



FAIRBANKS SCHOOL OF PUBLIC HEALTH

Strategies for Digitally Launching a Presence on a Second Campus

Panelists



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Situation

- BS in Health Services Management
- BSPH in Community Health



Key to Success

- Communication



Understanding the Market

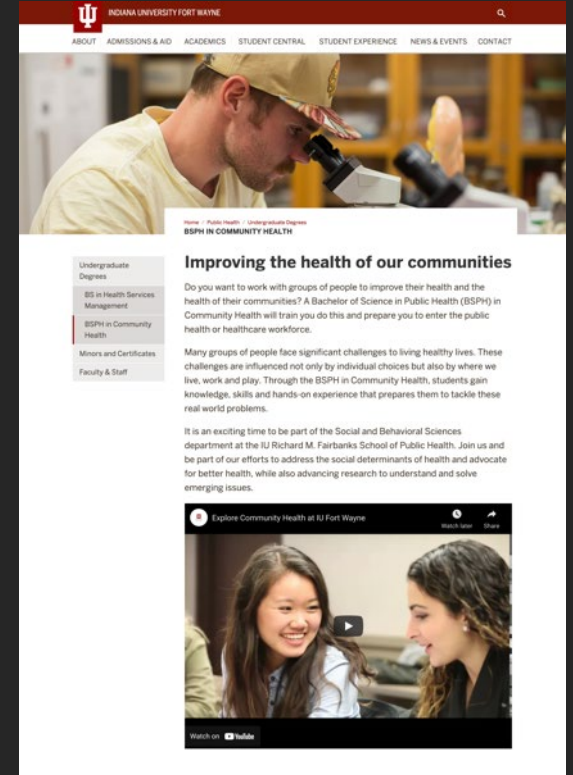
- Visit
- History
- Research
 - Enrollment
 - Retention
 - Geographic data



Creative Assets

Website

1. RFI Form to capture all potential student interest
2. Up-to-date career information (i.e. career opportunities, video testimonials, projected job growth, job titles)
3. Application requirements & process
4. Fort Wayne Advantage (local highlights)



Social Media

1. Paid Advertising targeting students and parents
2. Organic posts to increase awareness among IUPUI audiences
3. Updated channel names where possible (from @FSPH_IUPUI to @FSPH_IU)
4. Recommended to create separate social channels for Fort Wayne, but started with IUPUI channels



Email Journeys

- Worked closely with IUFW Marketing team to create first unit-level journeys
- Series of emails potential students will begin receiving once they complete RFI form
- Two journeys created:
 - Junior journey focuses on public health awareness and career opportunities
 - Senior journey focuses on application process



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Advance the health
in Indiana and beyond



Hey Marissa,

Wondering what career to pursue in college? Have you considered public health? With a degree in public health or health administration, your career possibilities are endless.

What's public health? Public health is all about protecting and improving the health of people where they live, work, and play. Your goal would be to prevent illness, disability, and injury and improve how healthcare services are delivered.

Those in public health work to identify disease outbreaks (like COVID-19), prevent injuries, and shed light on why some of us are more likely to suffer from poor health than others. It's a field for those who want to make a long-lasting, positive impact on their community.

[Discover public health, Marissa](#)

Presence in the Community

- Media Appearances
- Virtual Webinars
- Community Events



The Journal Gazette



Request for More Information



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