

Tool #6: Faculty Assistance Recruitment Campaign Models

Interaction with instructors and current students helps prospective students fully understand the merits of a continuing or professional education program. However, arranging one-on-one conversations between instructors and prospective students is rarely possible for all applicants, much less all prospects. Furthermore, faculty members and instructors balance competing demands on their time, and the recruitment office should be especially mindful of these time constraints. Current students are similarly pressed for time, and any ask for their help should be meaningful and efficiently facilitated.

When a personalized phone call or email from an instructor or current student is not possible because of the constraints described above, consider this solution: update the recruitment website with videos and blog posts that feature the stories and personalities of these influencers. The COE Forum recommends hosting interview sessions dedicated to capturing instructor and student messages, saving the recruitment office time and giving participants a clear timeline. This tool offers two template letters: one solicits instructor input about which students should be featured on the recruitment website, and the second asks instructors themselves to participate in an interview designed to yield blog and video content. These template letters can be modified to ask instructors for other types of input, including participation in a chat room, occasional phone outreach to highly desirable candidates, or appearance at a virtual or face-to-face open house.

1. Sample Letter: Invite Instructors to Be Featured on Recruitment Website

Dear Colleague:

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 for your help as representatives of SCS academic rigor and teaching excellence—characteristics we know will shape adult students' decisions. It's our job to grab prospective students' attention and tell stories that showcase these very characteristics.

Please sign up for a 30-minute "Instructor Close-Up," during which you will speak to a videographer or blog-writer on our staff and offer a message to future students. Follow the link below to register.

Instructor Close-Up

March 11, March 19, or March 20*

www.admissions.example.edu/InstructorInterviews

*Remote interviews can be arranged; please indicate that you work remotely when registering.

Please be prepared to answer some of the following questions with a videographer or blog-writer:

- What do you like most about the subject matter you teach?
- How does your program's curriculum meet industry needs, highlighting the skills your courses afford students who are preparing for a promotion or a career change?
- What sets your program apart from programs at competitor institutions?
- What should students consider when selecting elective courses?
- What has most impressed you about continuing education students you've taught in the past?
- If applicable to delivery format, how does the online format enhance the learning experience?
- What about your delivery format is unique?
- What experiential or discussion-based components are included in your course?
- How do instructors communicate with students enrolled in your courses?
- What do you consider "active ingredients" necessary for success in your course?
- What else do you think is important to communicate to prospective students?

As you know, these events give us the opportunity to capture the stories and images that will form the basis of our communications with prospective students this year. This information may be used in publications or on our website. Please take a moment to read [Dr. Mosley's blog submission](#) and [Dr. Bennett's video interview](#) to

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understand how instructor messages are featured on our recruitment website; alternatively, follow the link below for all instructor messages: www.example.edu/InstructorMessages

We really appreciate all that you do every day to help us recruit the best students, and we could not do this work without you. We look forward to hearing from you; don't hesitate to reach out with questions.

Best wishes,
Patricia

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**Adapted from the University of North Carolina at Chapel Hill's Undergraduate Admissions Office*

2. Sample Letter: Ask Instructors to Recommend Students for Website Feature

Dear Colleague:

Many thanks to those of you who came out to the "Instructors Close-Up" sessions held in mid-March. I was delighted to read compelling interviews and watch hours of footage that showcase the advantages of the School for Continuing Studies' programs and highlight your teaching quality. I'm writing today with a similar request—this time, my staff and I hope to capture student stories that will inspire adult learners to pursue their education and career goals with Example University.

Which of your students do you believe represent the outstanding student body and the career-advancing programs offered through SCS? Please let us know, and we will contact them to arrange an interview during a "Student Close-Up" session. (All students who participate in the "Student Close-Up" will be asked to complete a short online profile but in return they will receive a selection of high-quality digital portraits for their own use.)

Nominate Students for a "Student Close-Up" Interview with Recruitment Staff

- Submit names via [this form](#), available at <http://www.Example.edu/StudentInterviewSubmission>
- In a few sentences, describe how candidates excel in academics and apply coursework to career goals
- Kindly make all submissions by Tuesday, April 30

We appreciate your input as we highlight our student talent! Video and blog entries featuring interviews with students and instructors have proven to be some of our most popular web content, and we look forward to sharing more Example University stories. Please find past entries featuring students on our website: www.example.edu/StudentMessages.

Thank you again for your time, and please be in touch with any questions.

Best wishes,
Patricia

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Sample Faculty Profiles

The institutions profiled below offer compelling examples of faculty profiles, both video and text-based. Follow the links below to gather ideas for your own video production:

- Video Profile of Business School Faculty: <http://profiles.kenan-flagler.unc.edu/>
- Video Profile of Urban Planning Instructor: <http://www.phoenix.edu/faculty.html>
- Video Reflections on Teaching Online: <http://www.youtube.com/watch?v=RwWGVDdr5n0>
- Text Profiles Organized by Department (COE Unit Instructors): <http://www.scs.northwestern.edu/program-areas/graduate/award-winning-faculty.php>