the event title, location with address, event dates and times, and a brief description so we can target ads correctly. Make sure to give us at least a month's notice.

Regularly review your department website.

Is your website presenting your degree programs in the most exciting ways possible?

Our Majors & Minors webpages are how the majority of our prospective students research and select their top schools. Is the information on your website accurate? Do you have suggestions for better images or copy? While we invite all department chairs to review their sites during our "Web Update Windows" in April and September, we work to improve recruitment-focused sites year-round.

- Contact Jackie Kenny at jkenny1@carthage.edu if you'd like to improve your website.

Ready for more?

Are you ready to dive into recruiting students?

- The Office of Marketing and Communications is often able to work with departments that are ready to ambitiously and actively promote their programs. Contact Elizabeth Young for potential next steps at eyoung@carthage.edu
- The Office of Admissions may be able to assist you with marketing emails to prospective students who have expressed interest in your major, or in a major-specific info session or visit day. Contact Ashley Hanson at ashley@carthage.edu