

# Dietrich School of Arts and Sciences

## Communications and Recruitment

### WHO WE ARE:

The **Communications** team works to contribute to the achievement of departments' recruitment, retention, branding, and promotional goals through strategic communications planning.

### WHAT WE DO:

- Increase awareness of academic and administrative departmental offerings
- Assist departments in determining and conveying their key messages to their respective audiences
- Heighten professionalism of departmental events and activities by assisting with development of marketing communications materials
- Encourage and support regular communication with the departments' alumni
- Serve as proactive liaisons between departments and communications entities both internal and external
- Foster a more dynamic dialogue between faculty and the Dietrich School's leadership
- Manage and administer the Supplemental Promotional Funding initiative from the Office of the Provost

The **Recruitment** team works in partnership with the University's Office of Admissions and Financial Aid, to assist in the recruitment of prospective Dietrich School students.

### WHAT WE DO:

- Provide regular Dietrich School-centric campus tours and information sessions for prospective students and families
- Communicate regularly with prospective Dietrich School students using Dietrich School-centric messaging and communications tools (print and electronic) within the context of OAFA's overall recruitment communications plan
- Work one-on-one with academic departments and programs to create customized recruitment programming appropriate and sustainable for each unit, including open houses, classroom visits, conversations with current students and faculty members, departmental tours, etc.
- Manage a team of Dietrich School Ambassadors who assist in the outreach and recruitment activities

The Dietrich School communications team can provide a wide variety of services and will work with departments to select the appropriate internal or external entity to complete the project. Services we provide include, but are not limited to:

## **WEB SITES**

- Pre-planning
- Project management
- Content
- Images
- Maintenance
- Assessment

## **PRINT AND ELECTRONIC COMMUNICATIONS**

- Posters
- Brochures
- Newsletters (print or electronic)
- Advertisements
- Videos

## **EVENT PROMOTION**

- Fliers/posters
- Invitations
- Programs
- Digital Signage Slides
- Creation of publicity plan (calendars, listservs, etc.)
- E-blasts/Read Green
- Notification of media relations personnel

## **MARKET RESEARCH SUPPORT**

- Response cards at conferences/lectures
- Qualtrics on-line survey tool
- Surveys, focus groups, interviews

## **SOCIAL MEDIA SUPPORT**

- Pre-planning: Participate in discussions regarding needs, audience identification, available platforms, and best practices.
- Content: Assist in developing calendar and messaging.