Why Won’t They Listen to Me?
Communicating with Prospective Students

Oana Harrison, Enrollment Management

THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

Target Populations

Primary: HS Students

Secondary: Parents, Counselors

Recruitment Territories

Freshman

Transfer

Audiences & Avenues

- Entry year
- Entry term (fall, summer, spring)
- Student group (freshman, transfer, other)
- Place in the recruitment funnel (suspect, prospect, applicant, admitted, confirmed)
- Recruitment cycle/timeline (deadlines)
- Location (in state vs. out-of-state, U.S. vs international, UT regional recruiter's area)
- Other sub-criteria (multicultural, high-achieving, access, etc.)

- Print (mailers and hand-outs)
- Email
- Website
- Social media
- Phone calls
- In-person (Visits/Events/Tours)
- Digital display campaigns, Capture Behavior Engagement
- Texting (limited)

Campaigns & CTAs

Campaigns:

- Search
- Apply
- Confirm
- Yield

CTAs:

- Join our mailing list
- Visit
- Apply (Nov 1, Dec 15)
- Confirm (by May 1)
- Housing & Orientation

By the Numbers

Emails (July 2016 - March 2017)

- 325 distinct emails created*
- 4,356,016 total emails sent*
- AVG 98% delivered
- AVG 66% opened
- AVG 16% click through

**excluding tour emails*

Social Media

2,939 followers

3,734 followers &
2,372 likes
excluding regional accounts

1,975 followers

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Meghan Jagnow, Housing

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Prospective Students

- Printed Materials (Housing Viewbook, LLC Postcard, Room Selection Postcard)
- Email (housing contract, reminders before large processes)
- Events and tours to provide face-to-face connection

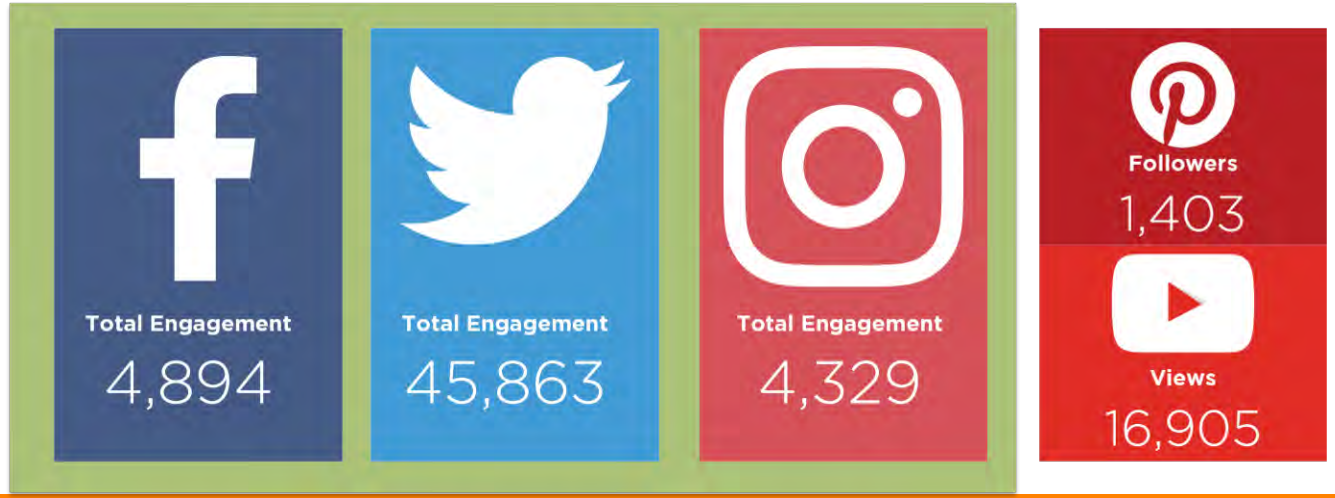
15,000+
Viewbooks sent to admitted first-year students

275+
Private residence hall tours provided

260+
Transfer students recruited to live on campus

Confirmed Students

- Focus on connecting with students using social media
- Tours and presentations by current students to provide face-to-face connection



Current Students

- Continue connection through social media
- Programming by RAs provides face-to-face connection
- Room Selection campaign uses print, digital, and social. All is executed using RA staff to leverage student voice.

2,221
Students selected rooms in 2018 Room Selection

Parents

- Face-to-Face Interaction through tours, presentation, and resource fair
- Housing magazine at Orientation
- Parent newsletter through Parent's Association

Why Won’t They Listen to Me?
Communicating with Faculty and Staff

Karen Dunlap, Media and Internal Relations

THE UNIVERSITY OF
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TENNESSEE TODAY EMAIL NEWSLETTER

Average number of subscribers for April-June: 9,223

Average open rate: 39%

Tennessee Today is a primary tool for sharing:

Research news

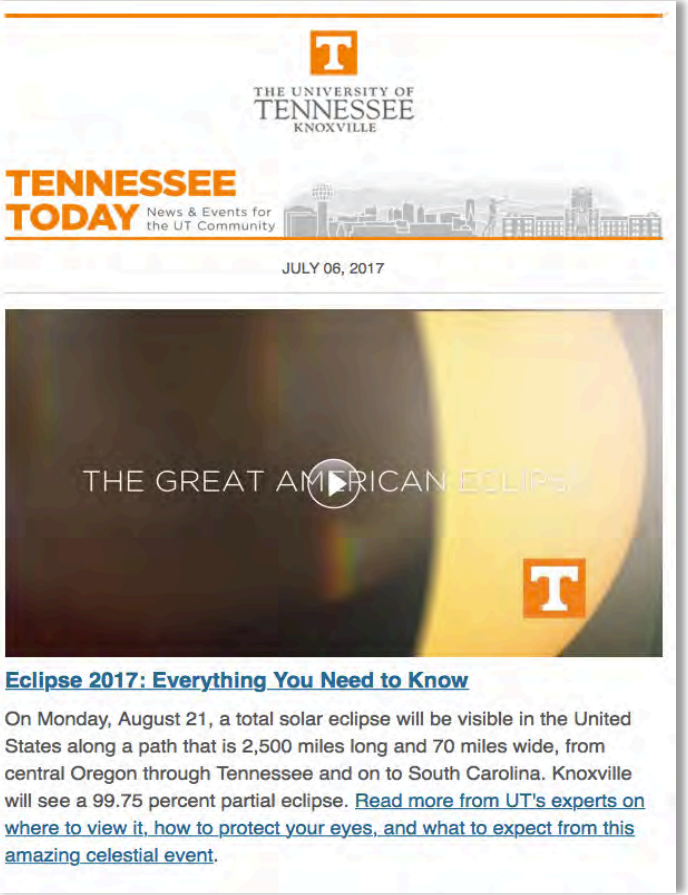
Honors and awards

HR and benefits information

Administrative messages

Training opportunities

Campus events



TENNESSEE TODAY TOP PERFORMING CONTENT

Payton Miller Graduates

Torchbearers Announced

Budget Includes Funding for Raises

Picnic on the Plaza Announcement

Photo Gallery: Picnic on the Plaza

TENNESSEE TODAY TOP PERFORMING CONTENT

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Photo Gallery: Picnic on the Plaza

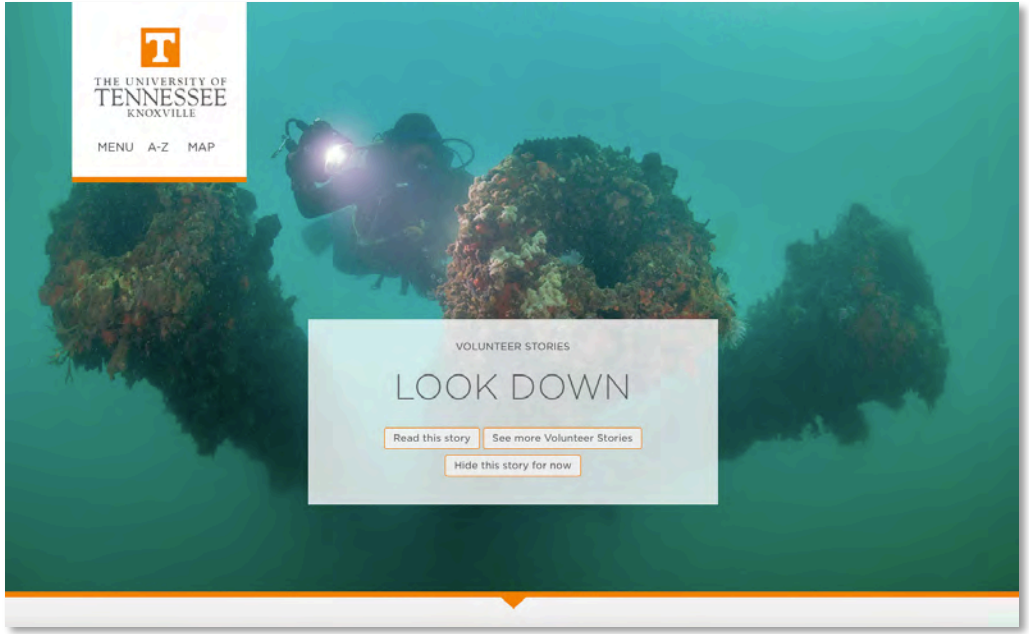
Faculty Receive 20 Percent Discount Today

$5 Meals at Presidential Courtyard

Which Wich Coming to Arena Dining

OTHER FACULTY/STAFF COMMUNICATION TOOLS

- Departmental websites, listservs, and social media
- utk.edu website
- CampComm listserv
- DDDH listserv
- Broadcast email
- Provost *Priorities* newsletter



Why Won’t They Listen to Me?
Communicating with Alumni and Donors

Haylee Marshall, Alumni and Development

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Alumni Survey

- Conducted Alumni Survey as part of strategic planning process in 2013
- Just launched 2017 survey August 9th
- Developed strategic plan that established mission, vision and strategic directions

Strategic Directions

- Improve Data Integrity
- Enhance UT Knoxville's Reputation
- Strengthen Student Engagement
- Amplify Alumni Engagement
- Increase the Number of Alumni Donors
- Enhance Donor Stewardship

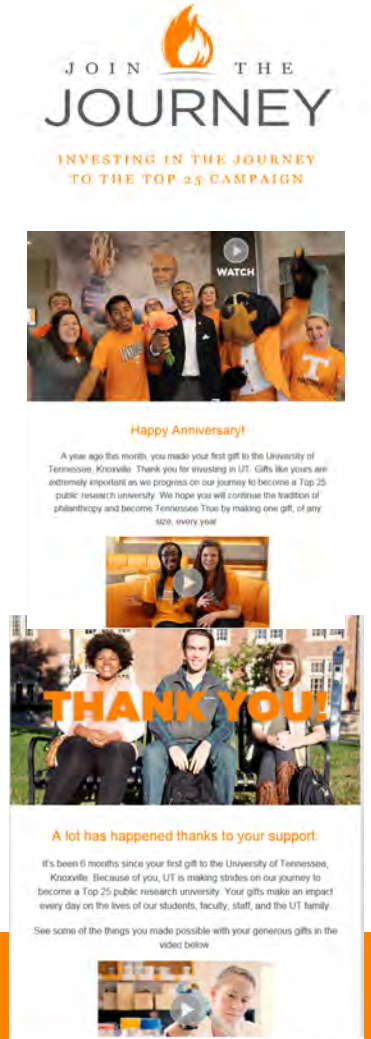
Key Alumni Messages

Messaging Strategies

- Highlight Notable Alumni (Big Leaders)
- Highlight Faculty (Big Discovery)
- Build Tradition/Nostalgia (Big Legacy)
- Tell our students' stories (Big Experience)
- Call to Action (Join The Journey)
  - Be Proud
  - Be Involved
  - Be Invested

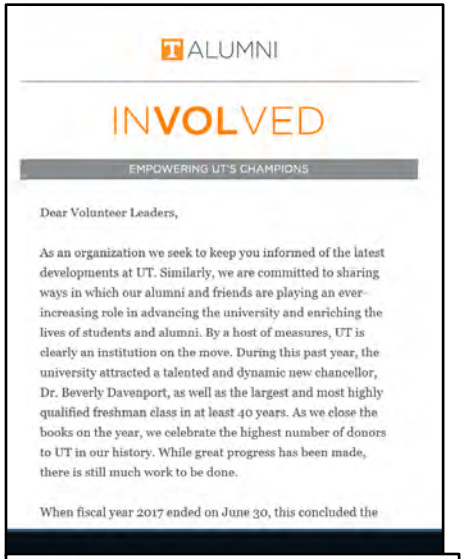
Talking to Donors

- Show outcomes.
- Make it about them not us. Use donor centered language.
- Create a conversation.
- Profile the impact not the donor.
- Don’t talk only about major donors.
- Tell people how they can give.
- Give gratitude.



Vehicles

- *Torchbearer* Magazine
- eTorch Monthly Newsletter
- Champions News/InVOLved
  - Goes to alumni volunteers and donors (24,000 individuals)
- Event Emails
  - Cross Promotion
  - Points of Pride



T ALUMNI

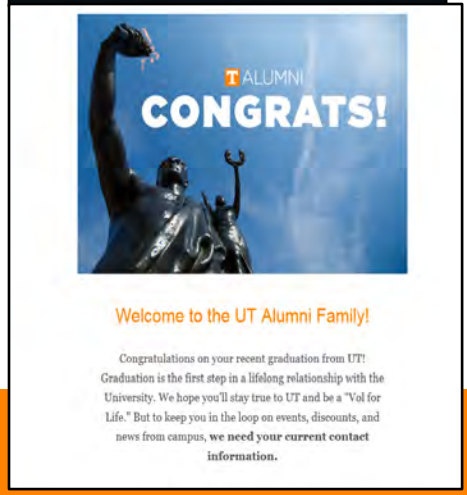
INVOLVED

EMPOWERING UT'S CHAMPIONS

Dear Volunteer Leaders,

As an organization we seek to keep you informed of the latest developments at UT. Similarly, we are committed to sharing ways in which our alumni and friends are playing an ever-increasing role in advancing the university and enriching the lives of students and alumni. By a host of measures, UT is clearly an institution on the move. During this past year, the university attracted a talented and dynamic new chancellor, Dr. Beverly Davenport, as well as the largest and most highly qualified freshman class in at least 40 years. As we close the books on the year, we celebrate the highest number of donors to UT in our history. While great progress has been made, there is still much work to be done.

When fiscal year 2017 ended on June 30, this concluded the



T ALUMNI

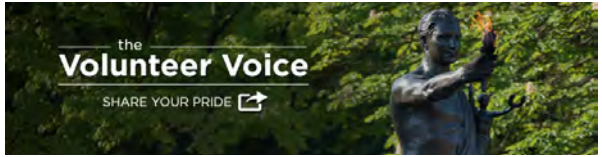
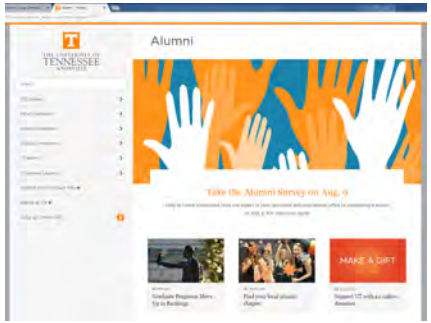
CONGRATS!

Welcome to the UT Alumni Family!

Congratulations on your recent graduation from UT! Graduation is the first step in a lifelong relationship with the University. We hope you'll stay true to UT and be a "Vol for Life." But to keep you in the loop on events, discounts, and news from campus, **we need your current contact information.**

Vehicles Continued

- Social Media
  - #VOLgreats
  - #UTgratitude
- The Volunteer Voice



- Alumni.utk.edu and giving.utk.edu
- Gratitude Newsletter – to all donors
- Annual Report – to all donors
- Impact Emails, Solicitations, Big Orange Give, VOLstarter