

BSW Recruitment Plan 2020-21
Goal: Increase Enrollment of new incoming bachelor's students by 30% by 20th day Fall 2021.

Objective 1: Increase non-admits with SW related interests to inquire/attend an event/activity

Name	Start Date	Set-up Details	Run time - Start	Run time - End	Time	Audience Details	Message Details	Tracking Reports	Location/Platform	Notes
Digital Advertising	2020-08-31	Valerie is working with Multiview team and based on reports with charge messages	2020-08-10	2020-12-31		Reach new market searching for degrees - ages 16 to 19 interested in an undergraduate 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)	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	Website	Aim for 1.5% conversion rate (so from 500,000 impressions gain 7500 reach week)
Retargeting and Capture	2020-08-31	Valerie is working with Multiview team and based on reports with charge messages	2020-08-10	2020-12-31		People who view 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	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	Website	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 45%. Click through rate of a retargeted ad is 10x higher than the CTR of a typical display ad.
NASW September Email	2020-09-09	Valerie will work with Multiview to set-up	2020-09-23	2020-09-23		NASW members in region	Highlight research to get members to open up the email and read it and have a section about degrees	email report from Multiview and weekly inquiry/initial source report	Email	
Social Media Organic Posts		Ashley create messages for posting for this month as it relates to the Objectives - creates unique URL in HubSpot to track posts when needed, Ashley add to Hootsuite to schedule and add posts to topics calendar in Monday, Valerie final approval in Monday. Ashley may use Ambassadors to assist with social media, but someone will have to enter into Monday for approvals and into Hootsuite to schedule to post.				Social Media Audiences	Program Strengths, alumni stories, research highlights, student videos, important deadlines - learn more and unique URL to track inquiries from posts	weekly inquiry/initial source report	Hootsuite and Monday	Valerie will provide additional training resources for Ashley and work on usage policy to distribute to the school.
	July (start in July next year)	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Ashley add to Hootsuite, Valerie final approval	2020-07-01	2020-07-31		Social Media Audiences	Program Strengths, alumni stories, research highlights, student videos, important deadlines - learn more and unique URL to track inquiries from posts	weekly inquiry/initial source report	Hootsuite and Monday	
	August (note for next year)	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Ashley add to Hootsuite, Valerie final approval	2020-08-01	2020-08-31		Social Media Audiences	Program Strengths, alumni stories, research highlights, student videos, important deadlines - learn more and unique URL to track inquiries from posts	weekly inquiry/initial source report	Hootsuite and Monday	
	September	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Ashley add to Hootsuite, Valerie final approval	2020-09-01	2020-09-30		Social Media Audiences	Program Strengths, alumni stories, research highlights, student videos, important deadlines - learn more and unique URL to track inquiries from posts	weekly inquiry/initial source report	Hootsuite and Monday	
	October	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Ashley add to Hootsuite, Valerie final approval	2020-10-01	2020-10-31		Social Media Audiences	Program Strengths, alumni stories, research highlights, student videos, important deadlines - learn more and unique URL to track inquiries from posts	weekly inquiry/initial source report	Hootsuite and Monday	
	November	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Ashley add to Hootsuite, Valerie final approval	2020-11-01	2020-11-30		Social Media Audiences	Program Strengths, alumni stories, research highlights, student videos, important deadlines - learn more and unique URL to track inquiries from posts	weekly inquiry/initial source report	Hootsuite and Monday	
	December	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Ashley add to Hootsuite, Valerie final approval	2020-12-01	2020-12-31		Social Media Audiences	Program Strengths, alumni stories, research highlights, student videos, important deadlines - learn more and unique URL to track inquiries from posts	weekly inquiry/initial source report	Hootsuite and Monday	
	January	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Ashley add to Hootsuite, Valerie final approval	2021-01-01	2021-01-31		Social Media Audiences	Program Strengths, alumni stories, research highlights, student videos, important deadlines - learn more and unique URL to track inquiries from posts	weekly inquiry/initial source report	Hootsuite and Monday	
Social Media Paid Posts		Ashley create messages for posting/unique URL in HubSpot to track posts, Ashley add to Hootsuite, Valerie final approval and purchase posts, Ashley may use Ambassadors to assist with social media.				Reach new market searching for degrees - ages 16 to 19 interested in an undergraduate 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 9 days each - Program Strengths - learn more	Ad performance and weekly inquiry/initial source report	Facebook	
	July (start in July next year)	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Valerie final approve and purchase posts	2020-07-01	2020-07-31		Reach new market searching for degrees - ages 16 to 19 interested in an undergraduate degree in a social service profession, living in Kansas, Kansas City Metro	Application deadlines, BSW program benefits	Ad performance and weekly inquiry/initial source report	Facebook and Monday	
	August (include for next year)	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Valerie final approve and purchase posts	2020-08-01	2020-08-31		Reach new market searching for degrees - ages 16 to 19 interested in an undergraduate degree in a social service profession, living in Kansas, Kansas City Metro	Application deadlines, BSW program benefits	Ad performance and weekly inquiry/initial source report	Facebook and Monday	
	September	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Valerie final approve and purchase posts	2020-09-01	2020-09-30		Reach new market searching for degrees - ages 16 to 19 interested in an undergraduate degree in a social service profession, living in Kansas, Kansas City Metro	Application deadlines, BSW program benefits	Ad performance and weekly inquiry/initial source report	Facebook and Monday	
	October	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Valerie final approve and purchase posts	2020-10-01	2020-10-31		Reach new market searching for degrees - ages 16 to 19 interested in an undergraduate degree in a social service profession, living in Kansas, Kansas City Metro	Application deadlines, BSW program benefits	Ad performance and weekly inquiry/initial source report	Facebook and Monday	
	November	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Valerie final approve and purchase posts	2020-11-01	2020-11-30		Reach new market searching for degrees - ages 16 to 19 interested in an undergraduate degree in a social service profession, living in Kansas, Kansas City Metro	Application deadlines, BSW program benefits	Ad performance and weekly inquiry/initial source report	Facebook and Monday	
	December	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Valerie final approve and purchase posts	2020-12-01	2020-12-31		Reach new market searching for degrees - ages 16 to 19 interested in an undergraduate degree in a social service profession, living in Kansas, Kansas City Metro	Application deadlines, BSW program benefits	Ad performance and weekly inquiry/initial source report	Facebook and Monday	
	January	Ashley and Valerie create messages for posting/unique URL in HubSpot to track posts, Valerie final approve and purchase posts	2021-01-01	2021-01-31		Reach new market searching for degrees - ages 16 to 19 interested in an undergraduate degree in a social service profession, living in Kansas, Kansas City Metro	Application deadlines, BSW program benefits	Ad performance and weekly inquiry/initial source report	Facebook and Monday	
Fairs/Tabling								weekly inquiry/initial source report		
Young Professionals Powwow & Trade Show	2020-06-09		2020-06-09	2020-06-10		American Indian potential students	Why college? Sign up to learn more attend a one on one session or info session, apply, program strengths	attendance and weekly inquiry/initial source report	Abe & Jake's Landing, East 6th Street, Lawrence, KS, USA	Is this one that we should sponsor and not attend? Valerie suggested attending next year again after we are able to add in more recruitment activities and revisit what to do in 2022
Legacy Vail Day	2020-09-05	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-09-05	2020-09-05		on campus event for children or grandchildren of KU alumni	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	postponed
KACRAO Kansas City Metro College Expo	2020-09-14	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-09-14	2020-09-14		high school students, parents and counselors interested in college info in KC Metro	Why Social Welfare?	attendance and weekly inquiry/initial source report	Oahe West High School, West Santa Fe Street, Oahe, KS, USA	Still listed on their website but not sure how to register. Last year email from admission came end of August
Fall Scholar Day	2020-09-25	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-09-25	2020-09-25		Fall Scholar Day	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Asian American Leadership Symposium	2020-10-01	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-10-01	2020-10-01		high school students of color	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Native Leadership Symposium	2020-10-08	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-10-08	2020-10-08		high school students of color	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
KACRAO Wichita Futures Fair	2020-10-13	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-09-14	2020-09-14		Futures Fair is open to high school students, their parents/guardians, and high school counselors from Sedgewick County. We expect attendance to be around 2,000 students	Why Social Welfare?	attendance and weekly inquiry/initial source report	Wichita State University, Fairmount Street, Wichita, KS, USA	Last year email from admission came end of August
Latin Leadership Symposium	2020-10-14	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-10-14	2020-10-14		high school students of color	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Shawnee Mission College Clinic	2020-10-14	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-10-14	2020-10-14		high school students interested in college	Why Social Welfare?	attendance and weekly inquiry/initial source report	Shawnee Mission High School, Lawrence, KS, USA	
Critson and Blue Day	2020-10-16	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-10-16	2020-10-16		on campus open house for all students	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Rock Chalk Day	2020-10-30	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-10-30	2020-10-30		on campus open house for all students	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
KACRAO Lawrence college & career fair	2020-10-01	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-10-01	2020-10-31		high school students, parents and counselors interested in college info in Lawrence	Why Social Welfare?	attendance and weekly inquiry/initial source report	Wichita State University, Fairmount Street, Wichita, KS, USA	don't see listed
Rock Chalk Day	2020-11-09	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-11-09	2020-11-09		on campus open house for all students	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Black Leadership Symposium	2020-11-10	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-11-10	2020-11-10		high school students of color	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Rock Chalk Day	2020-11-16	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-11-16	2020-11-16		on campus open house for all students	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Chicago Rock Chalk Reception	2021-02-01	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2021-02-01	2021-02-28		high school students interested in KU in Chicago	Why Social Welfare?	attendance and weekly inquiry/initial source report	Chicago, IL, USA	Sometime in February so marked whole month. Please change to the different city if this is not the one you plan to go to this year.
Destination KU	2021-02-01	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2021-02-01	2021-03-31		first generation students - students financial need	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	Not sure of dates so marked February and March
Rock Chalk Day	2021-02-01	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2021-02-01	2021-04-30		on campus open house for all students.	Why Social Welfare?	attendance and weekly inquiry/initial source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	Not sure of dates in February and April

Name	Start Date	Set-up Details	Run time - Start	Run time - End	Time	Audience Details	Message Details	Tracking Reports	Location/Platform	Notes
STL Rock Chalk Reception	2021-02-01	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2021-02-01	2021-02-28		high school students interested in college in St. Louis	Why Social Welfare?	attendance and weekly inquiry/intel source report	St. Louis, MO, USA	Sometimes in February as marked whole month. Please change to the different city if this is not the one you plan to go to this year.
Junior days	2021-03-01	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2021-03-01	2021-03-31		juniors in high school	Why Social Welfare?	attendance and weekly inquiry/intel source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	Spring - March through May
Chancellor's reception KU Tri	2021-04-01	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2021-04-01	2021-04-30		top scholars event in KC	Why Social Welfare?	attendance and weekly inquiry/intel source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	Some time in April
Chancellor's Top Scholar Reception	2021-05-01	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2021-05-01	2021-05-31		top scholars event in Lawrence	Why Social Welfare?	attendance and weekly inquiry/intel source report	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	Some time in May
Native American College Fair	2021-10-08	Look into fair information on Facebook: Native American College fair								
Advisory/Counselor Training										
New/Returning Recruiter Training	2020-07-29	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2020-07-31	2020-07-31	some time in July	Regional recruiters	Why Social Welfare?	inquires in general and events	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Multicultural Scholars Program	2020-10-14	Ashley will make contact with Megan to discuss	2020-10-01	2020-10-31		MSP	general awareness about KU School of Social Welfare on campus	inquires in general and events	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	15 minutes of a meeting and ongoing involvement
DEI Council/DEI Scholars	2020-10-30	Ashley will make contact with Megan to discuss	2020-10-01	2020-10-31		DEI student council members, students and scholars	general awareness about KU School of Social Welfare on campus	inquires in general and events	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Native American Student Services - Lawrence Schools	2020-10-13	Ashley will email contact to ask about possibilities to partner	2020-09-01	2020-09-30		educational opportunities and support for American Indian/Alaska Native children in the Lawrence Public Schools. https://www.us4897.org/oms/ib/k30190688/1/Center/Dona1666/HealthyTheNumbersWelcome.pdf	Why college? Why KU? Why Social Welfare? Financial Aid Resources, Deadlines	inquires in general and events	Lawrence, KS, USA	
KU Office of Multicultural Affairs	2020-10-06	Ashley will draft email with information about academic offerings and event invites and ask to schedule a meeting to discuss more and to be added to their event list	2020-10-01	2020-10-31		OMA advisors and mentors	general awareness about KU School of Social Welfare on campus	inquires in general and events	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	15 minutes of a meeting
KU Tri	2020-10-06	Ashley will draft email with information about academic offerings and event invites and ask to schedule a meeting to discuss more and to be added to their event list	2020-10-01	2020-10-31		Trio trie advisors and mentors	general awareness about KU School of Social Welfare on campus	inquires in general and events	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	reach out at the beginning of the year - September
JCCC	2020-12-17	Ashley work with Anea to find time to meet with counselors/advisors	2020-12-17	2020-12-17	Sometime in October	Community college counselors/advisors	Why KU and why social work? Financial aid, application tips	inquires in general and events	Johnson County Community College, College Boulevard, Overland Park, KS, USA	
MCCKC	2020-12-17	Ashley work with Anea to find time to meet with counselors/advisors	2020-12-17	2020-12-17	Sometime in October	Community college counselors/advisors		inquires in general and events	Metropolitan Community College - Longview, Southwest Longview Road, Lee's Summit, MO, USA	
KCKCKC	2020-12-17	Ashley work with Anea to find time to meet with counselors/advisors	2020-12-17	2020-12-17	Sometime in October	Community college counselors/advisors		inquires in general and events	Kansas City Kansas Community College, State Avenue, Kansas City, KS, USA	
STL Counselor Lunch	2021-02-01	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2021-02-01	2021-02-28	some time in Feb	High School Counselors	Why Social Welfare?	inquires in general and events	St. Louis, MO, USA	
Chicago Counselor Lunch	2021-02-01	Ashley will work with Admissions to stay up-to-date on event plans and let Valerie know in Monday	2021-02-01	2021-02-28	some time in Feb	High School Counselors	Why Social Welfare?	inquires in general and events	Chicago, IL, USA	
KU/CCCommunity Degree/ Degree in 3 Program Review	2021-03-03	Anea participates in event scheduled by NU/CC	2021-03-03	2021-03-03		Community college counselors/advisors	Why KU and why social work?	inquires in general and events	Edwards Campus, University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Counselor Day	2021-04-13	Academic departments reaching out to Counselor leaders in providing academic updates	2021-04-13	2021-04-13		High School Counselors		inquires in general and events	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Royal Valley High School in Potawatami	td	Ashley find contact for schools and make initial contact to find out possibilities	2021-03-01	2021-03-31		high American Indian population	Why KU and why social work? Financial aid, application tips	inquires in general and events	Potawatami, KS, USA	reach out at the beginning of the year - September
Kickapoo Nation School	td	Ashley find contact for schools and make initial contact to find out possibilities	2021-03-01	2021-03-31		high American Indian population	Why KU and why social work? Financial aid, application tips	inquires in general and events	Kickapoo, KS, USA	
Other events and communications - BSW										
DEI	2020-10-30	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff if when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials				University community and potential community partners	Why social work? Learn more	attendance and weekly inquiry/intel source report		
Coordinate with Liaison to Native Communities	2020-09-01	community events and partnerships - with recruitment opportunities				Native populations	Community events and partnerships	attendance and weekly inquiry/intel source report		
Dean's visit to western Kansas	td	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff if when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials				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	attendance and weekly inquiry/intel source report	zoom	
Research Impact Talk - Michael Riquino	td	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff if when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	2020-09-16	2020-09-16	1:00 to 2:00 p.m.	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	attendance and weekly inquiry/intel source report	zoom	
Research Impact Talk - Megan Peacock	td	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff if when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	2020-11-18	2020-11-18	1:00 to 2:00 p.m.	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	attendance and weekly inquiry/intel source report	zoom	
Research Impact Talk - Briana McGaugh	td	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff if when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	2021-02-17	2021-02-17	1:00 to 2:00 p.m.	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	attendance and weekly inquiry/intel source report	zoom	
Research Impact Talk - Sarah Jen	td	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff if when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	2021-04-21	2021-04-21	1:00 to 2:00 p.m.	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	attendance and weekly inquiry/intel source report	zoom	
LBRTQA+ Symposium	2021-06-03	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff if when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials	2021-06-03	2021-06-04		Researchers and community members (if the audience starts towards researchers only then maybe not a place to table)	Tabling at check-in maybe just on first day	attendance and weekly inquiry/intel source report	zoom	
CEEC events - PCS and agency trainings	2020-09-01	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff if when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials				alumni, community partners	Check-ins and provide updates on program and how they can be of assistance	attendance and weekly inquiry/intel source report	zoom	
Researcher events	2020-09-01	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff if when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials				Check-ins and provide updates on program and how they can be of assistance	Check-ins and provide updates on program and how they can be of assistance	attendance and weekly inquiry/intel source report	zoom	
Field Education Agency Visits	2020-09-01	Coordinate with audience contact and provide materials for event, may need to set-up booth and staff if when needed. For virtual events, arrange for small message to be included in event advertising or in evaluation materials				field agencies	print materials, coordinating events. Check-ins and provide updates on program and how they can be of assistance	attendance and weekly inquiry/intel source report	zoom	
Advisory Board - September	2021-09-24	Ashley should attend one of the board meetings to give update and let board know how they can help	2020-09-24	2020-09-24	3:30 to 5 p.m.	community partners	Check-ins and provide updates on program and how they can be of assistance	attendance and weekly inquiry/intel source report	Zoom	
Advisory Board - February	2021-02-04	Ashley should attend one of the board meetings to give update and let board know how they can help	2021-02-04	2021-02-04	3:30 to 5 p.m.	community partners	Check-ins and provide updates on program and how they can be of assistance	attendance and weekly inquiry/intel source report	Zoom	
Advisory Board - April	2021-04-08	Ashley should attend one of the board meetings to give update and let board know how they can help	2021-04-08	2021-04-08	3:30 to 5 p.m.	community partners	Check-ins and provide updates on program and how they can be of assistance	attendance and weekly inquiry/intel source report	Zoom	
Newsletters	2020-09-01	Valerie will work in message about recruitment				alumni, community partners	share information regarding our program with prospective students	attendance and weekly inquiry/intel source report		
Christina Boyd	2020-09-01	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				all stakeholders in Western Kansas	all stakeholders in Western Kansas	attendance and weekly inquiry/intel source report		
Classroom Visits										
Intro to SW class visit JCCC	2020-12-17	Anea set up info session date based on academic calendar	2020-12-17	2020-12-17	Sometime in October	community college associates degrees in human service with interest in SW	Transfer to BSW	weekly inquiry/intel source report	Johnson County Community College, College Boulevard, Overland Park, KS, USA	
Intro to SW class at MCC	2020-12-17	Anea set up info session date based on academic calendar	2020-12-17	2020-12-17	Sometime in October	community college associates degrees in human service with interest in SW	Transfer to BSW	weekly inquiry/intel source report	Metropolitan Community College - Longview, Southwest Longview Road, Lee's Summit, MO, USA	
Intro to SW class at KCCC	2020-12-17	Anea set up info session date based on academic calendar	2020-12-17	2020-12-17	Sometime in October	community college associates degrees in human service with interest in SW	Transfer to BSW	weekly inquiry/intel source report	Kansas City Kansas Community College, State Avenue, Kansas City, KS, USA	
Intro to SW class visit JCCC	2021-03-04	Anea set up info session date based on academic calendar	2021-03-04	2021-03-04		Intro to SW course @ JCCC students	Transfer to BSW	weekly inquiry/intel source report	Johnson County Community College, College Boulevard, Overland Park, KS, USA	
Royal Valley High School in Potawatami	2021-04-01	Ashley find contact for schools and make initial contact to find out possibilities	2021-04-01	2021-04-30	Sometime in April (date in spring is flexible, just change in here once contact has been made and more details get finalized)	high American Indian population	Why KU and why social work? Financial aid, application tips	weekly inquiry/intel source report	Potawatami, KS, USA	
Kickapoo Nation School	2021-04-01	Ashley find contact for schools and make initial contact to find out possibilities	2021-04-01	2021-04-30	Sometime in April (date in spring is flexible, just change in here once contact has been made and more details get finalized)	high American Indian population	Why KU and why social work? Financial aid, application tips	weekly inquiry/intel source report	Kickapoo Nation High School, 1st Street, Potawatami, KS, USA	
Lawrence High School Human and Public Services Career Track	2021-04-01	Ashley find contact and make initial contact to find out possibilities	2021-04-01	2021-04-30	Sometime in April (date in spring is flexible, just change in here once contact has been made and more details get finalized)	Lawrence high school students interested in social work	Why social work? Why KU?	weekly inquiry/intel source report	Lawrence High School, Louisiana Street, Lawrence, KS, USA	
AVID - High School and Middle Schools in Lawrence	2021-04-01	Ashley make contact to find out possibilities	2021-04-01	2021-04-30	Sometime in April (date in spring is flexible, just change in here once contact has been made and more details get finalized)	support all students in achieving at high levels and graduating college and career ready	Why social work? Why KU?	weekly inquiry/intel source report	Lawrence High School, Louisiana Street, Lawrence, KS, USA	
Online Breakout Room	2021-02-01	Ashley will work with the Student Success team to transfer the format to online version and then offer as an alternative to traditional info session				Advisors, high schools, community colleges, classroom visits	Offer online version of breakout room experience for people to learn about "What is social work?"	weekly inquiry/intel source report	online	
State Inquire more forms (gated website)	2020-09-18	Ashley will update website	2020-09-18	2020-09-18		anyone visiting website	Inquire more forms and download info forms	weekly inquiry/intel source report	website	
Website Design in Sunflower										
Update Program Content	2020-09-18	Valerie will update design	2020-09-18	2020-09-18		anyone visiting website	update website to new sunflower system	weekly inquiry/intel source report	website	
Images	2020-09-18	Valerie will update design	2020-09-18	2020-09-18		anyone visiting website	update website to new sunflower system	weekly inquiry/intel source report	website	
Homepage Content	2020-09-18	Valerie will update design	2020-09-18	2020-09-18		anyone visiting website	update website to new sunflower system	weekly inquiry/intel source report	website	
Update Research Content	2020-09-18	Valerie will update design	2020-09-18	2020-09-18		anyone visiting website	update website to new sunflower system	weekly inquiry/intel source report	website	
Update CCEC Content	2020-09-18	Valerie will update design	2020-09-18	2020-09-18		anyone visiting website	update website to new sunflower system	weekly inquiry/intel source report	website	

Name	Start Date	Set-up Details	Run time - Start	Run time - End	Time	Audience Details	Message Details	Tracking Reports	Location/Platform	Notes
Collateral for Events	08/20/20-18	Valerie will update design	2020-08-10	2020-08-18			update website to new sunflower system	weekly inquiry/initial source report	website	
	2020-09-18	Valerie will update design	2020-08-10	2020-09-18		anyone visiting website	update website to new sunflower system	weekly inquiry/initial source report	website	
Banners					On hold - no in person events		weekly inquiry/initial source report		print	
					On hold - no in person events				print	
Program Page	2020-08-18	Ashley provide content and Valerie update design				event handouts, email and web content	update		print	
Accorion Print Piece	2020-08-18	Ashley provide content and Valerie update design				event handouts, email and web content	update		print	
Career Brochures	2021-02-01	Ashley provide content and Valerie update design, Ashley handout to anyone who advises students on campus, high schools, community colleges as well as prospective students				event handouts, email and web content	update		print	Valerie will put together a draft for field to review and groups on campus
	2020-09-18	Ashley work with Laurie to create specific content that needed to be included in this handout, Ashley coordinate with Valerie to design				event handouts, email and web content	create new		print	
Share Collateral/Design Pieces	2020-09-18	Valerie set up OneDrive folder					Easy to access electronic advertising pieces, so can pull for presentations. Break up some of the pieces into bite size info to pull just certain graphics for presentations and emails, infographics.		print	
Student Services Videos	2020-10-02					prospective students			online	
Partners	Edwards Campus	2020-09-01	Arnea will Coordinate messages and provide updated content when needed			prospective students generated through their recruitment plan	Edwards Campaign	weekly inquiry/initial source report	digital media, website, paid and organic social, email campaigns	
	KU and KU Affiliates	2020-09-01	Coordinate messages and provide updated content when needed			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	weekly inquiry/initial source report	website, advertising, events	
Enrollment Management	2020-09-01	Ashley will Coordinate messages and provide updated content when needed			quarterly meetings	prospective students generated through their recruitment plan	Admissions Campaign	weekly inquiry/initial source report	website, application, email campaigns	
Coalitions Salina Area	2020-09-01	Christina attends these meetings and will continue to track. Ashley will provide a sign up form that links to Hubspot, so we can track these sources accurately			need event dates to list in update	Social workers in western Kansas - many agency leaders	Regular presence at these meetings, can provide update on programs when appropriate	weekly inquiry/initial source report	meetings	
Haskel dual degree - degree in 2	2020-09-01	Laurie will contact Vicki to discuss research and loop in Ashley as it becomes really and need to pull in recruitment				Haskel students pursuing Associate of Art, Social Work in the College of Natural and Social Sciences and native communities who want to finish last year as BSW	Why finish with BSW and apply to MSW Advanced Standing	weekly inquiry/initial source report	Haskel Indian Nations University, East Indian Avenue, Lawrence, KS, USA	Ashley and Julia Goodrich, Dean of the College of Natural and Social Sciences, Melissa Hedley, faculty and teacher of class 421 and advisor of social work student group, Tomia Salvi, Vice President of Student Services, Joshua Faldut, Vice President of Academics, Laura Rice, Student Success Center Counselor, Moahna (Yash) Hegstler, Trai/Student Services
Event Sponsorships	CSWE	2020-10-01	Valerie will learn more and update Monday	2020-11-01	2020-11-30	dates not set	See Update list	awareness	inquiries in general	virtual
	NADDSSW	2021-02-01	Valerie will learn more and update Monday	2021-04-12	2021-04-14		directors of other social work schools around the country	awareness	inquiries in general	Calamaran Resort Hotel and Spa, 3969 Mission Boulevard, San Diego, CA 92109, USA
Network of Social Work Management	2021-02-01	Valerie will learn more and update Monday	2020-09-29	2020-10-29		National Association of Social Workers	awareness	inquiries in general	usually in June	weren't able to work out for 2020
Misner Schools Conference	2020-09-03	Valerie will learn more and update Monday	2021-06-01	2021-06-30	dates not out yet	healthcare social workers	awareness	inquiries in general	virtual	
Social Work in Leadership in Health Care	2020-09-31	Valerie will learn more and update Monday	2020-09-07	2021-06-30		nonprofit management social workers	awareness	inquiries in general	virtual	next year - Nov. 21-23 in Traverse City, MI was sponsored the year last year
Southwestern Social Science Fair	2021-01-01	Valerie will learn more and update Monday	2020-10-26	2020-10-26		Social work schools in Midwest	awareness	inquiries in general	New Orleans, LA, USA	
KAMM Sponsorships	2021-03-01	Valerie will learn more and update Monday	2021-03-15	2021-03-17		social workers southwest region	awareness	inquiries in general	Lawton, KS, USA	
CDO - at KU	2020-10-01	Valerie will learn more and update Monday	2021-04-28	2021-04-28		Women health community leaders	awareness	inquiries in general	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	Usually reach out in summer
Other causes on campus	IFPD Conference	2021-11-02	Valerie will learn more and update Monday	2021-03-18	2021-03-22	depends on event	such as Sexual Assault events, Red Hot Research, Jayhawks give a fuck	inquiries in general	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
	SSW	2021-01-01	Valerie will learn more and update Monday	2021-01-20	2021-01-24	Bachelor Program Directors and students	awareness	inquiries in general	Birmingham, AL	next year in columbus, OH
SW 310	2021-02-23	Ashley work with Advisors and Michael to develop advertising materials to share with departments advisors and students before the year	2021-02-25	2021-03-31		undergraduates, advisors	About the course	class rosters	University of Kansas, Jayhawk Boulevard, Lawrence, KS, USA	
Feedback from Indigenous Alumni Board		Laurie Ramez 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.				Native alumni around the country	Reconnect and get input on how to recruit more native students	active membership and events planned through the board	meeting	
Student Success Training in regards to recruiting native populations	2020-10-01	Kidsin will contact Laurie to discuss further on how to implement			Date TBD - maybe in 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	Zoom	virtual, Admin/Training	
2019 Junior Day follow up	2020-07-01	Ashley creates message in State to set-up to run July 1	2020-07-01	2020-07-01	One time send to mailing seniors who attended Junior Day to remind of KU application opening July 1	KU application opening July 1	scheduled appointments/weekly inquiry/initial source	Outlook	email/communications	
Spring Email Campaign - 2021 Juniors		Ashley create emails in state to go to juniors in high school, trying to get someone to click on social welfare or schedule a meeting			Juniors in high school - running this year to generate more SOC interest for next year	juniors in high school - running the year to generate more SOC interest for next year	career options	inquiry report starting 2021 July 1	state	
	Career Option - working with children	2021-05-03	Ashley create emails in state to go to juniors in high school, trying to get someone to click on social welfare or schedule a meeting	2021-01-01	2021-07-01	Juniors in high school - running the year to generate more SOC interest for next year	Career options email series	inquiry report starting 2021 July 1	state	
	Career Option - mental health	2021-06-07	Ashley create emails in state to go to juniors in high school, trying to get someone to click on social welfare or schedule a meeting	2021-01-01	2021-07-01	Juniors in high school - running the year to generate more SOC interest for next year	Career options email series	inquiry report starting 2021 July 1	state	
	Career Option - aging adults		Ashley create emails in state to go to juniors in high school, trying to get someone to click on social welfare or schedule a meeting	2021-01-01	2021-07-01	Juniors in high school - running the year to generate more SOC interest for next year	Career options email series	inquiry report starting 2021 July 1	state	
	Career Option - schools		Ashley create emails in state to go to juniors in high school, trying to get someone to click on social welfare or schedule a meeting	2021-01-01	2021-07-01	Juniors in high school - running the year to generate more SOC interest for next year	Career options email series	inquiry report starting 2021 July 1	state	
	Career Option - health care		Ashley create emails in state to go to juniors in high school, trying to get someone to click on social welfare or schedule a meeting	2021-01-01	2021-07-01	Juniors in high school - running the year to generate more SOC interest for next year	Career options email series	inquiry report starting 2021 July 1	state	
	Career Option - substance abuse		Ashley create emails in state to go to juniors in high school, trying to get someone to click on social welfare or schedule a meeting	2021-01-01	2021-07-01	Juniors in high school - running the year to generate more SOC interest for next year	Career options email series	inquiry report starting 2021 July 1	state	
	Career Option - administration		Ashley create emails in state to go to juniors in high school, trying to get someone to click on social welfare or schedule a meeting	2021-01-01	2021-07-01	Juniors in high school - running the year to generate more SOC interest for next year	Career options email series	inquiry report starting 2021 July 1	state	
	Career Option - justice		Ashley create emails in state to go to juniors in high school, trying to get someone to click on social welfare or schedule a meeting	2021-01-01	2021-07-01	Juniors in high school - running the year to generate more SOC interest for next year	Career options email series	inquiry report starting 2021 July 1	state	
	Non-admin/No Event Email Campaign		Ashley create emails and sets-up in State, Valerie approves							state
Previous Year - Never Applied	2020-04-02	sent to 2020 and 2021 no applied with interest in SW, undeclared-Education & public service, undeclared - health & behavioral science	2020-04-02	2020-04-02		sent to 2020 and 2021 no applied with interest in SW, undeclared-Education & public service, undeclared - health & behavioral science		scheduled appointments/weekly inquiry/initial source	state	
2021 prospect & inquiries - schedule visit	2020-10-15	Ashley create emails and sets-up in State, Valerie approves	2020-10-15	2021-04-30	daily to new prospects	Why Social Work/schedule a visit	scheduled appointments/weekly inquiry/initial source	state	next year start in August	
2021 prospect & inquiry parents, no campus visit	2020-10-15	Ashley create emails and sets-up in State, Valerie approves	2020-10-15	2021-04-30	daily to new prospects parents	Why Social Work/schedule a visit	scheduled appointments/weekly inquiry/initial source	state	next year start in August	
2021 Transfer prospect & inquiries - not applied, no visit	2020-10-15	Ashley create emails and sets-up in State, Valerie approves	2020-10-15	2021-04-30	daily to new prospects	Not applied 2021 transfers in ABSO, PHIL, PSYC, REL, SW, SOC, UNL-Education & public service, UNL - health & behavioral science, no campus visit	What is SW schedule a visit	scheduled appointments/weekly inquiry/initial source	state	next year start in August
One on One Phone Calls	One on One Phone Calls	2020-07-08	Ashley set-up calendar in state, added to website, hosts info session if people sign up	2020-07-10	2020-07-10	every Wednesday at 11 a.m.	prospective students sign-up from website	Why Social Welfare?	attendance and weekly inquiry/initial source report	Phone and State
	One on One Phone Calls	2020-07-15	Ashley set-up calendar in state, added to website, hosts info session if people sign up	2020-07-17	2020-07-17	every Wednesday at 11 a.m.	prospective students sign-up from website	Why Social Welfare?	attendance and weekly inquiry/initial source report	State
	One on One Phone Calls	2020-07-22	Ashley set-up calendar in state, added to website, hosts info session if people sign up	2020-07-24	2020-07-24	every Wednesday at 11 a.m.	prospective students sign-up from website	Why Social Welfare?	attendance and weekly inquiry/initial source report	State
	One on One Phone Calls	2020-07-29	Ashley set-up calendar in state, added to website, hosts info session if people sign up	2020-07-31	2020-07-31	every Wednesday at 11 a.m.	prospective students sign-up from website	Why Social Welfare?	attendance and weekly inquiry/initial source report	State
	One on One Phone Calls	2020-08-05	Ashley set-up calendar in state, added to website, hosts info session if people sign up	2020-08-07	2020-08-07	every Wednesday at 11 a.m.	prospective students sign-up from website	Why Social Welfare?	attendance and weekly inquiry/initial source report	State
	One on One Phone Calls	2020-08-12	Ashley set-up calendar in state, added to website, hosts info session if people sign up	2020-08-14	2020-08-14	every Wednesday at 11 a.m.	prospective students sign-up from website	Why Social Welfare?	attendance and weekly inquiry/initial source report	State
	One on One Phone Calls	2020-08-19	Ashley set-up calendar in state, added to website, hosts info session if people sign up	2020-08-21	2020-08-21	every Wednesday at 11 a.m.	prospective students sign-up from website	Why Social Welfare?	attendance and weekly inquiry/initial source report	State
	One on One Phone Calls	2020-08-26	Ashley set-up calendar in state, added to website, hosts info session if people sign up	2020-08-26	2020-08-26	every Wednesday at 11 a.m.	prospective students sign-up from website	Why Social Welfare?	attendance and weekly inquiry/initial source report	State
	One on One Phone Calls	2020-09-02	Ashley set-up calendar in state, added to website, hosts info session if people sign up	2020-09-02	2020-09-02	every Wednesday at 11 a.m.	prospective students sign-up from website	Why Social Welfare?	attendance and weekly inquiry/initial source report	State
	One on One Phone Calls	2020-09-09	Ashley set-up calendar in state, added to website, hosts info session if people sign up	2020-09-09	2020-09-09	every Wednesday at 11 a.m.	prospective students sign-up from website	Why Social Welfare?	attendance and weekly inquiry/initial source report	State

