Let’s Take This Show on the Road!

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University of Dayton
Roadmap

- Planning and preparation
- Outline of responsibilities
- Communication and marketing plan
- Challenges & Successes
University of Dayton

- Private, Catholic institution
- 11,000 students
  - Arts & Sciences
  - Business
  - Education & Health Sciences
  - Engineering
  - Law
- 118,000+ living alumni worldwide
  - 35 official alumni communities
  - [Chicago Community](#): over 6000 alumni in the area
Where students **come from:**

- Massachusetts: 2
- Connecticut: 3
- New Jersey: 13
- Maryland: 23

Hawaii: 1

Where students **go:**

- Massachusetts: 15
- Connecticut: 4
- New Jersey: 7
- Maryland: 14
- Delaware: 1
- DC: 16

Hawaii: 1

Puerto Rico: 12
International: 95

Puerto Rico: 4
International: 66
Background
Defining the need

What do you want to do and why?

- Identify your motivation or the gap(s) to address
  - Chicago Alumni Group interest in connecting students and alumni for career assistance
- Define your goal
  - Connect students, alumni, and employers through a single event
- Describe what success looks like
  - 20+ employers, 100 students
  - Happy alumni
  - Attendance year one and beyond
Cost Benefit Analysis

- Be realistic and honest as you consider possibilities
- Consider both the worst and best case scenarios
- Go beyond the financials for both benefits and costs
Sample Analysis

• Potential **Benefits**
  • Connecting students, alumni, and employers
  • Opportunity to offer in-person career advising for alumni
  • Fulfill request by Chicago Alumni Community in a creative way
  • Garner goodwill from a number of important stakeholders
  • Reach students and alumni that have not previously connected with Career Services

• Potential **Costs**
  • Financial: event *may* break even, but staff travel will be a cost to the office
  • Relationships: Low student/alumni attendance could negatively impact alumni and employer relationships
  • Reputation: poorly planned/executed event or low attendance could harm our reputation
  • Not hosting an event would have a high cost
Add-on Events

• In-person Advising
  • Appointment scheduling process
  • Marketing
  • Logistics
  • Number served
    • 19 (13 alumni, 6 students)

• Additional options: Employer Visits, Career Treks, Showcase city and employers through social media
Stakeholders & Champions

• Who are they and what do you specifically need from each?
• Identify and play into strengths of each group
• Prepare for blurred boundaries and lack of full control
Logistics

• Venue: Define needs early on
  – Recommendations from local contacts
  – Development of plan site unseen
• Refreshment, furniture, and linen options likely based on venue
  – If the venue does not provide what you’re looking for, do they offer a preferred vendor list?

*You may be making several decisions without seeing details in person or meeting vendors in person. Be prepared to adjust standards accordingly.*
Marketing: Invitation List

- Shared document that all stakeholders can access and contribute to
  - Include space for registration status and notes
- Target warm contacts, such as alumni and existing recruiter relationships
- Registration: Are registration numbers important to Alumni Relations?
Marketing: Strategy

• Develop a clear action plan and timeline, who is responsible for...
  – Drafting the invitation content
  – Sending the invitations to students, alumni, and employers
  – Responding to inquiries
  – Giving permission for exceptions (e.g. fee waiver)

• Find the boundaries and clarify roles

• Consistent messaging and content
Marketing: Job Seekers

• Career Services: students & alumni
• Alumni Relations: Chicago students, alumni, and parents
  – Monthly Newsletter
  – Personalized Email Sender: Community Leader
Marketing: Career Services Communication

• What communication method works best for campus events?
  – Primary: Targeted emails through Handshake
    • Highest impact based on survey results
    • Timeline:
      – Weekly Sunday Newsletter: starting 3 months out
      – Targeted Emails: starting 1 month before event-week before event
      – Reminder Email to Registrants: 2 days before event
<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>DATE</th>
<th>TACTIC</th>
<th>TARGET AUDIENCE</th>
<th>STATUS</th>
<th>PERSON RESPONSIBLE</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Workshop Mass Emails</td>
<td>21-Oct</td>
<td>Save the Date</td>
<td>First Year, Soph, Junior, Senior</td>
<td>Completed</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>28-Oct</td>
<td>Save the Date</td>
<td>First Year, Soph, Junior, Senior</td>
<td>Completed</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>4-Nov</td>
<td>Save the Date</td>
<td>First Year, Soph, Junior, Senior</td>
<td>Completed</td>
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<tr>
<td>Targeted School of Education &amp; Health Sciences</td>
<td></td>
<td></td>
<td>School of Ed &amp; HSS majors</td>
<td>Completed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Targeted Email to Communication Students</td>
<td></td>
<td></td>
<td>College of Arts &amp; Sciences - Communication students</td>
<td></td>
<td></td>
<td>Scheduled to send 12/10 at 6 p.m. to 2440 users</td>
</tr>
<tr>
<td></td>
<td>10-Dec</td>
<td>One Month Away</td>
<td>Handshake users with Chicago interest</td>
<td>Completed</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12-Dec</td>
<td>One Month Away</td>
<td>Handshake users with Illinois addresses</td>
<td>Completed</td>
<td></td>
<td>Scheduled to send 12/12 at 7 p.m. to 1320 users</td>
</tr>
<tr>
<td>Event details &amp; blurb about alumni assistance at fair to practice pitch</td>
<td>21-Dec</td>
<td>Event details &amp; blurb about alumni assistance at fair to practice pitch</td>
<td>Sophomores, juniors, seniors &amp; grad students (11,990 users)</td>
<td>Completed</td>
<td></td>
<td>Scheduled email in Handshake scheduled for 12/21 at 4 p.m.</td>
</tr>
<tr>
<td>Reminder email with details, alumni assistance &amp; advising appointments (Google Form)</td>
<td>3-Jan</td>
<td>Reminder email with details, alumni assistance &amp; advising appointments (Google Form)</td>
<td>Sophomores, juniors, seniors &amp; grad students (12,210 users)</td>
<td>Completed</td>
<td></td>
<td>Scheduled to send 1/3 at noon to 12,210 users</td>
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<tr>
<td>Student Emails</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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Marketing: Social Media

• Instagram: Students
  – Stories offered high level of engagement (questions and countdown)
  – Re-shared student posts
• Twitter: Depts., Faculty, Staff, Alumni, External Stakeholders
• Facebook: Alumni, Parents
  – Ability to add cohosts for event: UD & Alumni Relations accounts
• LinkedIn: Alumni, Employers, Faculty, Staff
  – Reposting activity by staff and alumni committee
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<th>PERSON RESPONSIBLE</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>15-Nov</td>
<td>Fair info &amp; info for interested employers</td>
<td>University of Dayton Alumni Career Network Group</td>
<td>Completed</td>
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<tr>
<td>Linkedin</td>
<td>15-Nov</td>
<td>Fair info &amp; info for interested employers</td>
<td>Hire a Flyer Network Group</td>
<td>Completed</td>
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<td></td>
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<tr>
<td>Linkedin</td>
<td>3-Dec</td>
<td>Alumni appointments available</td>
<td>University of Dayton Alumni Career Network Group</td>
<td>Completed</td>
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<td></td>
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<tr>
<td>Linkedin</td>
<td>3-Dec</td>
<td>Article by Jason for appointments and fair</td>
<td>Jason's Linkedin connections</td>
<td>Completed</td>
<td></td>
<td></td>
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<tr>
<td>Linkedin</td>
<td>17-Dec</td>
<td>Promote fair &amp; advising appointments</td>
<td>Main University of Dayton Linkedin account</td>
<td>Completed</td>
<td></td>
<td>3.5% engagement rate &amp; 2.3% click-through rate</td>
</tr>
<tr>
<td>Twitter</td>
<td>?</td>
<td>SBA post</td>
<td>School of Business</td>
<td>Completed</td>
<td></td>
<td></td>
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<tr>
<td>Twitter</td>
<td></td>
<td>Save the Date</td>
<td>Administration Twitter followers</td>
<td>Completed</td>
<td></td>
<td>Flyer included</td>
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<tr>
<td>Twitter</td>
<td>5-Dec</td>
<td>&quot;Interested in working in Chicago? Check out this event (for students &amp; alumni)!&quot;</td>
<td>School of Education and Health Sciences Twitter followers</td>
<td>Completed</td>
<td></td>
<td>Retweet of Career Services' Save the Date</td>
</tr>
<tr>
<td>Twitter</td>
<td>10-Dec</td>
<td>One Month Away</td>
<td>Udaytoncareers Twitter followers &amp; retweet impressions</td>
<td>Completed</td>
<td></td>
<td>You work so hard...</td>
</tr>
<tr>
<td>Twitter</td>
<td>12-Dec</td>
<td>&quot;Interested in moving to Chicago after graduation?&quot;</td>
<td>Main University of Dayton account Twitter followers</td>
<td>Completed</td>
<td></td>
<td>3 Retweets and 17 Likes</td>
</tr>
<tr>
<td>Twitter</td>
<td>20-Dec</td>
<td>Over Break Post</td>
<td>Udaytoncareers Twitter followers</td>
<td>Completed</td>
<td></td>
<td>Skyline picture with basic details and bitly</td>
</tr>
<tr>
<td>Twitter</td>
<td>2-Jan</td>
<td>New Year Post</td>
<td>Udaytoncareers Twitter followers</td>
<td>Completed</td>
<td></td>
<td>Start the New Year Strong</td>
</tr>
</tbody>
</table>
Marketing: “Other”

- Word of Mouth
- Career Advising Appointments
- Alumni Mentor Program Emails
- Flier
  - Print (office lobby and advisor offices) & Social Media
  - *Canva (free tool): lots of templates for fliers & Instagram
- Emails from the Director
  - Academic Deans and University Leadership
  - Niche Programs
- Additional Ideas:
  - Campus newspaper
  - Desktop advertisement in libraries
  - Calling campaign
Marketing: Future Strategies

• Social Media
  – Instagram: create a story that can be re-shared by attendees or those planning to attend
  – Continue to tailor social media content by channel based on audience
• Connect with advisors to discuss how they can market best within their academic area and share templates for messaging
  – Send personalized emails based on Handshake advising notes
• Add event to:
  – RideShare board
  – Student organization community site
• Share event with Admissions staff based in Chicago
• More detailed directions to location and room
• Personalize/formalize the invitation language “You’re invited to...”
Marketing: Tips

• Schedule email and social media posts in advance, especially for travel days
• Social Media
  – Tag University every time you post
  – Take videos day of event to share on social media and later on website
  – Tap into student interns to share the event with their own networks
  – Tag location of event and account of venue
• Clear parking instructions and directions (include photos & videos)
• Tap into campus network, especially social media groups
Event Survey

• Capture feedback while the experience is “fresh”
  – In person survey v. emailed survey
• Are there external factors that will negatively impact your response rate?
• Do your stakeholders and partners have specific questions to include in the survey?
• What are the expectations around survey results and reporting?
Challenges

- Working with new vendors and venues
- Expectations of stakeholders
- Rogue messaging
- Increased costs of hosting an event off campus
- Pace of registrations
- Budget
Successes

- The obvious - connecting students and employers
  - 92 of 181 (51%) attendees had not previously attended a campus career fair
  - Attracted employers who don’t normally recruit on-campus
- Goodwill generated with stakeholders:
  - Alumni Relations
  - Chicago Strategic Initiatives Committee
  - prominent alumni
  - Board of Trustees
Successes

- Provided “face time” between Career Services and alums in Chicago
  - Opportunity for individual advising appointments
  - Post-career fair reception
- Positively Impacted Perceptions
  - Enhanced student positive perceptions of Career Services, even for those who did not attend the event
  - Demonstrates that the University cares about this region (in our case, Chicago)
Benefits/Successes

• Team building opportunity for our staff
• Fun!
Lessons Learned: Planning for Year Two

- New, easier venue
- New advancement staff based in Chicago
- Earlier open date for registration
- Increased registration fees
Questions

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