

MSI Primary Recruitment Activities Executed for 2007-2008
Applicant Increase Activities

Below, please find a list of the primary MSI Recruiting Activities for 2007-2008. In particular, the list below represents most Fall term activities designed to increase the number of qualified applicants. One of our goals in reaching such a diverse range of individuals is to balance mass marketing campaigns with more targeted recruiting activities. Within each campaign, mass or targeted, we carefully selected the audience, while looking for opportunities and growth potential. Through all marketing efforts, we work to collect response rates and analyze campaign effectiveness to help us sharpen and evolve our strategies.

Although this information focuses mostly on recruiting activities to increase applications, we also have a range of activities during the admission recruiting season where we concentrate our efforts to convert admitted students to matriculated students. That stage of recruiting typically takes place in the Winter term, and is where your help has been instrumental to reach out to these students through email contact, participation with Visiting Days, and possibly talking to a visiting individual.

<p>Mass Marketing:</p>	<ul style="list-style-type: none"> • 3 point contact campaign to 40,000 GRE test takers, UM Seniors, McNair Fellows, and Name Exchange students selected by GPA and major, consisting of postcard, html emailing, personalized microsite and email follow-up. Analysis of common undergrad majors to career outcomes to develop new Alumni Profiles to update the microsites for this year. • Microsites based on undergraduate major updated as landing pages for the campaign. Included links to subscribe to the new Multimedia Viewbook online, Admissions Blogs, and to receive RSS Feeds for the blog, or for SI Events. • Additional email campaign to GRE test takers with links to the microsites. • Pathways to Success revised and updated with attention to the new specializations. Searchable database to identify potential curriculum paths, student experiences, and career outcomes for a variety of SI paths. • SI Admissions Blog continuing with postings from 4 recruiting assistants and the MSI Admissions and Recruitment Manager. • Influencer postcard mailed to 25,000 campus administrators, libraries, and faculty: including deans, chairs, advising and career centers.
<p>Tailored Mailings and Emailings:</p>	<ul style="list-style-type: none"> • Letter to reference writers of new students including SI CD's and combo book. • Emails to targeted MSU student groups and alum in the mid-MI area, with invitations to meet up at the MSU Grad Fair. • Communication with inquirers and alumni in regions

	<p>where SI will be represented.</p> <ul style="list-style-type: none"> • Connect with SI Publicity including postcards to UM Seniors (including UM-Flint), UM Technical Staff, and Michigan Libraries; emails to MOCHI, CHI2, AWC, Selected UM/EMU Student Groups, UM Departments, WCC-IPP group; Notice in the Ann Arbor IT Zone Newsletter. Also emails to chairs of English, Computer Science, and Education departments of local colleges including MSU, EMU, WMU, Concordia, Hillsdale, Albion, Alma, BGSU, University of Toledo, CMU, Hope.
Advertisements:	<ul style="list-style-type: none"> • <i>SAA's Archival Outlook publication</i> • <i>Library Journal Buyer's Guide</i> • Connect with SI publicity including advertisements in the Michigan Daily • Gradschools.com which provides just under 100 leads a month in the peak months. • Petersons.com which provided over 300 leads this past year through click-throughs, and query tools. • <i>Michigan Daily online which got about a dozen click-throughs a week.</i> • Peace Corps Hotline which is a print and online newsletter reaching Peace Corps Alum. • Teach for America Grad Schools and Careers Posting database
Internet Outreach	<ul style="list-style-type: none"> • Made significant updates to the Multimedia Viewbook including new conversations with faculty on all of the new specializations. Made the viewbook available on the SI Web site (based on feedback from a student survey). • Request CD Web page reengineered as a registration page for prospective students. • Virtual Connect with SI available online for the first time. • <i>YouTube contest for the SI Experience</i>
Conferences and Events:	<ul style="list-style-type: none"> • Attendance at the Idealist.org Grad Fair in Minneapolis Connected with Alums and students in each location in advance of the fair. • Attendance at Society of Women Engineers • UM Grad Fair • MSU Grad Fair • UM Dual Degree Fair • UM Multi-cultural Career Fair targeting diversity students • Connect with SI, our open house event for prospective students • <i>Special Winter term Information Session for later applicants.</i> • ArbCamp Sponsorship including 3 passes to the conference.

Email Communication:	<ul style="list-style-type: none">• Ongoing email communication with hundreds of prospects, and most applicants. This includes responding to over 100 SI CD requests per week in peak fall months.• Average number of email contacts for an applicant is between 15-20. For international students, the average contact number almost doubles. A significant portion of our enrollment growth continues to be from international students.