

Content Solicitation Templates and Nomination Criteria

High quality content and marketing are inextricably linked in the eyes of experts, but good content for COE Forum members often requires input from stakeholders outside of the marketing team and even across the university. This tool includes templates for the following scenarios, with the aim of helping marketing staff gather content from the best possible contributors:

1. **Request to faculty for their time:** A sample email that asks a faculty member to contribute content directly to the marketing team
2. **Request to faculty/administrators for their opinion:** Email language to ask faculty members for input on which students, alumni, or fellow instructors would make good contributors
3. **Contributor nomination criteria and forms** to attach to the above-mentioned email (step 2), helping organize the process of collecting instructor input on which students, alumni, and fellow instructors should contribute content
4. **Request to nominated contributors:** Guidelines and sample text for approaching those people nominated through step 3 with the request for their time and expertise

Use these templates to formalize and organize your process of collecting content created outside of the marketing team.

Sample Email for Soliciting Content from Faculty

Perhaps the most obvious way for subject matter experts and marketing staff to highlight their respective strengths is by asking faculty members to volunteer some of their favorite or most recent academic work and allowing marketing staff to adapt it for the website.

The email drafted below can be adapted to solicit this type of SME content. Consider using this email along with Tool #10's tips around crafting requests with a sensitivity to the amount of time required to complete the task. These email messages could be generated on an as-needed basis or included in a series with an email generated every week or two.

Dear FACULTY MEMBER'S NAME,

As you know, we on the marketing staff are constantly looking for ways to add valuable content to our website and make the search process more efficient and informative for our prospective students. Among the most meaningful content our prospects consume and continue to demand are the industry or academic insight pieces only our subject matter experts (like yourself) are qualified to produce.

I understand that you are extremely busy, but wanted to take a quick minute to ask for any recent publications (formal or informal; academic or professional) you have produced. We would love to adapt some of that material for the website. You would, of course, have final sign-off over the adaptation.

If anything comes to mind, please respond with attachments or links. In case this email falls off your radar, if I don't hear back from you within a few days, I'll give you a call and hopefully we can get something underway over the phone. Thank you for contributing!

All the best,
Jane Marketer

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Non-marketing stakeholders add a valuable voice to the marketing and recruiting process, yet surfacing contacts and generating content can be a difficult task. The marketing team has the expertise needed to recruit contributors, but they aren't always well positioned among faculty, students, and alumni to do so effectively. Faculty members, deans, and department heads, on the other hand, can identify contributors, but are usually unaware of the various marketing needs and opportunities (e.g., testimonials, answering prospects' questions, writing a course or discipline feature, participating in videos, hosting info sessions, etc.).

Use the sample email template below to solicit nominations from faculty, deans, department heads, and staff for content contributors from the ranks of students, alumni, and faculty and staff colleagues. Next, include a guest contributor nomination form with the email template. Finally, we offer a follow-up email template to connect with those who were nominated to contribute.

Sample Email for Soliciting Nominations

The following email can be used or adapted when reaching out to faculty members, department heads, deans, and staff for nominations. The forms included on the pages following this email should also be included as attachments.

Anatomy of the email

(if you elect to build your own)

Statement of goal

Description of the ask

Statement of impact

To: Department Heads and Deans; Faculty and Staff
 From: Your Friendly COE Marketing Team
 Subject: Nominate a colleague or student to be a marketing guest contributor!

Dear FACULTY NAME HERE,

During the remainder of 2013, we aim to recruit 1,000 future Example University students into 12 graduate and professional programs offered through the School of Continuing Studies (SCS). To meet that goal, we ask you to suggest colleagues and students who you think would be well suited to contributing marketing collateral (e.g., testimonials, information sessions, industry snap shots, etc.).

Attached is a Marketing Guest Contributor Nomination Form. We hope that you will take two or three minutes to fill it out. We will follow up with nominated individuals to further explore their possible participation. (Of course, you should feel free to volunteer yourself!)

Thank you for your help. Our experience developing communication materials for SCS has shown time and again that prospects value insight and advice from subject matter experts and current and past students. Your voices are remarkably powerful, trustworthy, and helpful in their decision-making process. By contributing you will help countless prospective students make more informed decision.

Please be in touch with any questions!

All the best,
 Jane Marketer

Modifications

(if you elect to adapt this email)

Customize orange text with your unit/institution's information.

Emails sent to instructors should only ask for student and alumni nominations whereas emails sent to department heads and deans should ask for faculty nominations as well. Modify this sentence accordingly.

Content Solicitation Templates and Nomination Criteria

Nomination Form to Send to Faculty Members, Department Heads, and Deans for Student Nominees

Marketing Guest Contributor Nomination/Volunteer Form

Hello! Thank you for taking a moment out of your day to help your marketing and recruiting team better help prospective students! Please fill out this form and email it to _____ at your earliest convenience. While you might want to give any colleagues and students you nominate a heads up, you don't need to worry about conveying all the details—we will follow-up with any nominees and take care of that.

Student Nominees



Attributes of a Strong Student Candidate

- ✓ Is doing well in the course
- ✓ Is moderately to highly engaged (based on participation in discussions, inquisitiveness, etc.)
- ✓ Volunteers for extra responsibility, if applicable (e.g., to be team leader, to fill out a course review, to mentor other students)
- ✓ Has commented on connection between classwork and professional life
- ✓ Has developed a professional relationship with you by going to office hours, asking questions, etc.

Some Fine Print:

- We will wait to ask students for their participation until after the course is over to avoid any perception of a conflict of interest
- Unless you note otherwise, we will mention in our follow-up that you nominated the student to be a guest contributor.

Nominees

Name: _____

Class of yours they took: _____

Email: _____

Comments/Notes: _____

Name: _____

Class of yours they took: _____

Email: _____

Comments/Notes: _____

Name: _____

Class of yours they took: _____

Email: _____

Comments/Notes: _____

Name: _____

Class of yours they took: _____

Email: _____

Comments/Notes: _____

Content Solicitation Templates and Nomination Criteria

Nomination Form to Send to Faculty Members, Department Heads, and Deans for Alumni Nominees

Marketing Guest Contributor Nomination/Volunteer Form

Hello! Thank you for taking a moment out of your day to help your marketing and recruiting team better help prospective students! Please fill out this form and email it to _____ at your earliest convenience. While you might want to give any colleagues and students you nominate a heads up, you don't need to worry about conveying all the details—we will follow-up with any nominees and take care of that.

Alumni Nominees



Attributes of a Strong Alumnus Candidate

- ✓ Did well in the course
- ✓ Was highly engaged (e.g., participated in discussions, completed all/most assignments, attended all/most classes)
- ✓ Saw and commented on the connection between class and job
- ✓ Has maintained a professional relationship with you by swinging by for brief chats and/or sending periodical emails
- ✓ Is employed or seeking employment in a field or by an employer or interest

Some Fine Print:

- Unless you note otherwise, we will mention in our follow-up that you nominated the student to be a guest contributor.

Nominees

Name: _____
Class of yours they took: _____
Email: _____
Comments/Notes: _____

Name: _____
Class of yours they took: _____
Email: _____
Comments/Notes: _____

Name: _____
Class of yours they took: _____
Email: _____
Comments/Notes: _____

Name: _____
Class of yours they took: _____
Email: _____
Comments/Notes: _____

Content Solicitation Templates and Nomination Criteria

Nomination Form to Send to Department Heads and Deans

Marketing Guest Contributor Nomination/Volunteer Form

Hello! Thank you for taking a moment out of your day to help your marketing and recruiting team better help prospective students! Please fill out this form and email it to _____ at your earliest convenience. While you might want to give any colleagues and students you nominate a heads up, you don't need to worry about conveying all the details—we will follow-up with any nominees and take care of that.

Faculty Nominees



Attributes of a Strong Faculty Candidate

- ✓ Is vocal (usually in a positive manner) at faculty meetings
- ✓ Is highly accessible and responsive to students
- ✓ Has taken on additional responsibility (e.g., lead task force, joined committee, mentoring colleagues etc.) voluntarily
- ✓ Gets largely positive reviews and evaluations from students and colleagues

Some Fine Print:

- Unless you note otherwise, we will mention in our follow-up that you nominated the student to be a guest contributor.

Nominees

Name: _____

Email: _____

Comments/Notes: _____

Name: _____

Email: _____

Comments/Notes: _____

Name: _____

Name: _____

Email: _____

Comments/Notes: _____

Name: _____

Email: _____

Comments/Notes: _____

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Sample Follow Up Email to Nominees

The following email can be used or adapted to reach out to faculty members, students, and alumni that were nominated by a colleague or professor.

Anatomy of the email

(if you elect to build your own)

Summary of what brings you to nominee

How the nominee can contribute (recommended: use tiered contribution levels outlined in Tool #10)

Impact statement

Next steps

To: Faculty, Alumni, and Student Nominees
 From: Your Friendly COE Marketing Team
 Subject: Your Colleague/Professor Nominated You to Be a Guest Contributor!

Dear NOMINEE NAME HERE,

Recently my team and I reached out to faculty members, department heads, and deans for nominations of individuals who they thought could contribute material for our website and email communications with prospective students. **Your name was included on the list of individuals who were engaged and informed enough to consider being a marketing guest contributor.**

I would love to find a way to feature your story and/or advice in our marketing materials. Some of the ways **students/faculty** members have contributed in the past include:

- Writing a testimonial (30 minutes)
- Answering a question for a prospect (45 minutes)
- Writing a course/industry/discipline feature (45-60 minutes)
- Recording a video or audio testimonial, profile, or industry snapshot (45-60 minutes)
- **Recording an extended industry topic video/webinar (60+ minutes)**
- Participating in an information session (60+ minutes)

Our experience developing marketing and recruiting strategies and collateral for **SCS** has shown time and again that prospects value insight and advice from subject matter experts and current and past students. Your voices are remarkably powerful, trustworthy, and helpful in their decision-making process.

If you are interested in participating and see a time commitment level that seems comfortable to you, please respond, and I will provide you with next-step information. I will also follow up via phone in case this email falls off your radar.

I look forward to working with you!

Modifications

(if you elect to adapt this email)

Modify this sentence if nominator agreed to be identified

Remove this bullet ("Recording an extended...") for emails to nominated students / alumni

Implementation Note: Before, in addition to, or even after soliciting faculty members for student and alumni guest contributor nominations, consider filtering for students/alumni that show other indicators of willingness to participate. For students, these characteristics might include participation in student organizations, being a repeat purchaser, or receiving a scholarship. For alumni, some characteristics include: joining the alumni association, donating to the unit or institution, and volunteering at alumni events. Though filtering for such criteria likely involves collecting data from colleagues in the Alumni Association or Student Affairs, doing so will guarantee a more robust list of potential contributors.