

## University of Houston Recruiting Campaign Contributes to 50% Increase in Annual Enrollment

### PROGRAM GOALS

- To attract 1,000 new Engineering prospects for the 2012-2013 school year
- To attract higher caliber students
- To come across to prospective students as “High-Tech”

### THE CHALLENGES

As is common in many universities, University of Houston Cullen College of Engineering’s recruiting department is relatively small. Many of the support personnel are students, thus providing little consistency in the recruitment process. Furthermore, there were no standards in place and virtually no automation, making follow-up with prospects difficult.

### THE SOLUTION

The target audience focused on:

- Students requesting information about Cullen College kiosks set up in Houston area high schools
- A select group of student records acquisitioned from SAT and ACT lists
- Students making inquiries from the Cullen College website

Working with the Executive Director of Communications, ImageSet identified eight different programs within the College of Engineering: Biomedical, Chemical, Civil, Computer, Electrical, Industrial, Mechanical and Petroleum. ImageSet developed an online campaign for each of the eight programs. Using a “Students Recruiting Students” theme, a video was created for each of the programs, featuring a student talking about his/her reason for selecting the University of Houston. The video was featured on the landing page of each campaign. Campaign content focused on the value of the degree, including average income expectations and employment opportunities at graduation.

The campaign also offered subscriptions to blogs and other university materials. Following a response, prospective students then received a series of personalized emails which arrived immediately and then 7, 14 and 21 days later.

### RESULTS

- 1,000 prospective new students within the first 90-days of the campaign
- Responses captured through the website increased the traffic to the campaigns 5X
- Cullen College of Engineering recruitment is up 50%
- Client now has demographic data which can be used to more effectively identify quality candidates
- Client has access to a “Live Leads” dashboard, which gives extended trend reports
- Client is able to track which leads came through the campaign pages

### FUTURE CAMPAIGN PLANS

- Students who are in their early years of high school will be nurtured over the course of several years
- Students in their senior year of high school along with transfer students will enter a more aggressive recruitment process.

### CLIENT COMMENT

The Cullen College has noted an increase in both quantity and quality of freshman applications. According to Esmerada Fisher, Director of Communications, “While the first year of implementing the campaign was a learning process, we now have a solid virtual campaign in place that will enable us to extend our reach exponentially to prospective students each year”.

