

Recruitment Plan PhD									
Goal: Increase Enrollment of new incoming PhD students by 50% by 20th day Fall 2021.									
Objective 1: Increase inquiries by 35% by January 1, 2021.									
Tactics									
Activity	Platform	Dates	Audience	Main Message	Audience Contact	Set-up	Reports	Follow-up Conversation Internally	Cost
Digital Advertising	Multiview - 50/50 native and video	Aug. 1 to Jan 15, 2021	Reach new market searching for degrees - ages 30-45, interested in a doctorate degree in a social service profession, living in Kansas, Kansas City Metro	Grab attention with inspiring message and a need to want to learn more - call to action to visit website to learn more (depending on performance, the message will change)	website/Ashley	Valerie is working with Multiview team and based on reports with change messages	Multiview will run reports on how ads are performing and Valerie will make changes on placement based on recommendations from Multiview. Ashley will track inquiries in Hubspot with weekly reporting on original source and info session/meeting schedules	Aim for 1.5% conversion rate (so from 500,000 impressions gain 7500 reach website.	1500
Retargeting & Capture	Multiview and Enrollment Management	Aug. 1 to Dec. 31, 2020	People who views the School's website but have not yet converted to inquiry	Grab attention with inspiring message and a need to want to learn more - call to action to fill out a form to learn more	Ashley	Valerie is working with Multiview team and based on reports with change messages. Ashley and Valerie will work together to decide if capture will work with our website or if it will be too confusing with the Multiview capture.	Multiview will run reports on how ads are performing and Valerie will make changes on placement based on recommendations from Multiview. Ashley will track inquiries in Hubspot with weekly reporting on original source and info session/meeting schedules	Aim for 1.5% conversion rate (so from 500,000 impressions gain 7500 reach website. Website visitors who are retargeted are more likely to convert by 43%. Click through rate of a retargeted ad is 10x higher than the CTR of a typical display ad.	1500
NASW September Email	Multiview	Sept. 1, 2020	NASW members in region	Highlight research to get members to open up the email and read it and have a section about degrees	Ashley and Amy	Valerie will work with Multiview to set-up	email report from Multiview and weekly inquiry/initial source report	other budget	
Social Media Organic Posts	Facebook, Twitter, LinkedIn, Instagram - Hootsuite and Hubspot	Aug. 1 to Jan 15, 2021	Social Media Audiences	Program Strengths, alumni stories, research highlights, student videos, important deadlines - learn more and unique URL to track inquiries from posts	Ashley	Ashley and Valerie create messages for posting/unique URL in Hubspot to track posts, Ashley add to Hootsuite, Valerie final approval	weekly inquiry/initial source report	Valerie will provide additional training resources for Ashley and work on usage policy to distribute to the school.	0
Social Media Paid Posts	Facebook and Hubspot	Aug. 1 to Jan 15, 2021	Reach new market searching for degrees - ages 30-45, interested in a doctorate degree in a social service profession, living in Kansas, Kansas City Metro	4 posts for Lawrence, 3 posts for Pittsburg, 3 posts for Western Kansas, 3 posts for Edwards - 10 posts run for \$5/day for 5 days each - Program Strengths - learn more	Ashley	Ashley and Valerie create messages for posting/unique URL in Hubspot to track posts, Valerie final approve and purchase posts	Ad performance and weekly inquiry/initial source report		250
Lists - Prospect Campaign	Hubspot	Aug. 1 to Jan 15, 2021	Purchase/Request Lists to Add to Hubspot - Interested in Social Work or related field GRE (out of Prospect), Licensure (BSRB - BSW licenses in Kansas)	Call to action to learn more - move to inquiry deal	Ashley	Ashley will order list from BSRB (provide an excel copy to Valerie for her records) - order all levels and request name, address, email, license, county (Valerie can share past request with you as example), upload to Hubspot with new deal designation as Prospect (this designation will be used for lists we purchase - people who have not yet reached out to them.) Set-up workflow to send an email once a month through September, October, November - with a call to action to request more info. Once they request more info, create workflow to move them to inquiry deal stage, which will set them up to receive inquiry campaign. Add additional section to the pipeline (Prospect) where lists can be uploaded - trigger email for call to action to learn more, which will move them to the inquiry stage and placed in inquiry email campaign.	weekly inquiry/initial source report and Email reports - open rates, clicks, unsubscribes	out of other budget	
Grad School Match	Grad School Match, Hubspot	Aug. 1 to Feb. 1, 2021	Grad School Match audience	Sign up to learn more	Ashley	Create pages with keywords in grad school match page with URL to Hubspot form or landing page, Ashley will pull report and import into Hubspot once a week	weekly inquiry/initial source report	Maybe more useful for PhD, Ashley and Valerie will work together to see how to use it with the systems we have.	0

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School of Social Welfare Directors of BSW and MSW Programs	email/print	September 2020	program directors around the country without PhD programs (particularly historically black colleges and native american colleges)	Why KU might be a good fit for their students. Provide more info and would like to reach out to their students through them or personally if they provide the opportunity through email or info session	Ashley and PhD Program Director	Ashley create email content and contacts, review with PhD program director, and arrange for the program director to send colleague to colleague	Events/weekly inquiry/initial source		500
Fairs/Tabling									
Haskell Career Fair	Haskell tabling	Feb. 5, 2020 at Haskell	All program interest students and staff at Haskell	Sign up to learn more attend a one on one session or info session, apply, program strengths	Angelina Adams: aadams@haskell.edu and Ashley	done	attendance and weekly inquiry/initial source report		
Welcome Back PowWow	Haskell tabling	Feb. 8, 2020 at Haskell	Haskell students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Rex-Haskell, Ashley	done	attendance and weekly inquiry/initial source report		
UCC Career Fair	KU Tabling	Feb. 12, 2020 at KU	KU students searching for careers or grad school	Sign up to learn more attend a one on one session or info session, apply, program strengths	Marshall - UCC and Ashley	done	attendance and weekly inquiry/initial source report		
Haskell Visit Day	Haskell tabling	Feb. 14, 2020 at Haskell	Haskell students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Brandy Ermen, KU Indigenous Studies and Ashley	done	attendance and weekly inquiry/initial source report		
KU Powwow & Indigenous Cultures festival	Lied Center - tabling	April 11, 2020 at Lied Center	American Indian potential students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Melissa Peterson? And Ashley	canceled	attendance and weekly inquiry/initial source report		
Social Work Day	Kansas Union -moved to virtual format	April 17, 2020 - virtual	BSW students, alumni	Sign up to learn more attend a one on one session or info session, apply, program strengths		virtual	attendance and weekly inquiry/initial source report		
Haskell graduation powwow	tabling	May 8, 2020 - Haskell	Haskell students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Ron Brave and Ashley	canceled	attendance and weekly inquiry/initial source report		
Haskell graduation powwow	tabling	May 9, 2020 - Haskell	Haskell students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Ron Brave and Ashley	canceled	attendance and weekly inquiry/initial source report		
Young Professionals Powwow & Trade Show	Tabling	June 9 and 10, 2020	American Indian potential students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Lead Horse LLC, fredgipp@gmail.com Freddy Gipp and Ashley	canceled	attendance and weekly inquiry/initial source report		
Harmon College of Business & Professional Studies Virtual Career Expo 2020	Virtual through Handshake	Sept. 9, 2020 from 1 to 4 p.m.	UCM students in human service and public service, and marriage and family therapy clinics	Sign up to learn more attend a one on one session or info session, apply, program strengths	UCM - 660-543-4985 and Ashley	Sign up for fair by end of Aug. https://www.ucmo.edu/offices/career-services-center/employers/attend-a-career-event/	attendance and weekly inquiry/initial source report		
MKN McNair Heartland Research Conference	Virtual Grad Fair Exhibitor	Friday, September 25 - Sunday, September 27, 2020	McNair Scholars - undergrads - An exhibitor page within the conference app (Whova) in which you can post contact, information about your institution/programs, and links. Access to attendees' names and the ability to contact them through the app for six months. Additional Exhibitor information will be released! The virtual graduate fair exhibit hall will be open through the conference allowing representatives and scholars to interact.	Sign up to learn more attend a one on one session or info session, apply, program strengths	Contact: Stephanie Raymond at 660-785-4779 or sraymond@truman.edu and Heather Cianciola at 660-785-7406 or heatherc@truman.edu and Ashley	Register at https://whova.com/portal/registration/annual1_202004/	attendance and weekly inquiry/initial source report		
Psi Chi Graduate School Expo	Truman State Tabling	October at Truman State	Grad School expo - graduate degree in psychology or social work	Sign up to learn more attend a one on one session or info session, apply, program strengths	tsupichi@gmail.com and Ashley	Need to check-in to see if this event has gone virtual?	attendance and weekly inquiry/initial source report		?
Education & Public Service Career Fair	Virtual noon to 4 p.m.	Oct. 21, 2020 - virtual	KU students looking for careers in teaching, public service, or helping others	Sign up to learn more attend a one on one session or info session, apply, program strengths	marshall.miller@ku.edu - UCC and Ashley	Need to register by Oct. 21	attendance and weekly inquiry/initial source report	talked with 4 potential MSW students and 1 potential BSW student - may need to look into co-sponsoring event and aim at recruiting tabling participants	

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Missouri Western State University (St. Joe) Career Day	MWSU Tabling	November at MWSU - don't see a listing	MSW Programs and Agencies - Department of Criminal Justice, Legal Studies and Social Work	Sign up to learn more attend a one on one session or info session, apply, program strengths	Pam Clary: pclary@missouriwestern.edu	Need to check-in to see if this event has gone virtual?	attendance and weekly inquiry/initial source report		?
Indigenous Speaker Series/sponsorships	tabling/virtual info session	One event a semester	Attendees of the event - invite our students KU community	Why KU recruitment booth at the event	Laurie Ramirez and Ashley	Ashley contact Laurie to help implement planning	attendance and weekly inquiry/initial source report		
Next Year Need to have an eye on to reserve for future 21-22 recruitment									
Haskell Career Fair	Haskell tabling	Feb 2021	All program interest students and staff at Haskell	Sign up to learn more attend a one on one session or info session, apply, program strengths	Angelina Adams: aadams@haskell.edu and Ashley	Ashley look into reservations and keep schedule for reserving space for future	attendance and weekly inquiry/initial source report		
Welcome Back PowWow	Haskell tabling	Feb 2021	Haskell students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Rex-Haskell, Ashley	Ashley look into reservations and keep schedule for reserving space for future	attendance and weekly inquiry/initial source report		
UCC Career Fair	KU Tabling	Feb 2021	KU undergrads	Sign up to learn more attend a one on one session or info session, apply, program strengths	Marshall - UCC and Ashley	Ashley look into reservations and keep schedule for reserving space for future	attendance and weekly inquiry/initial source report		
Haskell Visit Day	Haskell tabling	Feb 2021	Haskell students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Brandy Ernzen, KU Indigenous Studies and Ashley	Ashley look into reservations and keep schedule for reserving space for future	attendance and weekly inquiry/initial source report		
UCM Social Work Conference	Tabling at UCM	Mar 2021	UCM social work students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Dr. Peck and Ashley	Ashley look into reservations and keep schedule for reserving space for future	attendance and weekly inquiry/initial source report		
41st Annual AIHEC Student Conference	http://www.aihec.org/who-we-are/calendar.htm	Registration info not available yet - March 28-30 Rapid City, SD	36 TCUs with more than 75 sites in the United States TCUs provide access to higher education to over 80 percent of Indian Country, serving more than 160,000 in academic and community-based programs annually All TCUs offer associate degree programs; 13 offer baccalaureate programs; five offer masters programs More than half of the federally recognized tribes are represented in TCU enrollments 86 percent of TCU students receive federal financial aid - http://www.aihec.org/who-we-are/docs/AIHECbrochure2017.pdf	Why social work? Why KU? create new materials that highlight topics of interest to American Indian population	Ashley	Ashley will register for event and arrange travel details, collect names and info at booth	attendance and weekly inquiry/initial source report		
NABSW Annual Conference	Table and ad in program	April 14, 2021 Detroit, MI	Black social workers, researchers, faculty, students	Why KU? Research, Faculty, Opportunities	Terrence A. Bradford officemanager@nabsw.org (202) 678-4570 and Ashley	The school paid registration in 2020 but event was canceled due to COVID, so registration is supposed to transfer to 2021 - Usually a PhD student of color attends the event and the School pays for the registration and accommodation for the student and that student will staff the exhibit booth. One year the PhD program director attended	attendance and weekly inquiry/initial source report	2000 (this is materials and travel expense as booth registration should have already been paid.	
KU Powwow & Indigenous Cultures festival	Lied Center - tabling	Apr 2021	American Indian potential students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Melissa Peterson? And Ashley	Ashley look into reservations and keep schedule for reserving space for future	attendance and weekly inquiry/initial source report		
Haskell graduation powwow	tabling	May 2021	Haskell students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Ron Brave and Ashley	Ashley look into reservations and keep schedule for reserving space for future	attendance and weekly inquiry/initial source report		
Haskell graduation powwow	tabling	May 2021	Haskell students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Ron Brave and Ashley	Ashley look into reservations and keep schedule for reserving space for future	attendance and weekly inquiry/initial source report		
Truman Scholars grad fair	tabling - William Jewell College	May 2021	Truman Scholars	Sign up to learn more attend a one on one session or info session, apply, program strengths	Peter and Ashley	Ashley look into reservations and keep schedule for reserving space for future	attendance and weekly inquiry/initial source report		

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<i>Young Professionals Powwow & Trade Show</i>	Tabling - at Abe and Jakes	June 2021	American Indian potential students	Sign up to learn more attend a one on one session or info session, apply, program strengths	Lead Horse LLC, fredgipp@gmail.com Freddy Gipp and Ashley	Ashley look into reservations and keep schedule for reserving space for future	attendance and weekly inquiry/initial source report		
Other events and communications - SSW									
<i>DEI</i>	virtual for now?	Dates?	University community and potential community partners	why social work? Learn more	Kim Warren and Megan Pacey	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff it when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	attendance and weekly inquiry/initial source report		DEI budget
<i>Coordinate with Liaison to Native Communities</i>	events/sponsorships, training	dates tbd	Native populations	Community events and partnerships	Laurie Ramirez and Ashley	community events and partnerships - with recruitment opportunities	attendance and weekly inquiry/initial source report		
<i>Dean's visit to Western Kansas</i>	Trainings, agency visits, meetings - TBD virtual formats	Fall 2020 (virtual?)	Western Kansas coalition groups, adjuncts, alumni, agencies, community partners, research partners	print materials, coordinating events, Check-ins and provide updates on program and how they can be of assistance	Valerie, Amy, Western Kansas Research Projects (Cheryl Holmes), Melinda Lewis	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff it when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	attendance and weekly inquiry/initial source report		2000
<i>Research Impact Talk - Michael Riquino</i>	Zoom	Sept. 16, 2020 - 1 to 2 p.m. -virtual	Not a large audience for potential, but maybe since virtual, we make sure info about the programs is in the email communications	program info teasers - learn more - schedule an appointment - application dates	Jenni Atwood	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff it when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	attendance and weekly inquiry/initial source report		Event budget
<i>Research Impact Talk - Megan Pacey</i>	Zoom	November 18, 2020 1 to 2 p.m. - virtual	Not a large audience for potential, but maybe since virtual, we make sure info about the programs is in the email communications	program info teasers - learn more - schedule an appointment - application dates	Jenni Atwood	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff it when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	attendance and weekly inquiry/initial source report		Event budget
<i>Research Impact Talk - Briana McGeough</i>	Zoom	February 17, 2021 - 1 to 2 p.m. - virtual	Not a large audience for potential, but maybe since virtual, we make sure info about the programs is in the email communications	program info teasers - learn more - schedule an appointment - application dates	Jenni Atwood	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff it when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	attendance and weekly inquiry/initial source report		event budget
<i>Research Impact Talk - Sarah Jen</i>	Zoom	April 21, 2021 - 1 to 2 p.m. virtual	Not a large audience for potential, but maybe since virtual, we make sure info about the programs is in the email communications	program info teasers - learn more - schedule an appointment - application dates	Jenni Atwood	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff it when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	attendance and weekly inquiry/initial source report		event budget
<i>LGBTQA+ Symposium</i>	Conference - tabling	June 3-4 in Kansas City	Researchers and community members (if the audience slants towards researchers only then maybe not a place to table)	Tabling at check-in maybe just on first day	Megan Pacey	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff it when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	attendance and weekly inquiry/initial source report		LGBTQ Budget
<i>CCEC events - PCE and agency trainings</i>	virtual for now?	Dates?	alumni, community partners	Check-ins and provide updates on program and how they can be of assistance	Robin Nelson and Melinda Lewis	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff it when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	attendance and weekly inquiry/initial source report		CCEC budget
<i>Researcher events</i>	virtual for now?	Dates?	community partners	Check-ins and provide updates on program and how they can be of assistance	Amy Mendenhall	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff it when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	attendance and weekly inquiry/initial source report		Research budget
<i>Field Education Agency Visits</i>	virtual for now?	ongoing	field agencies	print materials, coordinating events, Check-ins and provide updates on program and how they can be of assistance	Laurie Hart	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff it when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	attendance and weekly inquiry/initial source report		Field budget (materials created from recruitment budgets)
<i>Advisory Board</i>	Zoom	Virtual - Sept. 24, 2020, Feb. 4, 2021, Apr. 8, 2021	community partners	Check-ins and provide updates on program and how they can be of assistance	Vicki Keling	Ashley maybe should attend one of the board meetings to give update and let board know how they can help	attendance and weekly inquiry/initial source report		event budget

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<i>Newsletters</i>	Dean Newsletter and Research Center Newsletters	All year	alumni, community partners	share information regarding our program with prospective students	Valerie	Valerie will work in message about recruitment	attendance and weekly inquiry/initial source report		comms budget
<i>Christina Boyd</i>	virtual for now	ongoing	all stakeholders in Western Kansas	Depends on the event - general recruitment and gathering of prospective names and contact info	Christina and Ashley	Christina will use the Hubspot form to track prospective students, so she has a way to place in the system with original source info. Ashley will provide form to Christina	attendance and weekly inquiry/initial source report		
Hubspot Inquire more forms (gated website)	Hubspot and website	Aug. 1, 2020	anyone visiting website	Inquire more form and download info forms	Ashley	Ashley will update forms and Valerie will update website	weekly inquiry/initial source report		0
Website updates	website	Aug. 10 to Sept. 1, 2020	anyone visiting website	update website to new sunflower system	Valerie	Valerie will update design			0
<i>Update Program Content</i>	program pages of website	Aug. 10, 2020 and Aug. 14, 2020	anyone visiting website	Current students, incoming students, apply, handbooks	Valerie	Ashley work student success team to provide updated copy for incoming student program pages and provide to Valerie by August 7. Then move on to current students and handbooks and provide changes by August 14	weekly inquiry/initial source report		0
<i>Images</i>	throughout website - new sizes	August 10, 2020	anyone visiting website	Current students, incoming students, apply, handbooks	Valerie	Valerie will fill in	weekly inquiry/initial source report		0
<i>Homepage content</i>	homepage	August 10, 2020	anyone visiting website	Current students, incoming students, apply, handbooks	Valerie	Valerie will update with the Dean's approval	weekly inquiry/initial source report		0
<i>Update Research Content</i>	research pages	August 10, 2020	anyone visiting website	Research partnerships	Valerie	Valerie will work with Amy and Jenni Atwood	weekly inquiry/initial source report		0
<i>Update CCEC Content</i>	CEUs and events pages	August 10, 2020	anyone visiting website	CEU opportunities and community partners	Valerie	Valerie will work with Robin and Melinda	weekly inquiry/initial source report		0
<i>DEI</i>	DEI tab and content	Sept. 1, 2020	anyone visiting website	DEI	Valerie	Valerie will work with Kim Warren and Megan Pacey to update	weekly inquiry/initial source report		0
<i>Other content</i>	update other content	Sept. 1, 2020	anyone visiting website	other	Valerie	Valerie fill in	weekly inquiry/initial source report		0
Collateral for events									
<i>Program Page</i>	print	August 2020	event handouts, email and web content	update	Valerie and Ashley	Ashley provide content and Valerie update design			500
<i>Accordion Print Piece</i>	print	August 2020	event handouts, email and web content	update	Valerie and Ashley	Ashley provide content and Valerie update design			comms budget
<i>Researcher Profiles</i>	print	August 2020	event handouts, email and web content	update	Valerie and Ashley	Valerie will update with info collected from web and Research Office			
<i>On the Market - doc students</i>	electronic	September 2020	event handouts, email and web content	update	Valerie and PhD Program director	Valerie work with PhD program director and students graduating for content			
<i>Research Highlight</i>	electronic	September 2020	event handouts, email and web content	update	Research Office and Valerie	Research Office will update book			
<i>Strategic Plan</i>	electronic	September 2020	event handouts, email and web content	complete	Valerie and the Dean	update and finalize strategic plan for the School			
Partners									
<i>KU & KU Affiliates</i>	website, advertising, events	ongoing	prospective students generated through their recruitment plan or opportunities to connect with their audiences (such as Hawks and Highways (Alumni Association), Echo (KU Med))	KU Campaign	Ashley and Valerie	Coordinate messages and provide updated content when needed	weekly inquiry/initial source report	KU, KU Med, Alumni Association, Endowment, Athletics	0
<i>Grad Admissions</i>	website, grad application, email campaigns	ongoing	prospective students generated through their recruitment plan	Grad Admissions Campaign	Ashley	Coordinate messages and provide updated content when needed	weekly inquiry/initial source report		0
<i>Coalitions (Western Kansas)</i>	virtual meetings	ongoing	Social workers in western Kansas - many agency leaders	Regular presence at these meetings, can provide update on programs when appropriate	Christina	Christina attends these meetings and will continue to recruit, Ashley will provide a sign-up form that links to Hubspot, so we can track these sources accurately	weekly inquiry/initial source report		
Event Sponsorships									
<i>CSWE</i>	virtual	October	Researchers and other universities, some student, faculty recruitment	awareness	Valerie	Valerie will learn more and update Monday	inquiries in general		cost in different budget
<i>NADDSSW</i>	TBD		directors of other social work schools around the country	awareness	Valerie	Valerie will learn more and update Monday	inquiries in general		cost in different budget
<i>NASW</i>	TBD	June	National Association of Social Workers	awareness	Valerie	Valerie will learn more and update Monday	inquiries in general		cost in different budget
<i>Network of Social Work Management</i>	TBD		nonprofit management social workers	awareness	Valerie	Valerie will learn more and update Monday	inquiries in general		cost in different budget
<i>Midwest Schools Conference</i>	TBD		Social work schools in midwest	awareness	Valerie	Valerie will learn more and update Monday	inquiries in general		cost in different budget
<i>Social Work in Leadership in Health Care</i>	TBD		healthcare social workers	awareness	Valerie	Valerie will learn more and update Monday	inquiries in general		cost in different budget
<i>Southwestern Social Science Fair</i>	TBD		social workers southwest region	awareness	Ashley	Valerie will learn more and update Monday	inquiries in general		cost in different budget

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KAIMH Sponsorship	TBD		Mental health social workers	awareness	Ashley	Valerie will learn more and update Monday	Inquiries in general		cost in different budget
CCO - at KU	the Big Event and sponsorship		Community orientted, volunteers - KU students	awareness	Ashley	Valerie will learn more and update Monday	Inquiries in general		cost in different budget
Other causes on campus	event sponsorships		depends on event	such as Sexual Assault events, Red Hot Research, Jayhawks give a flock	Valerie and Ashley	Valerie will learn more and update Monday	Inquiries in general		cost in different budget
School student groups/Advisors/Mentors									
PhD Student Group	Email and print materials	15 mintues a meeting	BSW Student group in Lawrence and Edwards	why KU master's and assistance throughout the year	faculty liaison to arrange? Ashley and Amea	Ashley will draft email to gain insight into meetings and ask to have about 10 mintues of an upcoming meeting to talk about what types of info session and events are happening and ask to be placed on their event list or kept in the loop.	weekly inquiry/initial source report		
DEI council/DEI Scholars	email and print materials	15 minutes of a meeting and ongoing involvement	DEI student council members, students and scholars	why KU master's and assistance throughout the year	Megan Pacey and Ashley	Ashley will make contact with Megan to discuss	Inquiries in general and events		
Feedback from Indiginous Alumni Board	online community with one in-person meeting each year and social events	August	Native alumni around the country	Reconnect and get input on how to recruit more native students	Ashley and Laurie Ramirez and Stefanie Shackelford with alumni association	Laurie Ramirez will coordinate board and assist with programming. Ashley will work closely with Laurie to provide recruitment info to the board throughout the year and receive ongoing feedback and generate ideas to recruit native populations.	active membership and events planned through the board	could also help develop a database of presenters for a leadership series. Laurie Ramirez, Valerie, maybe Ambassadors, and Alumni Association to update alumni records with ethnicity. Work with Liaison to Native Communities to reach out to the targeted alumni list to join the Advisory Board/online community and develop programming for online meetings, community input and eventually an annual meeting. Might be able to pull ethnicity in degrees awarded report to update alumni records	
Student Success Training in regards to recruiting native populations	online	October or early spring	student services staff	historical outlook on native populations in the US and how a historical outlook can bring insight into recruitment tactics and ideas	Laurie Ramirez and Kristin Trendel	Kristin will contact Laurie to discuss further on how to implement			maybe speaker cost? May pay for out of DEI budget?

Objective 2: Convert 30% of inquiries to schedule appointment or attend event by January 15, 2021.

Tactics									
Activity	Platform	Dates	Audience	Main Message	Audience Contact	Set-up	Reports	Follow-up Conversation Internally	Cost
Digital Advertising	Multiview - 50/50 native and video	Aug. 1 to Jan. 15, 2021	Reach new market searching for degrees - ages 30-45, interested in a doctorate degree in a social service profession, living in Kansas, Kansas City Metro	Grab attention with inspiring message and a need to want to learn more - call to action to schedule a meeting with a recruiter, apply (depending on performance, the message will change)	website/Ashley	Valerie is working with Multiview team and based on reports with change messages	Multiview will run reports on how ads are performing and Valerie will make changes on placement based on recommendations from Multiview. Ashley will track inquiries in Hubspot with weekly reporting on original source and info session/meeting schedules		1500
Retargeting	Multiview	Aug. 1 to Jan. 15, 2021	People who views the School's website but have not yet converted to inquiry	Grab attention with inspiring message and a need to want to learn more - call to action to schedule a meeting with a recruiter, apply since we already know they have been to our website	Ashley	Valerie is working with Multiview team and based on reports with change messages	Multiview will run reports on how ads are performing and Valerie will make changes on placement based on recommendations from Multiview. Ashley will track inquiries in Hubspot with weekly reporting on original source and info session/meeting schedules		1500
Social Media Paid Campaign	Facebook Event and Post Boosts	Aug. 1 to Jan. 15, 2021	Reach new market searching for degrees - ages 30-45, interested in a doctorate degree in a social service profession, living in Kansas, Kansas City Metro	Grab attention with inspiring message and a need to want to learn more - call to action to schedule a meeting with a recruiter, apply since we already know they have been to our website	Ashley	Ashley create posts - Valerie approve and purchase posts	weekly inquiry/initial source/appt scheduled reports		250

Activity	Platform	Dates	Audience	Main Message	Audience Contact	Set-up	Reports	Follow-up Conversation Internally	Cost
Let's Meet	postcard by mail	September 1, 2020	Inquiry Deal Stage	Attend info session or schedule an appointment	Ashley and Valerie	Ashley provide content and list, Valerie will create postcard and send to mailer	appointments scheduled report		500
Larger print piece (highlight research)	by mail	Oct. 1, 2020	Inquiry Deal Stage	Attend info session or schedule an appointment	Ashley and Valerie	Ashley and Valerie review print pieces scheduled to go out to see if one of the communications will work or create something new	appointments scheduled report		1000
Direct Mail - Nice to Meet you at the ?? Fair	Nice to meet you notecard	After meeting someone at a fair and adding into Inquiry	Inquiry Deal Stage - Attend event status	Nice meeting you schedule a one on one or attend an info session	Ashley	Ashley will send card after each event	appointment scheduled report		500
Hubspot Pipeline Maintenance	Hubspot	Ongoing	Movement from inquiry to appt. scheduled and correct fields are filled out		Ashley	After events, update Hubspot forms to make sure attendance list is included in Hubspot, they have correct event registered	appointment scheduled report		
In-person one on one events	on campus	ongoing	for prospectives that want to visit campus	Meeting with program director, tour of campus, meeting with researcher/faculty	Ashley and PhD program director	Ashley arrange meeting details if a candidate would like to schedule an in-person visit	appointment scheduled report		200

Objective: Increase event attendance rate to 75% by January 15, 2021.

Activity	Platform	Dates	Audience	Main Message	Audience Contact	Set-up	Reports	Follow-up Conversation Internally	Cost
Increase attendance email campaign	Hubspot	Ongoing	Appointment Scheduled deal stage	Automatic email campaign that starts with immediate thank you for registering then reminder email 3 days before if time, why should you attend	Ashley	Design email and create workflow	Email reports - open rates, clicks, unsubscribes and event registration/appointments attended report		0
Phone calls campaign	Phone	Ongoing	Appt. scheduled deal stage	Hope you are able to attend-check in	Ambassadors and Ashley	Ambassadors call new inquiries each week	appointments attended report	?	
Hubspot Pro Access	Hubspot	Ongoing	Hubspot deal stages	Use to answer questions and support as they start app	Ashley, Amea, Valerie	Valerie will set-up training with Amea to go over best practices. Then will finalize this activity	appointments attended report		1200
Hubspot Pipeline Maintenance	Hubspot	Ongoing	Movement from appt scheduled to appointment attended		Ashley	After events, update Hubspot forms to make sure attendance list is included in Hubspot, they have correct event registered and check box to show attended the event	Appointment attended report		0

Objective: Convert 30% of inquiries to applications submitted by the January 15, 2021.

Activity	Platform	Dates	Audience	Main Message	Audience Contact	Set-up	Reports	Follow-up Conversation Internally	Cost
Start Application Email Campaign to Inquiries, Appt. Scheduled and Appt. Attended	Hubspot	Start running Jan. 1	All inquiries, appt scheduled and appt attended who haven't moved out of this stage	Deadlines approaching, info session details, last minute questions, don't miss out, IHSP apps due	Ashley	Ashley write copy, create new workflows and emails in Hubspot, Valerie approve	apps submitted report and email stats		0
App Started (unsubmitted app campaign) email campaign	Hubspot	Start running Jan. 1	Apps started deal stage (make sure that apps started out of Admit has been updated in Hubspot)	See you started an app, do you have questions, last minute questions info session, Help with final questions, urge early submission for field placements	Ashley	Ashley write copy, create new workflows and emails in Hubspot, Valerie approve	apps submitted report and email stats		0
Last minute questions info sessions	Zoom	Jan. 1, Jan. 7	Apps started deal stage (make sure that apps started out of Admit has been updated in Hubspot)	Help with final questions, urge early submission for field placements	Ashley	Ashley schedule info session chats, run info sessions	attendance, list of questions asked and review for common themes	make changes to website if needed	0
Last minute question chat rooms	zoom	Start Jan. 1 Tuesdays		Help with final questions, urge early submission for field placements	Ashley	Ashley schedule chats and meet with students who sign up	attendance, list of questions asked and review for common themes		
Organic Social Media Posts	Social media posts and events	Jan. 1, 2021	social media audiences and Facebook events	reminder of deadlines and optional info session, urge early submission for field placements	Ashley	Ashley create posts and schedule in Hootsuite - Valerie approve	social media analytics/attendance/apps submitted report		0
Website	homepage/program pages	Jan. 1, 2021	website traffic	Website Updates to encourage submission of application deadlines, Help with final questions, urge early submission for field placements	Valerie	Valerie will pull from social media campaign as calendar for themes	web analytics		0

Activity	Platform	Dates	Audience	Main Message	Audience Contact	Set-up	Reports	Follow-up Conversation Internally	Cost
Direct Mail - Nice to Meet you at info session/talk to you	Nice to meet you notecard	Ongoing	After someone attends an info session or one on one meeting with recruiter - ongoing	Nice meeting you and reminder of application deadlines and last minute question info sessions, Help with final questions, urge early submission for field placements	Ashley	Ashley will send card after each event, Valerie will design with copy input from Ashley	apps submitted report		200
Admissions Coordinator Communications	Email/Phone	Ongoing	Finalizing Application pieces transcripts, references, etc.	Varies	Georgiana	Georgiana manages	Only if something seems to be causing barriers for numerous students that we can discuss how to fix it		0
Phone Calls	Phone	Ongoing	Apps Started deal stage (make sure that apps started out of Admit has been updated in Hubsport)	Do you have final questions we can answer?	Ambassadors/Ashley	Ashley provide list for Ambassadors to call			

Objective: Increase acceptance rates to 85% (average acceptance rate is ???, so if we reach the ?? applications and acceptance rates reach 85%, we would approximately yield ?? new accepted applicants) by the 2021 seat fee deadlines.

Activity	Platform	Dates	Audience	Main Message	Audience Contact	Set-up	Reports	Follow-up Conversation Internally	Cost
Tactics									
Congrats on submitting your application	Admit	ongoing - automatic after submission of application	submitted apps	Congrats on finalizing your application, with what will happen next...	Georgiana	Georgiana create email, Valerie set-up in admit, Georgiana work with Holly to create triggers	acceptance report		0
Accept/Decline Email Campaign	Admit	Ongoing after Decision is made	submitted apps after review	Accepted into the program email School (Admissions coordinator with next steps/if you have questions), congrats from Grad Admissions, Congratulations from the program director	Georgiana, Grad Admissions, Deb Adams	Georgiana creates school email, Valerie set-up in admit, Georgiana work with Holly to create triggers	Acceptance Report/Reasons for decline report/Reasons for defers		0
Congrats on being accepted series									
Congrats notecard (letter) from the director	mail	ongoing after offer is sent	admitted (offer)	Congratulations from the director on acceptance into the program	PhD program director	Ashley run report	acceptance report		500
Congrats notecard (letter) from the dean	mail	ongoing after offer is sent	admitted (offer)	Congratulations from the Dean on acceptance into the program	Dean Carney	Ashley run report	acceptance report		500
Funding Notification	email	starting in February	admit and funding info	Funding info	Program director	Georgiana works with program director to fund out funding information and writes copy to be sent out through Hubsport or Admit?	acceptance report	Not sure what happens now?	0
Phone calls from faculty/researcher/program director	phone	two weeks after receiving admit offer	admitted (offer) but haven't accepted	congrats do you have any questions	Program director	Ashley run offers report and divides list amongst faculty. Let program director know list	acceptance report		0
social media congrats	social media	February through May	admitted (offer)	post your admission letter with sticker	Ashley	Ashley set-up posts in Hootsuite and Valerie Approve	social media reports		0
Website	homepage/program pages	Spring 2021	website traffic	Website Updates to encourage submission of application deadlines, Help with final questions, urge early submission for field placements	Valerie	Valerie will pull from social media campaign as calendar for themes	web analytics		0

Objective: Increase Enrollment of new incoming PhD students by 30% by 20th day Fall 2021.

Activity	Platform	Dates	Audience	Main Message	Audience Contact	Set-up	Reports	Follow-up Conversation Internally	Cost
Tactics									
PHD Orientation	in-person	August	Accepted - start of school	Resources, meet and greet, marketing, campus	Ashley, Georgiana and program director	Ashley coordinates with program director and resources on campus	Enrollment		
Welcome Back	in-person	August	enrolled	join us, introduce to building	Ashley, Kristin, Vicki	Ashley Coordinate with First Year Experience and make arrangements	Enrollment report		first year experience pays
Instructor check-in email	Outlook	June and August	enrolled	check-in	Ashley and faculty	Valerie could create templates for faculty, Ashley share with faculty	Enrollment report		
Admissions coordinator emails	Outlook	June and August	enrolled	check-in	Ashley and Georgiana	Valerie create template, Georgiana fills in template and sends to students	Enrollment report		
postcard	mail	late May and early August	enrolled	check-in, excited to meet you	Ashley and Valerie	Ashley run enrollment report and provide list to Valerie, Ashley create message, Valerie design postcard and get in mail	Enrollment report, defers report		

