
Final Analysis of the UMSL Transfer Services Department

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On the Agenda



- ❏ Broad overview of our solution
- ❏ System description
- ❏ Definition of the problem
- ❏ Proposed solutions
- ❏ Questions and answers

Overview of Proposal

- ✓ Changes to marketing
- ✓ Create advertisements that focus on attributes about UMSL that students really care about
- ✓ Emphasize the website as a main resource for prospective transfer students
- ✓ Utilize UMSL's large transfer student body by sharing student testimonials

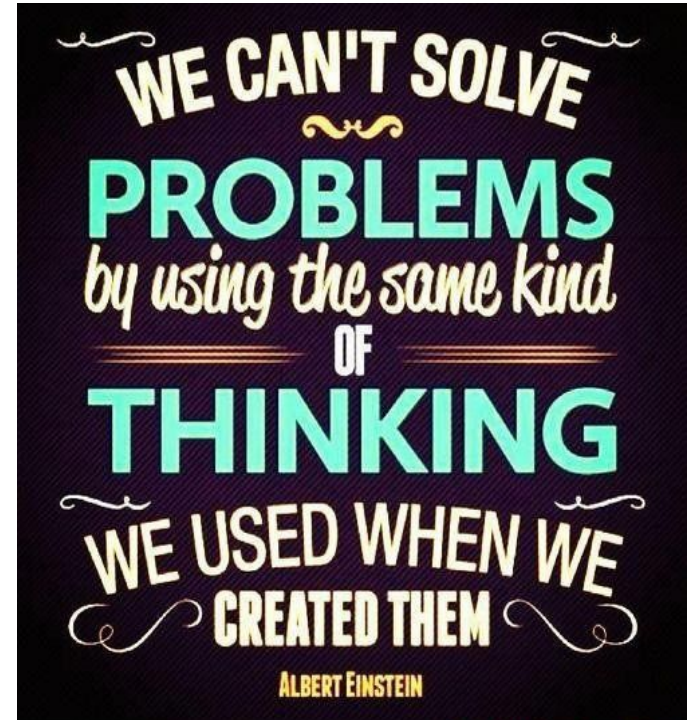
System Description

- ✓ Main goal: Advising and Recruitment
- ✓ Main processes
 - Writing articulation agreements
 - Recruiting transfer students
 - Enrolling transfer students
- ✓ No problems found in enrollment or articulation agreement processes



Perceived Problems

- ✓ UMSL Transfer Service Department Website Is Not Comprehensive
- ✓ Update Transfer Student Recruitment Strategies
- ✓ Recent Area Population Drop
- ✓ Negative Perception Of The Local Area
- ✓ Other Universities in the area



Our Perception of the Problem



- ✓ Advertisements at community colleges do not focus on the top reasons why students chose UMSL
- ✓ Little website awareness among transfer students
- ✓ Current communications materials have little reference to website
- ✓ Department does not offer a way for prospective students to hear from current students about their UMSL experience

Proposed Solution

- ✓ New advertising campaign
 - Posters that focus on main reasons why students chose UMSL
 - QR code and redesigned website URL to improve website awareness
 - Student testimonials on website and social media



Prototype

Poster prototype 1

- ✓ Focuses on cost-effectiveness that UMSL offers
- ✓ Working QR code
- ✓ Redesigned URL
- ✓ Old - umsl.edu/transferservices
- ✓ New - transfer.umsl.edu

UMSL

The best bang for your
buck university in St.
Louis

Scan to take the next step



or visit us at transfer.umsl.edu

Prototype

Poster prototype 2

- ✓ Focuses on UMSL's dual accredited business program
- ✓ Working QR code
- ✓ Redesigned URL
- ✓ Old - umsl.edu/transferservices
- ✓ New - transfer.umsl.edu

UMSL

Only Business School in St.
Louis with AACSB Accredited
Business and **Accounting**
Programs

Scan to take the next step



or visit us at transfer.umsl.edu

Prototype

Testimonial prototype

- ✓ Shows positive experience after transferring to UMSL
- ✓ Display on the website and social media

*For example only.

Not an actual testimony.



John Doe

Major: Information Systems

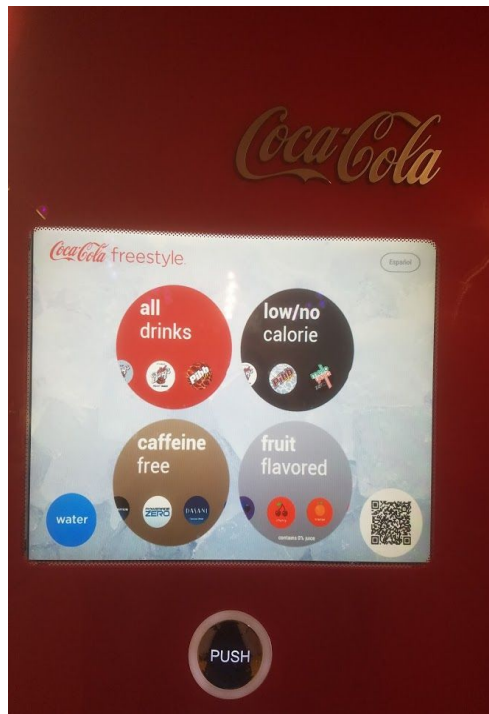
College Transferred from: St. Louis Community College - Meramec

Year Transferred: 2016

Hi! My name is John Doe. I transferred from St. Louis Community College - Meramec in 2016. The reason I chose UMSL was because of the low cost of tuition I have to pay and the good education I receive. My transfer process was very smooth, and most of my credits successfully transferred from my previous college. I should be able to graduate next year! I love the professors here at UMSL, and there were a lot of great events hosted to help me get acclimated to being at a new university.



Who Still Uses QR Codes?



Costs Comparisons

Google QR Campaign URL Builder

<https://trevellyan.biz/track-qr-code/>

SnapVu

<https://snap.vu/features.html>

QR Code Generator

<http://www.qr-code-generator.com/>



	*Google Analytics QR Builder	SnapVu QR Builder	**QR Code Generator	Intern Managing QR and DATA
Start -up Est.	\$0	\$0 (free with limitations)	\$0 (free with limitations)	\$8hr X 5hrs a wk
Monthly Est.	\$0	\$14 a month with unlimited access	\$13.66 a month (1 of 3 plan options)	(\$40 a week) \$160 a month
Yearly est.	\$0	\$168	\$163.92	(10 months) \$1,600.

*Google offers either a \$0 option or \$150k a year option

**QR Generator: Costs: 3 levels : \$491.76 per year or \$163.92 per year or \$65.52 per year

Costs Comparisons



Transfer Services Current Printing Budget FY 17-18			
UMSL Current Plan for advertising	Budget	Our Solutions Costs for Printing	Tangible Costs: Intern to manage QR/Data @ \$8.00hr * 5hrs wk
Posters	\$500	\$0	
Postcards	\$600	\$0	
Newspaper Ads	\$7,000	\$0	
Facebook Ads	\$800	\$0	
Total Additional cost to Budget.			\$1,600.00

ANY
QUESTIONS
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