

## Lessons from the Converted, A Before and After Approach

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## Before

- A passive operation
- 18,375 page views on Graduate Studies web site per month
- The Graduate Studies role in recruitment had not yet been defined

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## Before

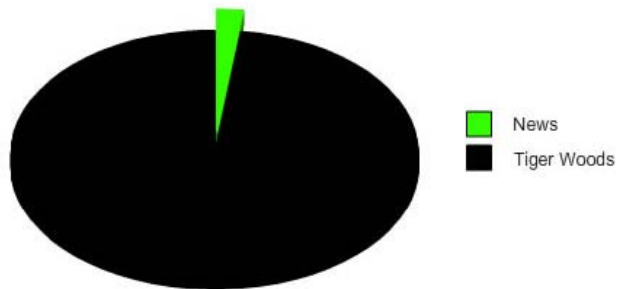
- Need for richer academic content on the web
- Inconsistent branding by university departments
- Lack of communication between departments

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Communication is very important

## Today On Fox News



GraphJam.com

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## What happened next?

- The switch from a passive to an aggressive operation
- Partnered with other departments at Memorial
- You can use consistent branding to achieve your objectives!

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## After

- Creation of a [microsite](#) with the purpose of recruitment
- Complemented by live support for prospective students via MUNlive at an overall average of 5.9 chats per two hour chat session

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## After

- Working with other departments is the best way to achieve your objectives
- Traditional marketing methods have been used to compliment non traditional methods
- Your strategy must be part of a larger, centralized strategy

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- A significant presence on Social Networking sites has allowed prospective students to connect with Graduate Studies Memorial
- The Dean's Blog, Postcards from the Edge, has allowed for a new form of prospective student interaction with the Dean of Graduate Studies

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### Comparing Apples with Apples



- Graduate Studies website page views in December 2008
  - 18,375
- Graduate Studies Microsite page views in December, 2009
  - 98,020

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**Strong leadership, growth and perspective at Memorial  
have all come together to result in:**

- A 13.8% increase in graduate enrolment at Memorial (September 11, 2009)



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**Strong leadership, growth and perspective at Memorial  
have all come together to result in:**

- \$400,000 endowment for environmentally based research at Memorial



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It takes a village...



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