GETTING BUTTS IN THE SEATS: Maximize Marketing To Yield Results

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Companion Rutgers Sessions:

- What’s Going on at Rutgers? Career Clusters in Action
  - Wednesday @ 3:30pm
    Marquis B
- Speed Learning Session – Making NACELink Symplicity Work For You!
  - Friday @ 8:30am (20-minute intervals)
    Grand Ballroom

- Tweet @rucareers with #EACE
- Share on Instagram using #EACE
- careers.rutgers.edu/EACE
Attendance: -6% Programs; +107% Students
No-Show Rates: From ~50% to %10
Online Tools: FOCUS (+164%); Candid Career (+154%)
MEET EMPLOYERS LIVE IN A VIRTUAL SETTING

E-Newsletter: 52% Open Rate (23% Benchmark)
Job Applications: +30% in CareerKnight Applications
Keys to Maximizing Results

1. Steer the Bus
2. Get Noticed
3. Actually Fill the Seat
4. Create a Feedback Loop
STEER THE BUS: DETERMINING THE FOCUS
Collaborative & Data-driven Approach

- Marketing as integral to program planning
- Auditing past programs
- Reorganizing programs around clusters
- Understanding student interests
Career Information

Current Job Preference*: Please select the most appropriate response.
- Internship

Additional Demographic Information*: Please select all that apply.
- Not Applicable
- Employed (PT or FT) While Attending School
- Honors Program
- Military Veteran
- Student Athlete

Obtain Career Information*: In which of the following areas would you like to gather more information? Please select all that apply.
- Not Applicable
- Considering Graduate/Professional School
- Exploring Careers & the World of Work
- Interview Techniques
- Navigating the Job Search Process

Career Interests Clusters*: Choose up to five areas that relate to your career interests.
- Education, Public Service, and Human Service/Education—College/University/Higher Education
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<thead>
<tr>
<th>Summary for Obtain Career Information</th>
<th>Count</th>
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<td>Considering Graduate/Professional School</td>
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<td>Interview Techniques</td>
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<td>Navigating the Job Search Process</td>
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<td>Networking Strategies and Use of Social Media</td>
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<td>Obtaining Internships</td>
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<td>Overview of Online Career Resources</td>
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<td>Personal Branding Tips – Creating a Positive Image &amp; Achieving Job Search Success</td>
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<td>Resume Writing &amp; Cover Letters</td>
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<table>
<thead>
<tr>
<th>Summary for Career Interests Clusters</th>
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<td>Administration (Arts)</td>
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<td>Animal Care/Veterinarian</td>
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GET NOTICED: REBRAND AND ENGAGE
GET NOTICED: REBRAND AND ENGAGE
REBRANDING: ENGAGING STUDENTS TOWARDS ACTION

Designs by Larry Worthey, Graphic Design Coordinator
REBRANDING: STUDENTS VISUALIZING THEMSELVES IN THE PIECE
REBRANDING: FOCUS ON STUDENT IDENTIFIED INTEREST
#RUCOMPETING
compete for your chance to win awesome prizes!

Learn how YOU can start competing today!
careers.rutgers.edu/RUcompeting

Division of Undergraduate Academic Affairs • Rutgers, The State University Of New Jersey
MARKETING CAMPAIGN: Passport Game

HOW TO PLAY:
Start your career preparation journey by participating in the services below and you could win a prize each month. Greyed out icons represent a tool you have not completed. When the icon is highlighted, that means you have earned a passport stamp. Some services require that you both register for the free career preparation tool and answer some questions regarding what you find. So read carefully the instructions for each. Click on a resource below and get started today! For game instructions see the image above.

YOU CURRENTLY HAVE 6 OUT OF 6 STAMPS NEEDED TO ENTER THE RAFFLE.
Complete the required amount of stamps by November 30, 2014 to be eligible for the next prize drawing!

Click on an image below to see how you can earn that stamp.

- CareerKnight
- FOCUS 2
- Vault: CareerInsider
- Going Global
- Resume Builder
- Virtual Mock Interview
- Candid Career Videos
- Student-Alumni Career Connections
- Social Media Extra
- Marketing Events Extra (exp: 11/30/2014)
MARKETING CAMPAIGN: Engage Your Audience
MARKETING CAMPAIGN:
Get out there...
MARKETING CAMPAIGN:

...and Continue to Engage...
ACTUALLY FILL THE SEAT: MOTIVATE THEM TO SHOW
No-Show Policy for Programs

• Educational Moments Early-on
• Our Process:
  – Two-day cancellation notice
  – CareerKnight service block
  – Re-entry homework assignment
• Why is it important to show up?
• On-screen warnings
• Workshop Confirmation Email
• Reminder Email
• Block Email
CREATE A FEEDBACK LOOP: DID IT WORK?
Creating a Feedback Loop

• Marketing & Brand Recall Survey Questions
• Focus Groups/Student Advisory Boards
• Review Data Points
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