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

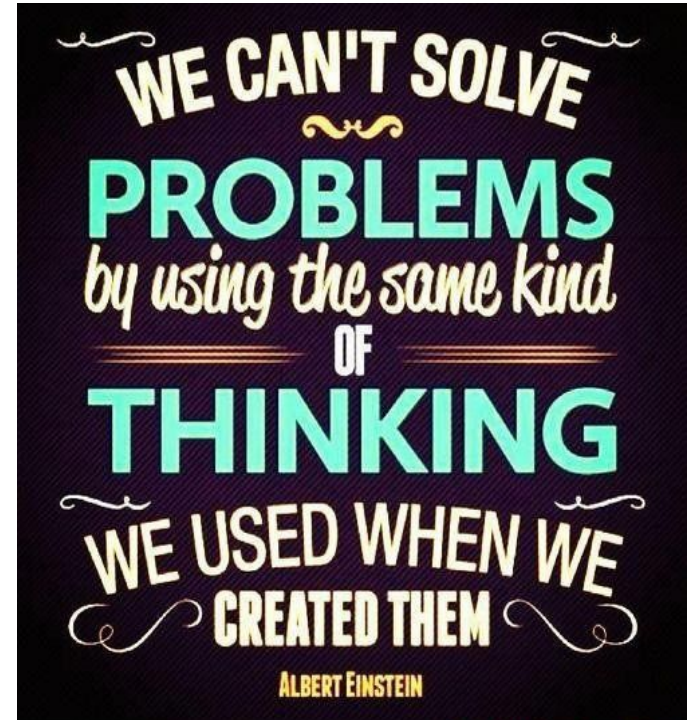✓ Utilize UMSL's large transfer student body by sharing student testimonials

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

WE CAN'T SOLVE PROBLEMS by using the same kind OF THINKING WE USED WHEN WE CREATED THEM

ALBERT EINSTEIN

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

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

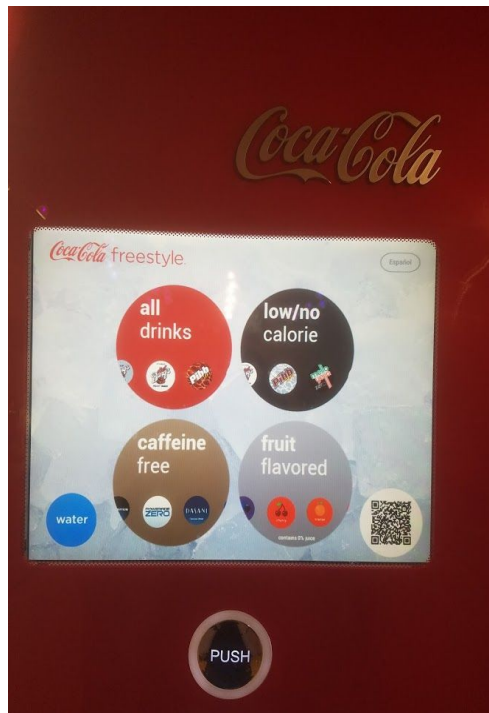**Major:** Information Systems

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