Boost Student Recruitment with Online and Virtual Events

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Agenda

- Why Create an Online Recruitment Strategy?
- Webinars
- Virtual Open Houses
- Event Promotion
- Evaluation
- Other Tools and Technology
- Thinking Through Your Strategy

2

LEARNING OUTCOME

After participating...

you will be able to start drafting a plan for your next online recruitment event.

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WHY CREATE AN ONLINE RECRUITMENT STRATEGY?

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CHAT

What recruitment challenges are you hoping to address with virtual events?

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Recruitment Challenges

Challenge	Solution
Geographic restrictions	**Maximize your student reach**
Budgetary considerations	**Cost savings**
College research is evolving	**Low commitment information gathering**
Time limitations	**Accessible opportunities**

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Key Principles

POWER OF ENGAGEMENT

MEET THEM WHERE THEY ARE

BUILD AFFINITY

EFFICIENCY OF MESSAGE

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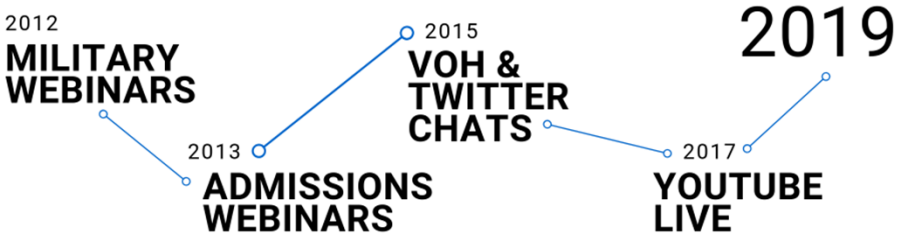
Our Story



WEBINAR
GENERAL ADMISSIONS
TRANSFER STUDENT
FINANCIAL AID
ALUMNI PANEL
HOW ONLINE LEARNING WORKS
SUPPORT SERVICES
CAREER SERVICES

TWITTER
APPLICATION FAQ
TRANSFERRING TO PSU
FINANCIAL AID
CHAT W/ FACULTY
CAREER SERVICES

VIRTUAL OPEN HOUSE (VOH)
UNDERGRADUATE OPEN HOUSE
TRANSFER STUDENT FAIR
MILITARY OPEN HOUSE
ALUMNI TIPS FOR SUCCESS

YOUTUBE LIVE
#WHEREILEARN
MILITARY ALUMNI PANEL
ALUMNI CAREER PANEL

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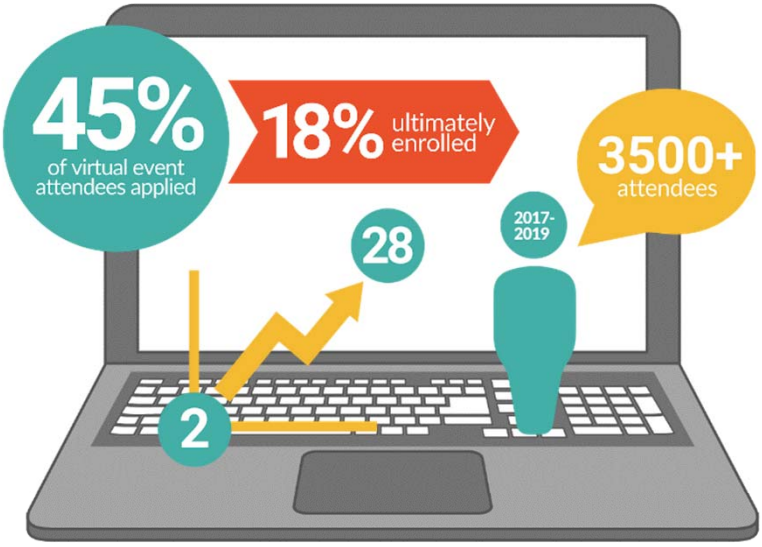
Our Story



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QUESTIONS

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WEBINARS

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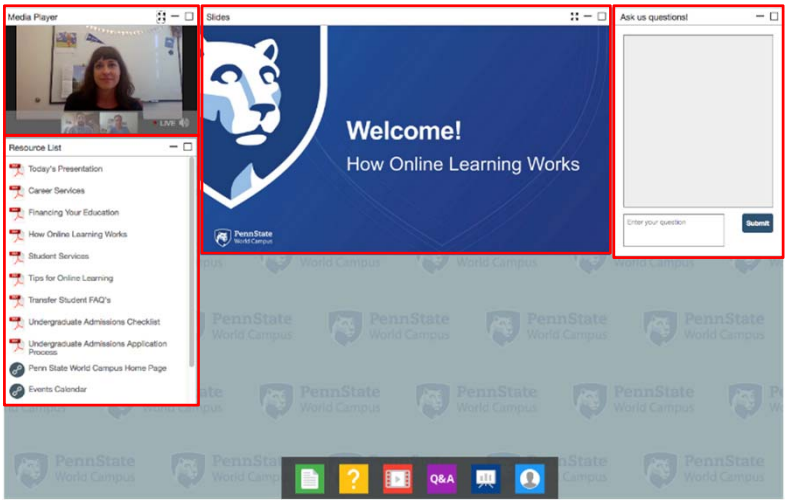
How It Works



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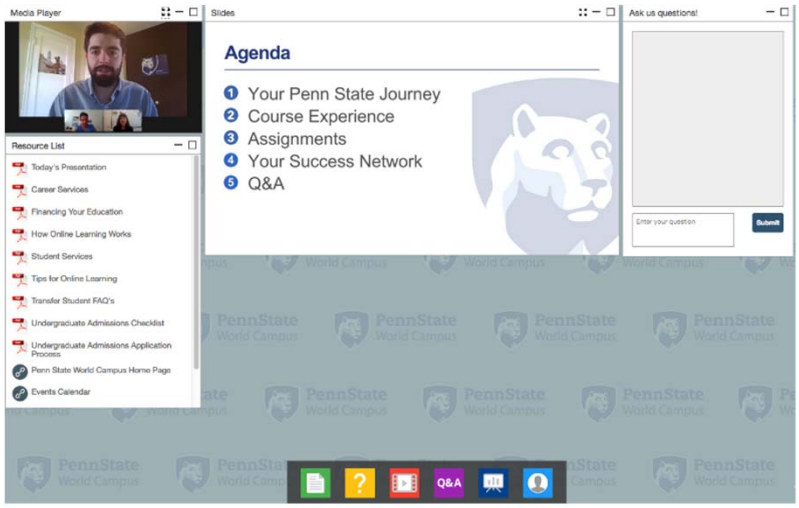
How It Works



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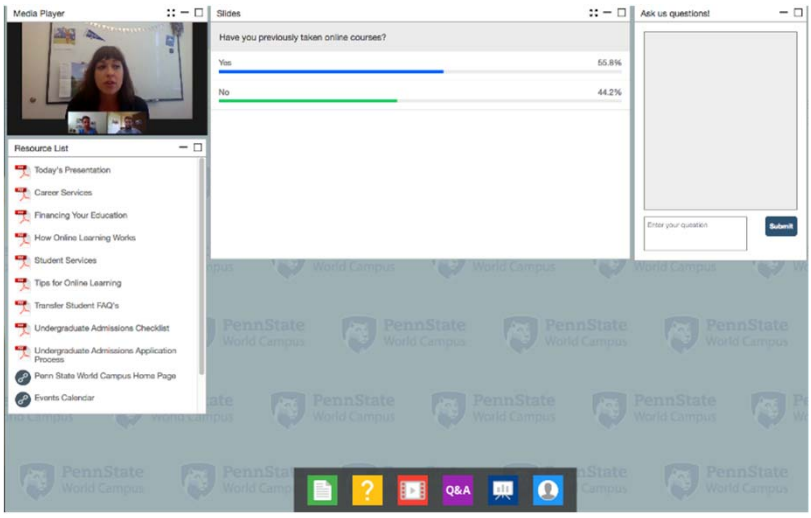
How It Works



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How It Works: Logistics

- **Topic specific presentation**
- **Twice a month**
  - Tuesday & Thursday
    - 8PM, 9PM or noon (ET)
- **1 hour**
  - 30-45 minutes - presentation
  - 15-30 minutes – Q&A

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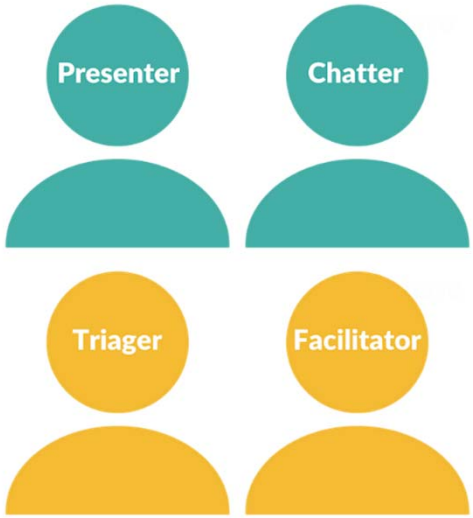
How It Works: Key Roles



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How It Works: Platform

- **Vendor selection - web conferencing**
  - A lot of vendors: AdobeConnect, ON24, WebX, GoToWebinar, Zoom, etc.
- **Consider existing technology at your institution**
- **Budget and functional needs**
  - Mobile friendly

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Establishing Content: Current Topics

- How Online Learning Works
- Your Guide to Academic Success
- Career Services Spotlight
- Financial Aid 101
- Transferring Credits to Penn State

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CHAT

Can you think of any webinar topics that might be interesting to your audience?

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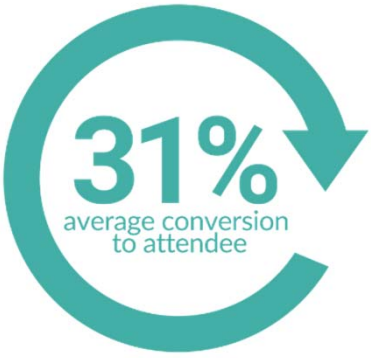
Webinars: Stats



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Webinars: Lessons Learned

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QUESTIONS

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VIRTUAL OPEN HOUSES

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ACTIVITY

Virtual Open House Video

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How It Works: Logistics

- **Six events per year**
  - Tuesday, Wednesday, Thursday
    - 8PM, 9PM or noon (ET)
- **1-1.5 hour**
  - Drop-in experience
- **Staff Considerations**
  - 6-9 Booths

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How It Works: Platform

- **Vendor – open house format**
  - Brazen
  - ON24
  - VFairs
  - 6Connex
  - Careereco
  - PlatformQ

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Establishing Content: Current Topics

- Undergraduate Virtual Open House
- Transfer Student Fair
- Military Open House

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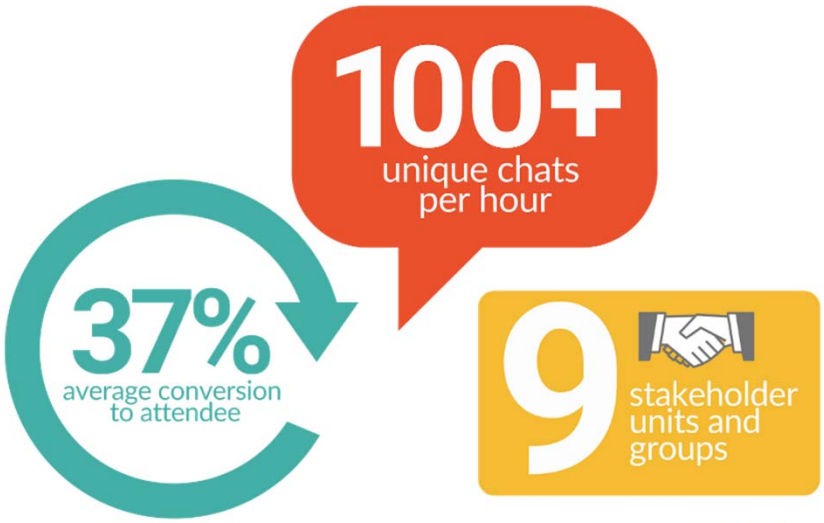
Virtual Open House Stats



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CHAT

What technology do you have access to that could achieve a virtual open house?

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How to Adapt

- WEBINAR W/ BREAKOUT ROOMS
- LIVE PANEL W/ A VARIETY OF SMES
- VIRTUAL APPOINTMENTS W/ STAFF
- LIVE STREAM FROM AN OPEN HOUSE

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QUESTIONS

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EVENT PROMOTION

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Promotion: Lessons Learned

- 24 HOUR REMINDERS
- BEWARE OF EMAIL FATIGUE
- SOCIAL MEDIA
- DRIVE TO WEBSITE EVENTS PAGE

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EVALUATION

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Evaluation: Content

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Evaluation: Measuring Success

1. Registered and Attended
2. Attendee feedback
3. Are they taking their next step?

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OTHER TOOLS AND TECHNOLOGY

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CHAT

What types of virtual events/strategies have you tried?

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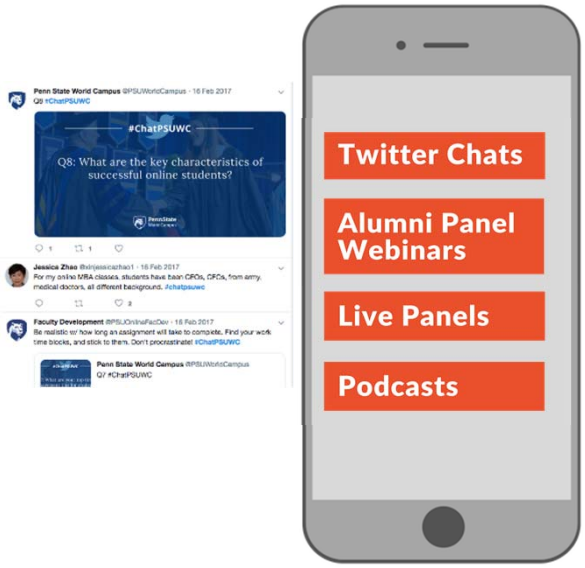
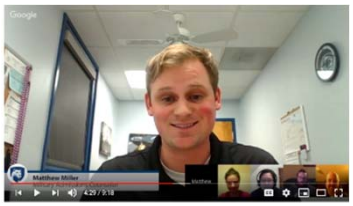
Ex-Events





Other Tools and Technology

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QUESTIONS

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THINKING THROUGH YOUR STRATEGY

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RESOURCE

Virtual Recruitment Event Action Plan

This document can be used to help you design and develop a virtual recruitment event strategy at your institution.

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CHAT

What is one strategy you could implement at your institution?

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TAKEAWAYS

To get started…

- Identify your greatest recruitment need/challenge and start there.
- Talk to your tech department to determine what types of technology/software are available to you.
- Identify the key stakeholders needed to help you get started.

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ACTIVITY

Complete the Action Plan

Take some time after the webcast to go through the action plan portion of the worksheet.

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QUESTIONS

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EVALUATION

Thank you!

Please remember to complete the event evaluation. Your comments will help us continually improve the quality of our programs.

https://www.surveymonkey.com/r/TX985S8

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