New Program Launch & Marketing Panel Discussion

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Session overview

• Explore advertising, recruiting, & enrolling challenges when your nursing department starts a new program track

• Panel discussion to include – how to improve interdepartmental communication between nursing, marketing, admissions, & recruiting
Let’s get started!

What are the challenges we face when starting a new program and how do we manage those and still be responsive to the fast paced changing needs of our market?
Questions & challenges of starting a new program

- Faculty are out there talking it up before it's approved, or ready to go
- You hear from someone in the community you are offering a new program & you have heard nothing about it yet...
- Department wants to start a program because one of the faculty has an interest in the area
- Department wants to start a program & the university doesn't want to release additional resources
- University processes are so slow, that by the time the proposal gets through all steps – there is no time to develop marketing materials/implement a marketing campaign before first deadline
Who are the players?

- Marketing
- Department of Nursing
- Admissions
- Webmaster
- Business office
- Registrar
- Accrediting bodies
- Prospects
Marketing

• Research, needs assessment, focus groups and suggest a program
• Recruiters provide feedback to marketing department
• Use marketing data that doesn’t represent/reach your nursing funnel?
• Take money from current marketing budget to launch new program campaign
• Need 2-3 months to develop & deliver marketing materials
• Pieces provide info without giving everything away
Department of Nursing

• Has to create curriculum, obtain faculty, get approvals – regional? Board of Regents? Board of Nursing? CCNE? Etc.
• Decide what admission criteria they want
• Give input into the term they want program to start (consider workloads)
• Determine clinical placement & project when it’s first needed – can it be done?
• Graduate handbook and graduate catalog- update
Admissions

• Need to build codes, attributes & checklists into secured data systems, applications & contact relation management tools (CRM)
• Ensure all parties involved have access to CRM – recruiters, program reps, etc.
• Create communication plan, create email templates, create filters for communication plan, dashboards, etc.)
• Train recruiters
Webmaster

- Have to submit the content for program pages to ensure loaded in time
- Provide links needed for other webpages involved in program/admission
- Set go live date
Business office

- Need to calculate tuition & costs
- Build codes into their data systems
- Addend the business office website with tuition & costs
Registrar

- Need to build attributes & codes
- Build audits needed
- Rooms availability?
- Addendum to current graduate catalog
Accrediting Bodies

- Proposal Approval Process
- State agencies – Board of Regents
- National agencies – CCNE, etc.
- Set timeframe
- Personnel changes at the accrediting bodies
Prospects

- Decision making process
- Financial obligations: financial aid, tuition reimbursement, out of pocket
- Scheduling concerns: family & work
Do you have a procedure or policy that includes all the players?

What can you do now to help facilitate communication?
New Program Development & Launch Process

- Recruiting
- Pre launch marketing
- Pre launch admissions
- Off campus approval
- Campus approval
- Campus development
- LAUNCH