Building A Master Communication Plan

2018 GNAP

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Our Team

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Director of Enrollment & Recruitment

Zach Nichols M.Ed
Recruitment Specialist

Ashley Thomas
Recruitment Specialist

Helen Jones-Toms MNO
Assistant Dean of Marketing & Communications
Part A:
Getting the Word Out
Marketing

Part B:
Getting the People In
Recruitment
Overview

• Global branding issues & solutions
• Who are we?
• What are the challenges?
• What we needed?
• Building the communication plan
• Outcomes
• Evolving the plan
Part A: Marketing Overview

Getting the Word Out

1. Everyone is Responsible for Brand
2. Collaborating for Key Messaging
3. Tools of the Trade
4. Brand Lift to Help with Recruitment
Part B: Objectives

Getting the People In

1. Share ideas and for a strategic enrollment plan
2. Introduce strategies to increase yield
3. Map out the workflow through collaboration
Part A

Getting the Word Out
Why is a Marketing Person at GNAP?

Because Brand Is Everyone’s Responsibility
FPB Marketing & Communications

- Dean
- General Awareness
- Media Relations
- Alumni Relations
- Development
- Research
- & Recruitment
Part A: Objectives
Getting the Word Out

1. Everyone is Responsible for Brand
2. Collaborating on Key Messaging
3. Tools of the Trade
4. Brand Lift to Help with Recruitment
The Brand Across the School

While the message is targeted for each group... the brand is still strong
In 2011
Described as
At the Forefront
Of Nursing in
• Education
• Practice
• Research
Our Assets

8200+ alumni

Live in all 50 states

• 40% in Ohio
• 74% east of the Mississippi River
• 8% on West Coast:
  o California, Oregon, Washington

50+ Countries Worldwide
In 2011
Described as
At the Forefront
Of Nursing in
• Education
• Practice
• Research
Part A: Marketing Overview

Getting the Word Out

1. Everyone is Responsible for Brand
2. Collaborating on Key Messaging
3. Tools of the Trade
4. Brand Lift to Help with Recruitment
A Complicated Identity

Local Nursing School & World-Class Research University

Regional Healthcare Providers & International Healthcare Leaders

Educate of Future Nurses & Innovate of Nursing’s Future
National, Regional, Local Market

40+ campus-based Ohio nursing schools
• 23 CCNE-accredited MSN
• 12 CCNE-accredited DNP

2 schools within 20-minute drive
6+ within 60-minute drive

Drive 2 ½ hours... into Columbus
Or Pittsburgh

....... plus, online programs
Grad Students Choose FPB Because...

Factors Influencing Their Decision
Scale 1 to 5 with 5 most influential

Produces National Leaders 4.20
Major Healthcare Affiliations 4.00
Unique Curriculum 3.70
US News Rankings 3.50

Surveyed 510 students with 167 responses
33% response rate (thank you Amazon.com)
PhD Students Choose FPB Because...

Additional Factors Influencing Their Decision

Scale 1 to 5 with 5 most influential

Research Opportunities 4.26
Academic Support & Mentors 3.94
Working with Specific Profs 3.71

19 of 40 PhD students responded
48% response rate
# Surveys Drive Key Messaging

## Recruitment Communications Plan
- Produces National Leaders
- Major Healthcare Affiliations
- Unique Curriculum
- US News Rankings
- Research Opportunities
- Academic Support & Mentors
- Working with Specific Profs

## Tagline
- Learn.
- Care.
- Lead.
Part A: Marketing Overview

Getting the Word Out

1. Everyone is Responsible for Brand
2. Collaborating on Key Messaging
3. Tools of the Trade
4. Brand Lift to Help with Recruitment
Right Tool for the Job
Local & Regional Market

10,000 Nurses in University Circle

20 min (1.0 mi) via Euclid Ave

Directions
Local & Regional Market

Local PBS sponsorship
• Call the Midwife
  o driving distance
• Downton Abbey
  o Thanksgiving Marathon
• Leaderboards

College Newspapers
Pandora
Airport Kiosk
National: Print Advertising & Digital
• Migrated into Mobile Optimized System
• Migrating Again this spring!
• Focused on Recruitment
• Using an SEO firm to improve Key words
• More with Digital Marketing
Social Media

Facebook: 11,120
Twitter: 3,339
Instagram: 633
Part A: Marketing Overview

Getting the Word Out

1. Everyone is Responsible for Brand
2. How to Develop Key Messaging
3. Tools of the Trade
4. Brand Lift to Help with Recruitment
A Little Help from Your Friends

Marketing’s Many Collaborators

• Pooling resources
• Leveraging Success
• Result: Brand Lift
Part B: Objectives

Getting the People In

1. Share ideas and for a strategic enrollment plan
2. Introduce strategies to increase yield
3. Map out the workflow through collaboration
Challenges

• Silos
• Misperceptions/misconceptions
• Slow response
• Inconsistent response
• 3 entry terms
Assets

- World renowned faculty
- CRM
- 3 teams working
  - IT
  - Student Services
  - Marketing

Caron Peoples
Technology Director

Jackie Tepale
Application Coordinator
What Did We Need?

• Consistent, cohesive communication
• VIP page
• Inquiry process for leads
• Address individual program needs (5)
WAYMISH

We created our own obstacles
Building The Plan
Timeline

Create blueprint

Recruitment creates content

Workflow meeting

Final drafts approved

IT plug into Hobsons

Com plan goes live

March
Initial brainstorming meeting

April
“pitch” com plan to marketing, IT, program dir.

May
Marketing adds creative

June
Submit to program dir.

July
Com plan is tested

August

September

Com plan goes live

Com plan is tested

IT plug into Hobsons

Submit to program dir.

Marketing adds creative

 Workflow meeting

Final drafts approved

Recruitment creates content

Create blueprint

Initial brainstorming meeting

“pitch” com plan to marketing, IT, program dir.
Brainstorming
Workflow Steps

Step 1: Recruitment Designs Content

- What emails say
- Who they’re from
- Order
- When
- Inquiry/Applied
Meet Your Enrollment Team

Dear [Name],

Thank you for your interest in FPB! You want to pick the right nursing school for you, and we can help! Our job is to help you discover all that FPB has to offer.

We can help you:

- Set up a visit to campus: [link]
- Assist with your application and admissions process
- Answer questions about our nursing programs
- And anything in between!

Check out where we’re travelling near you: [link]

Apply now: [https://nursing.case.edu/apply/graduate-entry-program/](https://nursing.case.edu/apply/graduate-entry-program/)

Please contact us with any questions about FPB. We look forward to working with you throughout the enrollment process!

Sincerely,

Your FPB Enrollment Team
Step 2: Recruitment Submits Content to Marketing

- Pictures
- Color
- Interactive links
- FPB logos
- Signatures
Step 3: Marketing Submits to Recruitment

- “Is this what you had in mind?”
- Review
- Revisions
- Approval
Step 4: Program Director Approval

- Preferences
- Correct information
- Revisions
- Approval
Dear [Name],

Thank you for your interest in the Graduate Entry (MN) Program at The Frances Payne Bolton School of Nursing! The Graduate Entry Program is specifically designed for students with non-nursing educational backgrounds who are seeking a master's degree in nursing.

Graduate Entry Nursing Program Highlights:

- Two-year full time program
- MN students complete over 1,100 hours of clinical experiences
- 95% pass rate on NCLEX
- Earn up to 15 credits toward MSN majors

Apply today! Start your application here: https://nursing.case.edu/apply/graduate-entry-program/

Questions? Contact us!

Director of Recruitment
Kristi Lehmer
216.368.1794
Kol488@case.edu

Recruitment Specialist
Zack Nichols
216.368.5981
Zen3@case.edu

*picture of Kristi, Zack, new recruiter*
Step 5: Final Approval

• Marketing & Recruitment
• “Is this ready to send to prospective students?”
• Final draft approval
I'm delighted to see that you've started your application for the Graduate Entry Program at The Frances Payne Bolton School of Nursing at Case Western Reserve University. Now that you’ve started your application, make sure you submit your remaining application materials (transcripts, test scores, recommenders, etc.) to:

- FPB Admissions Coordinator
- 2120 Cornell Rd. Cleveland, OH 44106
- Email: admissionsfpb@case.edu

For your convenience here’s the MN application checklist. You can track what we have received via your VIP page, click here, to login to see your checklist. Your login name is (#Login#). To complete your application, click here.

If you have further questions, feel free to contact me at: 216.368.3740 or email at: mjl22@case.edu.

Sincerely,
Molly Jackson
MN Program Director

Questions? Contact Us!

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<thead>
<tr>
<th>Director of Recruitment</th>
<th>Recruitment Specialist</th>
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<tbody>
<tr>
<td>Kristi Lehmer</td>
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<td>Ashley Thomas</td>
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Step 6: Emails submitted to IT

- HTML entered into Hobsons
- Two tracks (inquiry/App)
- Test
- Go live!
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Evolving the Plan

Maintenance
- Reset Communication Plan Annually
- Changing Deadlines

Updates
- New Program Director Preferences
- Updating Program items; Rankings

Next Steps
- Implementing MSN, DNP and PhD Communication Plans
- Formulating Respective Plans to Fit Program and Demographics
Other things to consider...

• Alternatives
• Consider partners that are appropriate to your needs
Outcomes

- Enrollment Yields
- What Worked
- Continued Improvement
- Evolving the Plan

“Answered all my questions”
“Easier to navigate than other universities”
“Great Communication”
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<tr>
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<td>(final June 1st, 2016)</td>
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What Worked

The Process

Team building  Interact with different departments
Learn about other departments  Face to face!

The Effects

Reduce Redundant Emails  Constant Touches (7-10 days)
Improve Yield  More Informed Applicants
Continued Improvement

Not establishing the workflow in advance
Having meetings without the everybody involved

The Process

Missing Minutes
Missing Meeting Agenda

The Effects

Maintenance workload
Annual reset of plan

Make it hard to break up!
Don’t lose the personal touch!

FRANCES PAYNE Bolton
SCHOOL OF NURSING
CASE WESTERN RESERVE
UNIVERSITY
Did we...

1. Share ideas and for a strategic enrollment plan?
2. Introduce strategies to increase yield?
3. Map out the workflow through collaboration?
Questions?