



# Stop! Collaborate & Listen: Partnership between Enrollment Events & Communications

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# FUTURE JAGUAR DAY

## Timeline



### PHASE 1

Strategic Collaboration



### PHASE 2

- Understand your Audience
- Tailored Marketing and Programming



### PHASE 3

- Launch effective post communications
- Data Analysis

# Phase 1: Big Picture Planning



PHASE 1

PHASE 2

PHASE 3

Strategic collaboration with internal and external campus partners to create buy in to reach enrollment goals

# COLLABORATION

## ASSESSMENT + ACTION PLAN

### SET CLEAR GOALS + EXPECTATIONS



#### ■ Identifying partners & key stakeholders

- What to consider
- Internal vs. external partners
- Working with Academics & Faculty

#### ■ Creating Buy-In

- Using past data strategically
- Aligning to university/college and partner strategic plans and goals
- Benefits of joining

#### ■ Hand Off of Information

Manage internal teams and external support

#### ■ Monitor and Maintain

Address issues, keep creative moving and capitalize on opportunities

# Phase 2: Know Your Audience



PHASE 1

PHASE 2

PHASE 3

Understanding and tailoring marketing, communication, and programming to your general audience and special segments

# COLLABORATION

GET CREATIVE & STRATEGIC

EMPOWER KEY STAKEHOLDERS & PARTNERS



## ■ Program tailored to target audience

- Appealing to the masses vs, creating individual experiences
- Alignment with enrollment goals + exploring new audiences
- Standing out among competitors

## ■ Continuous Collaboration with Key Stakeholders

- Creating ownership & accountability
- Pre-Event Meeting



## ■ Multiple Audience = Different event agenda

- Manage internal teams and external support



# EVENT CREATIVE DEVELOPMENT

2020 DELIVERABLE & SIGNS



TEXAS A&M UNIVERSITY  
SAN ANTONIO

**JAGUAR DAY**  
Saturday, February 22, 2020

**Freshman Student Agenda**

9 a.m.	Check-In Begins Auditorium Lobby	1:15 p.m.	Campus Tours Meet at University Seal
9:15 a.m. & 9:30 a.m.	Campus Tours Meet at University Seal	1:45 p.m.	Closing Remarks & Raffle Auditorium
9 a.m.	Jaguar Welcome & Special Presentation Auditorium	<b>Post Event Sessions:</b>	
10:20 a.m.	Breakout Session #1	2 p.m.	Campus Tours Meet at University Seal
11:15 a.m.	Breakout Session #2	2 p.m. to 2:30 p.m.	ApplyTexas Workshop SciTech, Room 121 (First Floor)
12 p.m.	Breakout Session #3	2 p.m. to 3 p.m.	Student Housing Open House Esperanza Hall
12:45 p.m.	Breakout Session #4	Need help? Ask anyone wearing a purple A&M-San Antonio polo shirt for assistance.	

Breakout sessions & descriptions are listed on back of this page

Follow Us on Social Media! @TheJaguarWay #BeAJag

BEAMJAGUAR@TAMUSA.EDU (710) 784-1440

#BEAMJAGUAR #UNAMMISSION

**Welcome to JAGUAR DAY!**

BECOMEAJAGUAR.COM

We're so happy you are able to join us for our open house event, Jaguar Day!

**Agenda At-a-Glance**

- 9 a.m. to 10 a.m. Check-in begins Auditorium Lobby
- 9:15 a.m. and 9:30 a.m. Early-bird Campus Tours University Seal
- 10 a.m. Jaguar Welcome Auditorium
- 10:20 a.m. to 1:45 p.m. Academic and Support Services Sessions Auditorium, SciTech Building, Maza Building, Central Academic Building
- 1:15 p.m. Mid-Day Campus Tour University Seal
- 1:45 p.m. Giveaways! Auditorium
- 2 p.m. Afternoon Campus Tours University Seal
- ApplyTexas Workshop SciTech Building

Esperanza Hall Open House 2 p.m. to 3 p.m. University Bookstore 1 p.m. to 3 p.m.

TEXAS A&M UNIVERSITY  
SAN ANTONIO

TEXAS A&M UNIVERSITY-SAN ANTONIO

Information on financial aid, scholarships, and more!

**FUTURE JAGUAR DAY!**

Register Today! Scan the QR Code.

**SAT. FEB 19TH 10:00AM-1:00PM**

**LOCATION**  
One University Way  
San Antonio, TX 78224  
Texas A&M University - San Antonio  
See you soon! #30JAGUARS

CHECK-IN STARTS AT 9:30AM

# EVENT CREATIVE DEVELOPMENT

2021 DELIVERABLE & SIGNS



**TEXAS A&M UNIVERSITY SAN ANTONIO FUTURE JAGUAR DAY**

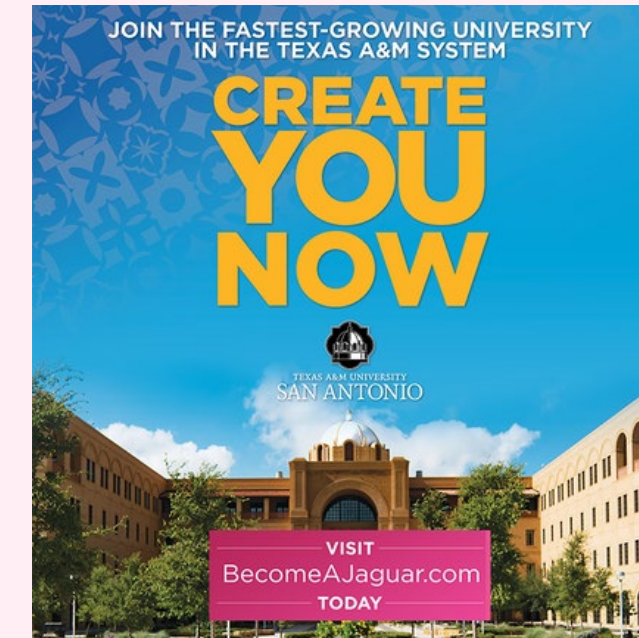
**Beginning at 9:30 am** Check-In | Auditorium (AUDI)

**PICK AND CHOOSE YOUR SESSIONS TO ATTEND**

<b>10:00 am-1:00 pm</b>	<b>Academic &amp; Student Services Fair</b> CAB Courtyard and East Lawn	<b>Admissions and Financial Aid Drop-In</b> SciTech 121 and 122 (STEC)	
<b>10:30 am-11 am</b>	<b>Paying for College Info Session</b> Auditorium (AUDI)	<b>Living on Campus Ceremony Room (CASA)</b>	<b>Student Panel</b> Classroom Hall 102 (HALL)
<b>11:15-11:45 am</b>	<b>Paying for College Info Session</b> Auditorium (AUDI)	<b>Living on Campus Ceremony Room (CASA)</b>	<b>Student Panel</b> Classroom Hall 102 (HALL)
<b>12-12:30 pm</b>	<b>Paying for College Info Session</b> Auditorium (AUDI)	<b>Living on Campus Ceremony Room (CASA)</b>	<b>Student Panel</b> Classroom Hall 102 (HALL)
<b>12:45-1 pm</b>	<b>Closing Remarks &amp; Giveaway   West Lawn</b>		

<p><b>Academic &amp; Support Services Fair</b> CAB Courtyard and East Lawn Stop by our Services Fair to meet with the student and academic support—from Military Affairs to Students Success and many Academic Departments! Each office provides a service for students during their time at A&amp;M-San Antonio! Current Faculty will be available to talk more about their academic programs, research opportunities, and what it's like to be in the classroom!</p>	<p><b>Admissions and Financial Aid Drop-In</b> SciTech 121 and 122 (STEC) Need help completing your admissions application or FAFSA? Have materials you need to turn in? Computers will be available to complete and submit your application with the help of the Office of Admissions and Office of Student Financial Aid and Scholarships! Counselors will be on-hand to answer questions about the application process, important deadlines, and more!</p>	<p><b>Paying for College Information Session</b> Auditorium (AUDI) Join Texas A&amp;M-San Antonio's Office of Financial Aid &amp; Scholarships to learn more about how to pay for college! Find out more about financial aid, scholarship opportunities, and resources to help you complete your FAFSA and understand your award letter!</p>
<p><b>Student Panel</b> Classroom Hall 102 (HALL) Visit with current students to hear first-hand about their experiences, how to stay involved, and more! You will have an opportunity to get your questions answered about what it is like to be a Jaguar!</p>	<p><b>Living on Campus Ceremony Room (CASA)</b> You're going to love living here! Esperanza Hall, A&amp;M-San Antonio's residence hall provides a place of community, tools you need to succeed, and the location you want! Visit with a representative from Esperanza Hall to learn more about their residence hall and the application process.</p>	

**Campus Tours - 9:30 am, 10:00 am, 10:30 am, 11:00 am, 11:30 am, 12:00 pm**  
Tour our beautiful campus with a current student and learn more about the University's traditions, support services, history, and more! All tours will meet at the University Seal.







# EVENT CREATIVE DEVELOPMENT

2022 DELIVERABLE & SIGNS



### TEXAS A&M UNIVERSITY SAN ANTONIO FUTURE JAGUAR DAY

First-Year, Transfer and Graduate

**9:15 am** Check-in | Auditorium (AUDI)

**10:00 am** Welcome | Auditorium (AUDI)

**PICK AND CHOOSE YOUR SESSIONS**

<b>10:30-11:00 am</b> Paying for College Auditorium (AUDI)	<b>Jaguar Life Panel</b> Ceremony Room (CASA)	<b>Graduate Admissions Information Session</b> Classroom Hall 110 (HALL)	<b>Únase a la Familia Jaguar!</b> Sesión Informativa en Español Classroom Hall 102 (HALL)
<b>11:15-11:45 am</b> Paying for College Auditorium (AUDI)	<b>Jaguar Life Panel</b> Ceremony Room (CASA)	<b>Graduate Admissions Information Session</b> Classroom Hall 110 (HALL)	<b>Achiever Promise Information Session</b> Classroom Hall 102 (HALL)
<b>12:00-12:30 pm</b> Paying for College Auditorium (AUDI)	<b>Jaguar Life Panel</b> Ceremony Room (CASA)	<b>Graduate Admissions Information Session</b> Classroom Hall 110 (HALL)	

**12:45 pm** Closing Ceremony | Auditorium (AUDI)

**DROP-IN OPPORTUNITIES • 10:30 AM-12:30 PM**

Academic and Student Services Fair CAB Courtyard & Media Quad	Admissions Workshop & On the Spot Admissions STEM Building	Financial Aid Consultations STEM Building	Esperanza Hall Open House Esperanza Hall
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**SESSION DESCRIPTIONS**

**Academic and Student Services Fair | CAB Courtyard and Media Quad**  
Stop by our Services Fair to meet with the student and academic support from Military Affairs to Student Success and many Academic Departmental offices. Each office provides a service for students during their time at A&M-San Antonio. Current faculty will be available to talk more about their academic programs, research opportunities, and what it's like to be in the classroom.

**Admissions and Financial Aid Drop-In | STEM Building, First Floor**  
Need help completing your admissions application or FAFSA? Have materials you need to turn in? Computers will be available to complete and submit your application with the help of the Office of Admissions and Office of Financial Aid! On-the-spot admissions will also be available with appropriate documents. Counselors will be on-hand to answer questions about the application process, important deadlines, and more.

**Esperanza Hall Open House | Esperanza Hall**  
You're going to love living here! Esperanza Hall, A&M-San Antonio's residence hall provides a place of community, tools you need to succeed, and the location you want! Visit Esperanza Hall to learn more about living on campus and the application process.

**Achiever Promise Information Session | Classroom Hall 102 (HALL)**  
Visit with the Office of Admissions to learn more about the Achiever Promise program available to you! The last-dollar scholarship program is designed for students graduating in the Top 10% of their graduating high school class and/or early college high school students with at least 30 credit hours. Learn more about this opportunity including scholarship information and eligibility.

**Paying for College | Auditorium (AUDI)**  
Join Texas A&M-San Antonio's Office of Financial Aid and Scholars to learn more about how to pay for college! Find out more about financial aid, scholarship opportunities, and resources to help you complete your FAFSA and understand your award letter.

**Únase a la Familia Jaguar! Sesión Informativa en Español | Classroom Hall 102 (HALL)**  
¡Únase a esta sesión en español para obtener más información sobre el proceso de admisión y las oportunidades de becas! Escuche a los representantes de Texas A&M-San Antonio hablar sobre cómo comenzar su viaje como Jaguar.

**Jaguar Life Panel | Ceremony Room (CASA)**  
Visit with current students to hear first-hand about what it's really like to be a Jaguar! You will have the opportunity to get your questions answered about how to stay involved and more!

**Graduate Admissions Information Session | Classroom Hall 110 (HALL)**  
Thinking about getting your master's degree? Stop by our graduate information session to learn more about the graduate programs available to you! Meet with university staff to talk more about graduate degree programs and answer your questions about how to apply.



# Marketing Performance Metrics:

## Event Email Communications


- Open Rates: 60%
  - Click Rates: 15%
- 2022

- Open Rates: 45%
  - Click Rates: 10%
- 2021

- Open Rates: 33%
  - Click Rates: 9%
- 2020

## Postcard Insights

- QR Code Scans: 500




**Hi [user:first\_name]!**

The countdown is ON! Future Jaguar Day is next week on **Saturday, February 25th** from 10:00 am to 1:00 pm.


It's never too early to start preparing for college! During Future Jaguar Day you will have the opportunity to learn everything about the Jaguar Journey, from applying for scholarships to understanding student services available to you!

Don't miss this exciting event!

**RSVP Today!**



Have questions before the event? Contact the Welcome Center at (210) 784-1300 or email [beajaguar@tamusa.edu](mailto:beajaguar@tamusa.edu).



# Phase 3: After the Event...Now What?



PHASE 1

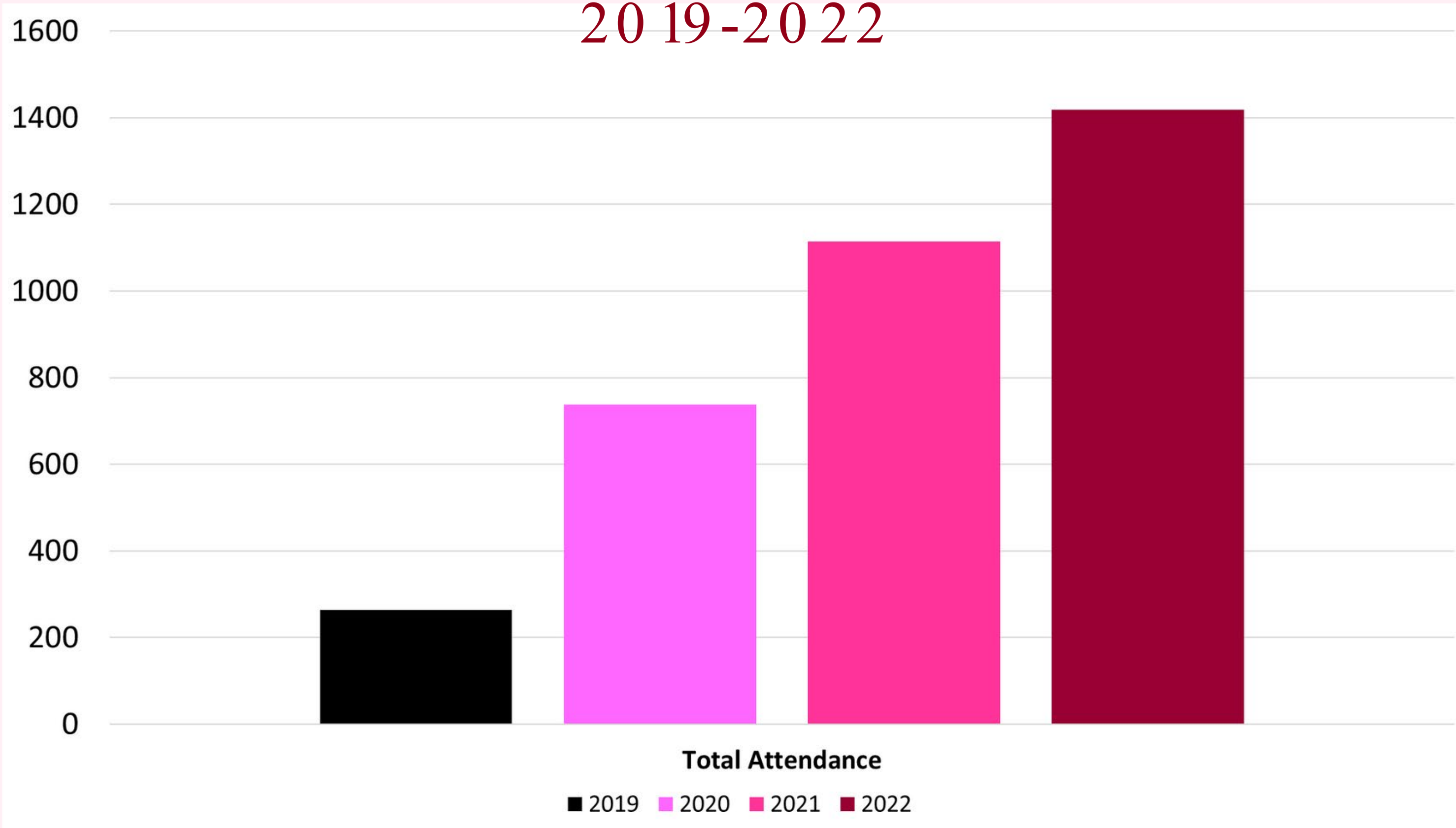
PHASE 2

PHASE 3

Launch effective post event communications centered around enrollment next steps and analyze data for future programming.

# Future Jaguar Day Attendance

2019-2022

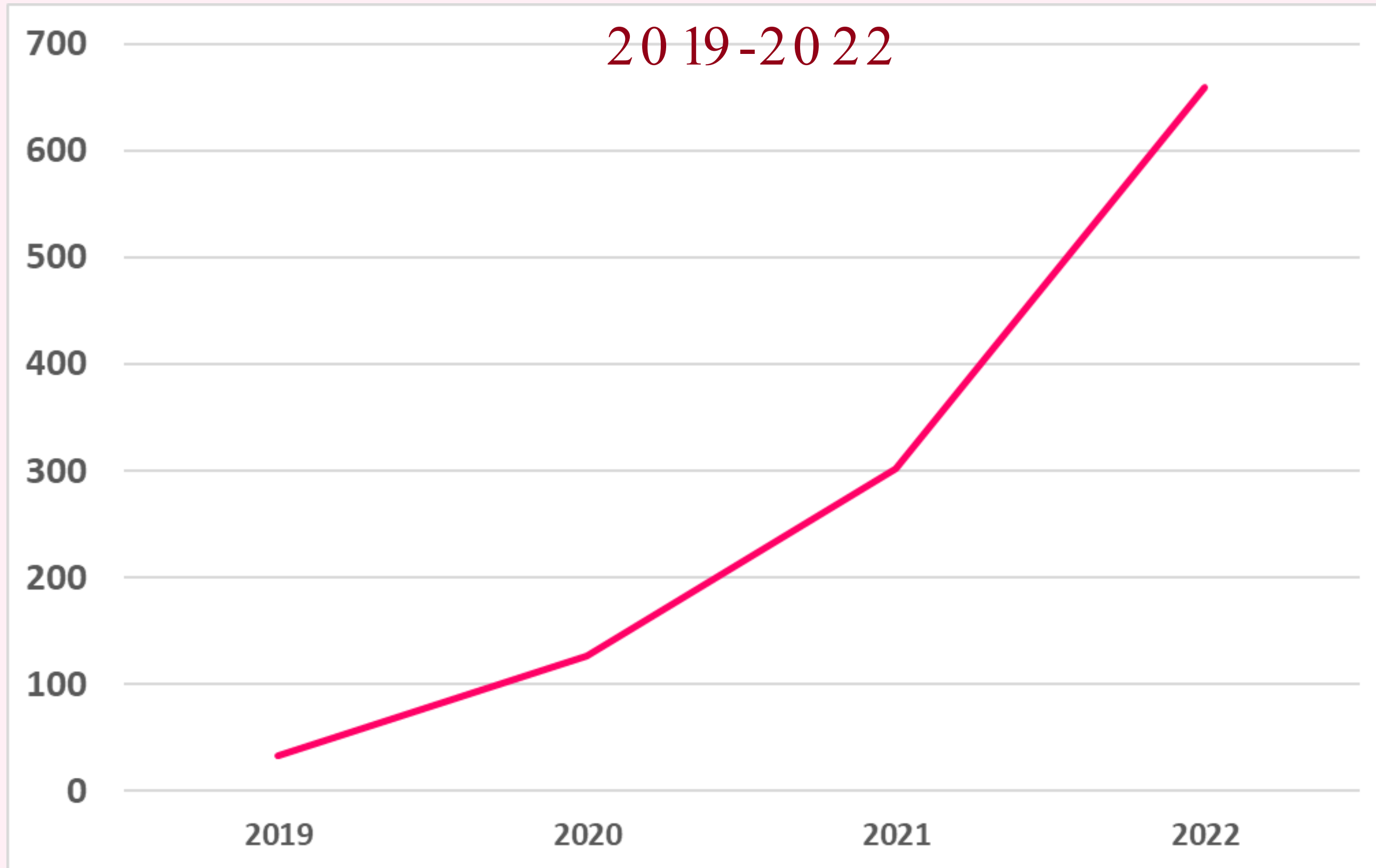


60%

Year to Year  
Average  
Attendance  
Increase

# Future Jaguar Day Post-Event Survey Responses

2019-2022



## Survey Items to Consider

- Accessibility
- Length
- Necessary Info
- Incentive



# COLLABORATION

## DATA INSIGHTS

## POST-EVENT DEBRIEF & ACTION PLAN



### ■ Keeping Partners Invested

- Post-Event Debrief
- Data Exchange
- Save the Date!

### ■ Post-Event Action Plan

- Internal changes & next steps

### ■ Connect with Internal Partners

- Gather insights for post-event communications
- Send appreciate to team members



# SIGNIFICANT OUTCOMES DUE TO STRATEGIC CHANGES

## ■ Cultural Shift

- Campus wide support
- Enrollment Management is Event + Communication Model

## ■ Increase in Internal & External Partners

- Value and Impact of Events

## ■ Resources

- Increase in financial and staff resources



QUESTIONS?







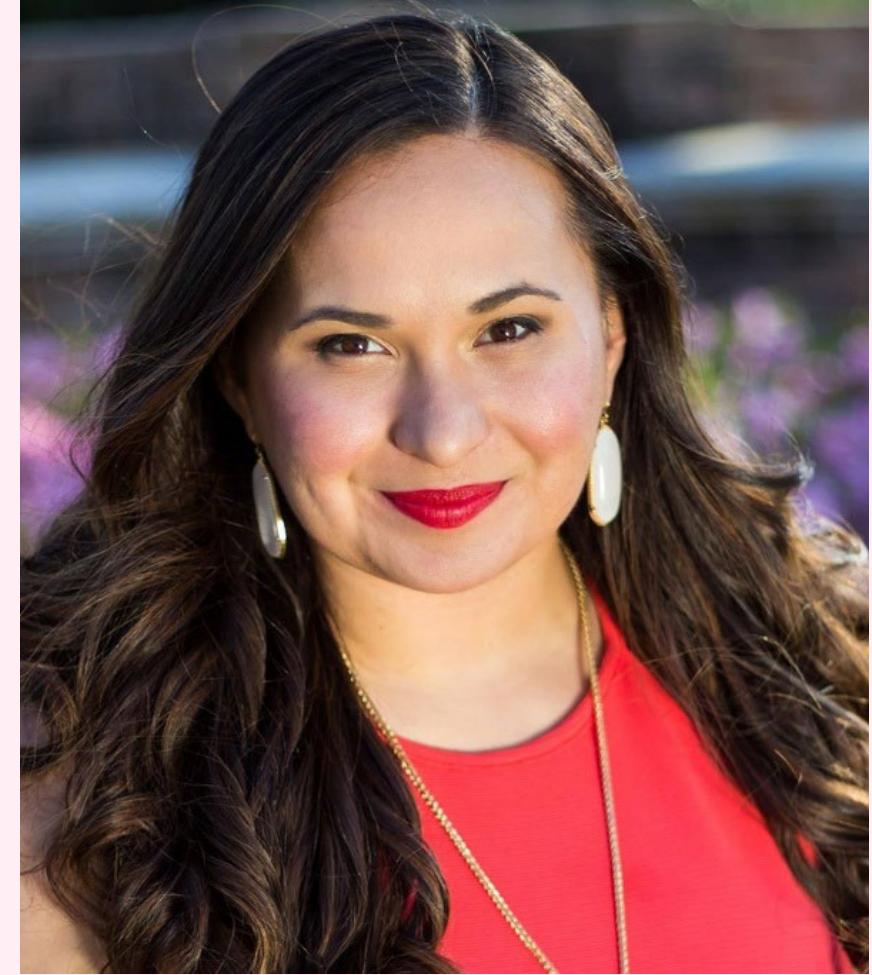
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# Contact Us

Thank you for joining!