

SESSION

SESSION

TUESDAY, NOVEMBER 10
Preconference Sessions

12:00

Registration

2:00

Graduate Students and Customer Service – What Does it Really Mean

Brenda Harms, Principal Consultant, Stamats

In today's highly competitive graduate school market place we are seeing a shift in how graduate students are being recruited and retained at institutions across the country. In this highly interactive session, participants will review their institutions process for providing communication and service to these prospective students from the moment they inquire until the day they walk across the stage at graduation. If you find your institution competing with a variety of other graduate programs, including for-profits, this session will help you to identify ways to differentiate the experience that your graduate students have and help you to enroll more students.

Participants are invited to bring any materials that they supply to graduate students for review.

Developing a Graduate-Focused Marketing Plan

Dr. Robert A. Sevier, Senior Vice President for Strategy, Stamats

This session will begin with an in-depth review of integrated marketing and explore how IM differs from promotion and how it relates to strategic planning, brand marketing, recruiting, and fundraising. We will then discuss the relationship of graduate marketing to undergraduate marketing and explore opportunities and obstacles for integration. Finally, we will review the steps for writing and managing an integrated marketing plan at the graduate level. Information on conducting a situation analysis, setting goals, developing strategy, budgeting, evaluating programs, and options for increasing faculty support of marketing will also be presented.

4:30

Dinner on your own

WEDNESDAY, NOVEMBER 11

Registration and Continental Breakfast

7:30

9:00

Welcome, Introductions, Conference Overview

Dr. Brenda Harms, Principal Consultant, Stamats

9:30

Adult StudentsTALK® Research and Q&A

Dr. Brenda Harms, Principal Consultant, Stamats

Based on Stamats' 2008 *Adult StudentsTALK®* research, this session will review the data on the types of things that graduate students value most when they are making their college choice, where they go to find information, their preferred program delivery modes, the services they would like to have, and what types of barriers get in their way.

11:00

Break

11:15

An Integrated Approach to Marketing Online Graduate Programs

Kara Henry, Marketing Manager, Penn State, and Caroline Pryor, Online Marketing Associate, Penn State

In 2008 Penn State World Campus celebrated its 10th year of providing high quality online education programs to adult learners. This session will highlight some approaches used and challenges faced in marketing graduate programs in an increasingly competitive online education environment.

12:30

Lunch on your own

2:00

So You are Thinking About Adding or Cutting a Program

Becky Morehouse, Vice President, Research and Marketing, Stamats

This session will look at various options for helping you position your curricular and co-curricular programs and activities so they 1) help differentiate your institution or programs from your competitors, 2) attract more students, and 3) increase the flow of revenue to your institution. We will cover such things as:

- Conducting an academic program marketability audit
- Key datasets to collect and analyze
- Developing a business approach to new programs
- Assessing the competitive and demographic landscape
- Place decisions
- Price decisions
- Waxing and waning programs
- Creating a segmented marketing and recruiting strategy

Limited Human and Financial Resources

Dr. Ed Hucceby, Associate Vice President for Academic Affairs, Northeastern State University – Broken Arrow Campus, and Jerrett Phillips, Director of Enrollment Management, Northeastern State University – Broken Arrow Campus

How does a branch campus that opened in 2001 exceed the graduate enrollment of the main campus on a shoe string budget and limited human resources? This session will share the exciting eight year story of the success of Broken Arrow Campus of Northeastern State University – Broken Arrow, due in significant part to its graduate enrollment. This campus has had a very limited marketing budget and has been forced to utilize creative measures to achieve their enrollment success. If you find yourself in a position of not having a large marketing budget and a small number of staff, this session will share examples of how one campus has been able to grow despite their limitations.

3:15

Break

3:30

Lessons To Be Learned from the For Profit World

Julie Staggs, Senior Client Consultant, Stamats

Other than the money, what makes for profit institutions different? It is their *mindset* that makes a difference in their recruitment and interaction with the students. Seeing students as customers, mastering high-tech high-touch communication methods and keeping their finger on the pulse of employer needs and job market dynamics all add to their success. This session will provide examples of tactics to accomplish what the for profit institutions do—*continued growth*.

4:45

Conference Adjourns for Day

5:30

Reception

7:00

Dinner on your own

THURSDAY, NOVEMBER 12

Continental Breakfast

7:30

9:00

Signal to Noise: Moving from Conversation to Conversion

Todd Gibby, President, Intelliworks

This session will address the myriad of changing conditions and challenges in the continuing education space. Intelliworks CEO, Todd Gibby will address 6 key points for fostering conversation and building relationships with prospective students through traditional and social media, and show how institutions all around the country have leveraged technology to create quality conversations online about their brand. Learning outcomes include:

- How to address the challenges of marketing continuing education in today's economic environment
- Why students' value increases after they leave your institution
- How to engage your constituents in an open and authentic discussion around your institution

10:15

Break

10:30

Reaching and Engaging Graduate Students Online: Interactive Strategies and Tactics

Matt Arnold, Senior Interactive Media Consultant, Stamats

Whether it's traditional interactive campaigns, viral marketing, blogs, or the progressive use of social media, the Web is one of your most important graduate student recruitment tools. How do graduate students find your institution? How do you make your content useful and relevant for them? How can you turn lurkers into engaged prospects? In this presentation we'll tap into Stamats' proprietary research – along with best practices and our decade-plus experience in Web site development—to provide you with strategies, tactics, tips and hints to maximize your use of interactive media. This session will provide you with a quick review of useful interactive tools, the core elements of an effective Web presence, and an overview of the resources you'll need to leverage your interactive marketing efforts.

11:45

Panel Discussion with the Stamats Team

Charles Reed, Eric Sickler, Sabra Fiala, Brenda Harms, Becky Morehouse, Julie Staggs

12:30

Lunch on Your Own

2:00

Marketing Graduate Programs in a Highly Competitive Environment

Dr. Charles Bird

Vice Provost for University Outreach and Professor of Psychology, Ohio University

How do you develop and market graduate programs that are unique in today's rapidly changing and fairly saturated market? Dr. Bird will share with participants a few models that Ohio University has experienced success with, as well as challenge participants to think about their marketing strategies for programs or delivery modes that are different than the norm.

Maximizing Your Resources: New Strategies for Graduate School Marketing, Recruitment, and Community Building in Challenging Times

Michelle Adams

*Assistant Director for Admissions, Marketing, Media Relations, & Events
Fordham University Graduate School of Education*

This session deals with how to make the most of your human and financial resources to maximize the effectiveness of your marketing and recruitment strategies for graduate school enrollment. In challenging economic times, with limited resources and an ever-increasing need to market multiple programs and schools, innovative utilization of technological and human resources can help to build enrollment and an authentic school brand. Using data management systems, targeted advertising strategies, e-mail technology, social media, and built-in student and alumni resources, you can employ a more effective marketing strategy for prospective students, without maxing out your budget or your staff.

3:15

Break

3:30

Social Networking – Making It Work

Fritz McDonald, Vice President for Creative Strategy, Stamats

As a social and cultural phenomenon, social media—a term that includes the full range of social networking sites—is transforming nearly every aspect of digital communication. Many graduate schools would like to embrace it as a new marketing tool, but they are not sure how to use it to achieve recruiting goals. In spite of this, social media may be ideally suited for the graduate student market. This session will give you a quick review of the most useful social tools, the core elements of an effective social media strategy, and an overview of the resources you'll need to integrate social media into your graduate student marketing. Ultimately, you'll walk away with new ideas that will help you connect and build productive relationships with your target audiences.

4:45

Closing Remarks/Top 10 Takeaways

REGISTER TODAY