Agenda

• United Way
• Integrated Communication and Marketing
• Enrollment
• CRM
• HLC Update
United Way
Integrated Communication and Marketing
UNI INTEGRATED COMMUNICATIONS & MARKETING CASE ATTENDEES

Ashley Stoppel
Enrollment Management

Matt Kroeger
Enrollment Management

Maddie Allen-Kasten
University Relations

Lindsay Cunningham
University Relations

Beth Bruns
Continuing Education

Jess Betts
University Relations

Sarah Pauls
College of Humanities, Arts & Sciences/Gallagher Bluedorn

Sara Kies
College of Business Administration

Amanda Jahnke Sauer
College of Social & Behavioral Sciences
Brand is one of the most important assets a university can leverage.

A brand is a perception, and that perception is shaped by every single experience a person has with your organization. A brand is a story … and it has to ring true.

- 160over90
Higher education is facing many threats.

- Declining high school graduation rates
- Decrease in traditional revenue streams
- Changing face of college students
- Increased competition
- Perceived value of higher education
Moving forward with branding efforts at UNI.

1. Research: Define the UNI Experience with internal and external audiences.
2. Experience: Rethinking our brand experience as holistic and on-going.
3. Education: Everyone needs to understand the brand and what it means for them.
Storytelling is essential to our communication and messaging efforts.

I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

-Maya Angelou
TAKEAWAY 02
STORYTELLING
Moving forward with telling the UNI Story.

1. Collaboration: The power of consistent voice
2. Time to Redefine Storytelling: How, Where and What
3. Our Process/Resources: Scaling for success and Social Media
Our digital presence needs to be nurtured and grown strategically.

Digital: We’re at dial-up speeds, when we need to be on fiber optics.
A Quick Look: 2013

Facebook = 1.189 billion monthly users
Instagram = 150 million monthly users

UNI.edu traffic = 738,000 sessions/month
UIowa.edu traffic = 2.08 M session/month

Source: Alexa Traffic Rank (rank2traffic.com), Wayback Machine (web.archive.org), Statista (statista.com)
A Quick Look: 2018

Facebook = 2.234 billion monthly users
Instagram = 1 billion monthly users

UNI.edu traffic = 751,000 sessions/month
UIowa.edu traffic = 4.05 M session/month

Source: Alexa Traffic Rank (rank2traffic.com), Wayback Machine (web.archive.org), Statista (statista.com)
What’s next for digital at UNI?

1. Warm our leads: It takes time to develop relationships
2. Real-time social focus with a personality that matches our Brand.
3. Data-Informed decisions through storytelling & collaboration of IT/Marketing.
In this changing environment we have areas of need.

**Needs:** social media, website/digital presence, content creation, videography and video production, email/electronic communications/CRM, high level strategist, marketing management, analytics, design, strategically built teams
In this changing environment we have areas of need.

Financial commitment for long-term marketing/branding/advertising supporting enrollment goals. We need to know budgets earlier and have a strategy that doesn’t change.
TAKEAWAY RECAP

O1 The Importance of Brand
O2 Storytelling & Messaging
O3 Digital Presence
O4 Areas of Need
What we are doing right now over the fall semester?

Listen
- Listening Tour
- UNI Experience

Plan
- Internal Communications

Research
- Qualitative and Quantitative

Inform
- Share the Pathway

Vision
- Begin to Creatively Problem Solve
What we propose: Returning with Recommendations

Needs
Both Immediate & Long Term

Ideas
Out of the Box Changes for Our Current Situation

Staff
New Director on Board. Who else needs involved and how?

Plan
Begin Drafts of Marketing Plan

Vision
Unique Solutions For the Future
Enrollment Update
Project Update & Demonstration

University Council
September 10, 2018
1. Introduction of the Team
2. Interactive Demonstration
   • Participate in a Journey!
   • Personalized Contact Exchange
   • Task Management
3. Progress To Date
4. Upcoming Activities
The Team!

Phase I Team Leads:
Maddie Allen-Kasten, University Relations
Trisha Becker, Continuing Education
Josiah Bottleman, Information Technology
Beth Bruns, Continuing Education
Mike Holmes, Information Technology & Project Manager
Sanjin Rosic, University Relations
Amy Schipper, Admissions
Linda Schroeder, Admissions
Ashley Stoppel, Enrollment Management
Valerie Turner, Information Technology

Executive Sponsors:
Lisa Baronio, Vice President, University Advancement
Michael Hager, Senior Vice President, Finance and Operations
Paula Knudson, Vice President, Student Affairs
Jim Wohlpert, Provost & Executive Vice President

Steering Committee:
Aaron Clingingsmith, University Relations
Kevan Forest, Information Technology
Mike Holmes, Information Technology
Kent Johnson, Continuing Education
Matt Kroeger, Enrollment Management
Marty Mark, Information Technology
Patrick Pease, Provost’s Office
Jennifer Waldron, Graduate College

Implementation Partner:
HURON
1. Participate in an Interactive Journey!
2. Personalized Contact Exchange
3. Task Management
Demonstration Guidelines & Terminology

Guidelines:

● This demonstration offers only a sample of the features and capabilities of the system

● When completing the web form to begin the experience, please use your UNI email address

● Select only one of the choices available: “Admissions Email” or “UNI at a Distance Email”

● Please note that the experience was created using a condensed timeframe.

Terminology:

● Salesforce CRM
● Contact
● Marketing Cloud
● Journey
● Automation
● FormAssembly
● Dashboard
admissions.uni.edu/demo
Participate in an Interactive Journey!

[Image of a webpage with the University of Northern Iowa logo and text]

-OR-

[Image of a webpage with the University of Northern Iowa logo and text]

admissions.uni.edu/demo

Step #1: Complete Web Form

Step #2: Select a Journey

Step #3: Receive Personalized Message

Step #4: Receive Thank You Message
Salesforce System Configuration, Integration & Data
• Data Migration Toolset
• Email Integration
• Web Integration

Salesforce Marketing Cloud Strategies
• Journeys
• Automations

Initial Communications
• Undergraduate Pre-Senior Journey (Admissions)
• Happy Birthday (Admissions)
• Thanks for Your Interest & Push to Apply (Continuing Education)
• Opt in/out of Text Messaging

Delivery Mechanisms
• Email
• Text Messaging
Ongoing Communications

Journeys:

• Pre-Senior Fast Track
• Applications Now Open
• You Belong at UNI
• Push to Apply – Fall, 2019
  • Application, Next Big Step
  • Scholarship $ Available
  • Student Engagement, Apply Today
• Iowa State Fair RFI
• Abandoned Application Journey
• Admitted Student Journey
• Push to Apply for Actively Recruiting Programs
• Drip/Nurture Campaign
• Incomplete Application

Automations:

• RaiseMe Follow-up (Weekly)
• ACT Score Sender Acknowledgment (Daily)
• Domestic Birthday Email (Daily)
• International Birthday Email (Daily)
• Endorsements & Certificates
Upcoming Activities

- UNI Integrated Marketing & Communications Plan
- Graduate Application Review Portal
- Social Studio
- Majors Web Pages & RFI Forms (FormAssembly)
- Dashboards
- UNI Data Warehouse
- Mobile Application Integration (Authentication & Push Notifications)
- Phase 2 Scope

New Personalized Communications:
- Admissions
- Continuing Education
- Graduate College
  - Push to Apply
  - Yield or Admit to Commit
  - Abandoned Apps
  - Push to Complete
  - GA Assistantship Processing

Presentation at Salesforce Higher Education Summit
San Diego, CA – April, 2019
Thank You!
Personalized Contact Exchange (Admissions)

Next Steps

- College Equival
  - Colby Reinke has an upcoming task

Past Activities

- Got in touch
  - Colby Reinke logged a call
  - Aug 7
- Voice Message
  - 3:26 PM | Aug 6
  - Colby Reinke sent an email to
- Call back
  - Colby Reinke had a Task
  - Jul 31
- Talked with Mom
  - Colby Reinke logged a call
  - Jul 23
- Left Message
  - Colby Reinke logged a call
  - Jul 18

Comments:
Great conversation with Kallista. After visiting UNI we became her top choice. She is also looking at UW-River Falls and Winona State. She said that UNI has moved back down to #2 however because of the cost behind WSU. She has taken the ACT twice, 21 the first time, 23 the second. I recommended that she consider taking the ACT a 3rd time.

I asked her what she felt would benefit her most in her education degree and she brought up the experience in the classroom. We then talked about how the state of Iowa has high requirements for field experience, and that UNI goes above and beyond just putting students in classrooms for those field experience courses.

She is also taking some college courses during her senior year.

- AP Calc
- UC/M - Col Ed & Col Public Speaking
- SMSU - Spanish and Psychology
Project Goals & Phases

- Unified 360-degree view of constituent interactions
- Manage interactions with and outreach to prospective, current, and former students, as well as alumni, patrons, donors, families, employers, high school personnel, and UNI personnel and organizations
- Variety of methods of communication, supporting personalization and individual preferences
- The management of the complete student recruiting and admissions process for undergraduate, graduate, and distance education programs
- Support student engagement and success, including the ability to quickly identify and contact students who meet defined risk indicators
- The ability to record participation in and maintain relationships with those attending campus-sponsored activities and events.
- A robust, user-friendly system that improves student interactions by delivering an intentional, consistent and sustainable experience
- Review, evaluate, and transform current business and operational practices when appropriate and to decrease the manually intensive nature of current processes

https://uni.edu/connectuni
Live on June 7, 2018!

Thank you for your interest in the UNI School Library Studies MA distance program. We will soon be reviewing candidates for the upcoming cohort and want to make sure you have the opportunity to be included. Applications are being accepted through July 15, 2018.

Ready to apply?
If you're not ready to apply, please select your interest level below to help us customize your communication preferences:

- I still plan to apply for the upcoming cohort
- I'm still interested, but have questions
- Please contact me for a future cohort
- I'm no longer interested in the program

Closing & Distance Education
distance.uni.edu | 219-273-7211 | distance@uni.edu

Happy Birthday, Amy!
All of us at UNI hope you have a fantastic birthday! Just remember when you blow out your candles, you can never wish for too much Pizza!
Best wishes on your birthday and throughout the coming year!
All the best,

UNI Admissions

Fwd: UNI Admissions: you are now subscribed to texts from UNI. Learn more about programs: bit.ly/2D7Lyd or visit campus: bit.ly/2IR0Omrj. Text STOP to unsubscribe.
Demonstration Dashboard
HLC Accreditation Update

Kristin Moser & Scott Peters
Co-Chairs, Re-accreditation Steering Committee
HLC Summer Tour 2018

• Executive Management Team
• Academic Affairs Council
• University Advancement team
• P&S Council
• Finance & Operations Leadership
• Continuing Education Leadership

• Student Affairs Leadership
• Strategic Enrollment Mgt. Team
  • Admissions, Registrar and Financial Aid
• All Colleges’ Department Heads
• General Education Revision Committee
What is Accreditation?

• We are accredited by Higher Learning Commission
• Required to receive federal funds, incl. loans & aid
• Occurs every 10 years
• Based in peer review
Changes since 2010

• Student loan crisis → federal regulations, pressure on accreditors, especially HLC

• More pressure to
  – Demonstrate academic rigor
  – Assess student learning
  – Demonstrate continuous improvement

• Review criteria and process have been overhauled
Areas in need of further attention

• General Education & Assessment
• Program Assessment
• Clock Hours
• Academic Rigor
• Complaint System
From 2010 Reaffirmation

The University was recently accepted into the HLC Assessment Academy. Were that not the case, the team would recommend a focused visit on the development of a coherent general education program, articulation of measurable student learning outcomes for that program, and the implementation of effective assessment strategies with evidence of their use for ongoing curricular improvement....(37)
However, with UNI’s commitment to complete the 4-year Assessment Academy program focusing on precisely these areas and its ongoing work on the Foundations of Excellence initiative, the University will have ample, proactive opportunities to address these challenges. (37)
Federal Compliance-- “Clock Hours”

Must demonstrate compliance with federal definition of credit hour

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Academic Rigor

“Institution institutes and articulates learning goals... High quality education whenever and wherever delivered...”

Main method of measuring: syllabi

• Learning outcomes listed
• Consistent across modes of delivery
Student Complaint System

“An institution shall make available an account of the student complaints it has received, its processing of those complaints, and how that processing comports with the institution’s policies and procedures on the handling of grievances or complaints.”
Steering Committee

- Five Criterion committees
  - Plus QIP and Federal Compliance
- Cross divisional collaboration
- Committee updates
Resources

UNI site: https://accreditation.uni.edu/

QIP site: https://accreditation.uni.edu/qip/final-selection


Thank You!