

# Flexible Content Contribution Tiers

Website quality can hinge upon faculty and subject matter experts for content expertise and authentic voice, but these part-time contributors are often inconsistent in the quality and frequency of contributions and lack the marketing expertise needed to link content to business objectives.

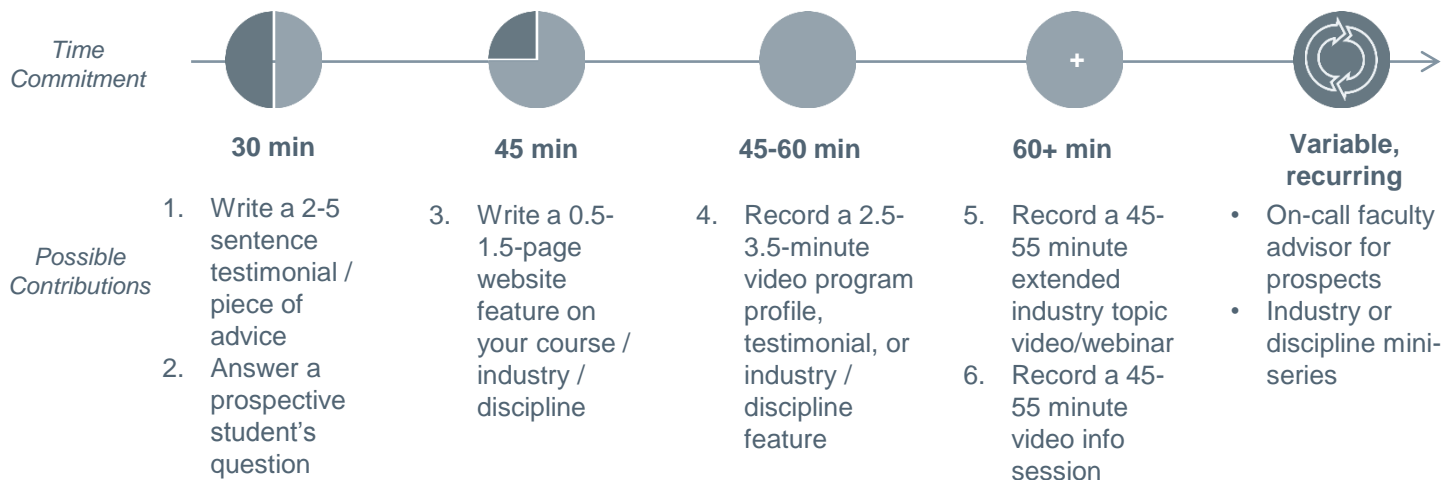
This tool will both encourage faculty to contribute and improve the likelihood that those contributions are of high quality. First, it will outline contribution tiers that provide faculty with a spectrum of options and upfront estimates of the time commitment involved with each. The tool will then provide kick-starters, or contribution guidelines, that ensure consistency and quality for each type of contribution.

## SME Contribution Tiers

The following decision guide can be directly spliced into email and other communications soliciting faculty contribution to marketing collateral. By providing a spectrum of options and the time commitment needed for each, faculty can make informed decisions and realize just how easy participating can be.

### First Decide...

*What Level of Commitment is Possible?*



### Then Consider...

*What Do You Want to Talk/Write About?\**

<p style="text-align: center;"><b>My Story</b></p> <ul style="list-style-type: none"> <li>• Experience in the field</li> <li>• Reasons for teaching</li> <li>• Approach to teaching</li> </ul>	<p style="text-align: center;"><b>My Industry / Discipline</b></p> <ul style="list-style-type: none"> <li>• Areas of specialization</li> <li>• Employment trends</li> <li>• Hot topics</li> <li>• Alumni outcomes</li> </ul>	<p style="text-align: center;"><b>My Program</b></p> <ul style="list-style-type: none"> <li>• Curriculum</li> <li>• Time commitment</li> <li>• Experiential components</li> <li>• Learning outcomes</li> </ul>
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\*We will try to bear these preferences in mind, but will also make suggestions based on what is needed

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## Contribution Kick-starters

Use the guidelines, templates, and tips below to prime your subject matter experts to contribute and ensure that those contributions are consistently of high quality. You can either include all of the below guides along with contribution tiers in an email or you can include only the relevant guides after a SME has determined how much time and/or in what form they want to participate.

### Subject Matter Expert's Guide to...

1. Writing a testimonial
2. Answering a prospective student's question
3. Writing a course / industry / discipline feature
4. Recording a video or audio (podcast) program profile, testimonial, or industry/discipline feature
5. Recording an extended industry topic video or webinar
6. Recording a video information session

#### 1. Testimonials

#### 2. Prospect Qs

#### 3. Website Features

#### 4. Video –Short

#### 5. Extended Industry Topic

#### 6. Information Session

### SME's Guide to Writing Website Testimonials

**Goal:** To summarize in a short statement one or a few strengths of the program, industry, or institution or to offer advice, all with the ultimate goal of encouraging an adult to continue their education.

**Suggested areas of focus:** Depending on what you prefer to write about (see previous page) try answering one or a few of the following questions:

- What brought you to education and what do you enjoy most about it?
- How do you approach teaching?
- What is your experience in your program's discipline area?
- Why is your program designed the way it is?
- What employer demands have you observed that make your program relevant?
- What advice would you offer to someone about returning to school after some time, entering this field, entering this program?

#### Tips:

- ✓ Stick to 2-5 sentences in length
- ✓ Feel free to use the first person
- ✓ Try to make 1-3 specific points

#### Examples:

Words of Wisdom:

<http://www.bu.edu/met/academic-community/faculty/full-time/eric-braude/>

Online Pedagogy Testimonial:

<http://online.norwich.edu/student-experience/what-to-expect-at-norwich>

**Next Steps:** Draft a testimonial and send it to [FILLTHISIN@example.edu](mailto:FILLTHISIN@example.edu) and we will be in touch. Thanks for contributing!

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Industry Topic6. Information  
Session

## SME's Guide to Answering Prospect Questions

**Goal:** To answer a prospect question that is subject matter or discipline-specific for an enrollment counselor to address.

If you volunteer to contribute in this way, we will add you to our on-call list of subject matter experts who can be relied upon to provide prospects with a response within 48 hours of receiving the question. We will forward the question to you and you can respond directly to the prospect. Please copy the enrollment counselor.

### Tips:

- ✓ Never deflect the question by telling the prospect to find the answer on the website. The exception to this rule is when explaining via email would be complicated and longwinded.
- ✓ Feel free to attach materials, but try to summarize attachments in your response.
- ✓ If you think a colleague would be well suited to answering the question, broker the introduction.
- ✓ If you think a phone conversation would be more efficient and feel comfortable having one, offer it, but be ready to stick with email if you detect hesitation.
- ✓ If you have more time and want to engage in a back-and-forth (and you detect a conversational nature), feel free to enrich the conversation with details from your own professional experience.
- ✓ Drive prospects to a concrete next step like having a conversation with an enrollment counselor, registering for an upcoming event, or applying. We encourage you to use the boilerplate language below.

**Standard language:** Feel free to copy paste this introduction and closing into your email response. If you would prefer, you are also encouraged to write your own.

Hi PROSPECT'S FIRST NAME,

My name is YOUR NAME and I am an instructor/faculty member in the PROGRAM NAME program. My colleague, RECRUITER'S NAME, received your thoughtful question and asked for my help answering it.

ENTER YOUR ANSWER HERE.

Please let me know if you have any further questions or need follow-up clarification. I'll close with an invitation to stay in touch. There are multiple ways in which you can do so. Your enrollment counselor would love to be an ongoing resource as you continue to research your continuing education options; I have cc'ed ENROLLMENT COUNSELOR'S NAME on this email so you have HIS/HER email address handy. I also encourage you to check out our event calendar—a lot of prospects find these events helpful and fun.

All the best,

YOUR NAME + SIGNATURE

**Next Steps:** Respond to [FILLTHISIN@example.edu](mailto:FILLTHISIN@example.edu) and we will be in touch! Thanks for contributing!

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## SME's Guide to Developing Website Features

**Goal:** To present a more in-depth exploration of a topic of your choice: your experience, an industry hot topic, a program briefing, etc. This feature could be attached to the program page, featured in our blog, or used in a newsletter.

### Topic suggestions:

- A trending topic in your field
- Questions (re: your professional experience or the program) that you are often asked
- A topic you recently wrote about (either research or editorial)
- Your path to where you are

### Tips:

- ✓ Aim for 0.5-1.5 pages in length
- ✓ Recycle content—reuse material and graphics you developed for other publications; an abstract can easily be adapted for these purposes
- ✓ If the content is academic, use graphics to add variety; if about your experience, try to use photos to personalize
- ✓ Aim for an informative and friendly tone—slightly more approachable than your typical journal article

**Template:** Feel free to use the broad guidelines below to get started writing your piece.

- I. Introduction of yourself and the topic you will be discussing; include any notable accolades and experience.
- II. Body:
  - If talking about your experience in the field, consider addressing: what first drew you to the field, research interests, challenges of those interests, your advice to students seeking to study in your field.
  - If talking about your experience teaching, consider addressing: what you enjoy and find challenging about teaching, what sorts of courses and programs you teach, the program within which you are currently teaching, a story from your time teaching.
  - If you are talking about the field in general, consider addressing: the history of the field, the primary divisions within the fields and the kinds of jobs available within each, the kinds of skills it takes to be successful in the field (or in each division of the field).
  - If you are talking about a specific topic within the field, you have some flexibility. Feel free to co-opt other work you have done (or ask us for help if you would like us to adapt it for a website feature). If you make your own modification, try to avoid using overly technical jargon.
- III. Author recap: Included in italics at the end of the piece, this is a one or two-sentence summary of who you are, what you do, and any notable accolades or professional experience.

**Example:** <http://online.norwich.edu/degree-programs/masters/master-civil-engineering> (see “Featured” tab)

**Next Steps:** Respond to [FILLTHISIN@example.edu](mailto:FILLTHISIN@example.edu) with a draft, and we'll be in touch! If you would like our help adapting a pre-existing journal article, blog entry, opinion piece, etc. just send it our way and we will take a first pass at it (if it is highly technical, we may need your help interpreting). You can sign off on it before we put it on the website. Thanks for contributing!

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## SME's Guide to Participating in Video/Podcast Shorts

**Goal:** To provide prospects with a more personal, brief introduction to an instructor and topic of your choice (program profile, testimonial, or industry/discipline feature).

### Anatomy of a Short:

#### Standard Components (1-2 minutes):

Your Name, Position in the Program, Experience Teaching and in the Field

+

#### Variable Components (2.5-3.5 minutes):

*You pick one of the following topical buckets*

#### Meet the Teach

- What first attracted you to the field or teaching?
- A fun anecdote or lesson learned
- What you like the most about your field/teaching

#### Foray into the Field

- Importance of the field
- Opportunity in the field
- What alumni have done
- Topical exploration (something timely, complicated, or contentious)

#### Program Snapshot

- Curriculum components
- Reasoning behind building the program as it is
- Time management

### Tips:

Please see the Video Optimization Tips.

### Examples:

Faculty profiles:

<http://www.phoenix.edu/faculty.html>

<http://www.kenan-flagler.unc.edu/faculty/meet-our-faculty>

<http://www.gordon.edu/facultyvideos>

Industry topics:

<http://tepper.cmu.edu/emba/dual-emba-assetandwealthmanagement/faculty/video-insights/index.aspx>

**Next Steps:** Respond to [FILLTHISIN@example.edu](mailto:FILLTHISIN@example.edu) with any preferences you might have in terms of topic and medium (video or audio only). We will be in touch with follow-up details. Thanks for contributing!

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## SME's Guide to Developing an Extended Industry Topic Video

**Goal:** To provide fans of the field with an in-depth, lecture-style exploration of a topic addressed in the program of interest or of a topic that is trending in the field right now.

**Topic suggestions:** (examples taken from Norwich University Online MS in Information Assurance)

Topic Suggestion	Target Audience	Example (from Norwich University Online MS in Information Assurance)
A new skill area that is emerging in the field	Career transitioners and new entrants to the field	<a href="#">Thinking Forensically</a>
A recognizable topic in the field	New entrants to the field and current inhabitants alike	<a href="#">Cloud Cover: Cloud Computing Solves the Problem of Security and Resiliency</a>
A contentious topic in the field	Potential entrants to the field	<a href="#">The Advanced Persistent Threat: Is it a Real Threat or Over-Hyped</a>
A technical area of the field	Prospects working in the field and looking to upskill	<a href="#">Information Security Benefits and Pitfalls of the SSAE 16</a>

### Tips:

- ✓ Aim for 30-40 minutes of content, though this range is flexible in both directions.
- ✓ Approach this recording as though it is a typical lecture (though perhaps for a slightly more novice audience); re-use lesson plans and your best practices for making your classroom lectures engaging.
- ✓ We love videos—for a recording of this length, they are almost always more attractive to viewers than a podcast. We do not recommend straight video of you lecturing for 30-40 minutes at a time (unless we record an actual classroom lecture, which is possible, though would require getting sign-off from your class. We can certainly facilitate student sign off of recording a live classroom lectures if you elect this option). We would want to work with you to assemble a presentation deck if you do not have one on hand that you can repurpose.
- ✓ If you would like to create a podcast, one way of making it more attractive is to position it as a dialogue between two experts. This could be a debate, an interview-style question and response, or a joint lecture. If you are interested in this option, feel free to contact us with the name of a colleague who might be interested in joining you or let us help find that individual for you.
- ✓ For more tips on participating in videos, see the Video Optimization Guidelines

**Example:** <http://online.norwich.edu/admissions/admissions-webinars/thinking-forensically> (peruse the admissions webinar archives for a wealth of additional discipline and industry-specific videos).

**Next Steps:** Respond to [FILLTHISIN@example.edu](mailto:FILLTHISIN@example.edu) with some bulleted ideas of topics that will be addressed. We will use these bullets in the online description of the recording. Thanks for contributing!

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## SME's Guide to Participating in an Info Session

**Goal:** To provide prospects with an in-depth overview of the program in one session.

**Anatomy of an Info Session:** When most people think of “information sessions,” they envision a dry mixture of application and admissions details with some program/curricular details. The faculty member is all but unnecessary for this type of information session. We would like your help assembling information sessions that provide more than the details of getting into the program. We want to provide color and texture. And, for that, we need to leverage your expertise and experience with the program. We envision the following components of a successful info session:

1. Introduction of yourself, *1-2min*
2. Overview of the field, *1-2 min*
3. Design of the program, *5-10 min*
  - Program format (online, hybrid, synchronous, asynchronous) and any advantages of it
  - Professional or academic style/focus and any advantages of it
  - Full time or part time structure
4. Curriculum of the program, *5-10 min*
  - Number of semesters and number of courses taken in each
  - Semester-by-semester breakdown of courses (plus any notable faculty details)
  - Reasoning for the inclusion and order of each course
5. Our program (faculty and students), *10-15 min*
  - Student profile (age, background, previous education, etc.)
  - Faculty general profile (time in field, path to field)
  - Specific faculty profiles
6. People after the program (alumni and their career outcomes), *5-10 min*
  - What students typically do after the program
  - Career tracks
  - Profiles or case studies of successful alumni

We are happy to help you fill these sections with the relevant information if it is not easily accessible to you

**Notes:**

- ✓ Infuse your script or talking points with your own history
- ✓ If you are amenable, we can record you while you deliver a live info session and put the video up on the website
- ✓ If you are willing to be our speaker, but aren't able to put together the script and accompanying slides, let us know

**Example:** <http://www.sas.upenn.edu/lps/graduate/mapp/videos/info-session>

**Next Steps:** Respond to [FILLTHISIN@example.edu](mailto:FILLTHISIN@example.edu) with the an idea of how you want to participate (fully build the script and deck, build all or part of one or the other, or present only) and we will work with you to put together a timeline. Thanks for contributing!