

Developing Scalable In-House Marketing/Recruitment That's Both Automated & Personalized



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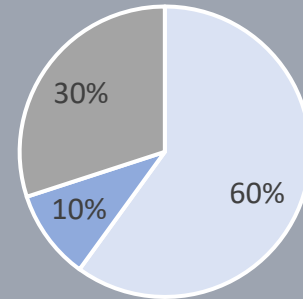
Session Topics

- Automation / Personalization mix
- Maximizing 'people power' with technology
- Use of recruitment & communication tools
- Communication plan development
- BU MET OPM to Insourcing transition
- Opportunities for growth
- Poll questions throughout!
- Discussion at the end

Q&A

Metropolitan College

- Mission of Access
- 1st Online division at BU (2002)
- Flexibility (modality, pace, program)
- Largest & most diverse graduate school

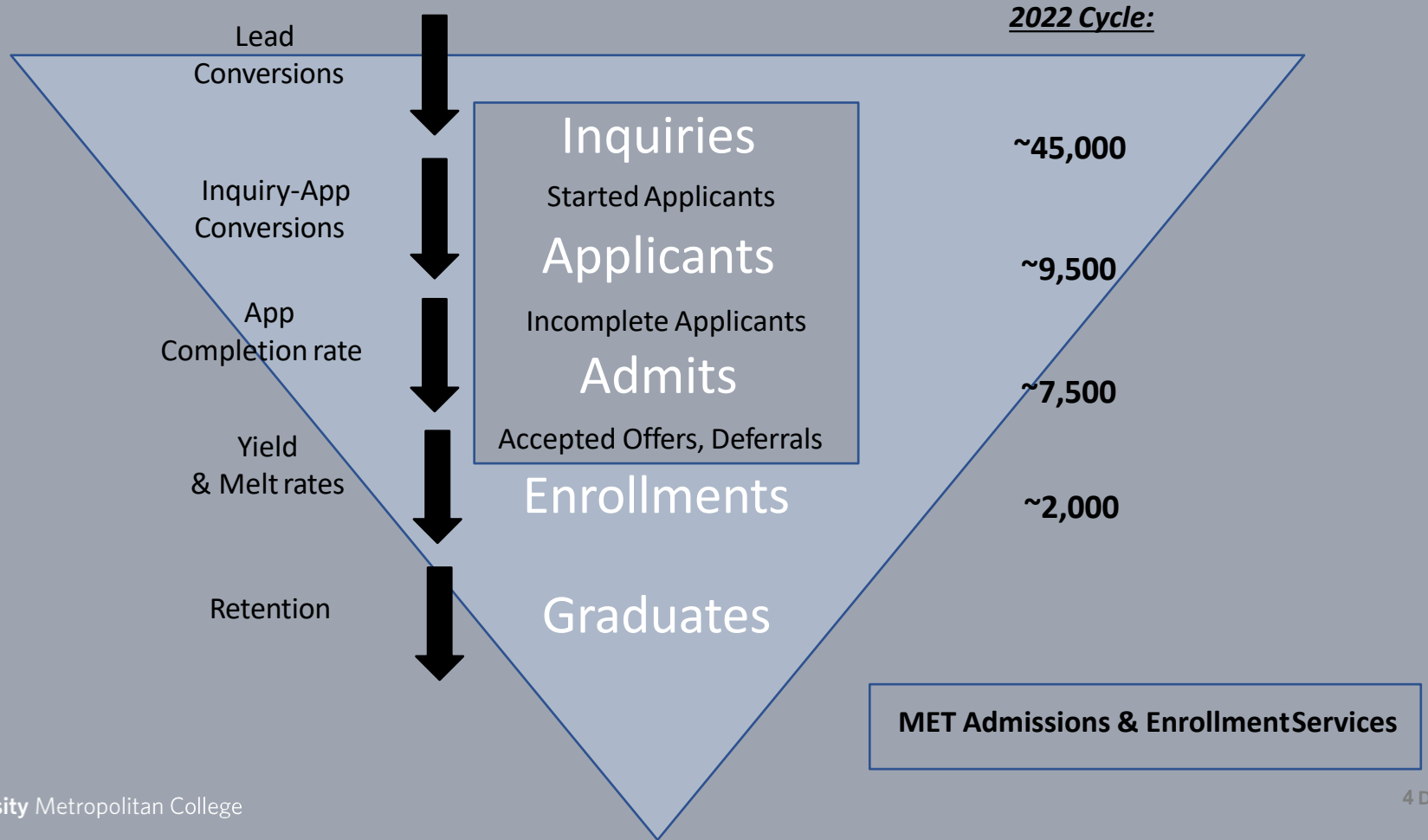


Insourcing Transition

- Ended OPM in 2017
- Insourced digital marketing
- Created a centralized admissions team
 - 10 Graduate Admissions Advisors
- Merger of online and on campus recruitment and admissions
- Created a Data & Analytics Team
 - PowerBI Dashboards for conversion analysis
 - CRM (EMP)
 - Applicant Portal (WebAdmit)
 - SIS (BU University Information System) transitioning to Campus Solutions ('23-24)



The Graduate Admissions Funnel:



Graduate Admissions Advisors

- Specialized from point of hire and throughout onboarding process
- Specialization → Expertise → Efficacy



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LINGUISTICS

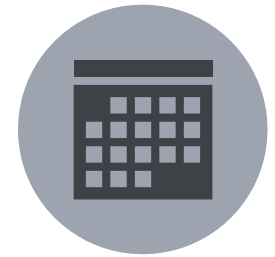
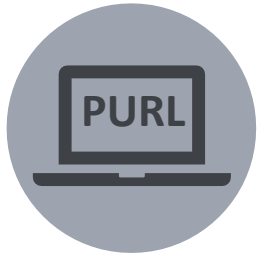


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Faculty / Admin Collaboration

- Virtual & in-person events
- Faculty-vetted student & alumni admissions ambassadors
- Enrollment & Marketing Meetings
- Open channels of communication for faculty to field prospective student questions





Tools for Communicating



Home

Applied Business Analytics

How to Apply

Employee Benefits @ BU

Tuition and Fees

MET College Events

Ask a Question

Connect with a Student / Alum

Connect with an Admissions
Advisor

◀ Evening Information Session - In Person ▶
Sign up for the next available date: 6/21/2023

Hello, Andrew

Welcome to your BU MET personal page.

This site offers you direct access to information about Boston University Metropolitan College, your academic program of choice, upcoming events and other information you may need to help you learn more about the unique benefits of a BU Education.

Metropolitan College is one of Boston University's 17 schools and colleges. Our more than 70 programs are designed to accommodate a diverse group of students including working professionals, career changers, and recent graduates motivated to advance their careers through higher education.

We encourage you to peruse your personal page and contact the Enrollment team (met@bu.edu or 617.353.6000) to ask any questions you may have as you discover more about Boston University Metropolitan College.



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Schedule a Phone or Zoom
Call



Personal URL



Example: *Inquiry Stage*

- A dynamic resource through the admissions process
- Easy ways to connect with their Graduate Admissions Advisor
- Can share and update information about themselves

Personal URL



Example: *Applicant Stage*

- Application Requirements
- Link to Application

Home

Applied Business Analytics

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How Do I Apply?

Applicants to master's degree and graduate certificate programs must have earned a bachelor's degree from a regionally accredited institution prior to enrollment. Graduate Admissions Committees meet on an ongoing basis. Admission is normally granted for September, January, and May of each year, with additional starts in October, March, and July for most online programs.

[Click here](#) to watch a recording of our "Application Inside Scoop" Webinar.

A complete application for admission must include:

- Transcript(s) from each college and graduate school attended.
 - Unofficial transcripts can be submitted with your application for the admissions process.
 - Official transcripts conferring your degree(s) will be required prior to enrollment, sent electronically to BU MET via a vendor such as Parchment or in an email to metadmit@bu.edu.
 - International students should review the [transcripts section](#) of our international student application page. It is recommended that official evaluations be provided for international transcripts.
- Two letters of recommendation.
 - For applicants who graduated within the last 3 years, one letter must come from an academic reference.
 - Please supply the contact information for recommenders within your application. Recommendations may be submitted after you submit your application.
- A personal statement (200-500 word essay) discussing your motivation for study
- A current résumé/CV
- English Proficiency Exam (for international students): International students should review the [English Proficiency section](#) of our international application page.
- A non-refundable application fee (\$85 for master's degree application, \$25 for graduate certificate application).

GRE/GMAT exams are *not required* for admission to graduate programs at Metropolitan College.

Please be aware that transcripts and letters of recommendation can be added to your file after submission.

International students should refer to the [international student application page](#) to learn more about transcript evaluations and English Proficiency requirements.



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Schedule a Phone or Zoom
Call

Admitted Student Webinar
Sign up for the next available date: 6/14/2023

Congratulations on your acceptance to MET, Andrew!

Once you accept our offer of admission, you will officially become part of Boston University Metropolitan College—a vibrant and engaged community of students, faculty, and alumni. As a research university, we embrace our history, fearless innovation, and progressive diversity of thought to keep education on the leading edge. You'll find that the integration of scholarly work and educational technologies makes for a challenging and unique experience. [Click here to view your admissions packet.](#) If you need additional information before making your admissions decision, please contact your academic department.

Please respond to our offer of admission using the form below. Congratulations again, Andrew, and welcome to MET.

Do you accept the offer of Admission? *

Admissions Offer Comment

Please indicate why you are declining the offer or what additional information you need in order to make your admissions decision.

Go >



Personal URL



Example: Admitted Stage

- Welcome video
- Can respond to offer
- Next Steps

Automated Emails



- Out of CRM (EMP)
- Welcome Email from GAA
- Nurture Campaigns
 - Prospect – Purchased Lists
 - Inquiry
 - Admitted Students
- Blast campaigns
 - Admissions Communication / Deadlines
- Replies sent directly to Graduate Admissions Advisor
- Can view open rates, click-through rates



Hello from Boston University's MET College! I'm Dana, your Grad Admissions Advisor following up on your interest in the Supply Chain Management Graduate Certificate program. Click here to schedule a phone appointment with me: met.bu.edu/{Unique PURL}

Text Messaging



Calling



- First Call
- Follow Up
- Call Projects
- Calendly Appointments



Consultative Advising

- Applicant auto-assigned to GAA at point of inquiry
- **Listen**
 - What do they hope to accomplish by earning their degree?
 - On-campus or online learning?
 - How do they plan to finance their education?
- **Counsel**
 - Recap what they shared
 - Transition to discussing MET as a solution
- **Sell**
 - MET-specific talking points
 - Next steps to apply



**Customized
Introduction**



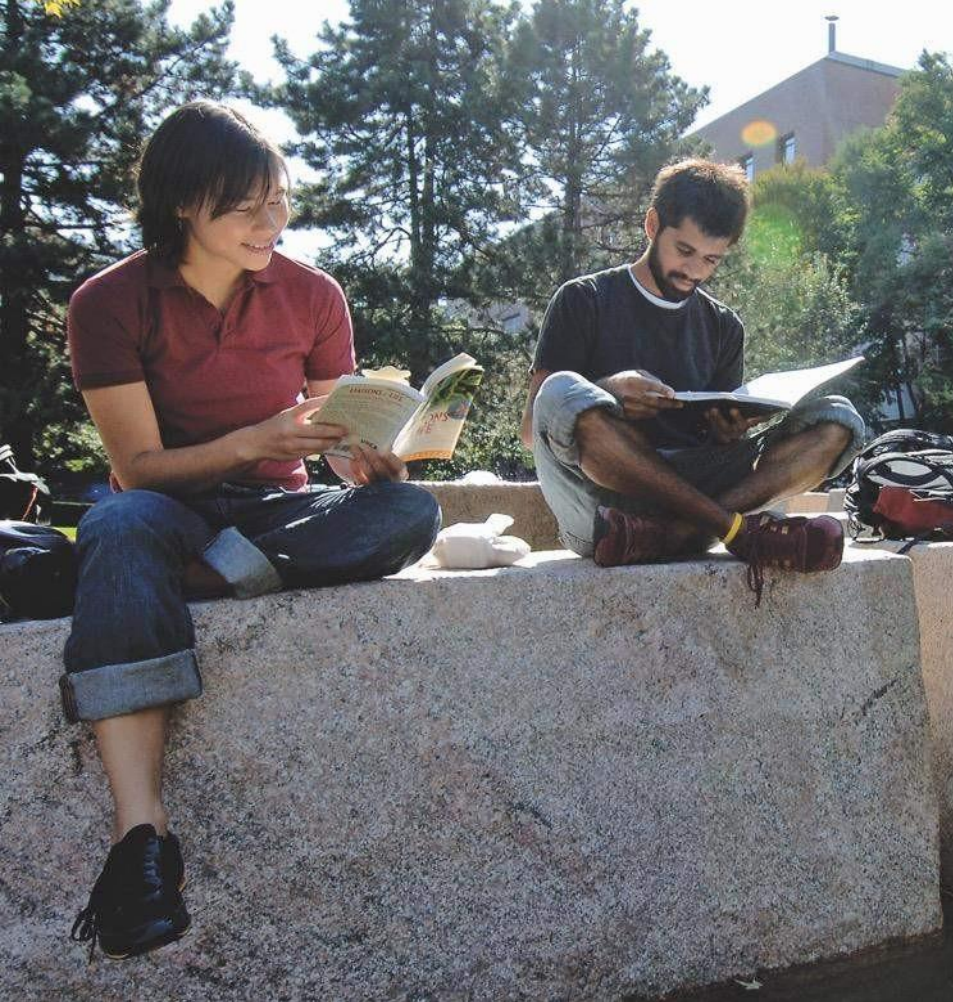
**Student
Discovery**



**Personalized
“MET”
Discussion**



Next Steps



Customizing Communication

Start Date

Entry Term

What semester would you like to begin classes?

Entry Year *

What year would you like to begin classes?

Communication

Preferred Method of
Contact

How can our admissions team best reach you?

Primary Phone *

+1 : Canada; United States c

Primary Phone

I'd like to receive text and voice messages to this number and I have read the opt-in policy.



Events

Types

- General Admissions, Financing, Program-Specific
- Webinars & On-Campus Info Sessions
- Department events












Communication

- Event Nurture Campaign
- Targeted email invitations
- PURL
- MET Event Calendar

CRM Group Builds

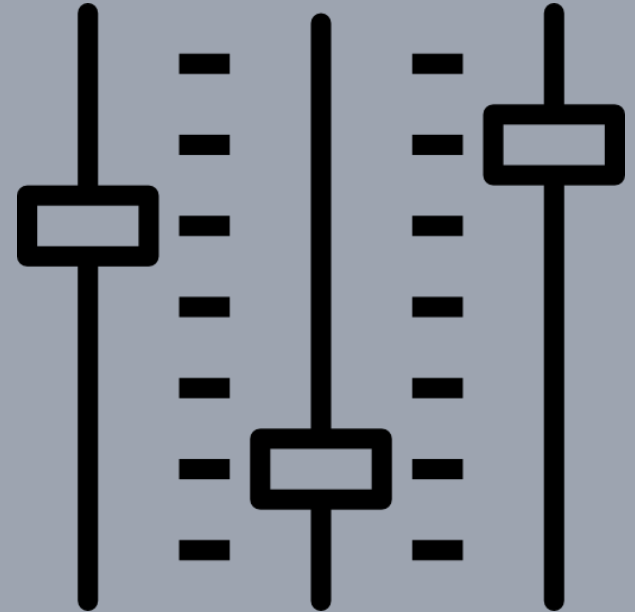
Field	Measure	Value
Stage	In the set	Started Application - Close to Submission, Started Application - Not Submitted
Entry Year	Equals	2023
Grad Program of Interest	Does not equal	
Location of Study	Equals	Online
Entry Term	Equals	Spring
Type of Program Interest	In the set	Master's Degree, Graduate Certificate

Putting it all together...

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
 Inquiry Form			 Calendly		 BU Intro		
	 WhatsApp				 Dept Welcome	 Event Drip	
	 Program Intro						
		 App Details					
			 Format	 Webinar			

Measuring Success

- Evaluate performance in the context of factors within our control
- Frame monthly numbers as a strategic tool
 - What is and is not effective about our outreach approach? What can we change?
 - Adjusting daily practices according to patterns
- Develop targeted outreach projects to meet goals in our priority demographics



Power BI

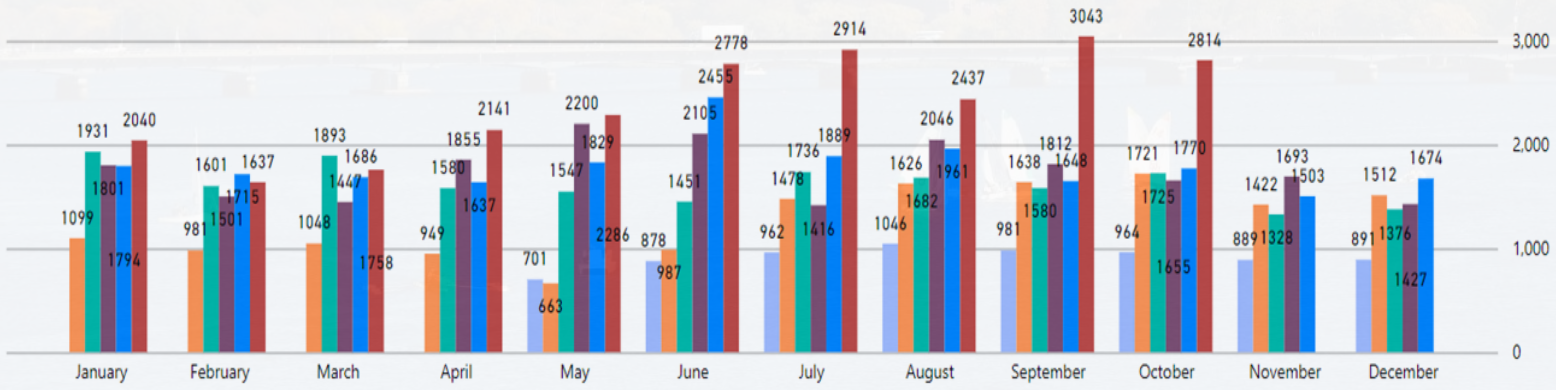
Total Inquiries
108233

Location of Study: Multiple selections
 Program of Interest: All
 Department: All
 Year: All
 Month: 5/1/2017 - 10/30/2022

Campaign Name: All
 Campaign Dom/Int: Dom
 Country of Inquiry: All
 First Contact: Multiple selections

Landing Page: All
 Grad Program of Interest: All
 Interest Grad/Undergrad: All
 UG Program of Interest: All

Inquiries By Month/Year 2017 2018 2019 2020 2021 2022

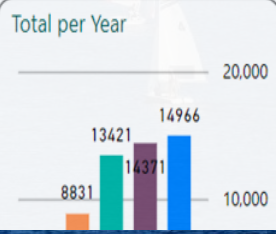


Paid Search Filter (clear First Cont...)

All

Month

Multiple selecti...

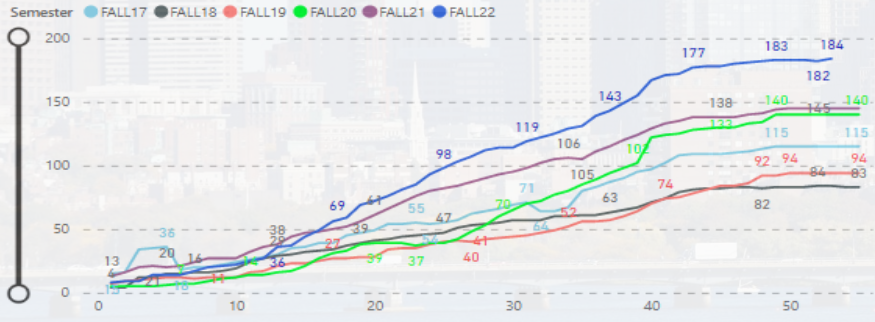


Power BI

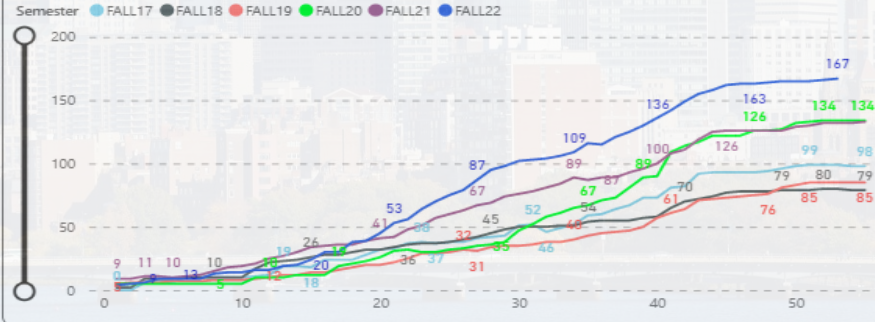
Department: Criminal Justice program | Degree Program: All | Country of Citizenship: All | Degree Location: Multiple selections | SemesterType: FALL | Applications Week Range: 1 to 55

Concentration/Certificate: All | Include/Exclude Deferrals: All | Dom/Int - Current Country: All | Gender: All | Semester: All

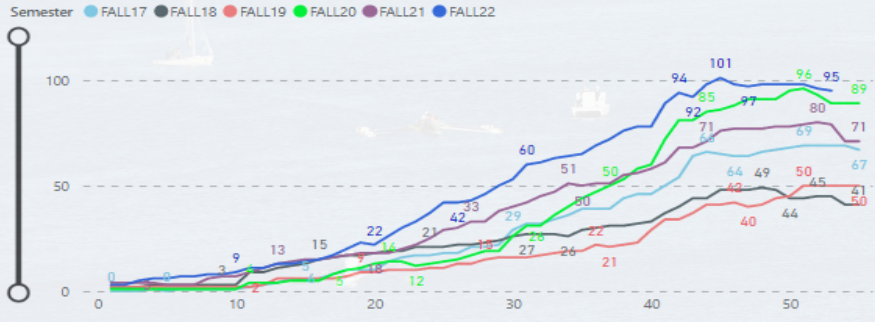
Applications by Semester



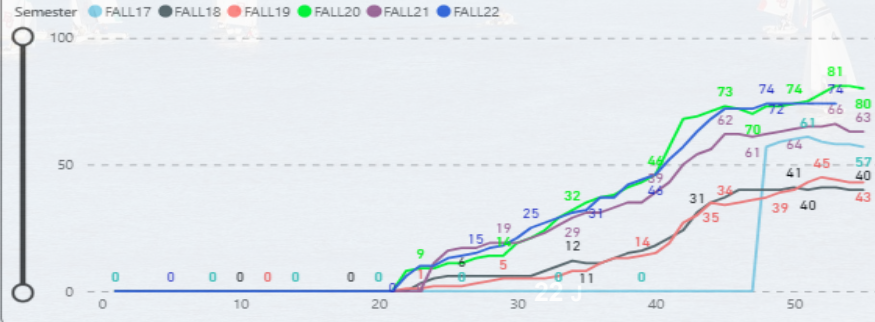
Admitted by Semester



Accepted Offer by Semester




Registered by Semester



Opportunities for Improvement

- Communication Plan
 - Drip campaign content & timing
 - Volume of outreach in first 30 days
- PURL content and design audit
- Workload equity across advising team
- Video content (short and long)
- Print expansion
- Unibuddy student connection platform expansion
- On-Demand webinar downloads



- 
- *How do you balance automation with personalization?*
 - *What consultative approaches will work for your recruitment?*
 - *How do you leverage your communication tools?*
 - *What does our communication plan look like?*
 - *What targeted / seasonal / project-based outreach efforts (with aged leads?)*