



## Enrollment Management Office

Service Category	Sample Support Opportunities
Plan and Develop Recruitment Strategy	<ul style="list-style-type: none"><li>• Meet regularly with program directors and staff to establish and operationalize recruitment strategy.</li><li>• Assist departments in developing annual communication plans for graduate programs.</li><li>• Assist in the development and execution of annual strategic recruitment plans.</li><li>• Benchmark best-practices for higher education, and specifically graduate school recruitment, and determine how to best adapt to fit the needs of CWRU and the specific program.</li><li>• Strategic selection of conferences and fairs to attend and promote programs to prospective applicants and/or key stakeholders.</li><li>• Serve as Slate champion to programs with the aim to optimize system usage.</li></ul>
Online Communications	<ul style="list-style-type: none"><li>• Create content for SOM and program-specific social media accounts (i.e. Meta , X, and/or LinkedIn).</li><li>• Submit to CWRU newsletters to promote program events, deadlines, and/or accomplishments.</li><li>• Plan and market monthly or bi-monthly program-specific webinars to showcase offerings to prospective students.</li></ul>
Enrollment and Recruitment Marketing	<ul style="list-style-type: none"><li>• Identify creative and tailored ways to engage prospective students.</li><li>• Social media advertising/boosted posts</li><li>• Event promotion</li><li>• Signage creation and design (physical and digital)</li><li>• Email marketing (writing, building and sending emails to external audiences raise awareness of brand or services)</li><li>• Lead generation through digital ads</li><li>• Campaign analysis (KPIs, conversions, etc.)</li><li>• Full enrollment funnel monitoring and analysis</li><li>• Monitor and update drip email campaigns</li><li>• Advise programs on web/email writing best practices</li></ul>
Creative	<ul style="list-style-type: none"><li>• Liaise between program and UMC, gathering information to define scope</li><li>• Provide recommendations on materials and formats based on audience, timelines, budget and more</li><li>• Assist in the design of program-specific merchandise that includes CWRU/school brands, to ensure it aligns with UMC standards</li><li>• Submit projects on behalf of program to graphic design or other teams within UMC and maintain contact with UMC throughout the</li></ul>



	<p>completion of the project</p> <ul style="list-style-type: none"><li>• Develop comprehensive project plans and timelines, and monitor timelines</li><li>• Assist program with vendor process</li><li>• Assist programs on using UMC brand assets (fonts, templates, file types, etc.)</li><li>• Create and manage program flyers</li></ul>
Visual Assets	<ul style="list-style-type: none"><li>• A member of our team will serve as point person for outside videographers - during the planning process, on-site during filming, and post-production</li><li>• Coordinate photo and/or video shoots related to recruiting efforts</li><li>• Build and maintain photo library</li><li>• Connect with UMC for project approval</li><li>• Project manage storytelling-driven videos relating to student recruitment, research, marketing and development</li><li>• Meet with stakeholders to determine job scope, develop concepts, write scripts and create shot lists</li><li>• Work with on-camera subjects to build comfort and confidence</li></ul>
Web Content	<ul style="list-style-type: none"><li>• Add and update content on program websites, following digital accessibility requirements.</li><li>• Ensure all program webpages comply with digital accessibility standards</li><li>• Analyze site metrics</li><li>• Perform peer and aspirant website benchmarking</li><li>• Oversee the program's Google Analytics instance, and generate reporting</li><li>• Use SEO and web writing best practices, including keyword research, to create and edit content for websites.</li></ul>
Event Planning and Management	<ul style="list-style-type: none"><li>• Plan and execute large-scale recruitment events for multiple SOM programs</li><li>• Review/edit/build event registration and automated communications</li><li>• Assist with the development, planning, and execution of program specific in-person recruitment events</li><li>• Develop new event concepts based on industry data and/or student feedback</li><li>• Collaborate with programs post-event to discuss what worked well and what could be amended for the next event</li><li>• Creation, planning, and execution of program milestone celebration events</li></ul>