Increasing Graduate Recruitment in a Virtual Landscape
Panelists

Amanda Briggs, MS  
Director of Marketing and Communication  
amanbrig@iu.edu

Adrianne Robertson, MA  
Writer & Content Strategist  
adrrober@iu.edu
Situation

- DrPH in Global Health Leadership
- Master of Health Administration
- Master of Public Health (6 concentrations)
- MS in Biostatistics
- MS in Global Health and Sustainable Development
- MS in Product Stewardship
Market Demand

• DrPH in Global Health Leadership
• Master of Health Administration
• MPH Epidemiology
• MS in Biostatistics & MPH in Public Health Informatics
Strategies for Outreach
Combination of purchasing and building lists

- Started with programs that needed the most support
- Purchased GRE names for prospects interested in biostatistics and informatics
- Conducted market research to understand which undergraduate programs could serve as feeder schools for our biostatistics and informatics programs
- Manually built lists of program directors and advisors at potential feeder schools
- Created email campaigns to target all lists
Virtual Information Sessions

1. Developed a concept that worked well for graduate recruiter, program directors, and virtual participants (from registration to actual event)
   - Program Director & recruiter hosted 1-2 one-hour sessions monthly via Zoom

2. Promotion via:
   - web content
   - ongoing email campaigns
   - social media advertising (organic)

3. Implementation of sessions rested mostly with recruiter and program director
Virtual Information Session Assets

- Webpage w/registration form
- Email
- FB Event
Ongoing Email Campaigns

1. Approximately 4-6 program-specific emails sent from June 1 through August 1 (total of 43 emails)

2. Messages centered on extended application deadlines, online program options, and need for public health (especially during a pandemic)

3. Provided links to program homepage on our website, admission criteria and the graduate recruiter’s contact information

4. CTA: Register for an information session
Social Media Advertising

1. Facebook events

2. Organic posts on Facebook, Instagram, Twitter and LinkedIn

3. Worked with agency to place paid ads for select programs
   - New and/or online programs
   - Targeting potential graduate students interested in product stewardship, epidemiology and health administration
Radio Advertising

1. Short ads on WFYI that run during primetime shows
2. Targeting potential graduate students
3. Incorporated messages related to pandemic
Search Engine Optimization

1. Website audit conducted by agency to identify areas for SEO improvement

2. Received recommendations for best practices when creating metadata (i.e. page titles, keywords and descriptions)

3. Focused on top-level, high-traffic pages
   - Academic and application webpages
Results

• Overall Graduate Recruitment
  • Fall 2020 enrollment increased by 11.7%
  • Graduate enrollment increased by 26.6%

• Virtual Information Sessions & Email Campaigns
  • 70+ emails, 140+ registrants, 100+ participants

• Social Media Advertising
  • 2-6% CTR
Results

- Search Engine Optimization
  - 27.2% increase in website traffic (over 2019 academic year)
  - 88.1% during pandemic (2020 academic year)
- Radio Advertising (campaign still running)
Request for More Information

Amanda Briggs, MS
Director of Marketing and Communication
amanbrig@iu.edu

Adrianne Robertson, MA
Writer & Content Strategist
adrrober@iu.edu