What Can We Do For You?

Office of Admissions
College and Department Training
2014
Agenda

• Discussion of marketing and communicating with prospective students and other key influencers
• Services we can provide
• How to request communications
• Odds & Ends
• Wrap Up & Questions
Changing landscape

• Enhanced communication tools

• Changes in the recruitment and admissions processes and activities
  – No longer rolling admissions – set admission notification dates
  – Ways for students to let us know their intentions
  – Increased activities to build our prospect pool

• Significant increase in communications from the Office of Admissions and other areas across campus
Key goals for communicating

• The right people get the right message/information at the right time

• Consistency across all communications

• Avoid spamming and duplicating messages
A centralized approach to communicating with prospective students and other key influencers
Office of Admissions will not release to outside entities mail/email lists of prospective students or other key influencers.

Rather we will offer our services to outside entities to aid them with their communication efforts.
Office of Admissions
Communication Efforts
Purposes

Marketing the U

Deadlines and process reminders

Event notifications
Key Audiences

Students  Parents  Counselors

Bio-demographics  Interests  Stage in the Funnel
Imagine U key messages

• The U is a tier-one teaching and research institution.
• The U offers an extraordinary collaborative learning experience.
• The U combines the energy of a world-class research institution and a cutting-edge health sciences center.
• The U prepares graduates to enter a competitive workforce.
• The U offers a unique and inspiring environment to work and play.
• The U is engaged with the community where we live and work.
OA key messages

• Location
• Pioneer mentality / entrepreneurship
• University in motion
• Support
• Individuality and community
• Success
OTHER key messages
(i.e. what’s important to students)

• Campus Visit
• Academics
• Affordability
• Student Success / Outcomes
• Student Life
Medium

Email
Chat
Calling campaigns
Social media

Letters
Printed Publications
Website
My U Page
Calls to Action (CTA)

• Request information
• Explore website
• Visit campus
• Apply for admission
• Pay your deposit
• Register for an event
What is a Comms Plan?
<table>
<thead>
<tr>
<th>CONTACT</th>
<th>COMPANY</th>
<th>ENROLLMENT STATUS</th>
<th>COMPANY NAME</th>
<th>FROM</th>
<th>CHANNEL/CRN YEAR</th>
<th>AUDIENCE CHARACTERISTICS</th>
<th>MESSAGE</th>
<th>CCM</th>
<th>MEDIAN</th>
<th>IN REACH</th>
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<tbody>
<tr>
<td>ENR1</td>
<td>GENERAL</td>
<td>SUBJECT</td>
<td>Office of Admissions</td>
<td>UNIV</td>
<td>1743.0</td>
<td>OFFICE OF ADMISSIONS</td>
<td>This is everything that's great about the U. Learn more about the U. Create My U Page.</td>
<td>printed</td>
<td>Distributed by hand at events.</td>
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</tbody>
</table>
Services We Can Provide
Team With Us!

• Mass, Targeted Email
• Mailings (letters, postcards, brochures, etc)
  – University Marketing & Communications
  – University Print & Mail Services
• My U Page / Social Media
Dear Holly,

We are looking for amazing students like you to join the University of Utah’s Pre-Law LEAP Program! Pre-Law LEAP, which is now in its eight year, is for freshmen college students who are contemplating entering law school.

Making the transition from high school to a university can be a challenge. Pre-Law LEAP offers a wealth of resources, including a new advising, faculty mentor, and library skills classes, to help students succeed. In addition to a peer advisor, responsive professors and library staff, students will also receive advising, financial aid, scholarships, and more.

Additional information about the Pre-Law LEAP Program, as well as application materials, is available at the website.

If you have any questions about our program, the application, or the University of Utah in general, please feel free to contact me. I am happy to assist you and look forward to hearing from you soon!

Best wishes,

Ann Haeg, Ph.D.
Professor (Research) Pre-Law LEAP
Dear Holly,

The University of Utah Washington, DC Alumni Chapter is pleased to invite you to the Zoo event tomorrow, June 14. We would love for you to join us for a fun 12:00 pm at the National Zoo Picnic Pavilion beginning 12:00 pm at the National Zoo Picnic Pavilion.

In addition, we’re pleased to announce the Washington, DC Alumni Chapter Scholarship is available to a student who has graduated from a greater Washington school and will be a student at the University of Utah in the Fall 2014 Semester. The scholarship is due by June 1.

Learn more and download the application here.

Sincerely,
Kira Ayub
Dear Holly,

Our records show you have completed the online application to the University of Utah Asia Campus, but that you are missing the accompanying documentation required for us to begin reviewing your application.

To see what you’re missing, simply track your application online. Then, submit the missing document(s) as soon as possible.

Documents that require mailing should be sent to:
Office of Admissions
201 S 1460 E
Room 250 S
Salt Lake City, UT 84112

Don’t delay! We have extended the July 1 application deadline to allow you time to submit all required documents for admission this fall.

If you have any questions, please contact our International Admissions team at lao@sa.utah.edu or (801) 581-8761.

Sincerely,
Office of Admissions
What CAN We Do?

• Target your audience/Build an (amazing) filter
• Provide a header graphic
• Insert images or logos
• Edit your copy, or draft it out for you
• “Embed” video (link to youtube, etc)
• Upload attachments to our site (for easy access)
• Send you follow-up statistics
### EMT Connect2 Email Results: Orientation Reminder Fresh/Transfer 7.2014 – 7/9/2014 3:42:09 PM

**Sent:** Thursday, July 10, 2014 at 1:08 AM  
**To:** Holly Cox

**Instance Name:** Utah  
**Name:** Orientation Reminder Fresh/Transfer 7.2014  
**Description:** E-Mail  
**Modified:** Wednesday, July 09, 2014  
**Modified By:** ncox

**Send Time:** 00:00:00  
**Emails Per Second:** 2.333

#### E-mail Statistics

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<th>E-mail Statistics</th>
<th>Results</th>
<th>Percentage</th>
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<tr>
<td><strong>General</strong></td>
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<tr>
<td>Total Contacts</td>
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<td>100%</td>
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<tr>
<td>No Email Address</td>
<td>31</td>
<td>2.46%</td>
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<tr>
<td>Prev Opted Out</td>
<td>63</td>
<td>5%</td>
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<tr>
<td><strong>Sent</strong></td>
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<td></td>
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<tr>
<td>Total Attempted</td>
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<td></td>
</tr>
<tr>
<td>Total Send Time</td>
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<tr>
<td>Bounces</td>
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<td>Server Bounce Backs</td>
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<tr>
<td><strong>Received and Viewed</strong></td>
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<td></td>
</tr>
<tr>
<td>Received</td>
<td>1,166</td>
<td>100%</td>
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<tr>
<td>Viewed</td>
<td>486</td>
<td>41.68%</td>
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<tr>
<td>Total Not Viewed</td>
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<td>58.32%</td>
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<tr>
<td><strong>Actions</strong></td>
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<tr>
<td>Interacted</td>
<td>91</td>
<td>7.8%</td>
</tr>
<tr>
<td>Did Not Interact</td>
<td>1,075</td>
<td>92.1%</td>
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<tr>
<td>Clicked Any Link</td>
<td>85</td>
<td>7.29%</td>
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<tr>
<td>Forwarded</td>
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<td>0%</td>
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<td>Replied</td>
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</tr>
<tr>
<td>Opted-Out</td>
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<td>0%</td>
</tr>
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#### E-mail Links Statistics

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<tr>
<th>Link to Contact Us</th>
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</thead>
<tbody>
<tr>
<td>Link to Privacy Policy</td>
<td>0.09%</td>
</tr>
<tr>
<td>Link to register as soon as you can</td>
<td>7.2%</td>
</tr>
<tr>
<td>Link to Subscribe</td>
<td>0.09%</td>
</tr>
<tr>
<td>Link to unsubscribe</td>
<td>0.43%</td>
</tr>
<tr>
<td>Content Doc Link</td>
<td></td>
</tr>
</tbody>
</table>
What CAN’T We Do?

• Send attachments
• Turn an email around in one day
• Provide lists of student contact info
• Communicate with current students
• Send inappropriate, unsanctioned, or non-University material
• SPAM students
Timing

• Allow one week for initial evaluation
• Factor in what we’re doing for you
  – Graphic design
  – Editing vs. drafting
• Fit into the overall OA schedule
• Plan 3 weeks to be safe
Best Practices

• Have only one (two, tops) CTA per email
• Keep emails to a reasonable length
• Don’t include too many URL’s, etc.
• Target students specifically and in a timely manner
• Choose the best medium for your message
• Prepare your office
Mailings
Mailings - Types

- Letters
- Postcards
- Brochures
- One-Sheets
Mailings - Processes

Development

Printing

Prep for mailing

Mailing
University Marketing and Communications (UMC)
Full Service Marketing & Communications Agency
Right On Campus.

- Marketing
  - Creative services
  - Graphic design
- Public Relations
  - Press releases
  - Copy writing and editing
- Main campus social media contacts
- Web and interactive development
- Photo and video production
How We Can Help

• Generate awareness

• Create brand consistency

• Reach students
University of Utah Branding

- Official logos
- University colors/color palette
  - ✓ PMS 187 C
- Do’s and Don’ts of marketing at the U
UMC Creative Process—Client

• Client meet with UMC team
• Discuss request and strategize
• Fill out creative brief
UMC Creative Process—Internal

- Opening jobs—job tickets
- Present initial design/concept
- Revision/editing process (3 rounds of edits)
- Final design & cost approval
- Production
Things to Consider

• Typical turnaround times
• Rush fees
• Reality of printing today
  ✓ Digital press times
  ✓ Offset press times
• Design lingo
  ✓ Crop marks, bleeds, ink color terms, specs
• Less is more
• Marking comments on PDF drafts
OFFICE OF ADMISSIONS

Salt Lake City

Stunning setting. Great place of life. A vibrant arts scene. Incredible outdoor recreation in every direction. Salt Lake City has it all and more. Downtown is just five minutes from the University of Utah by car, mass transit, or bike. Utah's capital has consistently ranked among the nation's most livable cities and best college towns.

From small beginnings, Salt Lake has grown into an impressively cosmopolitan and diverse place to live. Over 1 million residents live in the valley and enjoy the vibrant culture and downtown city center, distinctive neighborhoods, and reasonable cost of living. Between the farmers markets, festivals and concerts, sporting events, bustling restaurants, active social scene, and thriving arts community, the city offers something for everyone.
Photos and Images

- Do not save photos from websites
- What is dpi? Dots per inch

- Need photos? We do that too!

Photo credit: epiccreativestudio.com
Your Friendly Neighborhood Marketing Team

• We are here to help!
  ▶ Idea conception to completion
• We work with printers/vendors
• Campus orders
Main UMC Contacts

MARKETING SERVICES
Brian Rasmussen, Marketing Director
801-581-3051 • brian.rasmussen@utah.edu

COMMUNICATIONS
Maria O’Mara, Communications Director
801-581-5180 • maria.omara@utah.edu

PRODUCTION COORDINATOR
Fran Andrus, Production Manager
801-581-7190 • fran.andrus@utah.edu

CREATIVE SERVICES
Jeff Bagley, Creative Director
801-581-3466 • jeff.bagley@utah.edu

INTERACTIVE, WEB, & SOCIAL MEDIA
Scott Troxel, Director of Interactive,
Web & Social Media Strategy
801-585-3444 • scott.troxel@utah.edu

Office Address: Building 601
75 South Fort Douglas Boulevard
(Across from the Guest House in Fort Douglas)
University Print & Mail
LOCATIONS & CONTACT

V. Randall Turpin University Services Building
135 VRT USB
Phone: 581-6171
Fax: 581-4359
uprint@printing.utah.edu

Union
158 Union
Phone: 587-7928
Fax: 587-7929
unioncc@utah.edu

printandmail.utah.edu
• Full Mailing Services
• Design
• Newsletters
• Flyers
• Brochures/Pamphlets
• Postcards
• Invites/Announcements
• Letterhead
• Envelopes
• Business cards
• Forms
• Handbooks
• Booklets
• Posters/Banners
• Packets
• Books/Publications
• Course Material and Copyright Clearance
• Variable Data
• Annual reports
• Notepads
• Kit covers
• Calendars
• Vehicle magnet signage
• Cards
• Labels/Stickers
• Handbills
• CD/DVD inserts
• Certificates
• Tickets and Vouchers
• Lamination
• Mounting
• Bindery
• Free pick-up and delivery
• T-shirts, mouse pads, puzzles and coasters
• Custom 1”, 2.25” and 3” buttons

... and so much more!
Mailing & Shipping

- Full Service Mail-house
- Delivery on campus and to USPS
- Ink-jetting
- Postage
- Stuffing/both by hand & machine
- Tabbing
- NCOA list verification
- Contact us before preparing your items for mailing to confirm that current USPS regulations are being met.
- FedEx and UPS—65% less than downtown
OFFSET PRINTING

- Four color press
- 40” 1 color press
- GTO color press
- 2 small 2 color presses
- 2 letter presses
- UV coater
DIGITAL OUTPUT

- 2 large b/w machines with excellent capabilities
- Color Copiers
- 2 Large format printers
- Indigo Digital Press
- New 4 color variable data envelope printer
Bindery & Finishing

- Die Cutting
- Spiral Binding
- Numbering
- Scoring
- Perforating
- Stitching
- Perfect Binding
- Hand Collating
- Emboss/foil stamp
- UV Coating
- Folding
- Lamination
- Mounting
- Drilling
- Shrink Wrapping
- Free Delivery
PRINT & COPY SERVICES PROOFS

- **PDF Proof** - Proof attached to an email. Intended to proof layout and content. Color may not be exact as every monitor is color calibrated differently.

- **B&W Page Proof** - Proof produced on our desktop printer or the black and white copier. Intended to proof layout and content.

- **Color Proof** - Proof produced on our desktop printer or color copier. Intended for proofing layout and content. Color may not be exact.

- **Digital Proof** - Proof printed on digital press—true to paper stock and color.

- **Blue Line Proof** - After content is approved this proof is intended for approving layout, size and finishing. Generally, these proofs are low resolution and are not true to color.

- **Contract Proof** - Once content and layout are finalized, this final proof intended for approving color.
COMMONLY USED TERMS & ABBREVIATIONS

- **Basic Size** – A standard, predetermined size for a particular type of paper used to establish the *basis weight* of a *ream* of a given grade.

- **Basic Weight** – The weight of 500 sheets of paper at the paper’s *basic size*.

- **Bleeds** – An extra amount of printed image which extends beyond the trim edge.

- **BSCD** – Business Card

- **Coated (Paper)** – Paper coated with clay, white pigments and a binder. Better for printing because there is less picking (when the tackiness of the ink pulls fibers or coating from the paper surface.)

- **CMYK** – (Cyan, Magenta, Yellow, Black) Process color used in color printing, which are printed, one over another in that order, to obtain a colored print with the desired hues, whites, blacks, and grays.

- **CSR** – customer service representative

- **Die Cutting** – A method of using sharp steel ruled stamps or rollers to cut various shapes i.e. labels, boxes, image shapes, either post press or in line. The process of cutting paper in a shape or design by the use of a wooden die or block in which are positioned steel rules in the shape of the desired pattern.
COMMONTLY USED TERMS & ABBREVIATIONS

- **EPS** – Envelopes
- **Halftone** – Screening process which converts the image into dots of various sizes.
- **LTHD** – Letterhead
- **PDF** – (Portable Document File) Universal electronic file format, preferred file format for Print and Copy Services.
- **Perforating** – Punching small holes or slits in a sheet of paper or cardboard to facilitate tearing along a desired line.
- **PMS** – (Pantone Matching System) color charts that have over 700 preprinted color swatches of blended inks, used to identify, display or define special colors.
- **Ream** – 500 sheets of paper
- **Resolution** – Ability of an input device to record, or an output device to reproduce the fine detail of an image.
- **RGB** – (Red, Green and Blue) The primary additive colors used in display devices, such as monitors, and scanners.
- **Saddle Stitch** – To fasten a booklet by wiring (stapling) it through the middle fold of the sheets.
- **Score** – To impress or indent a mark in the paper to make folding easier
PROCESS

Submit order form to Syd along with final artwork. I can email this form. Syd to email estimate once we have the completed order form. When the estimate is approved, we will produce a proof, once the proof is signed off we start the printing, binding and mailing process. The time frame for each job begins when the final proof is signed off.
MISC. INFORMATION

• When we set-up variable data we prefer an excel file, and the working file for the letter (Word) or a pdf file with 1/8” bleeds for brochures and postcards.

• If you are in a hurry to send your mail, here is some important info: The post office can keep non-profit mail up to 10 days in lieu of first class mail.

• The price for a #10 size envelope, 8.5x11 brochure and a 5x7 postcard mailing non-profit is .173 each. The price for first class is .49 each.
Estimates

Letterhead and Envelopes Provided: Letter prints one side in black ink on our black & white copier, we fold and insert into #10 envelopes (one insert)

- Includes variable data
- Letter provided by department
- Time frame—5 working days
- #10 reg. envelope mailing non-profit
  - 500 = $214.04 2,000 = $551.89
- #10 reg. envelope mailing first class
  - 500 = $357.54 2,000 = $1,170.89
- #10 window envelope mailing non-profit
  - 500 = $234.04 2,000 = $706.89
- #10 window envelope mailing first class
  - 500 = $392.54 2,000 = $1,190.89

*All other estimates only include regular envelopes
**Letterhead and Envelopes**

Printed on digital press in color, one side, envelopes printed on our offset Ryobi press in 2 colors, we fold and insert. Letterhead paper is 70# uncoated white text, envelopes are U of U bond.

- Includes variable data
- Letter provided by department
- Time frame—5-7 working days
- Mailing non-profit:
  500 = $589.32  
  2,000 = $1628.05
- Mailing first class:
  500 = $732.82  
  2,000 = $2,232.05
Letterhead and Envelopes printed on digital press in color, one side, envelopes printed on our new envelope press in full color, we fold and insert. Letterhead paper is 70# uncoated white text, envelopes are U of U bond.

- Includes variable data
- Letter provided by department
- Time frame—5-7 working days
- Mailing non-profit:
  500 = $530.93
  2,000 = $1,668.70
- Mailing first class:
  500 = $689.43
  2,000 = $2,282.70
**Estimates**

**Brochure** - printed on digital press in color, two sides, 8.5x11 tri-fold 100#

Dull Text

- Includes variable data
- Time frame—5-7 working days
- Mailing non-profit:
  
  500 = $660.09

- Mailing first class:

  500 = $818.59
Postcard - printed on digital press in color, two sides, 5x7, 100# Gloss

- Includes variable data
- Time frame—5-7 working days
- Mailing non-profit:
  
  
  500 = $368.75

- Mailing first class:
  
  
  500 = $527.25
ESTIMATES

Sydney Holmes
office: 585-7019
fax: 581-4359
sydney.holmes@utah.edu
My U Page
& Social Media
Social and other media
Facebook

University of Utah Admissions
College & University

What have you been up to?

Admissions Tip Tuesday...

Create or clean up your LinkedIn profile. Establishing a solid presence on LinkedIn is key to landing internships and on-campus jobs while in school, and to beginning your career once you graduate. #UofU
You can enroll in a Tuition Payment Plan to avoid paying your tuition all at once. Tuition payment plans allow you to make smaller payments over a period of time, interest free. Learn more about this and other tuition tips at goo.gl/ChtqmE or email the University of Utah's Financial Aid Office at financialaid@sa.utah.edu.

Stay tuned each week for Happy Place Friday. This week's #happyplace is Mirror Lake. A 90-minute drive up scenic Parley's Canyon takes you to camping/fishing/chillaxing perfection.

Comment with your #Utah happy place.
Facebook is a great place for...

- Reminders
- Tips
- Photography
- News
- Announcements
Counsel With U
The newsletter is a great place for...

- Information for counselors
  - New majors, program updates, etc.
- Calendar items
- Flyers (link to download)
- Links to your own webpage
Welcome, Keaton! You can explore the University of Utah on this page, which provides all the information about the things that interest you in one easy spot. The My U Page is also a place where you can learn about new aspects of campus and activities that may interest you. In addition, you’ll find on this page a checklist of steps to take in order to apply to the U, and reminders and important dates/deadlines to hit in your message center.

Hi Keaton!

You can always update or adjust the kind of information delivered to your My U Page by editing your profile with the link in the upper right-hand section. We encourage you to visit your My U Page often, since there will continually be enhancements and new information to see.

Thanks again for your interest in the University of Utah.

Sincerely,
Mateo Remsburg, Associate Director
Office of Admissions
Ballet

Ballet majors are trained in one of three emphases: Performing, Teaching, and Character Dance. Undergraduate Admissions: The ballet major is a restricted major. Prospective students must first apply to the University of Utah through the Admissions Office and be accepted to the University. They must then apply to the Ballet major.
The My U Page is a great place for...

• Targeted information
  – Announcements
  – Promotions
  – Events

• Advertising programs

• Getting creative
  – Video, success stories, photography, etc.
Timing

• Facebook
  – Near instant turnaround IF…

• Counselor Newsletter
  – Submit info at least one week before the end of the month

• My U Page
  – One week before you want your information posted
Developing Your Own Comms Plan
Tie it all together and develop a year-long communication plan.
Comm plan development tips

• What do you want to communicate and when do you want to do it?
  – Think about key dates and events

• Who is your target audience?
  – Remember that printed pieces sent to students will be read by others
  – Don’t forget parents
Comm plan development tips

• What medium will you use?
  – Combination works best – don’t just rely on email
  – Have some initial and follow up comms

• What are your CTAs?
  – Every communication should request some type of action to be taken by the recipient
Communication plan development

The Office of Admissions, University Marketing and Communications, and Print & Mail Services are all willing to work with your area to develop a more comprehensive communication plan or a particular campaign.
Requesting Communications
Requesting Communications

Overview of Request Form

- Timing and turn around
  - Workflow in OA
  - The sooner the request is submitted, the more likely we can fulfill the request

- General and specific information about the communication
Office of Admissions Communications Request Form

Please allow 1 week for the initial evaluation of your request. We may be in contact with you with further questions. If approved, your request will be programmed into the Office of Admissions communication schedule. The timeframe for the creation of a communication that is ready for approval will depend on the type of communication desired, what aspects of the communication the Office of Admissions is asked to assist with, the information provided by the college/department, the time of year, and what projects are currently on the Office communication schedule. Below are some general guidelines for communication timing assuming department provides necessary information in a timely manner.

<table>
<thead>
<tr>
<th>Type of Communication</th>
<th>Copywriting/Editing</th>
<th>Graphic Design</th>
<th>Printing</th>
<th>Mail List Creation</th>
<th>Prop time for Sending/Printing</th>
<th>Time to being Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>1 week from receipt of information from the department</td>
<td>1 week from receipt of information from the department</td>
<td>NA</td>
<td>1 week from confirmation of selection criteria</td>
<td>24-48 hours from department approval of email</td>
<td>Within 24 hours</td>
</tr>
<tr>
<td>Postcard</td>
<td>1 week from receipt of information from the department</td>
<td>1-2 weeks from receipt of information from department and designed design</td>
<td>Up to 1 week depending on quantity and other jobs on the schedule</td>
<td>1 week from confirmation of selection criteria</td>
<td>1-3 days depending on what needs to be done and size of job</td>
<td>1-14 days depending on making 1st class or bulk nonprofit</td>
</tr>
<tr>
<td>Letter</td>
<td>1 week from receipt of information from the department</td>
<td>1-2 weeks from receipt of information from department and designed design</td>
<td>Up to 1 week depending on quantity and other jobs on the schedule</td>
<td>1 week from confirmation of selection criteria</td>
<td>5-7 days depending on what needs to be done (stuffing), type and size of job</td>
<td>1-14 days depending on making 1st class or bulk nonprofit</td>
</tr>
<tr>
<td>Other</td>
<td>1-2 weeks from receipt of information from the department</td>
<td>1-2 weeks from receipt of information from department and designed design</td>
<td>Up to 1 week depending on quantity and other jobs on the schedule</td>
<td>1 week from confirmation of selection criteria</td>
<td>3-5 days depending on what needs to be done (stuffing), type and size of job</td>
<td>1-14 days depending on making 1st class or bulk nonprofit</td>
</tr>
</tbody>
</table>

Please plan accordingly and submit your request with this timeframe in mind. You will be notified if your request cannot be processed within your desired timeframe.

First & last name: ____________________________
Job title: ____________________________
Email address: ____________________________
Work phone number: ____________________________
Your college, department or unit: ____________________________

General information about the communication

1. What type of communication do you want to send:
   [ ] An email  [ ] A postcard  [ ] A letter  [ ] Other (specify) ____________________________
2. How often will this communication be sent?
   [ ] One time – ad hoc  [ ] Weekly  [ ] Monthly  [ ] Quarterly  [ ] Annually  [ ] Other ____________________________
3. Is this communication part of a larger campaign, where you will want assistance with follow up communications (if yes, the Office of Admissions will follow up with you about the other parts of the campaign)? [ ] Yes  [ ] No ____________________________
4. What aspects of the communication would you like assistance with (check all that apply and complete the appropriate sections below)?
   [ ] Copy Writing/Editing  [ ] Graphic Design  [ ] Printing  [ ] Mail List Creation  [ ] Sending  ____________________________
5. When would you like this communication to be received by the target audience? ____________________________
OFFICE OF ADMISSIONS

Building the Filter
Filter Criteria:

Please identify the selection criteria for your target audience (check all that apply)

1. Type of Contact: ☐Entering Freshmen    ☐Entering Transfer
2. Include international students: ☐Yes    ☐No
3. Campus: ☐Main (Salt Lake City)    ☐Asia (South Korea)
Filter Criteria:

5. Complete Freshman application before deadline:
   □ December 1 □ February 1 □ April 1 (subject to change)

Ex: If you check boxes for both December 1 and February 1, you will get all applicants that meet either deadline. If you check only the box for February 1 you will get only applicants after December 1 and through February 1.
**Filter Criteria:**

<p>| | | | | | |</p>
<table>
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<tbody>
<tr>
<td>6. Ethnicity:</td>
<td>☐ Underrepresented Minority</td>
<td>☐ Any</td>
<td>☐ Other, please list:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Gender:</td>
<td>☐ Female</td>
<td>☐ Male</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>8. 1st Generation only (obtained through application):</td>
<td>☐ Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Current Grade level:</td>
<td>☐ 9th</td>
<td>☐ 10th</td>
<td>☐ 11th</td>
<td>☐ 12th</td>
<td>☐ College/Transfer Students</td>
</tr>
<tr>
<td>10. Intended entry term(s):</td>
<td>☐ Spring</td>
<td>☐ Summer</td>
<td>☐ Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Intended entry year(s), please list:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Geographic region:</td>
<td>☐ UT only</td>
<td>☐ US only</td>
<td>☐ Specific States/Zip Codes (identify in #13 below)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Other (specify)</td>
<td></td>
<td></td>
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</table>
Examples of requests:

- Number of miles radius from campus?
- Applied to which pre-major?
- Students with composite ACT or combined SAT score?
- Students with self-reported GPA?
- Students from a specific high school?
- Transfer students from SLCC?
- 1st Generation students of any ethnicity OR underrepresented minority?
- Applied to Honors College?
Ways to Make It Easy
• Provide images
  – Hi-res for printing, low for email
• Draft out your own copy
  – Or give us bullet points
• Know your audience & CTA
• Fill out the Request Form/Provide specific parameters
• Respond to any questions quickly
• Be flexible
• Give us plenty of time / warning
Key Takeaways
Key Takeaways

• Advanced planning and coordination is vital to successfully communicating with prospective students

• We (OA, UMC, P&M) are here to help you with your prospective student communication efforts
Q&A