The Good, The Bad & The Ugly of International Communications Plans

How, What & When to Do It

PRESENTERS

Don Sears

Director of Sales

dsears@envisageinternational.com

Beth Riley

Assistant Director

Beth.Riley@sdsmt.edu

AGENDA

- Filling the admissions funnel
- Best methods of communications
  - How, what and when
- Social media and messaging app platforms
- Open Discussion – What is your communications plan??

Take Aways

What do you need in a successful communications plan?

1. A plan to contact prospective Students quickly
2. An ongoing communications strategy.
3. Use the right method to reach students
4. Always deliver a relevant message

THE ADMISSIONS FUNNEL

FILLING THE FUNNEL

- How:
- In country reps
- Education fairs
- School’s website
- Agents
- Portal sites
- List buys
- Advertising
- Social media
- Students & Alumni

EMAIL COMMUNICATION

Dear «firstname»,

If you think that you might want to be an engineer or a scientist, the School of Mines is a great choice for undergraduate studies. Our 16 degree programs give you the opportunity to explore the full range of possibilities for building a successful career in engineering and science.

Click here to learn about the exciting programs waiting for you at the School of Mines!

To learn more about how you can prepare for a successful future and have fun by becoming a School of Mines Hardrocker, click here to visit our website or contact us at international@sdsmt.edu.

We hope to hear from you soon!
SD Mines Ivanhoe International Center Staff

Mailing address is:
Ivanhoe International Center
South Dakota School of Mines & Technology
501 E Saint Joseph Street
Rapid City, SD 57701

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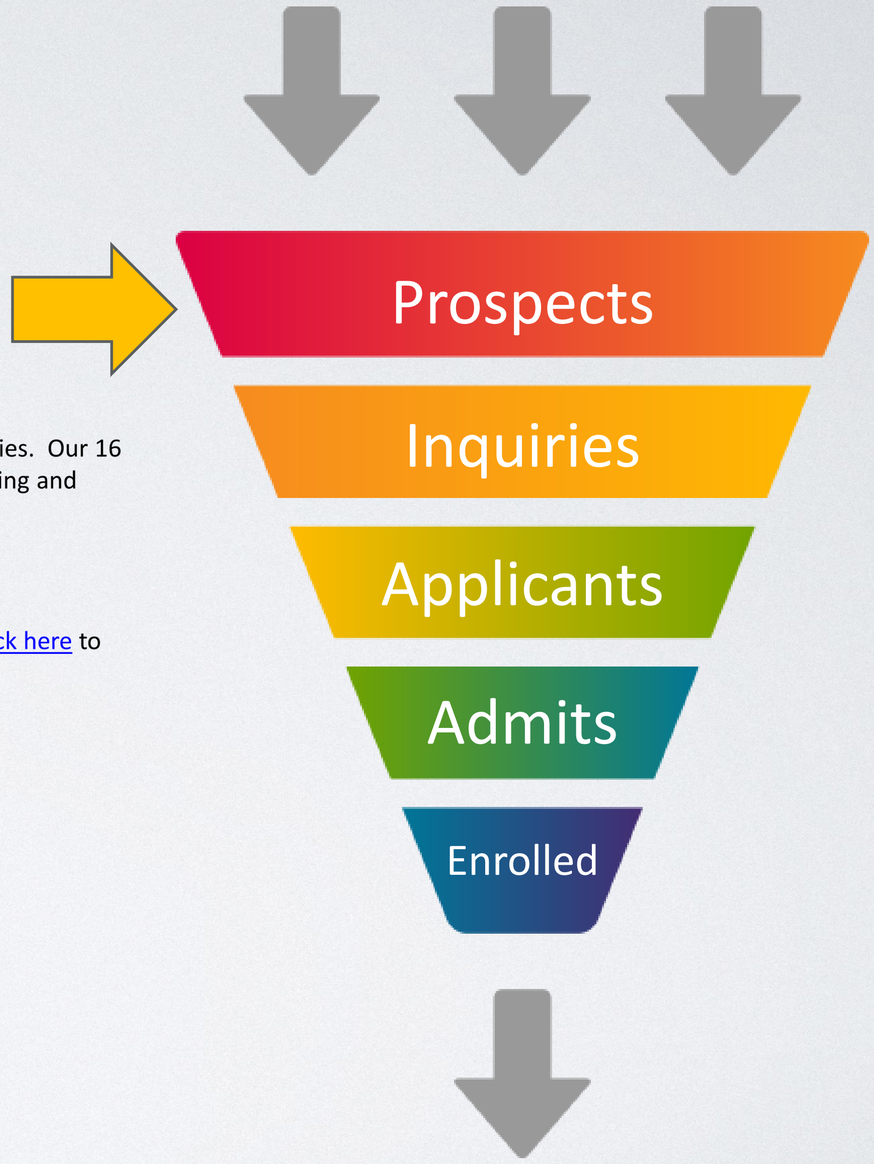

SDSMT Prospect Email

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Rapid City, SD 57701

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EMAIL COMMUNICATION

Hult University Is Now Accepting Applications, Sign Up Today

International Student

Hult International Business School

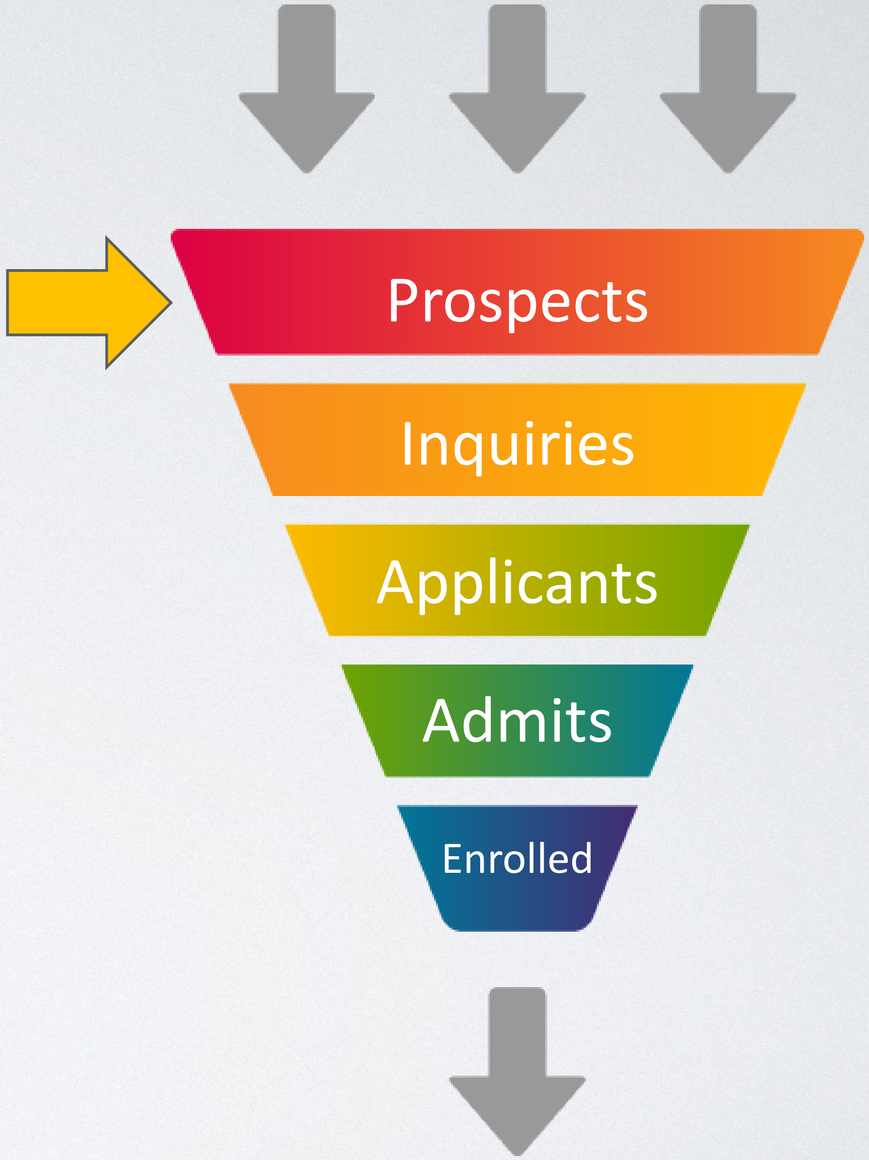
Want a global adventure while earning your degree? Hult International Business School is the largest and most international business school in the world! Learn at any of its campuses in **Boston, San Francisco, London, Dubai, Shanghai, and New York**.

Earn any of the following US accredited degrees at Hult:

- MBA
- Executive MBA
- Master's of International Business
- Master's of Finance
- Master's of International Marketing
- Master's of Social Entrepreneurship
- Bachelor's of Business Administration

Request more information about Hult International Business School:

Click Here!



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- Bachelor's of Business Administration

Request more information about Hult International Business School:

Click Here!

INQUIRIES

How:

- Emails
- Calls

What:

- How to apply
- Gather more information about your school
- Your chance to begin to develop relationship

When:

- Initial contact ASAP - No more than 24 hours
- Ongoing communication weekly moving to monthly

Example Communication Plan Outline

2016-2017 IIC Communication Plan

Days	Total Days	SHORTEN (May 1)	Piece			
2017 (100)		STOP (June 30)			ENTRY STATUS	Start Sept 1
0	0	0	EM	17 IIC VIEWBOOK EM	F, T, TS	
14	14	0	EM	17 IIC OVERVIEW EM	F, T, TS	
14	28	7	EM	17 IIC COUNSELOR INTRO EM	F, T, TS	
14	42	7	EM	17 IIC MAJORS EM	F, T, TS	
14	56	7	EM	17 IIC APP PROCESSING IS ONGOING EM	F, T, TS	
14	70	7	EM	17 IIC SOCIAL MEDIA EM	F, T, TS	
14	84	7	EM	17 IIC STILL TIME TO APPLY EM	F, T, TS	
		SHORTEN (May 1)				
2017 (200)		STOP (June 30)				Start Sept 1
0	0	0	EM	17 IIC COUNSELOR INTRO EM	F, T, TS	
14	14	0	EM	17 IIC VIEWBOOK EM	F, T, TS	
14	28	7	EM	17 IIC MAJORS EM	F, T, TS	
14	42	7	EM	17 IIC APPLY EM	F, T, TS	
14	56	7	EM	17 IIC SOCIAL MEDIA EM	F, T, TS	
14	70	7	EM	17 IIC STILL TIME TO APPLY EM	F, T, TS	
		SHORTEN (May 1)				
2017 (300)		STOP (June 30)				Start Sept 1
0	0	0	EM	17 IIC MISSING ITEMS EM	F, T, TS	
2	2	2	EM	17 IIC VIEWBOOK EM	F, T, TS	
14	16	7	EM	17 IIC COUNSELOR INTRO EM	F, T, TS	
14	30	7	EM	17 IIC SOCIAL MEDIA EM	F, T, TS	
14	44	7	EM	17 IIC INTERNSHIPS AND CO-OPS EM	F, T, TS	
14	58	7	EM	17 IIC STUDENT ACTIVITIES EM	F, T, TS	

SDSMT Email Communication

Thank you for your interest in the South Dakota School of Mines & Technology! Click on our degrees and programs link for more information.

To apply online and for more information on documents that are required with your application, please go to the International Student Admissions page.

Any supporting materials, should be sent to the following address:

International Student Admissions

South Dakota School of Mines & Technology

501 East Saint Joseph Street

Rapid City, SD 57701-3995

We do not offer any scholarships specifically for undergraduate international students. International students may apply for scholarships, but many of the scholarships on our campus are limited to US citizens or permanent residents. Scholarships are only awarded to first-time freshmen and are only awarded for a start date of the fall semester. You must be admitted by January 15 of the year you are planning to enroll in the fall semester if you wish to be considered for scholarships.

Additionally, it may be difficult for you to obtain an on campus job. Most of those jobs are for federally-funded work-study only, which means you are not eligible for them. The Financial Aid office has information specifically for international students at http://www.sdsmt.edu/Admissions/International-Students/Intl-Students---Financial-Aid/. There are other web sites that offer information on financial assistance for international students, such as the International Education Financial Aid page at http://www.iefa.org/. Please remember that this information is through independent sources and not controlled by SDSM&T.

Please let me know if you have any additional questions.

Sincerely,

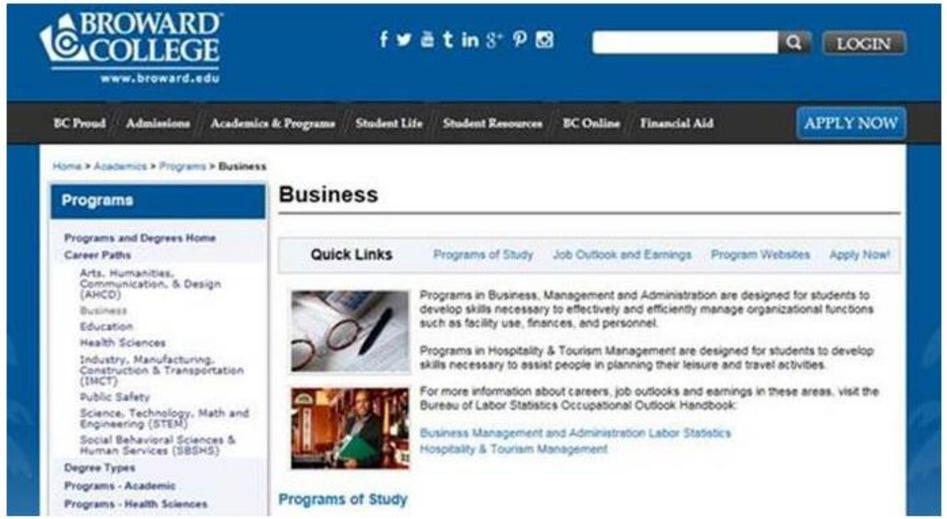
EMAIL COMMUNICATION

The Good

Dear Alejandro,

Thank you for contacting Broward College! You have expressed an interest in one our Business programs.

Please visit the Business webpage for additional information.



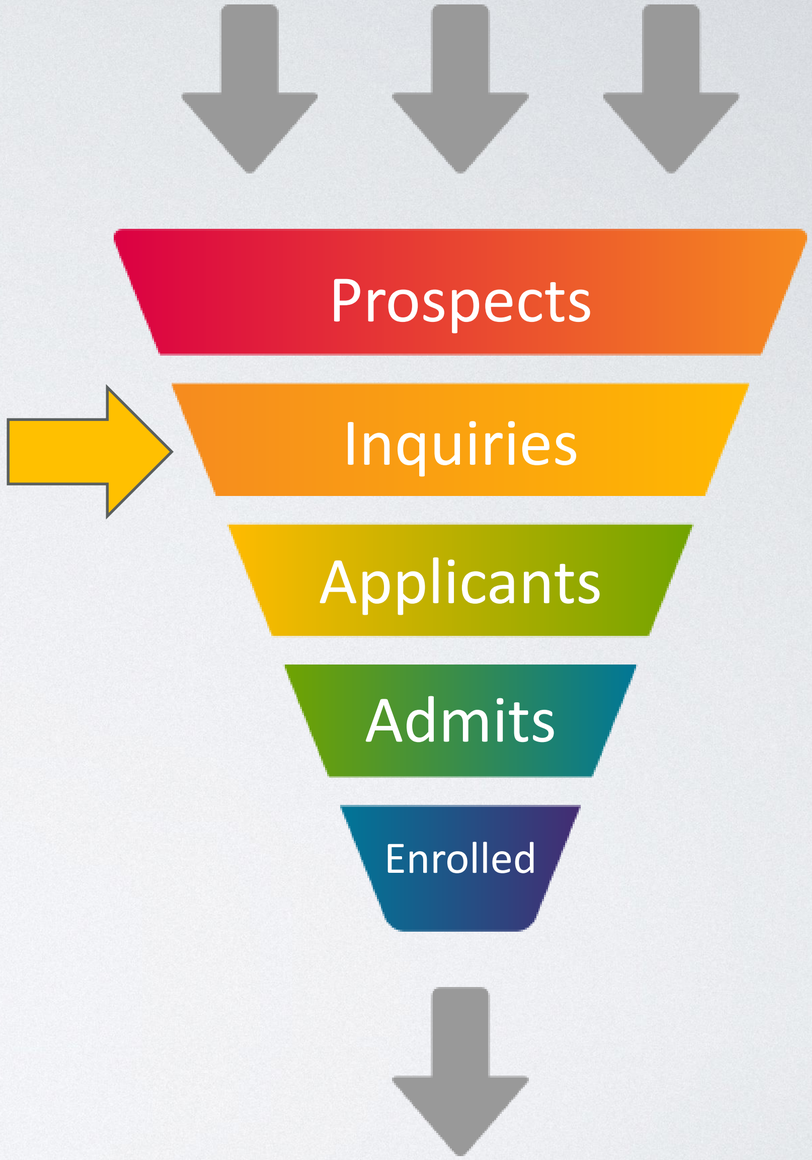
How about a virtual tour? Click here for the experience: **Virtual Tour**

For international admissions, please click here: **International Student Admissions**

Feel free to send me your questions!

Best regards,

Regina



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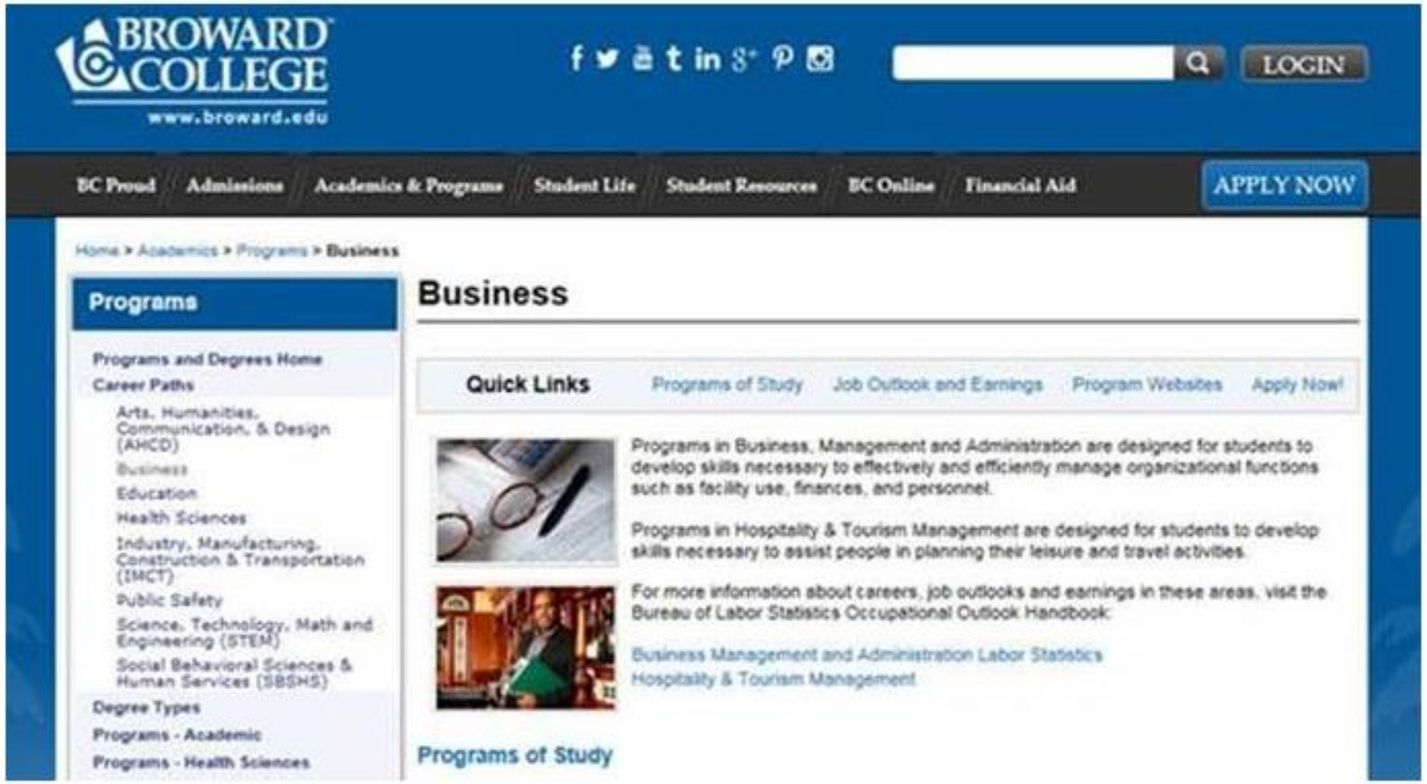

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EMAIL COMMUNICATION

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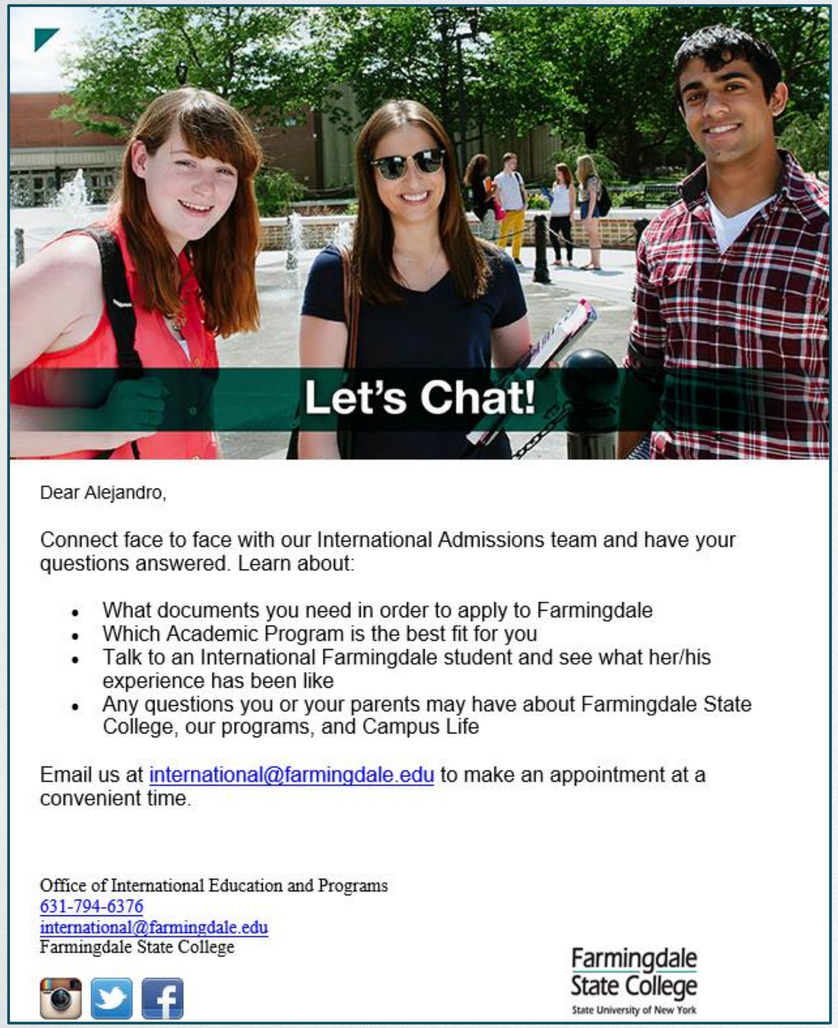
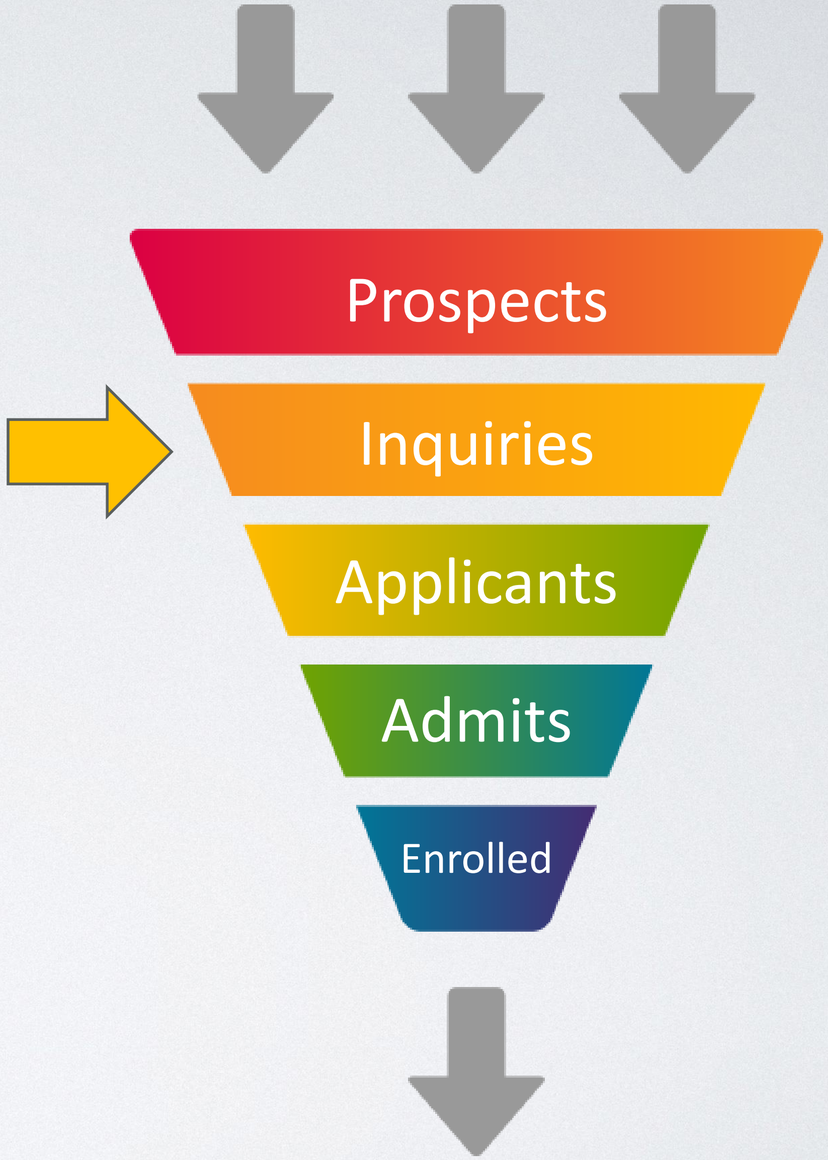




Dear Alejandro,

Connect face to face with our International Admissions team and have your questions answered. Learn about:

- What documents you need in order to apply to Farmingdale
- Which Academic Program is the best fit for you
- Talk to an International Farmingdale student and see what her/his experience has been like
- Any questions you or your parents may have about Farmingdale State College, our programs, and Campus Life

Email us at international@farmingdale.edu to make an appointment at a convenient time.

Office of International Education and Programs
631-794-6376
international@farmingdale.edu
Farmingdale State College

Farmingdale State College
State University of New York

EMAIL COMMUNICATION

The Good

Dear Alijandro,

Do you have questions about Felician University? If so, do you know that you can speak to me in real time on a live chat I host every Wednesday from 9 am-3 pm EST on College Week Live? As Felician University's International Admission Counselor, I will personally walk you through the steps you need to take to be admitted into our ESL, bachelor's or master's programs.

Our next chat is scheduled for:

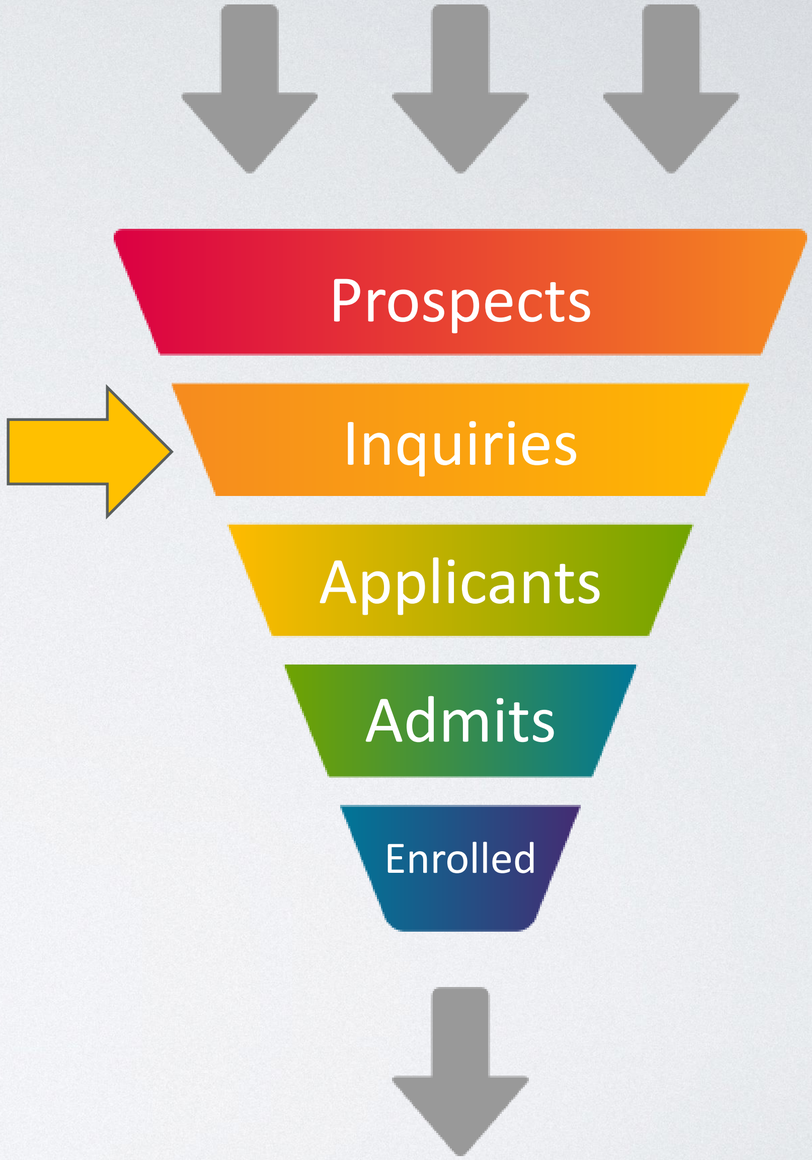
Wednesday, March 30, 2016 – 9 am – 3 pm EST

I hope to hear from you then! I have so much to tell you about Felician!

See you soon,

Lydia Green
Assistant Director of International Services and Outreach,
International Programs
(201) 559-3516
oip@felician.edu

Rutherford and Lodi, NJ 201.355.1465 admissions@felician.edu



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Assistant Director of International Services and Outreach,
International Programs
(201) 559-3516
oip@felician.edu

EMAIL COMMUNICATION

The Good

FELICIAN COLLEGE
The Franciscan College of New Jersey

LAST CHANCE TO APPLY!

Do not miss out on this opportunity to fulfill your New Year's Resolution! You have limited time to apply to our:

Master in Business Administration Program

Master of Science Healthcare Administration Program

Application process is simple!

Apply online (www.felician.edu) with a personal statement and resume

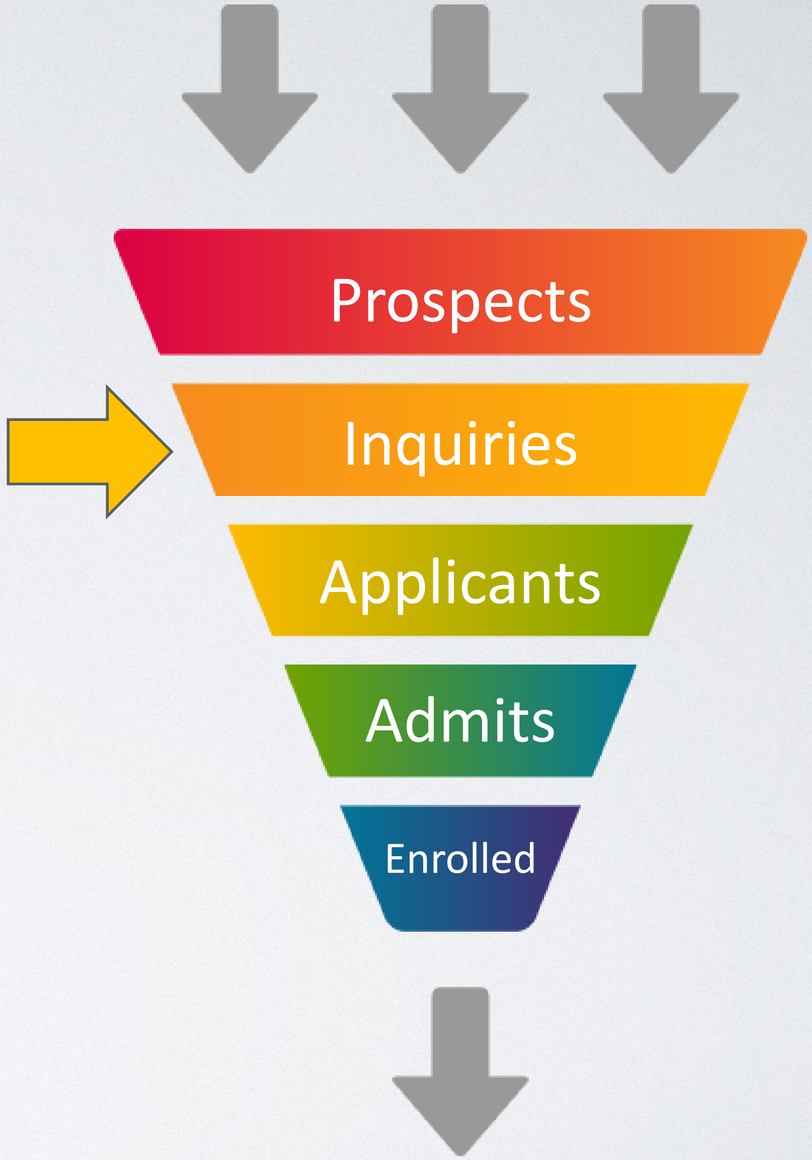
No GRE/GMAT Required!

FINISH YOUR DEGREE BY OCTOBER 2016!

Classes begin January 22nd so don't delay!

Daniela Gonzalez
Associate Director of Admissions Processing
(201) 355-1452
GonzalezD@felician.edu

FELICIAN COLLEGE
Lodi Campus | 262 South Main St. | Lodi, NJ 07644-2117 | (201) 355-1465
Rutherford Campus | 223 Montross Ave. | Rutherford, NJ 07070-1612 | (201) 355-1465



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Associate Director of Admissions Processing
(201) 355-1452
GonzalezD@felician.edu

EMAIL COMMUNICATION

The Ugly

Dear Prospective Student,

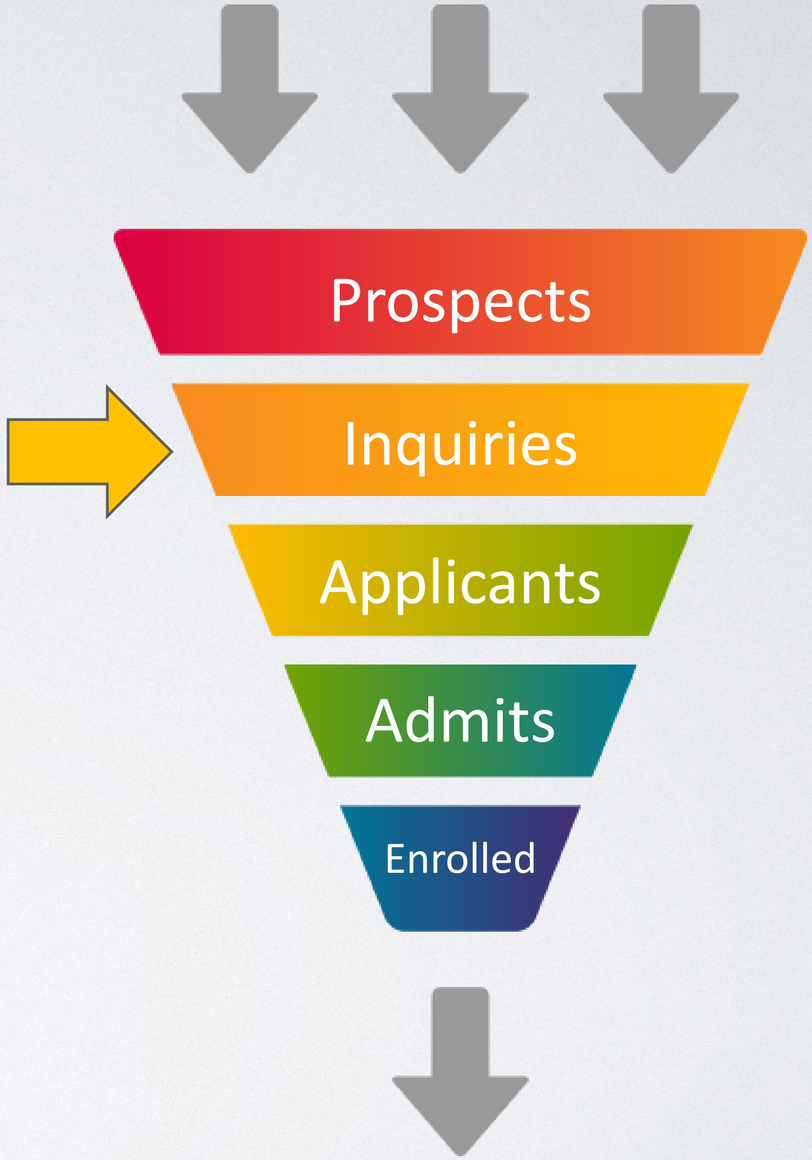
Enclosed is the Intensive English Institute information you requested.

Thank you,

[redacted]

7 Attachments | Remove All

2013 1... .docx 2014 C....docx 120873 ... .pdf Credit ....docx Englis... .docx Letter I... .doc SAMPL... .doc



EMAIL COMMUNICATION

The Ugly

Aloha,

Thank you for contacting the Honolulu Community College Office of Admissions. We will get back to you within 48 - 72 hours during our regularly scheduled work hours, M-F 7:45 AM - 4:30 PM. We are closed on all state and most federal holidays.

Applications for the Spring 2017 and Fall 2017 are now open. For submitted applications, please allow 2-3 weeks for processing. An email notification or a letter will be sent to the mailing address you listed on your application if additional documents are needed. Letters of ACCEPTANCES will be EMAILED and MAILED to you. Please add honcc@hawaii.edu to your email contacts list or our emails may be treated as junk mail.

Applications for the Spring Semester 2017 are due on November 1, 2016 for international students and all other applications need to be submitted by December 15, 2016. Applications for the Fall Semester 2017 are due on June 15, 2017 for international students and all other applications need to be submitted by August 1, 2017.

For submitted documents, please allow 2-3 business days for processing. After three business days, you can check on the status of your submissions by contacting our Admissions staff at (808) 845-9129 or check your holds online through your MyUH Portal account. **NOTE: For faster processing please be sure to als provide your 1) Full Name, 2) UH Student ID # and 3) your Date of Birth (MM/DD/YY)**

You are also welcome to check out the other services we offer on our website at: honolulu.hawaii.edu

Other useful websites are:

Academic Calendar: hawaii.edu/academics/calendar

Academic Programs Offered at HonCC (view co program information by major): honolulu.ha

Advising and Counseling Hours scheduling a counseling appointment, please visit mysuccess edu if you have program specific questions.

Bookstore: b

Distance Educat on online and cable courses): honolulu.hawaii.e

MyUH Portal (Accep can use this site to add/drop classes, sign-up for payment plans, check status of financial aid, check h and make online payments): myuh.hawaii.edu To *reactivate* or to create a new MyUH Username click on "Get a UH Username".

New Student Orientation & Registration Information: honolulu.hawaii.edu/welcome

1

28 Total Links!!

ation Site: honolulu.hawaii.edu/transfer

esource for researching majors and d olicies): alog

r: Click Here for ou

w importa waii.edu/registration

est questions):

dency Read the official administrative rules for e filing for a Change of Residency Status, reread the on, and 3) FIVE credit limit.

awaii.edu/finaid

e do not release health clearance documents once they have been sions Office for processing. You will need to request duplicate copies from the ally received the clearances from.): honolulu.hawaii.edu/node/50 More information also be found at health.hawaii.gov/docd/files/2014/01/College-Brochure.pdf and /114

onolulu.hawaii.edu/admissions

Remember your application and all supporting documents are due on November 1 for e Fall Semester): honolulu.hawaii.edu/admissions and click on International Students

u.hawaii.edu/tuition

n: honolulu.hawaii.edu/scholarships

cluding tutoring services, academic success support, Mental Health & Wellness waii.edu/services

tudy with other UH Community Colleges: uhcc.hawaii.edu

interest in Honolulu Community College. We look forward to assisting you.

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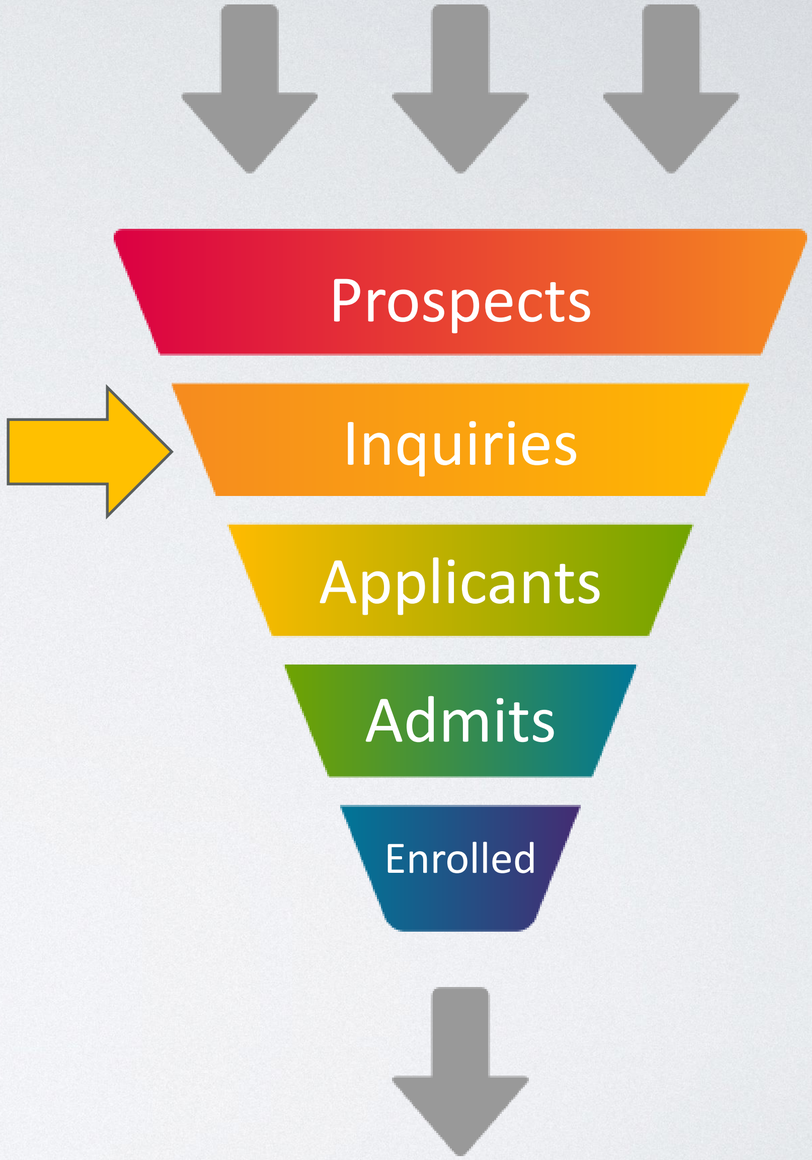
Sincerely,
The Admissions Team
Honolulu Community College
874 Dillingham Blvd, Bldg 6
Honolulu, HI 96817

2



APPLICANTS

How:

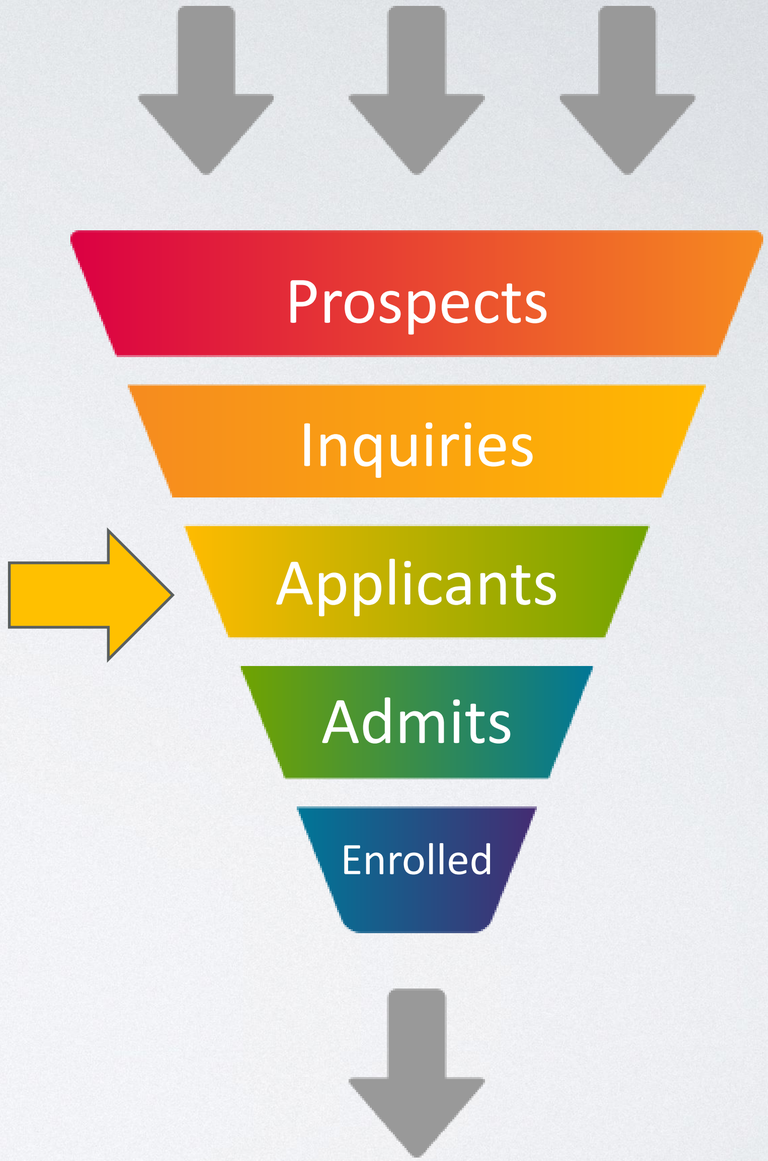
- Email
- Phone
- Social
- Messaging Apps
- Video Conference

What:

- Feeling welcomed
- Next steps
- Housing options
- Campus life

When:

- As needed for deadlines
- Personal and campus based touch points



SDSMT Examples of Generic emails

Dear «firstname»,

From Health and Safety to Student Life, we are here to help you! SD Mines has answers for all your questions about Student Services.

Have other questions? Contact us!

Sincerely,

SD Mines Ivanhoe International Center Staff

Mailing address is:

Ivanhoe International Center

South Dakota School of Mines & Technology

501 E Saint Joseph Street

Rapid City, SD 57701

Unsubscribe

SDSMT Examples of Generic emails

Dear «firstname»,

Whether you choose our spacious residential halls or apartment living, you'll find a close-knit community that best suits your interests and needs. With immediate access to services such as laundry, dining, fitness, and cable, among others, campus living has never been this easy. For more information on housing options and the learning communities, please visit the Residence Life webpage.

Thank you,

SD Mines Ivanhoe International Center Staff

Mailing address is:

Ivanhoe International Center

South Dakota School of Mines & Technology

501 E Saint Joseph Street

Rapid City, SD 57701

Unsubscribe

ADMITS & ENROLLED

How:

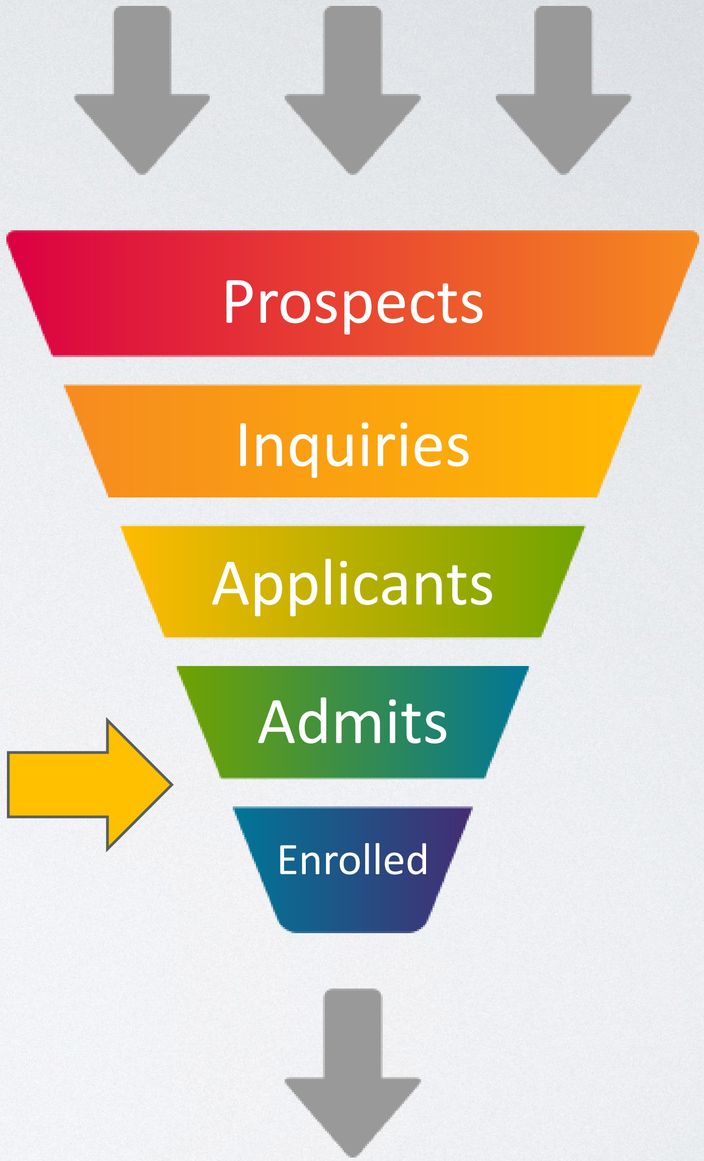
- Email
- Calls
- Social (invite to class of 2021 FB group)
- Video conferencing
- Mail (Swag!)

What:

- Congrats and welcome
- Deadlines
- What to expect when get to campus
- Housing

When:

- As needed for deadlines
- Personal and campus based touch points



SDSMT Example Emails

Dear «firstname»,

Keep these dates in mind when making travel plans and sign up soon:

1. International Student Orientation
    a. *August 17 from 9 am to 3 pm and August 18 from 9 am to 12 pm
    b. *You **MUST** attend both days
2. Transfer Student Orientation – Friday, August 19
3. Register for these orientations on the Standard Fall Checklist

If you have any further questions, contact us.

Thanks,

SD Mines Ivanhoe International Center Staff

Mailing address is:

Ivanhoe International Center

South Dakota School of Mines & Technology

501 E Saint Joseph Street

Rapid City, SD 57701

Unsubscribe

SDSMT Example Emails

Dear «firstname»,

When are you arriving in Rapid City? Once you have made your travel plans, please fill out our online arrival form.

We offer FREE airport pick-up and free temporary housing. These options are on the form. Please note: We do not offer temporary housing for married students bringing their spouses.

Keep orientation dates in mind when making travel plans. It is mandatory for you to attend these orientations.

Thank you,

SD Mines Ivanhoe International Center Staff

Mailing address is:

Ivanhoe International Center

South Dakota School of Mines & Technology

501 E Saint Joseph Street

Rapid City, SD 57701

Unsubscribe

USING SOCIAL MEDIA PLATFORMS

Why do we use it?

1. Create awareness to start filling funnel
2. To help students evaluate your program
3. To communicate with students
4. To align application deadlines with marketing

CREATING AWARENESS
WITH SOCIAL MEDIA PLATFORMS

Facebook, Twitter, Google+ and Weibo

1. Social media platforms are targeted to current students but gives awareness to potential students

- Up-to-date contact information
- Overview of school and International program
- Have a variety of post

2. Follow students that have requested to follow you

- Good indicator of quality leads

ASU GLOBAL LAUNCH

ASU Global Launch

@ASUesl

- Home
- About
- Photos
- Reviews
- **About us**
- Videos
- Likes
- Events

facebook

Intensive English as a Second Language at Arizona State University

email us

apply now

costs $

location

housing

Welcome to AECP!

The American English and Culture Program at ASU has offered specially-designed intensive ESL training since 1974, and has served students from more than 115 countries. AECP is located at the heart of ASU's Tempe Campus in Tempe, a friendly, medium-sized town next to Phoenix, the sixth-largest city in the US.

In addition to Reading/Writing and Listening/Speaking courses, AECP offers more than 40 elective courses. Activities and field trips to famous places in Arizona, such as the Grand Canyon, also provide opportunities to learn more about ASU and American Culture.

MESSAGING APPS

Boost conversations with inquiries by using a mix of marketing

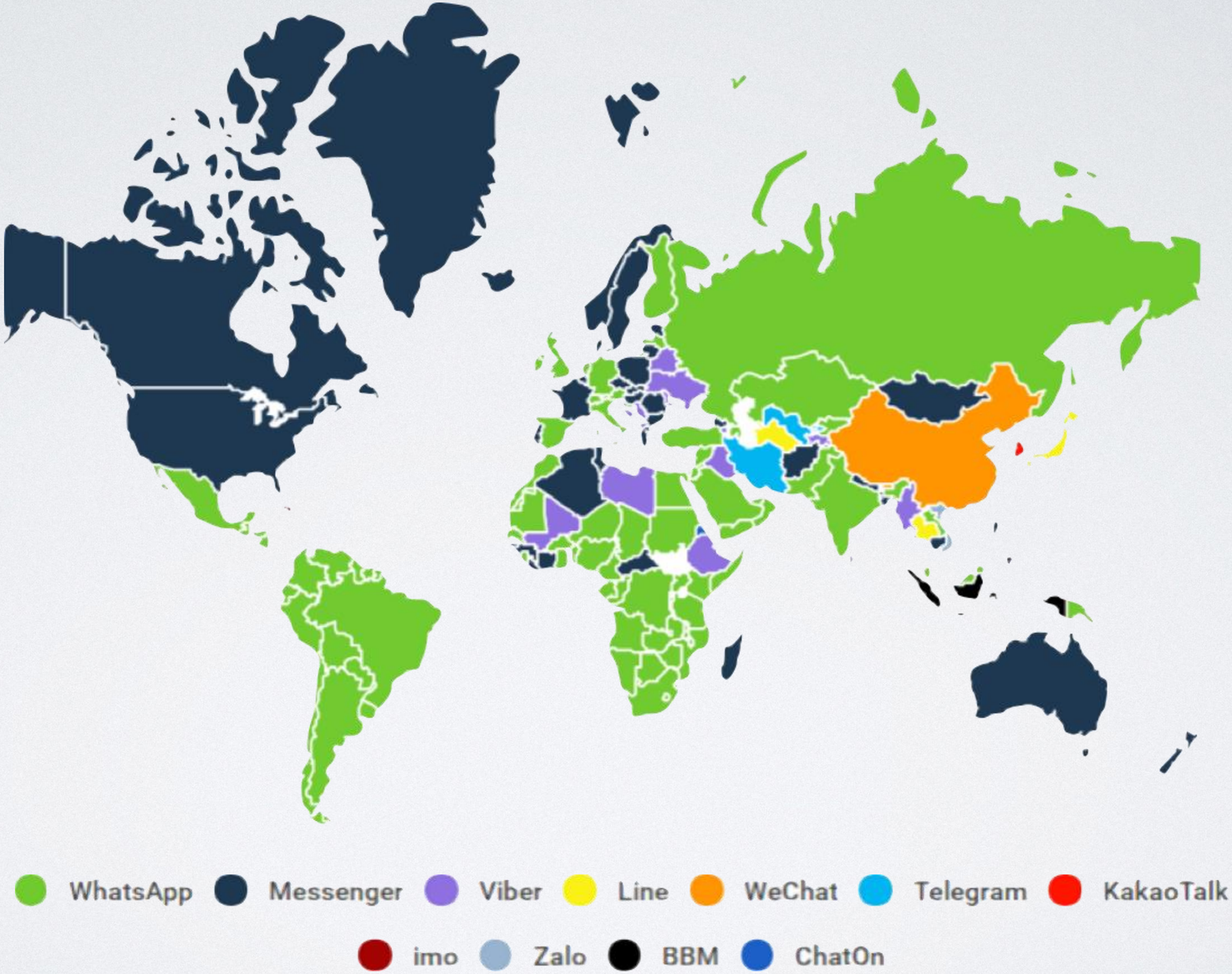
Messenger Apps – Facebook messenger, WhatsApp, WeChat, Viber and LINE

- Free to use internationally
- Can create groups or rooms based off where students are in the application funnel or degree interest
- Take advantage of sharing links, documents and personalization

According to GlobalWebIndex, **75% of internet users today use some sort of a messaging app**.

"For more than 500 million users in China, [WeChat is] essentially The Everything App." – David Pierce at Wired

MOST POPULAR MESSAGING APPS IN EVERY COUNTRY



April 2016

SimilarWeb

VIDEO CHATS

How:

- Email
- Calls
- Social (invite to class of 2021 FB group)
- Messaging

What:

- Prospect
- Applicant
- Enrollee

When:

- Often
- As needed for deadlines
- Personal and campus based touch points

FINAL TIPS

What do you need in a successful communications plan?

1) A plan to contact prospective Students quickly

- According to the Harvard Business review, responding to leads within an hour generates 7x the meaningful conversations than those that wait even an hour later.

2. An ongoing communications strategy

- Cannot stop at one email. A continual lead nurturing plan needs to be developed.

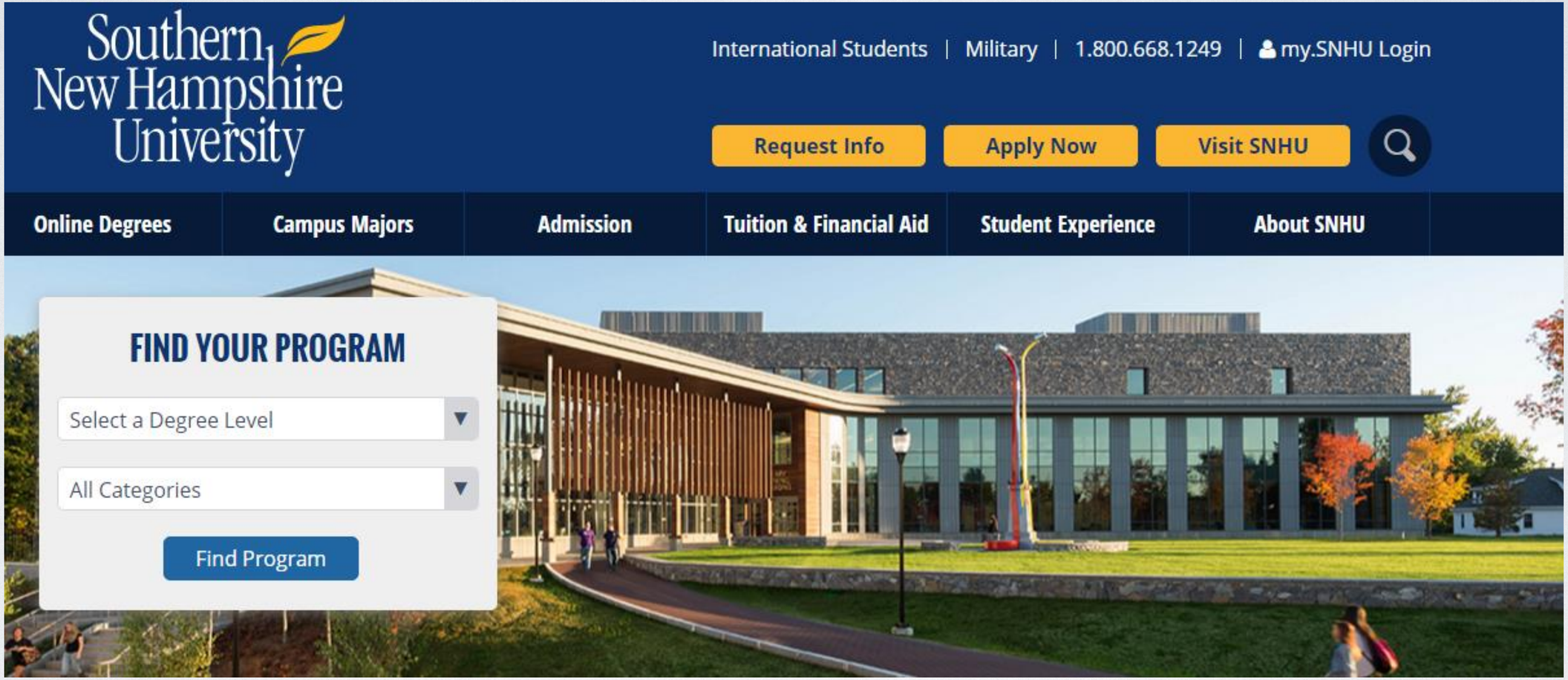
3. Use the right method to reach students

- Email, social, chat, phone….. and more emails….

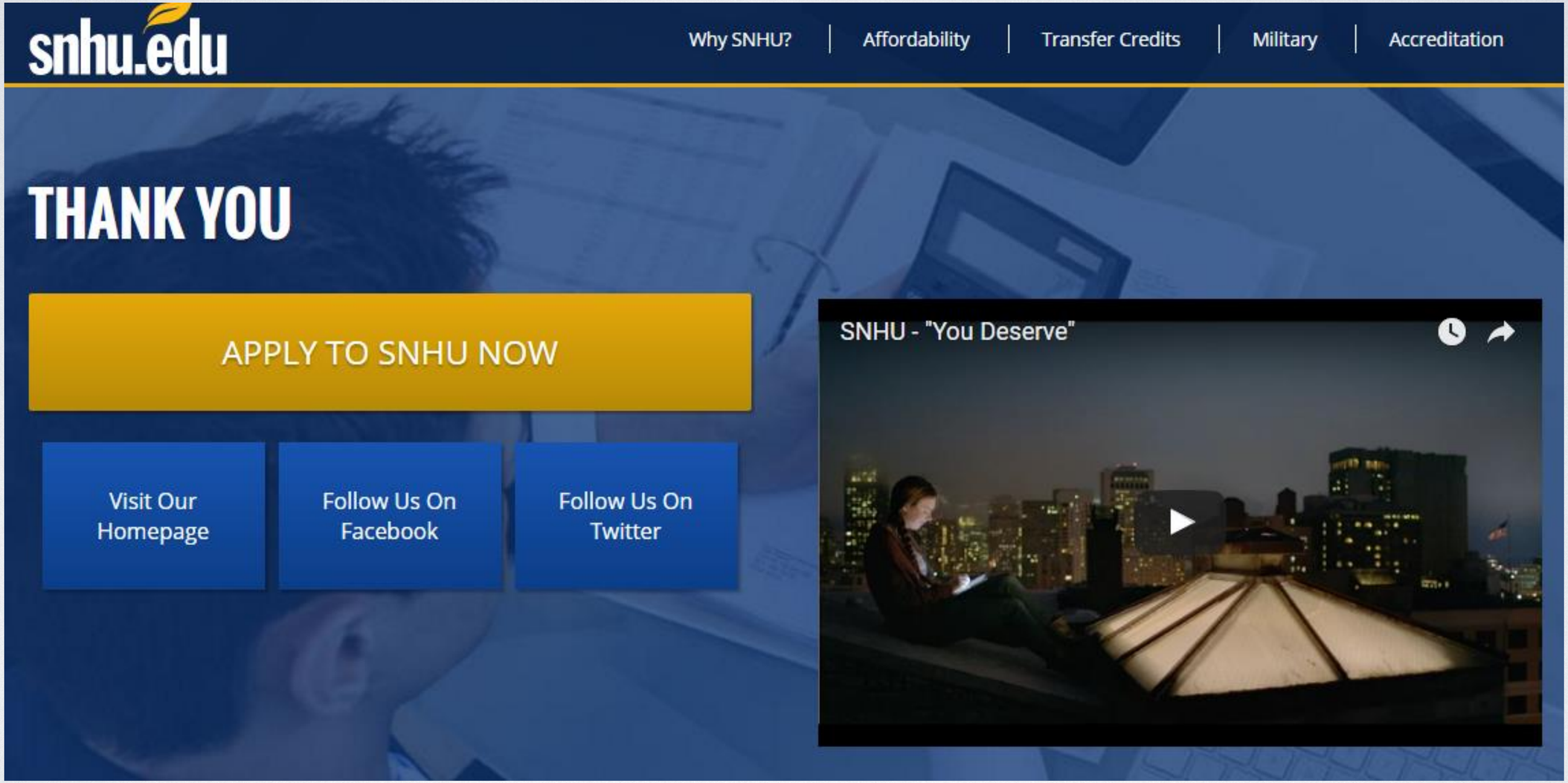
4. Always deliver a relevant message

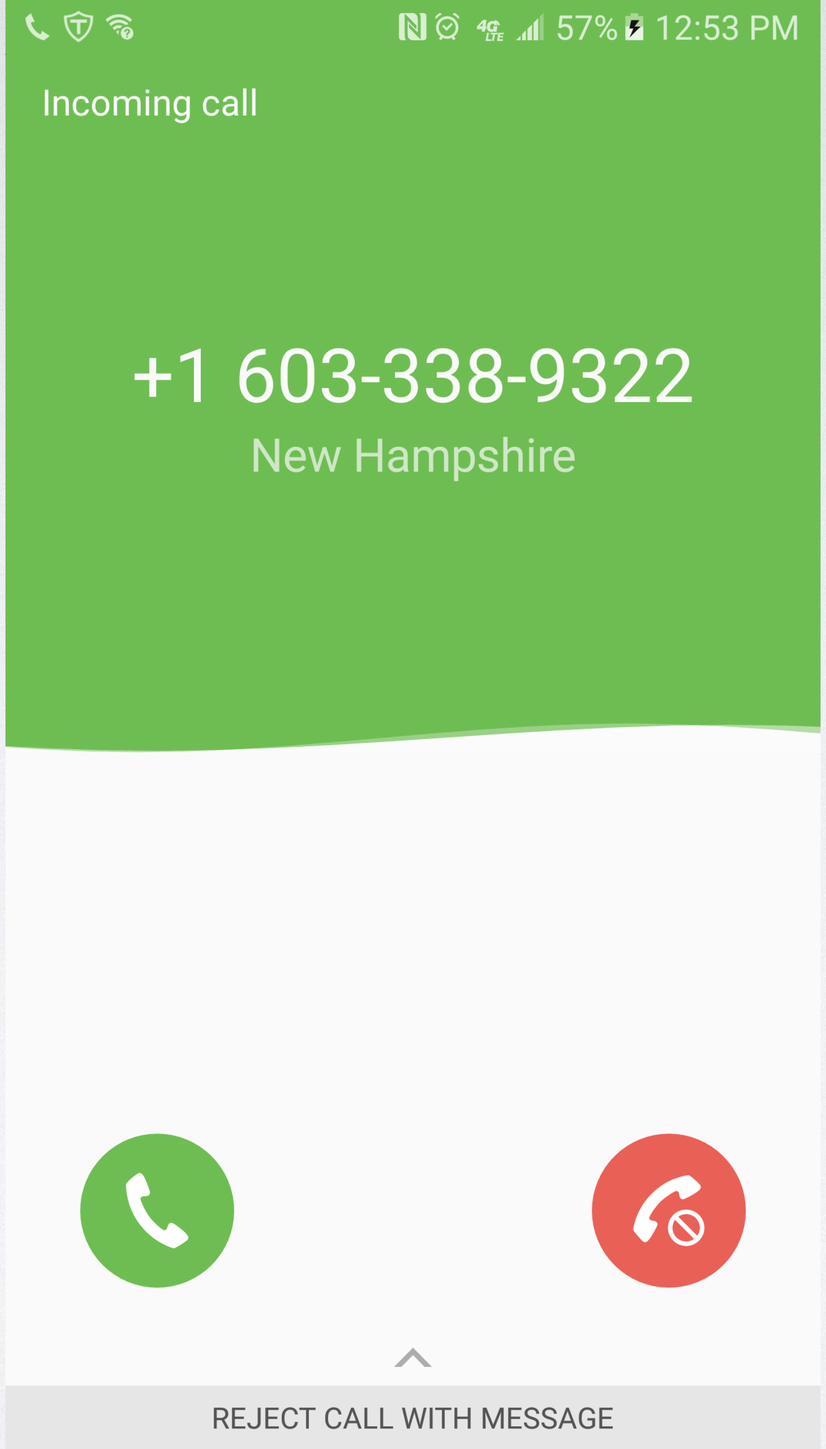
- Based on where they are in the funnel

Alejandro submitted at 12:50 pm



Alejandro submitted at 12:50 pm




57% 12:53 PM
Incoming call
+1 603-338-9322
New Hampshire
REJECT CALL WITH MESSAGE

Look forward to speaking with you

Inbox x

Bird, Emily <e.bird@snhu.edu> 2:31 PM (0 minutes ago)

to me

Hi Alejandro,

I see that you've requested information about Southern New Hampshire University's Bachelor of Science in Business Studies in Business Administration program. I will be your admission counselor here at SNHU and will call you shortly to discuss your interest and answer any questions. If we are unable to connect, what time would work best for you?

Our next term starts January 2. You can jumpstart the process by filling out our online application.

I look forward to speaking with you soon!

Sincerely,

Emily

snhu.edu

Emily Bird | Admission Counselor
Southern New Hampshire University | 33 South Commercial Street | Manchester, NH 03101
p. 888.387.0861 ext. 8383 | f. 603.314.4801

Please consider the environment before printing this e-mail.

Felician University	Inbox	Join us at our Summer Open House, Alijandro! - : One Felician Way, Rutherford, NJ 07070 (for GPS try using 233 Montros	Jul 11
Felician University	Inbox	**Attend our Adult & Graduate Open House, Alijandro!** - think.**felician**.edu/AlijandroPerez (https://tracking.spectrumemp.	**Jun 29**
Felician University	Inbox	**Our Open House is this evening, Alijandro!** - think.**felician**.edu/AlijandroPerez (https://tracking.spectrumemp.com/el?ri	**Jun 2**
Felician University	Inbox	**Join us for our Open House, Alijandro!** - career, **Felician** University can help you! Join us at **Felician** University's Adult	**May 25**
Felician University	Inbox	**Felician Scholarship $$$$$$$$ for International Students** - **Felician** Scholarship $$$$$$$$ for International Students H	**May 11**
Felician University	Inbox	**May 11 is International Students Day on CWL!** - CWL! **Felician** University is participating in CollegeWeekLive's Internati	**May 11**
Felician University	Inbox	**May 11 is International Students Day on CWL!** - CWL! **Felician** University is participating in CollegeWeekLive's Internati	**May 9**
Felician University	Inbox	**Join us for our Open House, Alijandro!** - us at **Felician** University's Adult and Graduate Program Open House on Thurs	**May 7**
Felician University	Inbox	**May 11 is International Students Day on CWL!** - CWL! **Felician** University is participating in CollegeWeekLive's Internati	**May 5**
Felician University	Inbox	Felician Scholarship $$$$$$$$ for International Students - Felician Scholarship $$$$$$$$ for International Students Hi Alij	Apr 5
Felician University	Inbox	**We Look Forward to Our Chat!** - questions about **Felician** University? If so, do you know that you can speak to me in rea	**Mar 27**
Felician University (2)	Inbox	**We Look Forward to Our Chat!** - ? As **Felician** University's International Admission Counselor, I will personally walk you t	**Mar 23**
Felician University	Inbox	**We Look Forward to Our Chat!** - ? As **Felician** University's International Admission Counselor, I will personally walk you t	**Mar 20**
Felician University	Inbox	**We Look Forward to Our Chat!** - ? As **Felician** University's International Admission Counselor, I will personally walk you t	**Mar 18**
Felician University	Inbox	**We Look Forward to Our Chat!** - ? As **Felician** University's International Admission Counselor, I will personally walk you t	**Mar 16**

PRESENTERS

Don Sears

Director of Sales

dsears@envisageinternational.com

Beth Riley

Assistant Director

Beth.Riley@sdsmt.edu