Boost Student Recruitment with Online and Virtual Events

VIRTUAL RECRUITMENT EVENT ACTION PLAN

Use this worksheet as a starting point to begin planning your next virtual recruitment event.

ESTABLISHING THE "WHY"

Who is your target audience?

Tip: *Depending on the purpose of the event, you may have more than one target audience.*	

What need is this event fulfilling for that audience?

What need does this event fulfill that isn't being addressed by current initiatives at your institution? *When thinking about building your strategy, how would this event compliment your other virtual events?*	

What are the key agenda items/learning objectives?

What is the purpose of the event and what do you want the attendees to walk away with?	
What will be covered during the event?	
What is the call-to-action for attendees?	

What stakeholders should be involved?

Consider event planning, content development, and event execution.	

EVENT LOGISTICS

What day of the week, time and length will the event be?

Consider your target audience when establishing the ideal day of the week and time of your event.	

What will be the mode of delivery for the event?

What delivery format would best meet the event need? *What tools are already available to you at your institution?* ***Tip:** Consider free Web 2.0 tools and existing platforms available to you at your organization.*	

What is your marketing/communication plan?

How will you promote the event?	
How will you communicate with registrants and attendees before and after the event?	
Tip:	
● *Email blasts* ● *Website event space* ● *Social media* ● *Reminder emails close to the event (e.g. 24 hr. before) are great!*	
Visit the Penn State World Campus Events page to see how they market their events.	

What resources are needed to execute this event?

Consider direct and indirect costs (e.g. marketing support, staff effort, technical support, and subject matter expertise, etc.)	

What will success look like for this event?

Develop an evaluation plan that includes KPIs and other key data points. *Determine how often you will evaluate event performance based on the established metrics.*	

Sample Attendee Survey Questions

The following questions can be an initial guide in forming your virtual event follow-up survey for attendees.

Please rate your agreement with the following statements

On a scale of 1 to 5 (1-Strongly Disagree and 5-Strongly Agree)

- I would recommend this webinar to others.
- My questions about the webinar topic were answered.
- The session length was appropriate.
- I feel that the information presented in the session was valuable and useful for me.
- The information in the session was presented in a clear and understandable manner.
- The speaker was knowledgeable on the subject matter.
- The content of the session matched the description of the webinar.

What changes would you recommend for future webinars on this topic?

What other topics would you like to see covered in a future webinar?

Overall, how would you rate this session? (scale of 1-5)

When do you intend to enroll in classes?

What is your 'Elevator Pitch'?

Provide 2-3 sentences summarizing the proposed event. *This is your sales pitch to get internal stakeholders on board. They will want to understand the why and the how.*	

View the Penn State World Campus [***How Online Learning Works webinar***](#) ***for ideas on how to construct your first virtual event!***

Virtual/Hybrid Event Ideas

Below are a few additional event ideas to help feed your creativity as you begin conceptualizing your virtual event strategy!

- Create no/low cost engagement opportunities utilizing Web 2.0 tools.

    - **Twitter Chats** - Feature subject-matter experts answering facilitated and participant questions live around a set topic utilizing a unique hashtag.

    - **YouTube Live** - Live broadcast interviews or panel discussions with subject-matter experts, alumni, faculty or student volunteers and take questions from the virtual "audience".

    - **'Go Live' on Facebook or Instagram** from an existing face-to-face event to create hybrid events (with in-person and online attendees). This can provide an engagement/information gathering opportunity for those that can't physically make it to the event.

- Develop an on-demand space where students can self-serve with valuable content. If you host an event that you only intend to do once, archive it there for future consumption.

- Live broadcast featured presentations or speakers from on-campus events.

- Consider virtual yield events to welcome a new class of students and complement similar events offered face-to-face.

- Host a virtual tour of your campus.

- Host a series of webinars around a set of related topics or for a particular audience.

- Utilize the same web-conferencing technology used for webinars to offer virtual appointments.