

## **FY14 Work Plan**

### **GOAL 1 Initiative 8**

#### **Action 3 – Recruiting International Students**

#### **Action 8 – Recruiting Indiana Residents Through Social Media**

##### **Introduction**

This document reflects the efforts of the implementation team and has been developed collaboratively by Jacques Fuqua (former Director, International Programs and Services), Chris McGrew (current Director IPS), John Beacon (VP , Enrollment Management, Marketing and Communications), and Jay Gatrell (Dean, CGPS). The committee now includes Dean Ken Brauchle (Extended Learning). In FY12, \$47,500 was approved to fund two activities associated with G1-l8. In FY12, a total of \$37,500 was provided to support International recruitment. In FY12, a total of \$10,000 was earmarked to support a special recruitment initiative for the Bayh College of Education's CDCSEP department. The CDCSEP expenditure was a one-time only request. In FY13, the total combined Goal 1 Initiative 8 request was \$45,000. The distribution was as follows: Action 3 – International; Action 7 – Recruitment Pool; and Action 8 – Indiana Residents. In FY14, no request will be made for Action 7.

In FY14, Goal 1 Initiative 1 (G1I8) requests at total of \$25,000 to support the recruitment of International Students (Action 3-\$20,000) and Indiana Residents (Action 8-\$5,000). Additionally, G1I8 requests status as a priority initiative status going forward (FY14 and beyond). As such, all future requests will be limited to \$25,000. While larger sums were allocated in prior years, the revised budget reflects those activities that demonstrated the most “return on investments” based on observed increases in applications and admits for FA13.

##### **Carry Forward**

If any monies remain in SPIT08, we request these monies be carry forward to fund expanded social media expenditures and/or to offset costs associated with a potential return trip to Turkey.

## Action 3 – Recruiting International Students

### Purpose

1. To target new international markets and more effectively communicate with prospective international students.

### Work Plan

#### **International Recruitment Travel (\$10,000)**

The proposed work plan is to expand recruitment as outlined in the prior year “white paper”. This year, we anticipate travel to three cities in Central America/Mexico (~7-8 days). For FY13, the following location will be targeted for recruitment travel:

1. Central America/Mexico. The budgeted amount will be \$10,000.

The budgeted amount is based on prior international recruitment activities and assumes two recruiters and a shared room. Any unspent monies will be used to fund a return trip to Turkey for IPS Director C. McGrew and supplemented by CGPS resources.

#### **Facebook Campaign (\$10,000)**

Working with C&M, we will build the following campaigns using targeted Facebook marketing. We anticipate running the campaigns in late-September and early-October. Last year, a modest social media buy resulted in a significant increase in applications from target countries below—enrollment information will not be available until mid-September 2011. The budgeted amount is \$10,000. The countries are:

Korea	\$1750
India	\$1750
Taiwan	\$1500
Turkey	\$1500
Vietnam	\$500
Mexico	\$1000
Argentina	\$1000
Chile	\$1000

*Note: CGPS will provide an additional \$500 to increase per country expenditures from GRADRC. The total GRADRC contribution will be \$4,000.*

### Reporting and Deliverable Schedule

The action will focus on social media buys in Fall 2013 with travel in early Spring 2014.

### Budget

The proposed activity will be \$20,000. As a team of two will travel to Mexico City and other cities, the proposed cost is roughly \$5000 per person excluding local arrangements/expenses associated with

the U.S. Commercial Service's Gold Key. CGPS will provide an additional \$4000 to increase the social media campaign buys.

### **Management Plan**

The travel will be arranged by IPS and the trips will include representatives from an established cadre of faculty, administrators, and staff recruiters. The social media campaign will be managed by C&M with a transfer from the SPIT account by CGPS.

### **Outcome Assessment**

The outcomes will be assessed by the total enrollments and observed increases in enrollments in target countries.

## **Action 8 – Recruiting Indiana Residents Through Social Media**

### **Purpose**

1. To utilize a social media campaign to recruit additional Indiana residents.

### **Work Plan**

Work with C&M on an Indiana Facebook campaign for Indiana residents. The total budget is \$5,000. \$1,500 will be earmarked to support distance graduate programs.

### **Reporting and Deliverable Schedule**

The campaign will “go-live” in late-September 2012.

### **Budget**

The proposed activity will be budgeted at \$5,000. CGPS will supplement the campaign with an additional \$2000 from internal resources (\$500 of which will focus on distance programs). Extended Learning will also supplement (\$500). The result will be two inter-dependent campaigns: All programs \$3500 (+\$1000 from CGPS) and distance programs \$1500 (+\$500 from CGPS and +\$500 EL).

### **Management Plan**

CGPS will maintain budget authority and work with C&M.

### **Outcome Assessment**

The outcomes will be assessed by the total enrollments and observed increases in new first time resident students.