

GRADUATE & PROFESSIONAL ENROLLMENT MANAGEMENT

Xtreme Portaling:

Leveraging Slate Features with Single-Sourced Data

The Ramblers



Megan Quirk

Associate Director of Digital Communications *Graduate & Professional Enrollment Management*



Nick Migacz

Web Designer, Digital Communications Graduate & Professional Enrollment Management

Loyola Level Set

In fair Chicago, where we lay our scene...

Recruitment By the Numbers

GRADUATE & PROFESSIONAL ENROLLMENT MANAGEMENT (GPEM)

10

Schools

254

Graduate & Professional Programs

3

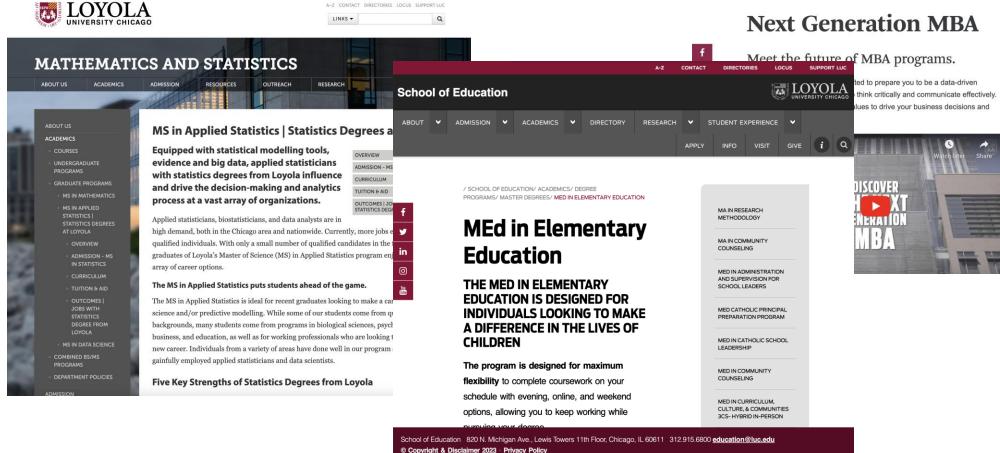
DigiComm Team Members

Where We Started



LOYOLA UNIVERSITY > QUINLAN SCHOOL OF BUSINESS > ACADEMICS > GRADUATE DEGREES >

Next Generation MBA



Our Goal:

Create a centralized hub for the curious applicant

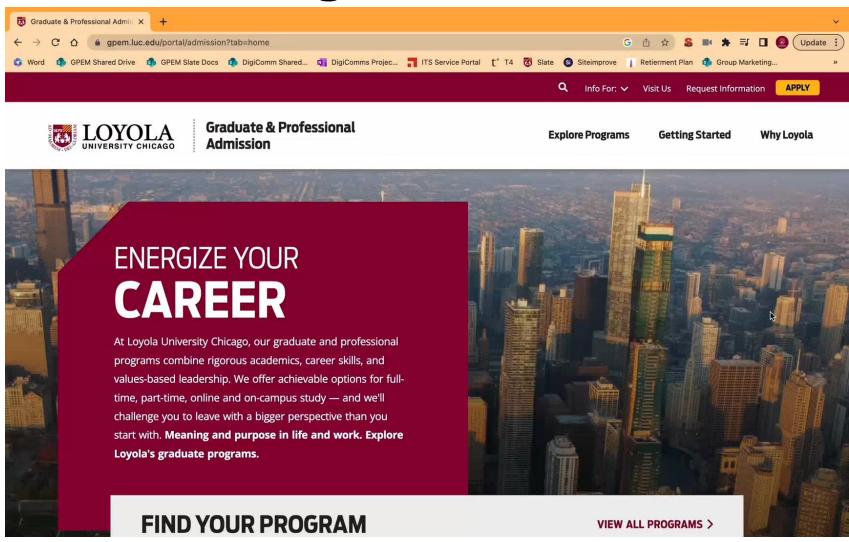
KEY COMPONENTS

- Standardize and streamline the student (and staff!) experience
- Add functionality to search and filter by key metrics across schools
- Bring recruitment webpages under governance of GPEM

Website Walkthrough

Let's begin with the ending, a look at the "final" product.

Website Walkthrough



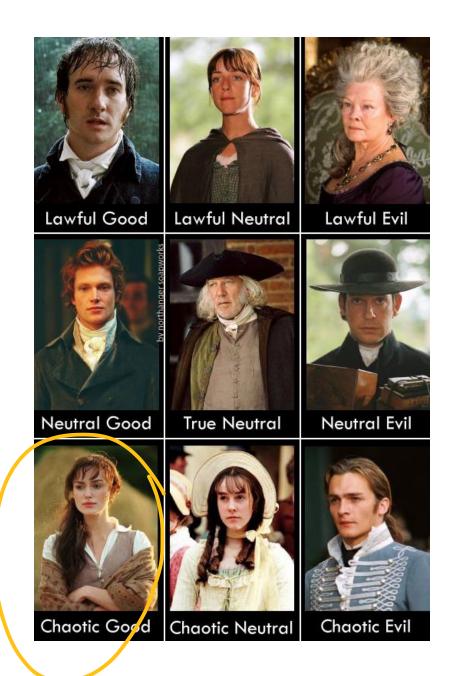
The Journey

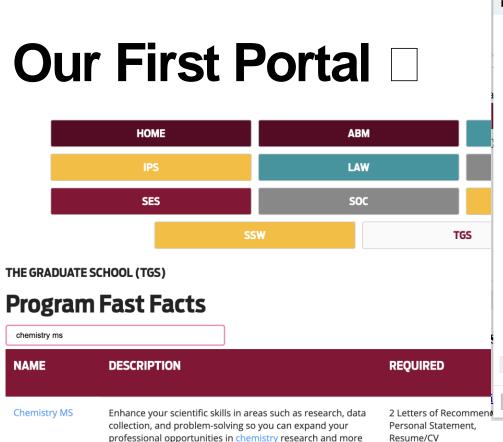
How did we get here?



It is a truth universally acknowledged,

that an eager new employee in possession of a large collection of Slate webinars, must be in want of a portal.



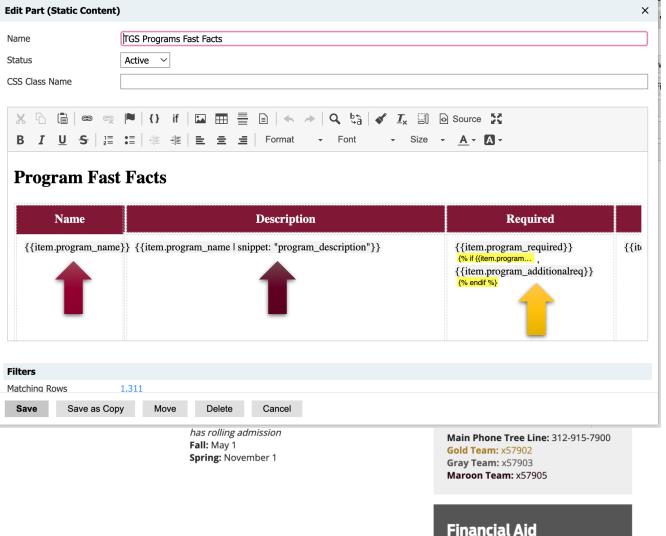


careers. Through this program, you will experience the same

academic rigor and access to the state-of-the-art

engage in leading-edge research.

instrumentation as PhD students. You will also have opportunities to develop professional relationships and



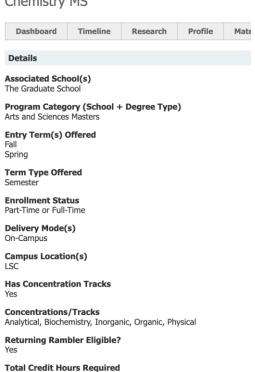
Custom Program Dataset

The foundation of all that we do, our single source of truthTM

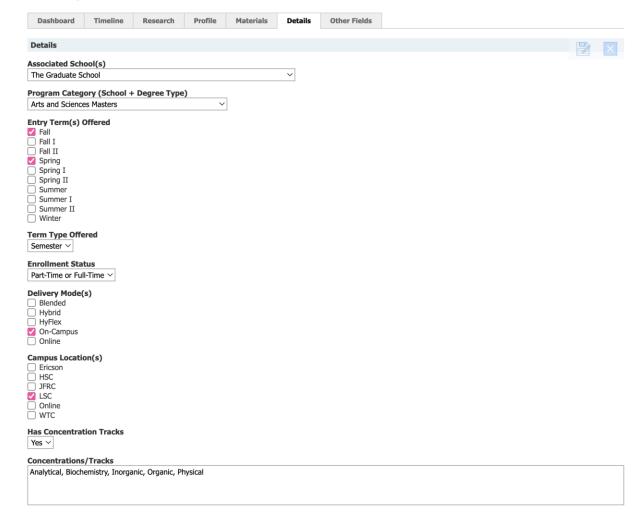
Thank You, Michael!

Program

Chemistry MS



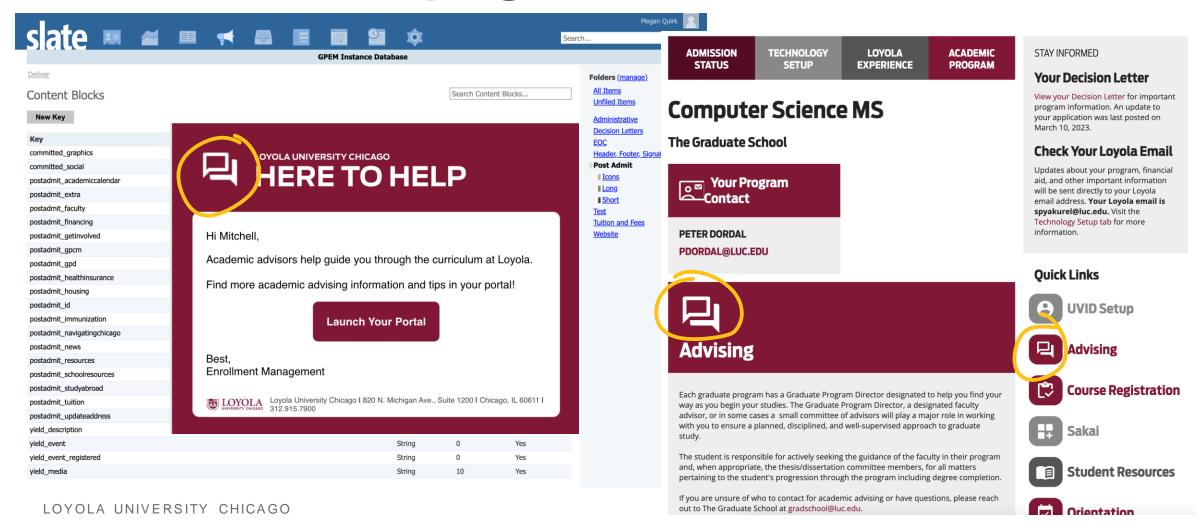
Chemistry MS 35409



Content Blocks

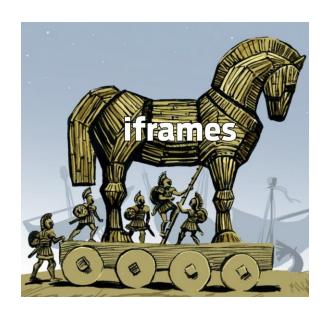
They make everything better.

Post Admit Campaign & Portal



Flashback to Slate Summit 2022





Why Slate?

Really, why NOT Slate?



Custom Program Dataset

Portals

Dynamic Content

Portals

To use the university's CMS or not to use the university's CMS, that is the question.

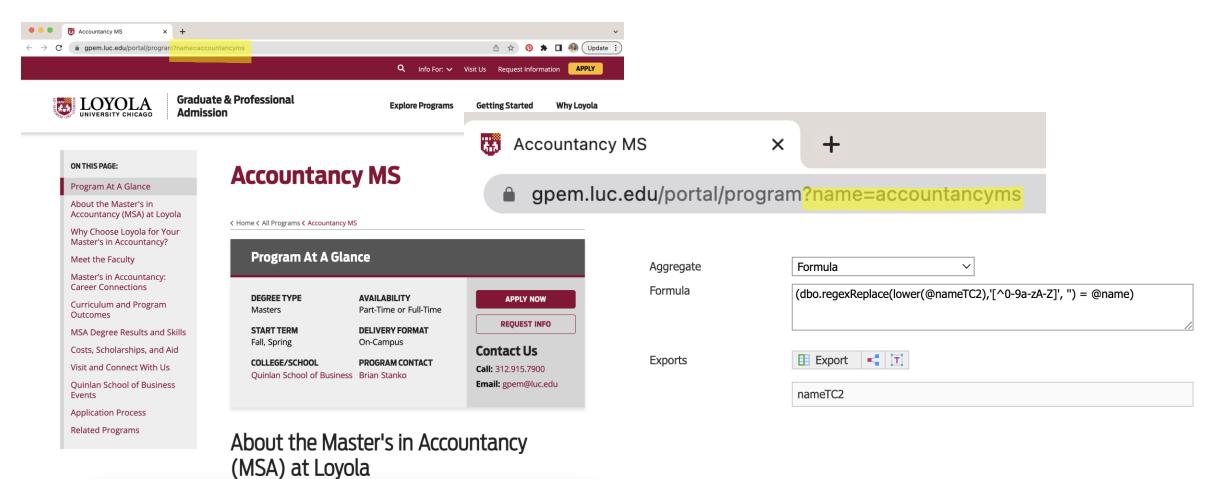
The Holy Grail

- Connected with Campus Partners
 - Security threats? System overloads?
- Testing crucial functionality
 - Program Finder search & filters
 - Parameters



- New Recruitment Site:
 - Slate is the way

The Power of Parameters



The Power of Parameters

Views

NameStatusNew ViewFrogram PageActive

1

Program Page Portal

1

View

146

Unique Program Pages

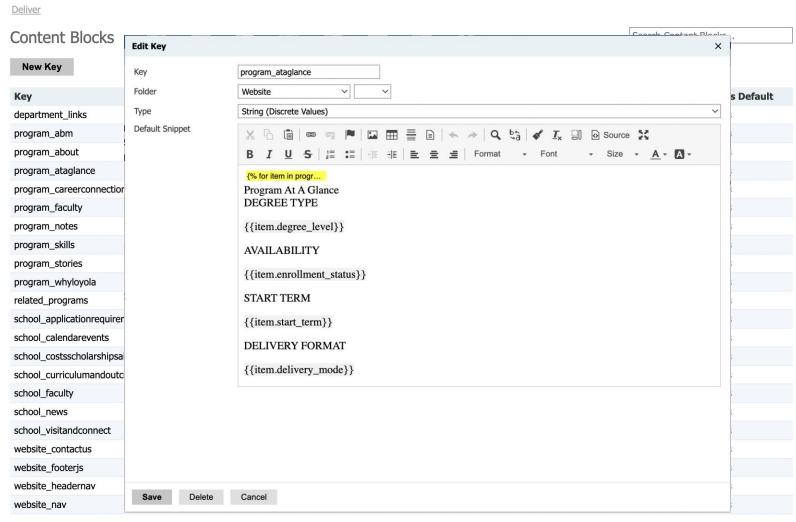
Dynamic Content

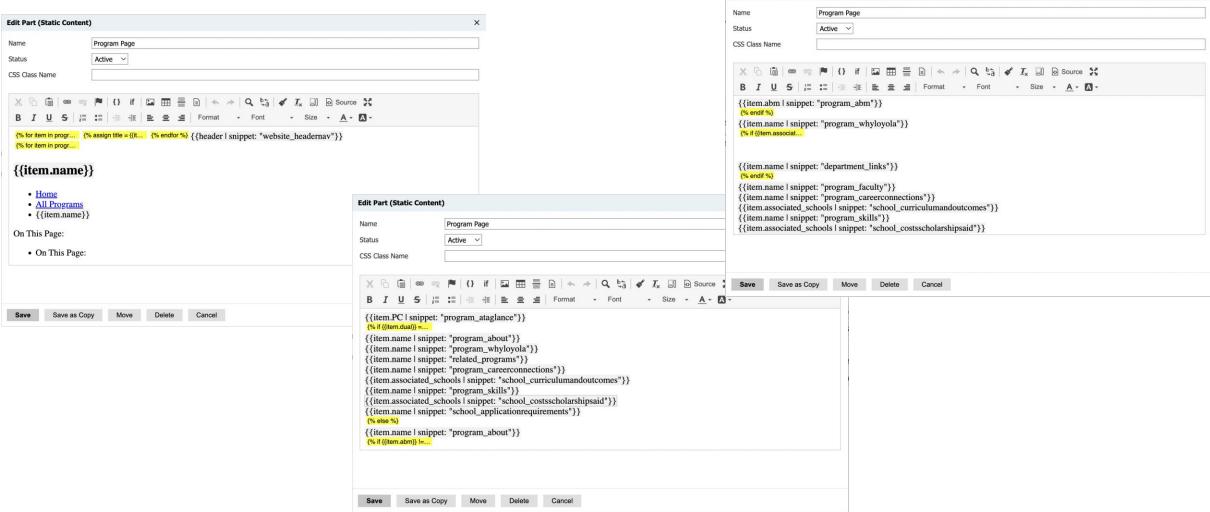
Content blocks, translation codes & parameters: higher ed LEGOs

Translation Codes Control the Website

Bioethics and Health Policy Online MA	Link to school site
Bioethics and Health Policy Online Non-Degree	N/A
Bioinformatics BS/MS	ABM
Bioinformatics MS Non-Thesis Track	<u></u> Child
Bioinformatics MS Thesis Track	Parent
Biology MS	Internal
Biology Non-Degree	N/A
Biology/Bioinformatics BS/MS	ABM
Biology/Business BS/MBA	ABM



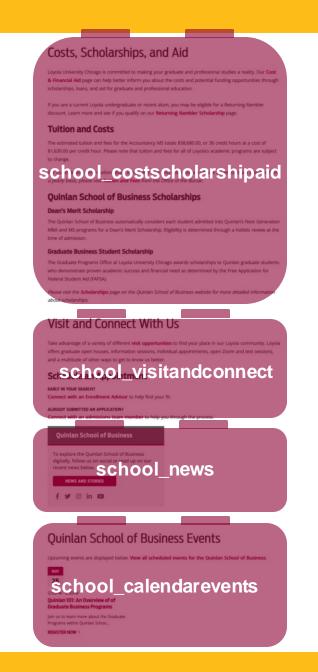


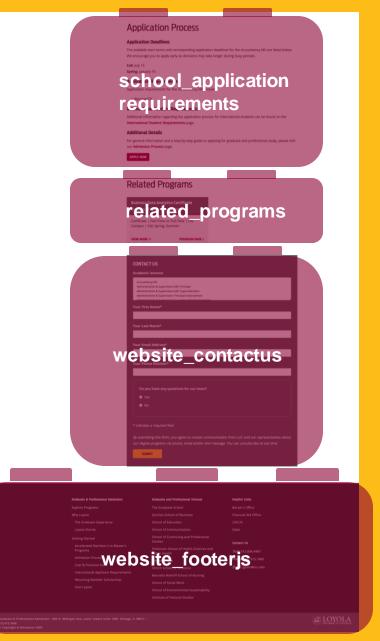


Edit Part (Static Content)



Meet the Faculty program_faculty Master's in Accountancy: Career Connections Specific job options include: program_careerconnection **Job Outlook Curriculum and Program Outcomes** school_curriculum Additionally, this andoutcomes showcasing the compectic skills and andoutcomes ston of the program. MSA Degree Results and Skills Deep and b program Md Skills





And You Get a Header/Footer CB!



Header/Footer CB Gift Basket

- Header Content Block
 - Header content
 - CSS links
 - GTM
- Footer
 - Footer content
 - JavaScript links



Conclusion

As the French say, Fin.

Connect With Us!

Megan Quirk

Email | mquirk2@luc.edu LinkedIn | Megan Quirk PS – I'm hiring!

Nick Migacz

Email | nickmigacz@gmail.com LinkedIn | Nicholas Migacz



