


From Billboards to Facebook: Recruitment Strategies for Undergraduate and Post-Baccalaureate Programs

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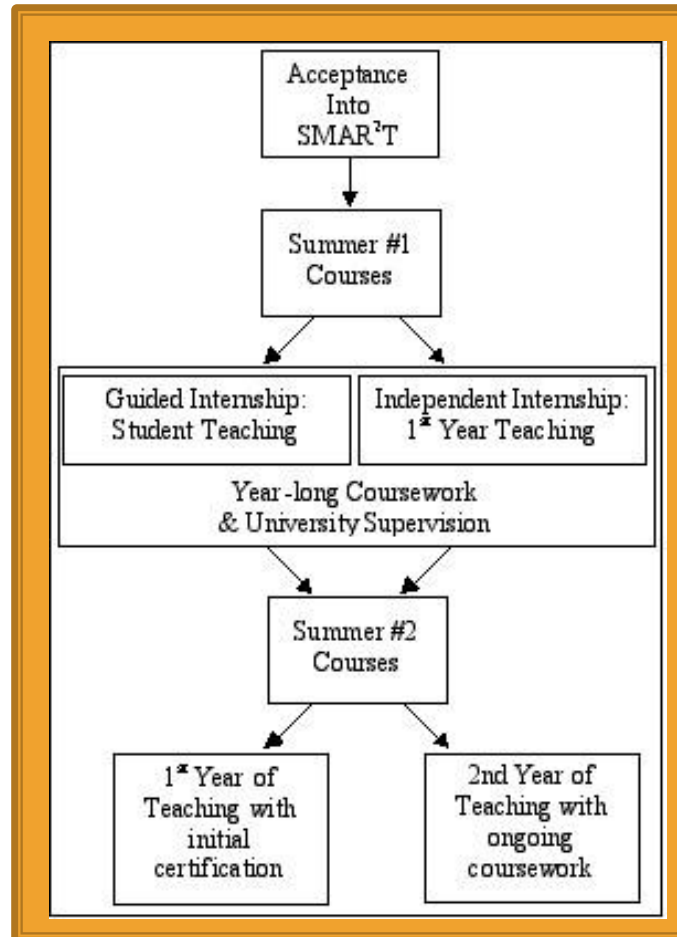
Session Outline

- ▶ Overview of MU Programs
 - ▶ Framework
 - Targeted Audience
 - Message
 - Strategies
 - ▶ Sharing
- 

Science and Mathematics Academy for the Recruitment and Retention of Teachers (SMAR²T)

(APB) Accelerated Post Baccalaureate Program


Full time student
15 months
\$10,000 Noyce Stipend



(ALT) Alternative Certification Program

Full time teacher
24 months

Tomorrow's Teachers with Dual Degrees (T2D2)

- ▶ Dual Degree Undergraduate Program
 - Bachelor's degree – Biology, Chemistry, Physics, Earth Science
 - Bachelor's degree – Education
 - ▶ Revised exploring science teaching one hour course
 - ▶ Summer internships
 - ▶ \$11,000 Noyce Scholarship
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Targeted Audience

SMAR²T

- ▶ **Career Changers**
- ▶ Homecomers
- ▶ Juniors/Senior STEM majors
- ▶ School Districts

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T2D2

- ▶ **Freshman/Sophomore Science majors**
- ▶ High School Seniors with interest in science
- ▶ Parents

Who's your target audience?

- ▶ Identify the groups targeted in your project proposal:

- 1.

- 2.

- ▶ Identify potential additional audiences:

- 1.

- 2.

MU School of Journalism

- ▶ Primary and Secondary Research
- ▶ Situation Analysis
- ▶ Focus Groups
- ▶ Surveys
- ▶ Strategic Plan
 - Vibrant Website
 - Social Media
 - Direct mailing novelty
 - Branding
 - Focus on career options




What's the message?

▶ T2D2

- Explore teaching (paid summer internships and courses)
- Expand your career options through the dual degree program
- \$11,000 annual scholarships are available

▶ SMAR2T

- An accelerated flexible program
 - Share your passion/make a difference
 - Intensive mentoring
 - Financial assistance is available
- 

What's your message?

- ▶ Identify two to three selling points of your project.

1.

2.

3.

Recruitment Strategies

SMAR ² T Target Audience	Strategy
Career Changers	Web page
	<u>Billboard</u>
	STEM Alumni emails
	Linked In
	Twitter
Homecomers	Campus Advisors and Centers
	SMAR ² T alumni
	MU News Bureau
	Missouri Department of Elementary and Secondary Education
	Career Fairs
	Veteran Centers

Recruitment Strategies

SMAR ² T Target Audience	Strategy
Junior/Senior STEM Majors	Web page Campus Advisors and Centers Emails Campus flyers Career fairs
Schools/Districts	Web page Brochure mailing MPER Governance Meetings

Recruitment Strategies

T2D2 Target Audience	Strategy
MU Science Majors	Web page
	MU Info
	Postcard mailing
	<u>Campus flyers</u>
	Campus Advisors and Centers
	Campus large lecture science classes
	<u>Facebook</u>
	Twitter
	MU News Bureau
	Science Freshman Interest Groups (FIGS)
	Dining hall table tents
	Pens/Flash drives

Recruitment Strategies

T2D2 Target Audience	Strategy
High School Juniors/Seniors	Admissions letter Web page Facebook MU News Bureau Grow Your Own Teacher campus visits
Schools	Brochure mailing Grow Your Own Teacher Groups NSTA presentation SMAR ² T Alumni Nominations

Recruitment Strategies

T2D2 Target Audience	Strategy
Parents	Web page Admissions letter Postcard mailing Facebook Twitter MU News Bureau

Identify Recruitment Strategies

▶ What strategies will work for you?

1.

2.

3.

Contacts

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