

MLIS Recruitment Plan 2012-2013

	On- campus	FastTrack/MLIS Pitt <i>Online</i>
Prospective student inquiry information	7/1/11-6/30/12: 811 Prospects	7/11-6/12: 90 Prospects
Top pipelines for new students over the past year	Pitt (29) Penn State (7) University of California (7) various locations Berkeley, LA, San Diego Temple University (6) Duquesne (5) Kenyon College (5) State University of New York (5) Western Washington University (5) University of Chicago (5) Virginia Tech (4)	Pitt (2) Penn State (2) Temple ((2)
		Lots of 1's
Top undergraduate majors of the new students over the past year	English (76) History (60) Library and Information Science (15) Philosophy (13) Art History (12) Psychology (11) Political Science (11) Anthropology (9) Art History (7) Library and Information Science (15) Liberal Arts (7)	English (3) History (3) Lots of 1's
Top home states other than PA for new students	Ohio (18) New York (17) Maryland (12) Virginia (11) Illinois (9) California (9) Michigan (9) Washington (8) Texas (6) Florida (4)	Maryland (2) Lots of 1's

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<p>Marketing - Ads, Websites & Communicatons</p>	<p>WDUQ (monthly rotating with other grad program). Advertised in State Librarians Association Magazines in PA & OH Ads placed in university newspapers and/or grad fair bulletins prior to attending fairs.</p>	
<p>Hobson's communication Plan - Emails</p>	<p>I:\Recruitment\Recruitment Planning\Recruitment Cycle Communications.xlsx Admitted Students: BB - worked with Alpha team to create robust Hobsons Communication plan for admitted students Prospective students: Invested in Hobsons Connect to systematically communicate with each prospect. Email communications include but are not limited to: Welcome from the Dean Information & links about the program and the school. Information about housing and life in Pittsburgh. Events held on-campus, off-campus and on-line. Reminders sent 24 hours prior to events. Outreach from current students from each of the respective programs. Information about application and financial aid deadlines. Invitation to poster competition.</p>	
<p>Social Media marketing</p>	<p>Manage social media through Hootsuite. Create a Facebook page for the entire iSchool. Post information pertaining to prospective students (on and off campus recruitment events), current students (activities taking place in the school) and alumni (alumni events and networking opportunities). Create a twitter account. Create a LinkedIn page for working with alumni.</p>	
<p>Listserves and mailings. For detailed info see:</p>	<p>I:\Recruitment\Mailings\Mailings spreadsheet.xlsx</p>	

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	<p>BB - mailing to the ULS.</p> <p>BB - Send posters to local libraries (need addresses for local libraries) - add to Student Worker task sheet</p> <p>BB - order labels for History, English, Psychology, and Elementary Ed majors at Pitt and try to recruit even more from within Pitt</p>	<p>BB - order ALA labels for libraries and librarians with paraprofessional workers and LITA in CA, IL, MD, NJ, OH, PA, and we will mail FT postcards</p>
Materials	<p>Postcards - to libraries and professional associations</p> <p>Posters (both about program and how to get into graduate school)</p> <p>Brochures</p> <p>Cinch sacks</p> <p>Pens</p> <p>Hubs</p> <p>Keychains</p>	
On-campus Recruitment Events	<p>Monthly Info Sessions (either Mondays at 6:00-7:30 p.m. or Saturdays 10:00am-11:30am)</p> <p>Monthly online chat 6:00 – 7:00 p.m., first Wednesday of each month, added a lunchtime online chat session for these days as well!</p> <p>Host annual Admitted Students Day in Spring term for the following Fall term admitted MLIS, MSIS, & MST students --Hosted by staff with involvement from faculty, current students, and alumni.</p>	<p>BB - Virtual Open House Events for the FastTrack program (3 per semester) – one in beginning of sem, one in the middle, one before deadline</p>
Off-Campus Recruitment Events	<p>I:\Recruitment\Conferences & Recruitment Events\Conferences & Recruitment Events.xls</p> <p>Grad Fairs:</p> <p>One week prior to each grad fair, emails are sent to the professors and contacts at each of the respective schools.</p> <p>Dickinson College</p> <p>Franklin and Marshall</p> <p>Gettysburg</p> <p>Northern Universities Graduate Fair</p> <p>Allegheny</p> <p>Gannon</p> <p>Mercyhurst College</p>	

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	<p>Edinboro James Madison University University of Virginia Virginia Commonwealth University Virginia State University Virginia Tech Penn State Pitt Greensburg</p> <p>Conferences: Gates Milenium Scholars Hispanic Association of Colleges and Universities HACU McNair Scholars National Conference on Higher Education NCOHE National Conference on Race and Ethnicity NCORE</p>	
Marketing to Pitt Advisors	<p>For Pitt Advisors: Email advisors with more info, directing them to the website - links highlighted below Embed calendar of all on-campus and off-campus recruitment events on website, send link to prospects. advising information (admission requirements, personal characteristics of students interested in MLIS) link to dates/times for info sessions, walk-ins, and online chats</p>	
Faculty, alumni, and current student interaction opportunities	<p>Faculty: Leanne Bowler Kip Currier Daqing He Jung Sin Oh Alumni: Rabia Gibbs, Christina Dominique, Joe Prince</p>	