

### *February 2006 Evaluation*

This year, the team created a number of recruiting measures to evaluate success with enrollment services marketing efforts. In February, the group will evaluate:

- Year-to-year comparison of the number and rate of USFSP applicants
- Year-to-year comparison of the number and rate of USFSP admits
- Hobson's baseline for number and rate of registration for VIP Web site

Once enrollment data is complete in June, additional metrics will be evaluated:

- Baseline for number and rate of applicants to enrollment through Hobson's software
- Baseline for number and rate of applicants for housing through Hobson's software

Evaluation of the above measures by professionals in the workgroup and the executive team will influence next year's materials and timing, as well as consideration about focus grouping or surveying new students during New Student Orientation. Additionally, the feedback from the Strategic Planning sub-committee focused on enrollment will be considered for plan refinement.

### **2007 Response**

#### **1. Year-to-year comparison of the number and rate of USFSP FTIC applicants**

- a. *Appendix: Hobsons Query and Analysis21.xls and Chart 2005-2007 Applications by Month* reveal an acceleration of FTIC applications this year over last year. The marketing plan was accelerated two months earlier in order to try to increase the number of student applications filed earlier than December.

Efforts to accelerate commitment through earlier submission of applications appear to have been successful. In 2007, the percentage of total FTIC applications submitted between August-November rose to 43% as compared to 2006 when FTIC applications submitted between August and November made up only 30.8% of total applications for the year.

The percentage of applications submitted in December of 2007 (16.6%) was only slightly higher than those of December 2006 (16.2%). The total percentage of students who applied from January-June 2007 (39.9% ) was nearly 10% lower than in 2006 (49.6%).

#### **b. Baseline Year-to-year comparison of the number and rate of USFSP Transfer applicants**

While the group did not choose to attempt to influence the rate of applications for transfer students, it wished to establish baseline data. *Appendix: 2005-2007 Transfer Applications By Month and Chart: 2005-2007 Transfer Applications by*

*Month* shows the increase in number of applications and a pattern for Enrollment Services review and strategic discussion.

**c. Baseline Year-to-year comparison of the number and rate of USFSP Graduate applicants**

*Appendix: 2005-2007 Graduate Applications by Month and Chart: Graduate Applications* show an overall increase in 2007 over 2006. Additionally, comparing graduate applications year over year shows a dramatic increase in the number of graduate applications in May 2007 over May 2006.

While a more thorough analysis of the overall increase is available in the Graduate Studies report, it should be noted that University Relations developed a spring mini-campaign in partnership with the College of Business to increase the number of applicants and enrolled students in its Master of Business Administration program for Fall 2007.

The campaign kicked off in March 2007 (*Appendix: Spring 2007 College of Business MBA Plan*) and included outreach to alumni, HR directors and business contacts, and included Pinellas County-wide advertising including electronic banner ads in the *St. Petersburg Times*, *Tampa Bay Times* and billboards.

Two early indicators of interest in this program came from track-able electronic email blasts to regional alumni promoting an MBA Information Session on March 27 with the program director and dean. On March 15, a blast was sent to 2,814 members in Pinellas and Manatee counties. The open rate on the email was 22%. Thirty people, nearly double the number of the previous year's single event, attended.

Because of the popularity of the first MBA Information Session, the e-blast tactic was replicated on May 1 and sent only to 475 Pinellas County alumni. The open rate on the follow up communication was 18%. Attendance at the second MBA Information Session on May 15 was 23.

The goal was to enroll 50 new students, and the class will close with 57 new MBA students in the class. Year over year, the MBA program received 40 more applications in 2007 (120) than in 2006 (80). University Relations and MBA program professionals will be meeting in September to refine the marketing plan for Spring 2008. Points of decision will include date of application and information session data that tracked how students learned about the program.

**c. Hobson's baseline for number of student registrations for/from VIP Web site**

The Monday Morning Marketing Group continued this year to develop longitudinal trending for campus recruitment marketing.

For the Fall 2007 Campaign, the marketing plan launch was accelerated by two months from August, 15 2006 to June 15, 2006 in order to try to accelerate the number of applications in the early fall, rather than last year's peak in applications in December for the Priority Consideration Deadline of Dec. 31.

A number of metrics were evaluated this summer to determine initial source of contact for freshman students and to track the success of altering the recruiting marketing campaign.

**Exhibit 2** reveals how the initial source of contact led to the conversion of prospective students. The SAT Purchased List which targeted 29,883 students resulted in 1,259 students filling out the VIP Web site (4.21%), 69 students applying (.23%) and 18 enrolling (.006%).

The second largest group targeted stemmed from one-on-one outreach from Recruiter Visits and Office Visits with 1,642 students reached. Of those students, 8 students filled out a VIP Web page (.49%), 63 applied (3.84%) and 25 enrolled (1.52%).

The third largest group was the USF St. Petersburg Application that is available online – 702 students applied (79.1%), 4 filled out a VIP Web site and 145 enrolled. This application site is consistently included in all promotional materials including Myspace.com, SUS campus links mentioned by recruiters or can be searched from the Web site or any standard search engine. Origin of students' awareness of the site information is loaded with confounding variables will be impossible to narrow at this time.

A similar group is the FTIC Interest page group that ...

Another tactic of note was the addition this year of *Florida Trend Next*, an annual publication that reaches 750,000 high school students throughout the state and offers advertisers lead lists each week of students requesting information on universities and specific academic programs. This inaugural advertising purchase resulted in 4,313 email database leads which were then entered into the campus' strategic enrollment database for e- and mail outreach, 24 students filling out the Web site (.56%), 3 students applying (.07%) and one student enrolling (.02%). This publication was renewed again this year.

#### Decision Making

From this data, the campus has again purchased roughly 30,000 students from SAT and will additionally purchase ACT's PLAN list to target rising sophomores. This new outreach will begin to advertise USF St. Petersburg to students earlier than their junior year. At this time, the purchase is being finalized.

We are anticipating a difference in yield rates this year, particularly with FTIC and Transfer students. The group has determined that once final enrollment is finalized post-drop and add on August 27, the Enrollment Services team and then the Marketing Group

will review the data collected to evaluate and to survey those who were admitted but who did not enroll.

Additionally, the group will target the group of 145 students on Exhibit 2 who went directly to the USF St. Petersburg application and focus group the 18 students who enrolled from the Purchased List to determine best practices and opportunities to refine the marketing plan to affect yield increase next fall.

**USF St. Petersburg  
Alumni Relations  
SACS Report**

**Alumni Programming**

**Summary**

In 2006 the USF St. Petersburg Office of Alumni Relations implemented a permanent volunteer chapter leadership structure. This was done by defining board member and officer responsibilities, clarifying the Alumni Association mission, participating in national leadership and planning retreats and facilitating a local chapter planning workshop.

Through participation in these programs the chapter developed the following volunteer driven goals:

- Establish a signature event with a fundraising component.
- Host alternating monthly board and chapter meetings.
- Host an annual football social event.
- Host an annual basketball social event.
- Host one annual arts related event.
- Continue quarterly volunteer activities.

The following staff driven engagement goals were established:

- Develop a young alumni outreach program and event.
- Foster a partnership with Academic Affairs to develop a community discussion series focusing on current events.

**Assessment**

All volunteer driven goals were met or exceeded in 2006. Each program was discussed and planned by the Pinellas County Chapter Alumni Chapter Board with guidance and support provided by the Alumni Relations Assistant Program Director. An action plan was discussed and developed with input from all board members and officers and then carried-out by these leaders, the staff member and other alumni chapter volunteers.

Success of these programs was largely determined by attendance. Many of these events had not occurred in the past and had no previous benchmark for attendance. Therefore, the volunteers did not create initial attendance goals. Another factor in determining the success

of these events directly tied to the monthly chapter newsletter and the number of people who read articles about these programs.

Past programs are discussed at bi-monthly chapter meetings. Alumni are given an opportunity to provide feedback directly to the board members, officers and staff member. Following each program the Alumni Relations Assistant Program Director completes an after action report that summarizes the event and identifies what practices should be continued, ceased and added. This information is shared with the chapter board and officers and any necessary changes are made.

Attendance at these events in 2006:

- Casino Night (previously defined as signature event): 50
- Board/Chapter meetings: 15-30
- Basketball Social: 25
- Football Social (pre-season event): 175
- Arts Event: 55
- Volunteer Events: 10-20

The staff driven goals were also met in 2006. A young alumni program was developed and executed in March. This program had not occurred in the past and had no previous benchmark for attendance. Therefore, an initial attendance goal was not determined. Outreach was made to a targeted audience 35 years old and younger in Pinellas County and neighboring Manatee and Hillsborough Counties. The success of this event was determined by newsletter and invitation responses as well as attendance. The event drew 35 young alumni. Following this event an after action report was completed and shared with the volunteer leadership.

A partnership was established with Academic Affairs which led to the development of the Community Matters: Penny University Series. Although the creation of this series was staff driven, alumni and student ambassadors heavily influenced the development, specifically topic selection. Twenty alumni and students participated in a survey to determine the topics that would be addressed. Their feedback was used in deciding on the final topics and speakers.

### **Future Plans**

The alumni chapter will continue building upon the established volunteer leadership structure through on-going participation in national quarterly leadership retreats and an annual local planning workshop. This will continue to serve as the chapter's primary calendar setting and program planning opportunity.

For the upcoming year the chapter has set the same programmatic volunteer driven goals, but has expanded them by identifying attendance goals.

Attendance goals for 2007:

- Casino Night (previously defined as signature event): 100
- Board/Chapter meetings: 25-35
- Basketball Social: 35
- Football Social (pre-season event): 250
- Arts Event: 70
- Volunteer Events: 20 (maximum agency can accommodate)

One staff driven program goal is to continue to develop and expand young alumni outreach. This will be done by hosting a minimum of one annual young alumni event with an attendance goal of 50 guests. The target audience for this event will continue to be alumni 35 years old and younger in Pinellas County and neighboring Manatee and Hillsborough Counties.

An additional programming goal is to develop partnerships with each college to assist them in engaging their alumni. How this will be done has yet to be decided. Determining the most successful programming opportunities for each college will require input from college administrators and alumni. Possibilities include adding an alumni component to an existing program, developing a new one-time or recurring program and expanding or developing a student program to include alumni. Determining the best course of action may require a survey of alumni and/or current students.

Include:

After action reports-need all mentioned in report?

CM survey sample: on drive/folder

Agendas from Chapter or Board Meetings