



UHS STUDENT AFFAIRS &
ENROLLMENT SERVICES
LEADERSHIP CONFERENCE

MARKETING: PARTY OF ONE

ABOUT US

Ashriel Dunham
Marketing Manager

Alexsandra Preston
Assistant Director of
Marketing &
Communication

RESERVATIONS: LEARNING OUTCOMES



01

Construct a plan to incorporate student support into your marketing initiatives.

02

Develop templates and tools to add to your marketing toolbox.

03

Create the framework for a marketing and communications work group.

MENU

- Assess your strengths



Strengths

Graphic Design

Social Media Management



Strengths

Graphic Design
Social Media Management

Gaps

Web Development
Assessment



Strengths

Graphic Design
Social Media Management



Gaps

Web Development
Assessment



Departments Who Can Help

IT Services, Assessment and Planning,
Media Relations



MENU

- Assess your strengths
- Develop a Budget



DSAES Marketing Communications Budget

	FA15	SP16	TOTALS	
Graphic Design				
Creation Station/Printing and Postal	\$ 500.00	\$ 250.00	\$ 750.00	
TOTAL	\$ 500.00	\$ 250.00	\$ 750.00	
Advertising/Print Collateral				
The Cougar (see "The Cougar" worksheet)	\$ 3,684.00	\$ 2,584.00	\$ 6,268.00	
2-page insert in Back2School (12k)	\$ 1,800.00	\$ -	\$ 1,800.00	
Banners (tailgate, CSAM)	\$ 250.00	\$ 250.00	\$ 500.00	
DSAES booklet (1,500)	\$ 1,700.00			
Sidewalk graphics (Fast Signs)	\$ 2,000.00			
TOTAL	\$ 9,434.00	\$ 2,834.00	\$ 12,268.00	
Promo Items				
Flash drives (500)	\$ 700.00		\$ 700.00	
Tshirts - "My Success is Defined by Me"(1,000)/"I am what success looks like"(500)	\$ 3,800.00	\$ 1,400.00	\$ 5,200.00	
Pens (500)	\$ 1,000.00		\$ 1,000.00	
Cell Phone clings (250)	\$ 650.00	\$ -	\$ 650.00	
TOTAL	\$ 6,150.00	\$ 1,400.00	\$ 7,550.00	
TOTALS SUMMARY				
	FA15	SP16	TOTALS	% of TOTAL
Graphic Design	\$ 500.00	\$ 250.00	\$ 750.00	3.6%
Advertising/Print Collateral	\$ 9,434.00	\$ 2,834.00	\$ 12,268.00	59.6%
Promo Items	\$ 6,150.00	\$ 1,400.00	\$ 7,550.00	36.7%
TOTALS	\$ 16,084.00	\$ 4,484.00	\$ 20,568.00	
% of TOTAL	78.2%	21.8%		

MENU

- Assess your strengths
- Develop a Budget
- Time Management



UTENSILS:

Choose your tools
and create templates

1

Design Software
Canva
Adobe Spark

2

Scheduling
Hootsuite
Tweetdeck

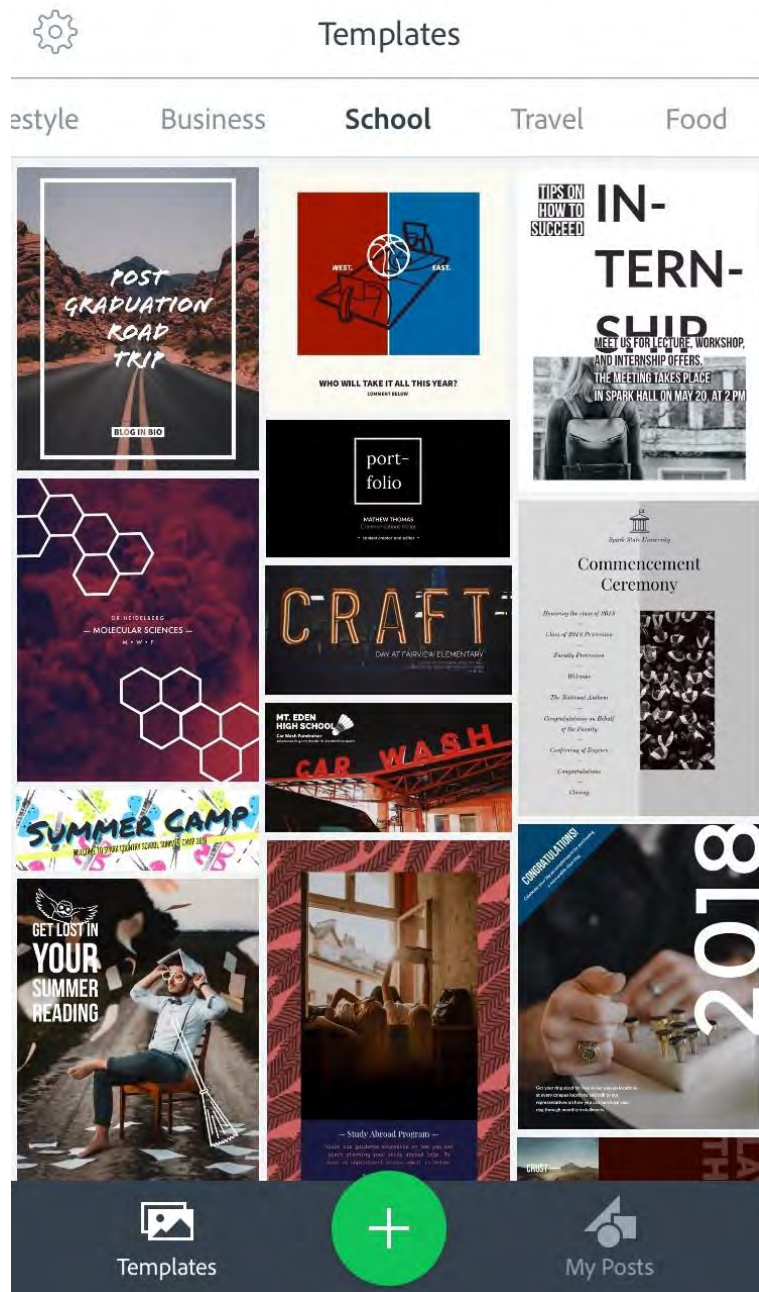
3

Project Management
Trello
Planner

4

Templates
PowerPoint
Marketing Checklist

Adobe Spark





aldunham
aldunham@ce...



Create a design

All your designs

Shared with you

Create a team

Your brand

+ Add new folder 0/2

Trash

Create a design

Recommended for you



Instagram Post



Presentation



Social Media



Invitation (Square)



Logo



Invitation (Portrait)



Postcard

Social Media Posts



Twitter Post



Square Social Media Graphic



Pinterest Graphic



Facebook Post



Facebook App



Tumblr Graphic



Instagram Post

Canva


Get Involved - University of Houston (Facebook Page) x UHGetInvolved (Twitter) x

+ Add Stream + Add Social Network

Home UHGetInvolved

University of Houston @UHouston
41 mins ago


The researchers at Cullen College of Engineering could hold the key to the future of water preservation in Texas. #UHPowerhouse bit.ly/2leu5e9



7 15

UH Parking @uhparking
1 hour ago

Attention #Coogs: @METROHouston is offering FREE rides from June 1 - Sept. 1! All you need is a valid Student METRO Q-Card. Don't have one? Learn how to register through AccessUH: youtube.com/watch?v=ecWwTn...



4 6

UHouston retweeted

UH Energy @uhoustonenergy
2 hours ago

Chief Energy Officer Ramanan Krishnamoorti tells

Mentions UHGetInvolved


Greek Life at UH @UH_CFSL
Mar 8 · Houston

Hey #UHGreeks! Make sure to follow @UHGetInvolved! ♥♥♥

My Tweets UHGetInvolved

UH Get Involved @UHGetInvolved
May 4

Happy Cougar RED Friday!



1

UH Get Involved @UHGetInvolved
May 3

Stop by the Center of Diversity & Inclusion for free donuts, today from 5-8 pm! uh.edu/studentcenters...

1

UH Get Involved @UHGetInvolved
May 1

Breakfast and Bluebooks is today from 8 am - 10 pm! See you at the Student Center near the Grand Stairs!

1

UH Get Involved @UHGetInvolved
Apr 30

We have Breakfast and Blue books tomorrow! Come get donuts, coffee and blue books! Location: Student Center, near the Grand Stairs from 8 am- 10 pm.

1

UH Get Involved @UHGetInvolved
Apr 30

Check out the Stress Free Finals website to see what activities will be on campus this week! uh.edu/studentcenters...


Scheduled UHGetInvolved

Karishma scheduled!
Today at 4:00pm

@UHGetInvolved
Today at 4:00pm

Check out this link for interesting places to take a road trip within Texas this summer!
https://www.houstoniamag.com/articles/2016/1/5/road-trip-texas-weekend-getaways-january-2016

Read More




On the Road Again: 53 Weekend Getaways for 2016
www.houstoniamag.com

Karishma scheduled!
Tomorrow at 10:35am

@UHGetInvolved
Tomorrow at 10:35am

HAPPY COUGAR RED FRIDAY! HAVE A GREAT SUMMER!



Add a stream

Networks UHGetInvolved Twitter

Home Mentions Retweets

Followers Inbox Lists

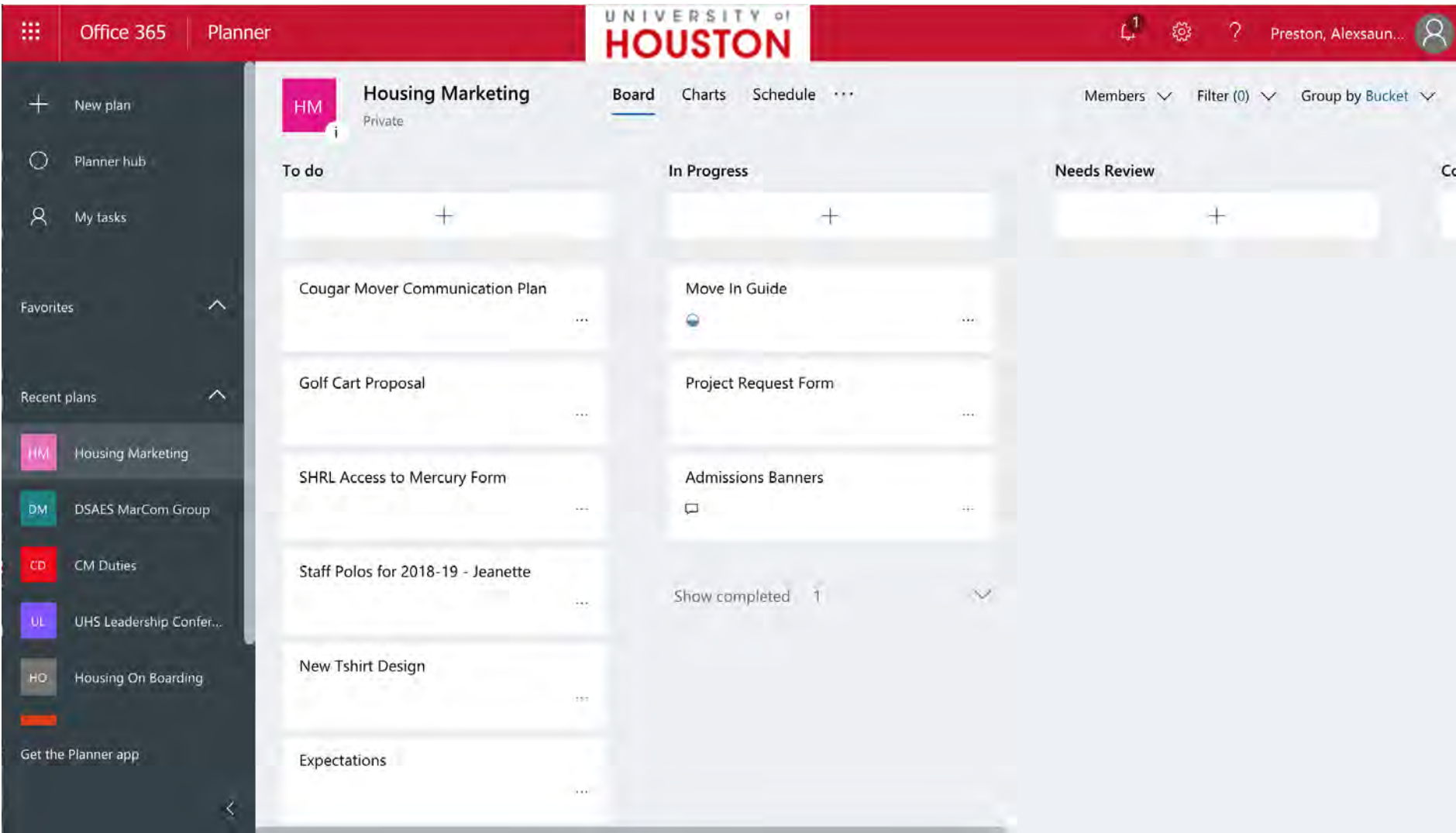
Likes Outbox My Tweets

Search Scheduled

Hootsuite



Tweetdeck



Planner in Office 365

Office 365 | Planner | Dunham, Ashriel L

Stress Free Finals Week | Board | Charts | Schedule

Members: DA, KK, AA | Filter (0) | Group by Bucket

Status

6 Tasks left

- Not started: 6
- In progress: 0
- Late: 0
- Completed: 8

Bucket

To do

Members

Member	0	1	2	3	4
Unassigned	[Progress bar]				
Dunham, Ashriel L	[Progress bar]				
Archer, Abby K	[Progress bar]				
Kotak, Karishma V	[Progress bar]				

Tasks

To do

- Supplies for minute For win it games
- Email Cougar Grounds for coffee
- Archer, Abby K
- Facebook event for UH PJ Day
- Kotak, Karishma V
- Main UH Calendar submission
- CoogNews Submissions for Kick off and week
- Kotak, Karishma V
- Get graphics designed

Get the Planner app

Planner in Office 365

Boards + 🔔

Team Jeli ☆ Personal Private 📁 Google Drive ... Show M

Backlog


Create Instagram promo images for the HerStory box
👁️ 1

Alex's tasks for the week
🗨️ 1 📌 1 📝 0/7

Send email to potential book box affiliate partners


Prepare promotional material for the book box

Hauwa's Tasks for the Week
📝 0/5



Add a card...

To Do



Design of Bookmail header and footer
👁️ 2 DJ

Add a card...

Doing

Find content for the February Jeli Writers Collective Newsletters
👁️ 📌 🗨️ 4 📌 1 H

Contact the first batch of potential contributors on motherhood
👁️ 📌 🗨️ 2 📌 1 H

Make a list of potential contributors to our future collection on Motherhood
👁️ 📌 🗨️ 1 📌 1 H

Draft our 'link-pack' - collection of articles from around the Diaspora that we liked this week - 'Diaspora Connect'
📌 1 H

Update and publish new books to Books Africana
👁️ 📌 🗨️ 1 📌 2 H

Schedule tweets in the Jeliya Twitter account for February
📌 H

Add a card...

For Review

Research a list of 30(+) women from Black History for the #BlackHerStory Campaign
👁️ 📌 🗨️ 2 📌 3 H

Write a post for our column 'You Ask, We Answer'
👁️ 📌 🗨️ 4 📌 1 H

Do some research into YA (sci fi/speculative fic/afrofuturist) series with black female leads
📌 🗨️ 1 📌 1

Write an email inviting contributions for a collection of essays On Motherhood
👁️ 📌 📌 1 H

Follow up and contact publishers for excerpts
📌 📌 2 H

Create a contact list of British Writers
📌 📌 2

Add a card...

Done

Research and write a short feature on Pearl Mackie - Dr Who's new assistant
👁️ 📌 🗨️ 1 📌 1 H

Create the Jeli readers survey in Typeform
📌 🗨️ 1 H

Schedule the Books Africana Twitter for February
📌

Write an article of 10 books based in Lagos
📌

Write a post titled "20 Books to read alongside the UK Premier of Roots"
📌 📌 1 H

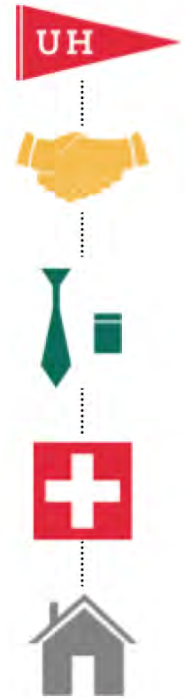
Write an article highlighting black British playwrights
📌

Write a call for submissions
📌 📌 2

Add a card...

Trello

TITLE
Sub-heading



UNIVERSITY of **HOUSTON**
STUDENT AFFAIRS & ENROLLMENT SERVICES

Templates

Marketing Checklist

DSAES MarCom Group

UNIVERSITY of HOUSTON
STUDENT AFFAIRS & ENROLLMENT SERVICES

Event Title

Date Time Location

6-8 weeks before the event

- Set goals and develop learning outcomes for the event
- Define the target audience for the event
- Check the DSAES MarCom and UH calendar for conflicting events
- Confirm reservation information
- Add event details to department website
- Add event to UH Main Calendar
- Add event to DSAES Marcom Group Outlook calendar
- Add event to Get Involved
- Create graphic design plan (in-house or with CreationStation, Printing and Postal, Fast Signs, etc)
- Develop an asset list of items you will need to order or create (promo items, shirts, etc)
- Schedule advertisements with the Center for Student Media
- Schedule banner space availability with Conference and Reservations Services (CARS)
- Contact and invite special guests (ex. President Khator, Dr. Walker, etc.)
- Schedule visits to other departments to share event details

4 weeks before the event

Marketing Checklist

UTENSILS:

Assessment



- Overview
- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts**
- Events
- Videos
- People
- Messages
- API

All Posts Published

■ Reach: Organic / Paid ▾
 ■ Post Clicks
 ■ Reactions, Comments & Shares ▾

Published ▾	Post	Type	Targeting	Reach ⁱ	Engagement	Promote
05/15/2018 4:48 pm	We are excited to share the high lights from our 2013-17 Strate			80 ■	2 1 ■	Boost Post
05/05/2018 2:44 pm	A huge congrats to all of our Co ogs who participated in the 201			59 ■	30 7 ■	Boost Post
05/03/2018 12:58 pm	Exciting developments for the S tudent Centers- University of H			44 ■	10 0 ■	Boost Post
05/01/2018 10:00 am	Put your design skills to work a nd submit a design for the 2018			131 ■	2 0 ■	Boost Post
04/30/2018 8:00 pm	Do you need test materials for y our exams? Stop by the Studen			143 ■	5 5 ■	Boost Post
04/27/2018 10:47 am	Questions and concerns regard ing Zone Parking were address			220 ■	34 4 ■	Boost Post
04/26/2018 10:00 am	Get free tacos during Finals Fie sta! Students can stop by the EI			110 ■	2 5 ■	Boost Post
04/26/2018 9:10 am	For our University of Houston at Sugar Land folks, the final Spri			242 ■	7 5 ■	Boost Post
04/25/2018 10:45 am	Staying on campus over the su mmer? Don't forget to purchase			65 ■	1 0 ■	Boost Post
04/24/2018	This week. take a break from st			■	5 ■	Boost Post



Account home

UH Student Affairs @UH_DSAES

Page updated daily

28 day summary with change over previous period



May 2018 · 17 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 690 impressions

twitter.com/guillermoxf/st...

1 retweet 3 likes

View Tweet activity

View all Tweet activity

Top Follower followed by 24.8K people



Spanish Captain

@joellugo FOLLOWS YOU

Future: director. writer. actor. Currently: a connoisseur of

Top mention earned 343 engagements



Guillermo Flores

@GuillermoxF · May 14

Oh hey @Who_Nia!! Look at the @UHNPHC President! @UH_DSAES @UHStudentCenter #NPHC pic.twitter.com/bKkcw4465a



7 retweets 20 likes

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

Get started

MAY 2018 SUMMARY





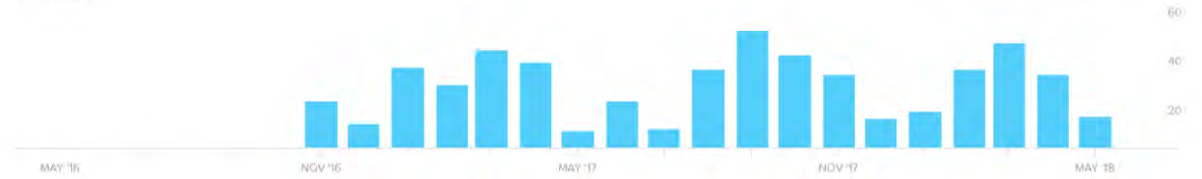
Show Chart

- Award Descriptions - Division of Student Affairs and Enrollment...
bit.ly/2lYdsHa 89 clicks
- FEB 27, 2017
Division of Student Affairs and Enrollment Services Awards - Divisi...
bit.ly/2lrcpMZ 80 clicks
- FEB 27, 2017
2017 DSAES Awards Nomination
bit.ly/2mmsRH 128 clicks
- FEB 23, 2017
Dear World Interactive Storytelling Event Comes to University of...
bit.ly/2mnjsq9 4 clicks
- FEB 8, 2017
Dear World Open Photo Shoot and Storytelling Event
bit.ly/2kPJLN6 28 clicks
- FEB 7, 2017
I Heart #MYSTUDENT Center - Student Centers - University of...
bit.ly/2ko0H16 1 click
- FEB 2, 2017
Sustainability - Student Centers - University of Houston
bit.ly/2k1dfIE 0 clicks
- FEB 2, 2017
Accommodations and Services - Center for Students with...
bit.ly/2jAKJbz 0 clicks
- FEB 2, 2017
WGRC CORE Team Application
bit.ly/2kkkNOY 3 clicks

bit.ly/2g17enU COPY SHARE EDIT

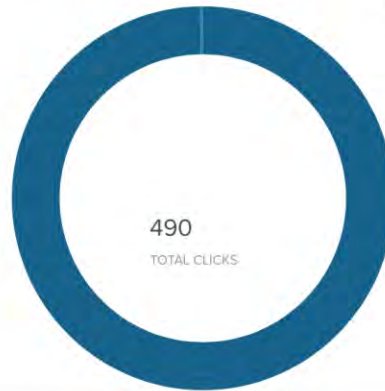
490 TOTAL CLICKS

Bitly Network: 1 click from 2 other Bitlinks



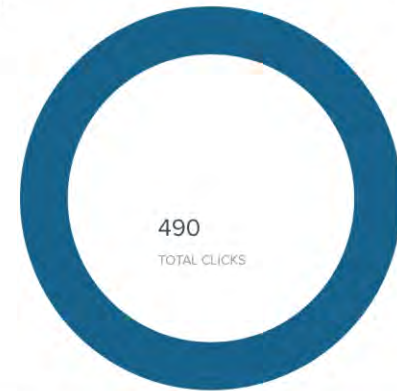
DATA IN UTC

REFERRERS



Email, SMS, Direct
bit.ly 489
1

LOCATIONS



United States 490

Bit.ly



ALL » PAGE: /dsaes/uhsic/2018/

May 11, 2018 - May 17, 2018

All Users
18.68% Pageviews

+ Add Segment

Explorer Navigation Summary

Pageviews vs. Select a metric

Day Week Month

Pageviews



Primary Dimension: Page Other

Secondary dimension Sort Type: Default

advanced [Grid] [List] [Table] [Chart] [Filter]

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	627 <small>% of Total: 18.68% (3,357)</small>	266 <small>% of Total: 11.63% (2,288)</small>	00:02:15 <small>Avg for View: 00:01:30 (50.49%)</small>	195 <small>% of Total: 15.43% (1,264)</small>	51.28% <small>Avg for View: 59.10% (-13.23%)</small>	34.45% <small>Avg for View: 37.65% (-8.51%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. /dsaes/uhsic/2018/	627 (100.00%)	266 (100.00%)	00:02:15	195 (100.00%)	51.28%	34.45%	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 1 of 1

Google Analytics

APPETIZER: MANAGING EXPECTATIONS

- Handling Requests



APPETIZER: MANAGING EXPECTATIONS

- Handling Requests
- Create Processes



APPETIZER: MANAGING EXPECTATIONS

- Handling Requests
- Create Processes
- Identify Resources



Resources

Marketing and Communications Resources

We've put together a few marketing resources that will help you get started with your department, programs and services. Please review the information and share it with any of your staff members that have a hand in creating marketing materials.

Marketing and Communications

- [Marketing Communications Checklist](#)
- [Marketing Plan Template](#)
- [Ways to Market Your Program](#)
- [Event Communication Plan](#)
- [How to Write a News Release](#)
- [DSAES E-Communications Protocol](#)
- [DSAES Programming Calendar](#)

Graphic Design and Branding

- [DSAES Smug Mug](#)
- [Student Organization Branding Approval](#)
- [How to...](#)

This is a page of instructions on techniques in the style of the new brand using Adobe Illustrator.

- [CreationStation](#)
- [Approved Vendors](#)

For vendor recommendations, please email [Alexsaundra Preston](#).

DRINKS: BUILDING RELATIONSHIPS



- Working with Leadership

DRINKS: BUILDING RELATIONSHIPS



- Working with Leadership
- Develop a Committee

Division of Student Affairs and Enrollment Services

[Home](#) [About Us](#) [News](#) [Departments](#) [Events](#) [CoogNews eBlast](#) [Contact Us](#) [Resources](#)

ABOUT

[About Us](#)

[Vice President's Staff](#)

[Executive Leadership](#)

[Assessment and Planning](#)

[Marketing and Communications](#)

[Advancement](#)

[DSAES Committees](#)

[Customer Service Standard](#)

[Division Recognition](#)

RESOURCES

[Organizational Chart](#)

[State of the Division 2017](#)

Marketing Communications Group

The role of the DSAES Marketing Communications Group is to assist the departments and units within the Division of Student Affairs and Enrollment Services in the development of effective integrated marketing plans for a wide variety of events and programs.

This group will:

- Collaborate to increase brand awareness for division programs and services
- Assist with the incorporation of assessment tools in marketing efforts
- Brainstorm innovative and creative marketing ideas for programs and events

Meeting Dates

- September 12, 2017
 - [Marketing Strategy Brainstorm and Marketing Assessment Presentation](#)
 - [List of Strategies to Achieve Your Marketing Goals](#)
- October 3, 2017
 - [News Release and Story Telling Tips](#)
- November 7, 2017

MARKETING & COMMUNICATIONS

[Marketing 101](#)

[Marketing Resources](#)

RELATED LINKS

[UH Graphic Standards](#)

[UH Logo and Image Gallery](#)

[UH Social Media Policy](#)

DRINKS: BUILDING RELATIONSHIPS



- Working with Leadership
- Develop a Committee
- Social Media Networks

Higher Ed Com...
Alexsaundra Preston

Jump to...

All Threads

Channels

- # announcements
- # introductions
- # jobs
- # news-feeds
- # podcasters
- # projects
- # random
- # social-strategy**
- # tools

Direct Messages

- slackbot
- Alexsaundra Preston (...)
- Andy Sulhoff

Apps

- PaperBot

#social-strategy

☆ | 👤 689 | 🗨️ 1 | Discussions on the latest in social media. Thinking beyond the project of I
Tuesday, May 8th



Mike Petroff 8:01 AM
thank you @kwaller!



Desiré van den Beld 9:06 AM
Does someone have/know interesting reports about the effect of user generated content, specifically in higher education? I found a lot of interesting articles about UGC in general, but I'm looking for some more specific numbers for HE. Thanks!



1
1 reply 9 days ago



Emily Hagan-Howe 10:52 AM
joined #social-strategy.



Carley Weinstein 12:44 PM
@channel Has anyone noticed a recent decline (more so than usual) in reach on Facebook, including video content?



+4 14 replies Last reply today at 1:05 PM



Jason Boucher 1:05 PM
We just ended our two-year relationship with Social Toaster. The representative on the phone said she had been hearing the same thing over and over... "since the API of Twitter, Instagram have changed the share rates are way down." Ours went from almost 30% to just under 5% over the last month. It just wasn't worth the investment anymore. I don't think there are alternatives to Social Toaster right now, as they will all have to deal with the API changes... As a temporary fix, we're going to try creating an in house (MailChimp) bimonthly version where we are going to email the social ambassadors (downloaded from our social toaster account) with a few good news stories, events, etc. with the links to share. Any one else have problems with Social Toaster? I do feel bad, but the engagement is almost gone now. 😞



+4 5 replies Last reply 1 day ago



Alison Fein 3:44 PM
joined #social-strategy along with 3 others.

Monday, May 14th



Kalena Stull 8:50 AM

+ Message #social-strategy @ 😊

Slack - Higher Ed Comm and Social Media

Secure | <https://www.facebook.com/groups/HigherEdSocial/>

Apps UH The Jeli Blogging Branding/Marketing Social Media New folder Storytelling Graduate Program WordPress

#HigherEdSocial

Alexsandra Home

#HigherEdSocial


Closed Group

- About
- Discussion
- Members
- Events
- Videos
- Photos
- Files

Search this group

Shortcuts

- UH Division of Student...
- Higher Ed Marketing 5
- #HigherEdSocial
- Student Affairs Pr... 20+
- NPI 2016
- Student Affairs MarCo...
- Podcast Brunch Clu... 8
- Broad Strokes
- BLKSAP (Black St... 20+



Joined Notifications Share More

Write Post Add Photo/Video Live Video More

Write something...

Photo/Video Feeling/Activity

PINNED POST

Kasandrea Sereno Admin · May 29, 2015

Please use this google form to add your contact information, links to the social pages you manage, as well as links to any personal accounts on other platforms that you wish to share. This will make it much easier to find each other on LinkedIn, Twitter, etc.

ADD MEMBERS

Enter name or email address...

MEMBERS 3,114 Members

SUGGESTED MEMBERS

Friends

- Janae Baker Add Member
- Alice Busaka Add Member
- Karli Maxfield Add Member

See More

Facebook Group - #HigherEdSocial



MAIN DISH: FREE RESOURCES

- Student Newsletters
- Social Media
- Digital Signage
- Campus Calendars
- Student Listservs



MAIN DISH: STUDENTS

- Create Job descriptions



MAIN DISH: STUDENTS

- Create Job descriptions
- Develop Internships



MAIN DISH: STUDENTS

- Create Job descriptions
- Develop Internships
- Utilize Street Teams/ Ambassadors

DON'T FORGET TO TIP: WORDS OF WISDOM

Don't be afraid to ask for help or feedback

DON'T FORGET TO TIP: WORDS OF WISDOM

Don't be afraid to ask for help or feedback

Say no to things that don't support your goals or vision

DON'T FORGET TO TIP: WORDS OF WISDOM

Don't be afraid to ask for help or feedback

Say no to things that don't support your goals or vision

Celebrate your successes and tell others about your good work

QUESTIONS