



FAIRBANKS SCHOOL OF PUBLIC HEALTH

Increasing Graduate Recruitment in a Virtual Landscape

Panelists



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Situation

- DrPH in Global Health Leadership
- Master of Health Administration
- Master of Public Health (6 concentrations)
- MS in Biostatistics
- MS in Global Health and Sustainable Development
- MS in Product Stewardship



Market Demand

- DrPH in Global Health Leadership
- Master of Health Administration
- MPH Epidemiology
- MS in Biostatistics & MPH in Public Health Informatics



Strategies for Outreach

Combination of purchasing and building lists

- Started with programs that needed the most support
- Purchased GRE names for prospects interested in biostatistics and informatics
- Conducted market research to understand which undergraduate programs could serve as feeder schools for our biostatistics and informatics programs
- Manually built lists of program directors and advisors at potential feeder schools
- Created email campaigns to target all lists

IUPUI
RICHARD M. FAIRBANKS
SCHOOL OF PUBLIC HEALTH

The MS in Biostatistics application deadline is now August 1!

Learn about the program and its application requirements for the fall.

We're thrilled to share that the Master of Science in Biostatistics program at the IU Richard M. Fairbanks School of Public Health has extended its application deadline to August 1st for fall 2020 enrollment.

The only MS in Biostatistics in the state, this program will provide you with the foundation you need to be a highly competitive candidate for today's biostatistics jobs. You will discover exceptional faculty, nationally-recognized research, an amazing network of alumni and mentors and exposure to top visiting experts.

Ready to learn more?
Take a moment now to browse [our website](#) and [admissions criteria](#), and reach out to Sue Hancock at suehanco@iu.edu with any questions you have.

We look forward to hearing from you!

MS in Biostatistics Program

Connect with us.

IU Richard M. Fairbanks School of Public Health
1050 Wishard Blvd. | Indianapolis, IN 46202
(317) 274-2000 | iupui.edu



Virtual Information Sessions

1. Developed a concept that worked well for graduate recruiter, program directors, and virtual participants (from registration to actual event)
 - Program Director & recruiter hosted 1-2 one-hour sessions monthly via Zoom
2. Promotion via:
 - web content
 - ongoing email campaigns
 - social media advertising (organic)
3. Implementation of sessions rested mostly with recruiter and program director



Virtual Information Session Assets

The screenshot shows the IUPUI website for the Richard M. Fairbanks School of Public Health. The main heading is "MS in Biostatistics Information Sessions" with a date of "Wednesday, March 25, 2022" and time "1:00 PM - 2:00 PM". Below the heading, there is a paragraph of text and a small image. A list of dates for the sessions is provided: Tuesday, March 30, 2022; Thursday, April 29, 2022; and Tuesday, May 25, 2022. At the bottom of the page, there is a registration form with fields for Name, Email, and Undergraduate Program, along with a "Submit" button.

The flyer features the IUPUI logo and the text "RICHARD M. FAIRBANKS SCHOOL OF PUBLIC HEALTH". The main heading is "Today at Noon: MS in Biostatistics Info Session" with the subtitle "Get on-the-spot answers to your questions about the Master of Science in Biostatistics program." Below this, there are two paragraphs of text. The first paragraph is a friendly reminder about the virtual information session on November 2 at noon, with a link to registration. The second paragraph describes the MS in Biostatistics program as a highly competitive candidate for today's biostatistics jobs. A "Ready to learn more?" section encourages users to browse the website and admissions criteria. At the bottom, there is a section for "MS in Biostatistics Information Session" on Monday, November 21 from Noon-1pm ET, with a note that the session will be held via Zoom and a link will be provided. A prominent "REGISTER NOW" button is located at the bottom of the flyer.

- Webpage w/registration form
- Email
- FB Event

The screenshot shows a Facebook event post. The event is titled "MS in Biostatistics Information Session (Online)" and is scheduled for Wednesday, June 3, 2020 at 12 PM EDT - 1 PM EDT. The post includes a photo of a woman sitting at a table with a laptop, and a video player showing the same woman. The event is hosted by the IU Richard M. Fairbanks School of Public Health at IUPUI. There is a "3" in a red box on the left side of the post, and an "Insights" button in the bottom right corner.



Ongoing Email Campaigns

1. Approximately 4-6 program-specific emails sent from June 1 through August 1 (total of 43 emails)
2. Messages centered on extended application deadlines, online program options, and need for public health (especially during a pandemic)
3. Provided links to program homepage on our website, admission criteria and the graduate recruiter's contact information
4. CTA: Register for an information session



Social Media Advertising

1. Facebook events
2. Organic posts on Facebook, Instagram, Twitter and LinkedIn
3. Worked with agency to place paid ads for select programs
 - New and/or online programs
 - targeting potential graduate students interested in product stewardship, epidemiology and health administration



IU Richard M. Fairbanks School of Public Health at IUPUI

Sponsored · 🌐

Our MPH in Public Health Informatics program at Fairbanks School of Public Health is hosting a virtual information session to answer any questions you have.



MON, JUL 13, 2020

MPH in Public Health Informatics Virtual Info Session

☆ Interested

30 people interested · 5 people going



Radio Advertising

1. Short ads on WFYI that run during primetime shows
2. Targeting potential graduate students
3. Incorporated messages related to pandemic



Search Engine Optimization

1. Website audit conducted by agency to identify areas for SEO improvement
2. Received recommendations for best practices when creating metadata (i.e. page titles, keywords and descriptions)
3. Focused on top-level, high-traffic pages
 - Academic and application webpages

Example Site Meta-Data

Title: 149 characters **Master of Public Health: Master's Degrees: Academics: Richard M ...**
<https://fph.iupui.edu/academics/master-degrees/master-of-public-health>

Desc: 42 characters **Earn Your Master's Degree in Public Health. At the R2 Richard M. Fairbanks School of Public Health you will discover exceptional faculty, nationally-recognized research, hands-on learning opportunities, a robust study abroad program and mentoring relationships. These benefits provide our students with the best ...**

Example Title | 68 characters
Master of Public Health | Impactful, Flexible, Nationally Recognized

Example Description | 299 characters
Earning your MPH from the Richard M. Fairbanks School of Public Health at IUPUI is the first step towards taking an active role in improving your community's health. Our downtown Indianapolis campus offers flexible, research driven, hands-on learning with access to Indiana's largest health systems.

Master of Public Health | Impactful, Flexible, Nationally Recognized
<https://fph.iupui.edu/academics/masters/ MPH/index.html>
Earning your MPH from the Richard M. Fairbanks School of Public Health at IUPUI is the first step towards taking an active role in improving your community's health. Our downtown Indianapolis campus offers flexible, research driven, hands-on learning with access to Indiana's largest health systems.



Results

- Overall Graduate Recruitment
 - Fall 2020 enrollment increased by 11.7%
 - Graduate enrollment increased by 26.6%
- Virtual Information Sessions & Email Campaigns
 - 70+ emails, 140+ registrants, 100+ participants
- Social Media Advertising
 - 2-6% CTR



Results

- Search Engine Optimization
 - 27.2% increase in website traffic (over 2019 academic year)
 - 88.1% during pandemic (2020 academic year)
- Radio Advertising (campaign still running)



Request for More Information



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