



eMarketing

Mississippi State University



E-marketing and E-recruiting: Innovate or Risk Being Left Out

Dr. Lokesh Shivakumaraiah
Asst Director, Int'l Recruiting, Technology and Communication
Office of Admissions and Scholarships, Mississippi State University

Outline

- Background
 - US higher education sector & increasing global competition
 - Mississippi's share of international students
- Challenges for US educational institutions
- Strategic Solution: E-Marketing and E-recruiting
- Benefits
- Implementation

Note: Term "University" refer to all types of educational institution



Background



Mississippi State University

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

US Higher Education Sector

- Higher education is a multi-billion dollar industry in the international market ^[1].
- US higher education sector is listed among top 5 service exporters from the country ^[2]
 - US Department of Commerce
- More than half a million international students were enrolled in US institutions in 2009
- Net contribution to the U.S. economy by foreign students & their families: \$16.0 billions ^[3]
 - 2009 IIE Open Doors report

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

Economic Impact of Int'l Students^[3]

United States of America

Total Number of Foreign Students: 582,984

Part I: Net Contribution to U.S. Economy by Foreign Students (2006-07)

Contribution from Tuition and Fees to U.S. Economy:	\$9,929,000,000
Contribution from Living Expenses:	\$10,438,000,000
Total Contribution by Foreign Students:	\$20,366,000,000
Less U.S. Support of 30.8%	- \$6,280,000,000
Plus Dependents' Living Expenses:	+ \$412,000,000

Net Contribution to U.S. Economy by Foreign Students and their Families: **\$14,499,000,000**

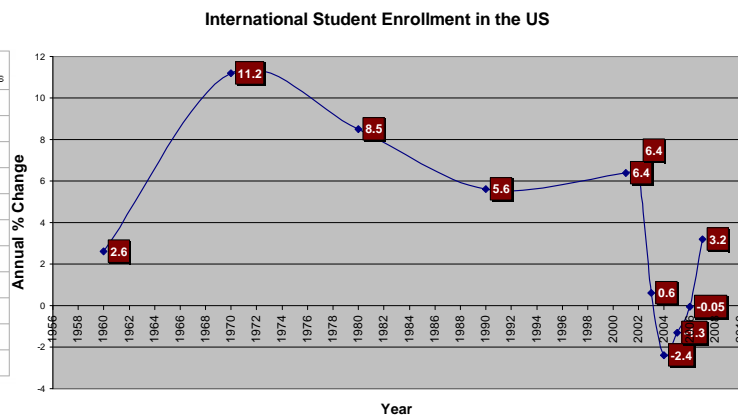
	CA	MS
Foreign students in the state	77,987	2,274
Rank	1	40
Estimated foreign student expenditure in the state (in millions)	2,189.0	34.5
Institute with highest number of foreign students	7,115	632

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

International Student Enrollment Trend in the US

Academic year	Number of international students
1995-96	453,787
1996-97	457,984
1997-98	481,280
1998-99	490,933
1999-2000	514,723
2000-1	547,867
2001-2	582,996
2002-3	586,323
2003-4	572,509
2004-5	565,039
2005-6	564,766

SOURCE:
Institute of International Education
Open Doors Report



E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

Challenges to US educational Institutions!

How to attract international students to US educational institutions?

Listen kid you might as well give up
you don't stand a chance!



Global Competition for Int'l Students

		2004	2005	1-year change
United States	Chinese students	62,523	62,582	+0.1%
	Indian students	80,466	76,503	-4.9%
	All foreign students	565,039	564,766	-0.05%
Australia*	Chinese students	30,203	40,064	+32.6%
	Indian students	17,853	22,279	+24.8%
	All foreign students	151,304	163,930	+8.3%
Canada*	Chinese students	6,783	6,996 [†]	+3.1%
	Indian students	1,276	1,907 [†]	+49.5%
	All foreign students	55,579	57,485 [†]	+3.4%
Britain	Chinese students	47,740	52,675	+10.3%
	Indian students	14,625	16,685	+14.1%
	All foreign students	300,055	318,400	+6.1%

* Figures do not include foreign students taking short courses such as English as a second language.

[†] Numbers are for visas issued. Enrollment numbers have not yet been compiled.
<http://chronicle.com/weekly/v53/i13/13a04401.htm>

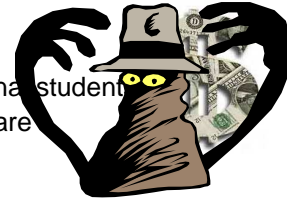
Cut-throat global competition plus competition from other US states

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



Common Int'l Student Perceptions

- United States
 - California, New York, Las Vegas, Florida, Hollywood, Disney Land . .
- US Education System in general
 - Very, very expensive!
 - Lack of few funding opportunities for international students
 - Complicated admissions processes nightmare
- Mississippi?
 - Wow, mighty Mississippi!...Great river!...Where is the state of MS?
 - Domestic students cannot identify MS, why blame internationals?
 - Very few industries → Limits job prospects → Less/-ve ROI



E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



Reality Check: MS Institutions

- 👍 Abundant funding opportunities are available to offset international student expenses
 - On-campus jobs, full/partial assistantships, scholarships, etc
- 👍 State-of-the-art academic and research facilities
- 👍 Outstanding faculty, professional administrators & staff
- 👍 Ever increasing university-industry partnerships
 - 👍 Nissan (Canton, MS), Toyota (shh! ... they will get over recalls) etc!
- 👍 Top-notch Student Services
 - Career Service (internships/co-ops/full-time jobs)
 - Counseling Center, Health Service, Disabled Students Support etc
- 👍 Excellent student life and friendly Southern hospitality
- 👍 SEC: Best Athletics Conference & Saint's fans (Who Dat!) ;)

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



Proud Facts About Mississippi*

- Concept of **selling shoes in boxes in pairs** started in Vicksburg (Phil Gilbert's Shoe Parlor)
- **Elvis Presley** was born in Tupelo, on January 8, 1935
- The **first nuclear submarine built in the south** was produced in Mississippi
- First state in the nation to have a planned system of junior colleges
- **Vicksburg: World's largest hydraulic research laboratory**
 - US Army Corps of Engineers Waterways Experiment Station
- **US Navy's most sophisticated ships are built in Pascagoula**
 - Ingalls Division of Litton Industries
- **Agriculture & Life Sciences (Potential to bring more students in this area)**
 - **Issaquena County:** World's largest **cottonwood tree** plantation
 - **Lumberton:** World's largest **pecan nursery**
 - **Greenwood:** The **Cotton Capital of the World**
 - **Belzoni:** The **Catfish Capital of the World**

*<http://www.50states.com/facts/miss.htm>

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



Limitations of Int'l Recruiting

- Light years gap between perception & reality
- Reality can only be realized
 - Campus visits to explore academic/research facilities
 - Participate in student life activities at US institutions
 - See colorful pictorial brochures of the university facilities
- How do international students & their parents learn about US universities?
 - **Campus visits:** Not possible due to travel & immigration limitations
 - **Printed marketing materials:** Sending marketing materials through mail is cost ineffective and long delivery time...gets lost if unfortunate

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



Reach out to Int'l Students

- Key to attract more int'l students to the US
 - Marketing, Marketing, Marketing: “Flaunt It if You Got It”
 - Showcase academic, research facilities, and student life
 - Exceeds the customary infrastructure in peer int'l institutions
- How do we market US institutions to international students?
 - Efficient and feasible marketing solution should be:
 - Cost effective, Proven and Effective
 - Deliver appropriate information in an eye catching format
 - Ensures timely delivery of information

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

Sample Topics of Interests

Target audience: Prospective international students and their parents

- International admissions process
- Scholarships and other funding opportunities
- Academic and research facilities
- Career Center services
- International Student Organizations, etc
- Campus life
- Athletics and recreational sports
- American culture and local traditions (Ex: Tailgating, Thanksgiving, etc)
- Domestic student interaction
- Local community
- Neighboring places of interest

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



E-Marketing and E-Recruiting Strategies

- Deliver US institutions virtually to their door steps using electronic media
 - Generate interests about US institutions among prospective international students and their parents
 - Electronic media is cost effective: Better **Return-on-Investment** (ROI)
- Use E-marketing tools to attract the younger generation
 - Institutional Websites
 - Search Engine Marketing
 - Social Media Marketing
 - Online Chat & Graphical E-mail Communication
 - Electronic Magazines (E-Zines)
 - E-Recruiting Fairs
 - Internet Telephony

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



Websites



Mississippi State University

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



Institution Website

- Put a link to "[International](#)" section on institution's main page
- International Admissions Section
 - Use words common to international students
Spring (January), Fall (August), Priority Date (Deadline), etc
 - Make it easy to navigate
 - Student quotes & student life picture gallery (domestic & international)
- Create Multi-lingual Admissions' Web Pages
 - Appealing to both students and their parents
 - Spanish can be a good start
- Place links on [International Student Organization](#) Websites



Institution Website

- Create a [“Request Information”](#) online form
 - Helps prospective students to sign up to receive information
 - Add a provision for prospective students to “Refer a Friend”
 - [Buy One Get One FREE](#)
 - Same form can be used as “Refer a Friend/Student” page
 - Current students, Faculty, Staff, Alumni and Friends
- Strategic placement of “Request Information or Refer a friend/student” online form
 - [International Student Organization Website](#)
 - Pages frequently visited by students, faculty and staff
 - Sign up & Evaluation forms
 - New student orientation, Study Abroad evaluation etc
- Increase page ranking
 - Put admissions office website link in email signature
 - Number of page clicks increases page rank



Search Engine Marketing



Mississippi State University

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



Search Engine Marketing

- Increases visibility of institutional website in [search engine result pages](#)
 - Increase traffic to your institutional site
 - Google (world wide), Yandex (Russia), Yahoo, etc.
 - UTexas, UFL, MIT, Harvard appear on the top of [search results](#)

Paid Listings	Search engine optimization
<ul style="list-style-type: none"> Pay SE company to appear on top of search listings <ul style="list-style-type: none"> Pay-per-click (PPC) of Google Shows immediate results <ul style="list-style-type: none"> Within 2 to 3 days 	<ul style="list-style-type: none"> Obtain FREE search listings <ul style="list-style-type: none"> via "natural" search results Take weeks or months SEO efforts involves <ul style="list-style-type: none"> Website coding style Site presentation and structure Adding unique content to a site Hobsons, USEducation etc

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

Google India Portal Search Result

Search Demonstration: "US Universities"

US universities - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.co.in/search?hl=en&q=US+universities&btnG=Google

Good Websites Howstuffworks Getting Started Job Search India News Novell WebAccess NetStorage

Stumble! I like it! Send to Channel: All Favorites Friends Tools

Google

US universities Search Advanced Search Preferences

Search: the web pages from India

Web Results 1 - 10 of about 10,300,000 for US universities (0.08 seconds)

Universities in the USA Sponsored Link
StudyUSA.com Comprehensive directory includes colleges, ESL and boarding schools.

Coming to study in USA? Sponsored Link
We help finding the right college or university in the USA for you
www.ies-ed.com

U.S. Universities, by State University/College
A list of regionally-accredited US universities organized by state.
www.utexas.edu/world/univ/state/ - 187k - Cached - Similar pages

U.S. Universities, Alphabetic University/College
U.S. Universities alphabetic: A • B • C • D • E • F • G • H • I • J • K • L • M • N • O • P • Q • R
• S • T • U • (University of A-K • L-O • P-Z) • V • W • X ...
www.utexas.edu/world/univ/alphabetic/ - 187k - Cached - Similar pages

American Universities University/College
As home pages are found for American Universities granting bachelor or advanced degrees, they are added here, one page per university ...
www.clas.ufl.edu/au/ - 132k - Cached - Similar pages

Search Demonstration: "US Universities"

Your Institute

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

Google Web Images Video News Maps more »

puppies, west hartford, ct Search Advanced Search Preferences

sample, 4/2007 Results 1 - 10 of about 187,000 for puppies, west hartford, ct (0.19 seconds)

Local results for puppies near West Hartford, CT

A **Williams Shoes** www.williamsshoes.com
132 Park Rd, West Hartford, 06119 - (860) 233-1111
Get directions - More information

B **Home Raised Puppies** maps.google.com
157 New Britain Rd, Berlin, 06037 - (860) 229-7228
Get directions - More information

C **Puppies to Puppies** maps.google.com
51 Shunpike Rd # 30, Cromwell, 06416 - (860) 635-3474
Get directions - More information

More local business results »

West Hartford Puppy Center - West Hartford, CT 06110 - Citysearch
Come to Citysearch to get information, directions, and reviews on West Hartford Puppy Center and other Puppies, Yellow Pages in West Hartford.
west_hartford_puppy_center.html - 33k - Mar 8, 2007 -
Cached - Similar pages

Hartford Pet Stores in Hartford CT Yellow Pages by SuperPages
2 E Cedar Street Unit 1, Newington, CT 06111 West Hartford Puppy Center and Aquarium 1148 New Britain Avenue, West Hartford, CT 06110 ...
www.superpages.com/yellowpages/C-Pet+Stores/S-CT/T-Hartford/ - 145k -
Cached - Similar pages

West Hartford Pet Stores in West Hartford CT Yellow Pages by SuperPages
335 North Main Street, West Hartford, CT 06117 West Hartford Puppy Center and Aquarium 1148 New Britain Avenue, West Hartford, CT 06110 ...
www.superpages.com/yellowpages/C-Pet+Stores/S-CT/T-West-Hartford/ - 123k -
Cached - Similar pages

Sponsored Links

Adorable AKC/APR Puppies
30+ breeds - Find true puppy love
Vet checked, health guaranty
www.pikapup.com
Connecticut

Dogs & Puppies for Sale
Find purebred puppies for sale.
Pictures, Breed Profiles & Breeders
www.nextdaypets.com

Connecticut Puppies
Find Puppies With
Connecticut's Online Local Search.
www.local.com
Connecticut

Puppies
Looking to find puppies?
Browse our puppies directory.
PuppiesListings.com

Puppies For Sale
Find the perfect puppy online
1000s of profiles with photos
www.PuppyFind.com

1. Local Search, Google Base results
2. Organic (free) results
3. Paid Ads




Social Media Marketing

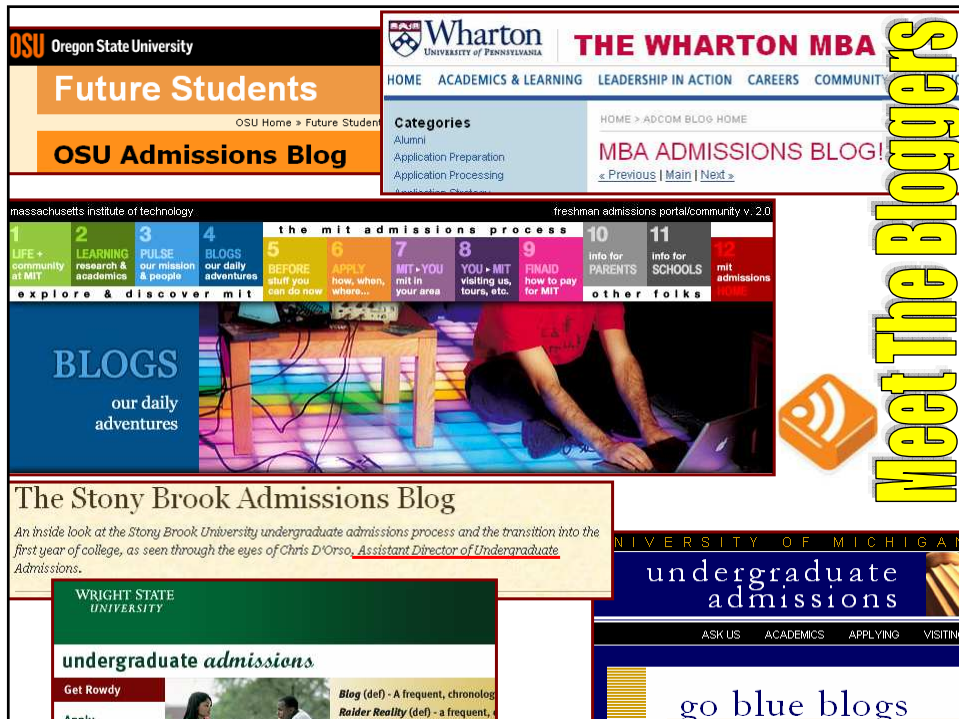
FORBES TOP 20 Best College Buy

Mississippi State University

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

Social Media Marketing (SMM)

- **Blog:** combine texts and images to provide commentary or news on a particular subject
 - Provide the ability for readers to leave comments in an interactive format
 - 72 million blogs, 1.5 million posts per day
 - Half of the bloggers are between the ages of 13 and 19
 - Ex: [Fireworks over MIT's Great Dome](#), [Stony Brook's Admissions Blog](#)
- **Vlog (video blog):** Blogs with videos are appealing to younger audiences
 - Provide virtual tour of our institution , student/academic life and more
 - Example: MSU can post ChallengeX video, Video Tour of MSU
- **Podcasting:** Way of delivering audio content to a huge number of listeners
 - Example: Peterson's uses [pod casting](#) to explain college admissions processes
- **RSS Feed:** Publishes frequently updated contents (blog entries, podcastings) 
- **Social Media Websites:** Post marketing materials in social media websites
 - [Facebook \(FB Intl\)](#), [Twitter](#), MySpace, [Orkut](#), [LearnHub](#), YouTube, etc
- Registration requirement: Generate quality prospective student Leads
- Interaction between institutions & prospective students & their parents



OSU Oregon State University
Future Students
OSU Home » Future Student
OSU Admissions Blog

THE WHARTON MBA
HOME ACADEMICS & LEARNING LEADERSHIP IN ACTION CAREERS COMMUNITY
Categories: Alumni, Application Preparation, Application Processing
MBA ADMISSIONS BLOG!
« Previous | Main | Next »

the mit admissions process
1 LIFE + community at MIT, 2 LEARNING research & academics, 3 PULSE our mission & people, 4 BLOGS our daily adventures, 5 BEFORE stuff you can do now, 6 APPLY how, when, where, 7 MIT + YOU mit in your area, 8 YOU + MIT visiting us, tours, etc., 9 FINAID how to pay for MIT, 10 info for PARENTS, 11 info for SCHOOLS, 12 mit admissions
explore & discover mit
BLOGS our daily adventures
freshman admissions portal/community v. 2.0
other folks

The Stony Brook Admissions Blog
An inside look at the Stony Brook University undergraduate admissions process and the transition into the first year of college, as seen through the eyes of Chris D'Orso, Assistant Director of Undergraduate Admissions.

WRIGHT STATE UNIVERSITY
undergraduate admissions
Get Rowdy
Apply
Blog (def) - A frequent, chronolog
Reider Reality (def) - a frequent,

UNIVERSITY OF MICHIGAN
undergraduate admissions
ASK US ACADEMICS APPLYING VISITING
go blue blogs

Meet The Bloggers




E-mail Communication




Mississippi State University

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

E-mail Communication Plan

- Create an email alias: international@institution.edu
- Showcase universities through fortnightly HTML e-mail communication
- Advantages of [HTML E-mail](#) communication plan over postcards
 - Visually appealing, and easier to scan and navigate
 - Information laid out like a web page
 - **Deliver more information than a postcard**
 - Theme picture and story
 - Conventional paper based postcard carries ONLY this information
 - Quote from students/faculty/alumni
 - Points of pride
 - This week @ your university
 - Carry links to make it interactive and easy to access relevant information
 - Apply online (Keep emphasizing on it during every communication)
 - Admissions Requirements and scholarship information
 - Refer a student (Increases subscription and inquiry list)
 - Ask question
 - Providing links increases hits to MSU website
 - **Easy tracking:** Track rates for email opens, forwards, and click-throughs
 - **Better ROI due to minimum cost of communication**



02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



Online Chatting

FORBES TOP20 Best College Buy

Mississippi State University

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

Online Chat

- Online chat tools are widely used for communication among younger generation
- Using [online chat](#) program entice prospective students to interact with the universities
- Chatting is live and interactive
 - Provide instant access to required information
 - Eliminates wait time associated with email
 - Add personal touch to communication
- Promote interaction with both prospective students and their parents
- Can use both group chat and 1-on-1 instant messaging

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



E-Zines/Ezines
Pronunciation (ee-zeen)

 **Mississippi State University**

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

E-Zine: Electronic Magazine

- Paper magazines no longer attracts to Gen Y
 - “My child does not check mail box” - Parent
 - But, we know that they definitely check their emails.
- E-zine
 - [Ezine](#) is an electronic magazine delivered via the Internet
 - Instant & easy publication of your content on the web
 - No more waiting for the quotes and print publications to arrive
 - Incorporate interactive qualities of the Internet
 - Can be sent over email or posted on your website
 - Global coverage at a much cheaper cost



E-Recruiting Fairs



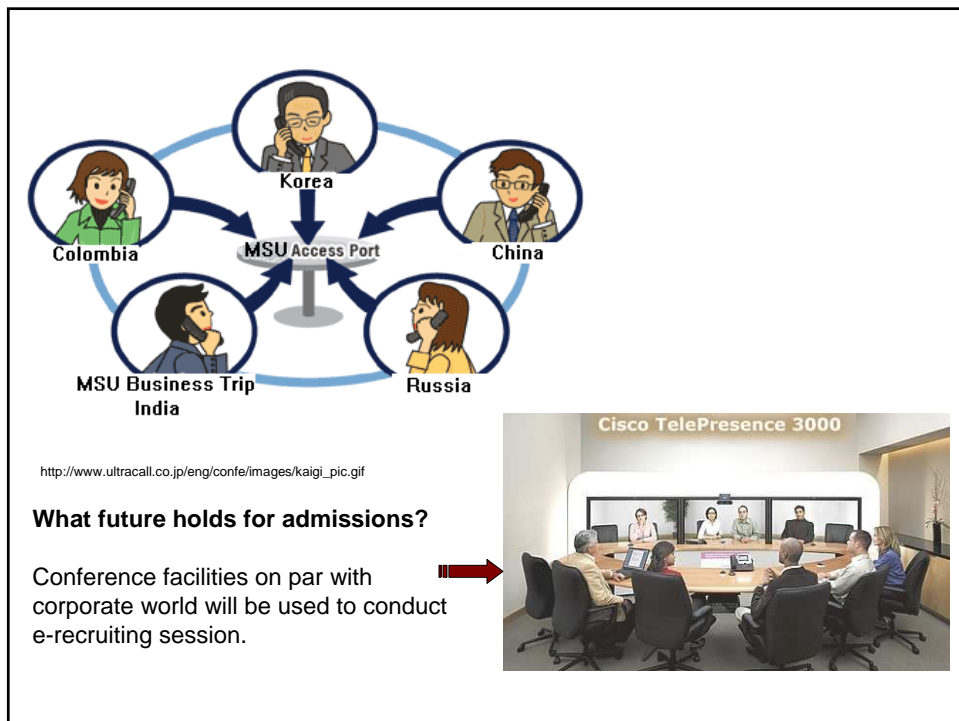
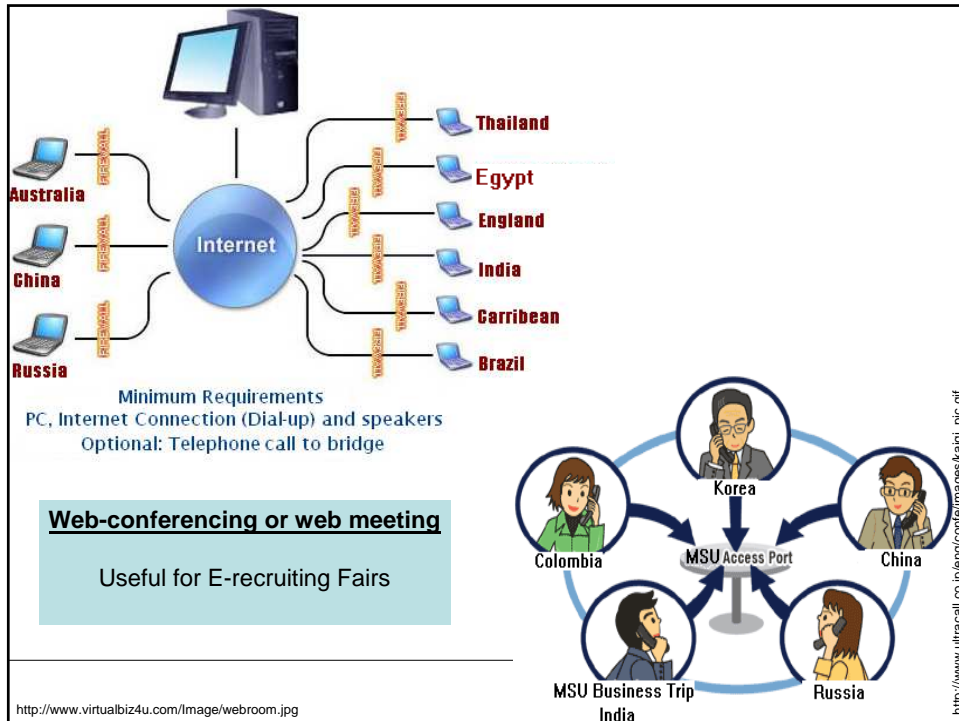
Mississippi State University

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

E-Recruiting Fairs

- **On-campus International Recruiting fairs**
 - Target audience: Prospective international students in the US
 - What about prospective students outside the US?
- **Use E-recruiting fairs to reach out to worldwide student pool**
 - Students and their parents across the globe can attend recruiting fairs
 - Sit in front of the computer and enjoy a cup of coffee while attending e-fairs
 - Eliminate the need of physical presence at the interested university campus
- **Webinars/Net meeting facilities for E-recruiting fairs**
 - Industries use similar kind of tools for product demonstration
- **Develop theme based webinar events**
 - Admissions, Scholarships, Student Life
 - Intro to Local Community, Int'l Student Organizations, etc
 - American Culture & Tradition (Ex: Tailgating, Learning To Speak Southern, etc)
- **Technology requirement for targeted students**
 - Internet access (dial-up): View the presentation and ask questions
 - Have Questions? Ask using microphone or chat tool

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!





Internet Telephony



Mississippi State University

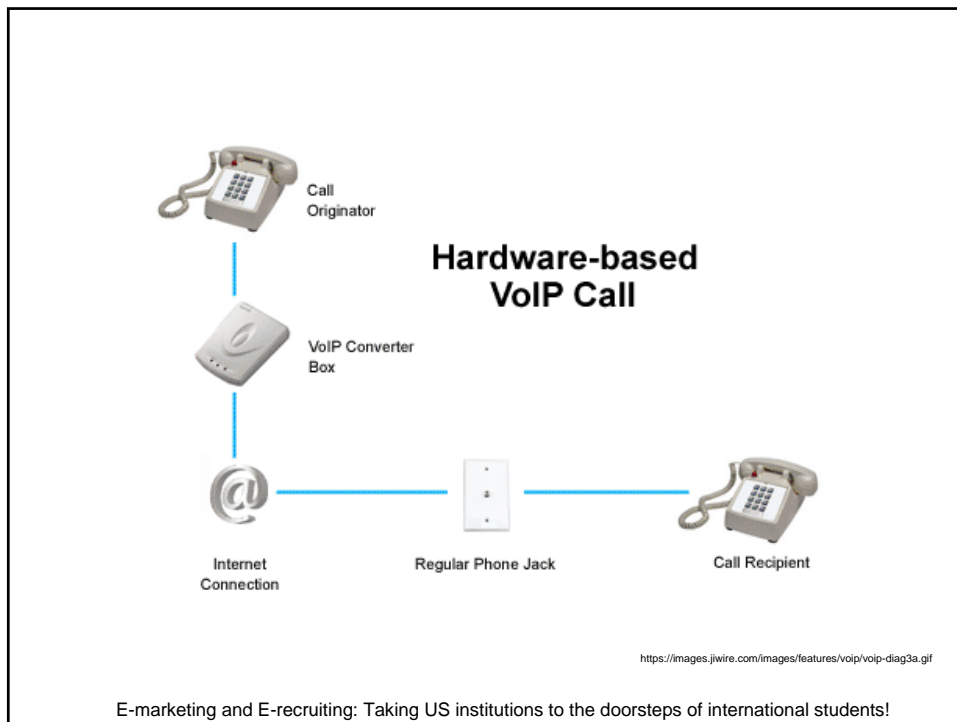
02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



Internet Telephony: VoIP Phone Calls

- Amazing technological advancement has made international calling easy and cost effective
- VOIP phone calls are as cheap as \$24.99/ month
 - **UNLIMITED** calls to the US and 60 other countries
 - Can call both land line and cell phones
 - Can take VOIP receiver it to places where you travel
- Uses of Internet telephony
 - Remind international students of upcoming deadlines
 - Remind and assist completion of admission packets
 - Getting a phone call from an US university: You can' t beat that!!!
 - Shows the university's interest in the prospective student

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!



Advantages

- Showcase universities' facilities using visually appealing tools
 - Visibility in the medium where students spend their time
- Creates new conversation with prospective students
 - Helps to be in touch with prospective students and their parents
- Consciously generate interest towards your institution
- Demonstrate institution's caring nature towards int'l students
- Helps to gather feedback for process improvement
- Starts preparing admitted students to get acclimatized for American culture and tradition
 - Play an important role in converting admits to enrolls
- Easily expandable to domestic student recruiting (PERIOD!)
- Innovate or Risk being left out in the Global competition

Implementation

- Most of the strategies can be implemented with the support of institution's Information Technology Services (ITS) team with limited costs
 - ITS supports pod-casting for academic colleges
 - Has necessary tools for pod-casting
 - Blogs, HTML E-mail communication
 - ITS website development team
 - Search Engine Optimization
 - ITS website development team
 - E-recruiting fairs
 - VoIP phone calls
 - ITS technology evaluation team

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

References

- http://www.wempro.com/images/e-marketing_pick.gif
- http://www.advancedmeetings.com/images/mural_main.jpg
- http://upload.wikimedia.org/wikipedia/commons/9/95/Clash_of_Civilizations_world_map.png
- Social Media Marketing cover picture:
<http://www.stockxpert.com/browse.phtml?f=profile&l=winterling>
- Solution: <http://fantasyartdesign.com/3dgallery/a-digital/3D-images/0612tlb/chess-wallpaper-3d-01.jpg>
- Email: http://www.bioteams.com/images/email_readers_m.jpg
 - <http://www.mrsite.co.uk/usersitesv7/hot-horses.com/wwwroot/USERIMAGES/email.jpg>
- Background: <http://www.pha.jhu.edu/~bingz/background.gif>
- [3] Open Door report: http://www.opendoors.iienetwork.org/file_depot/0-10000000/0-10000/3390/folder/58653/Economic+Impact+2007.pdf
- [1] M. Haigh, "Internationalisation of the Curriculum: designing inclusive education for a small world", Proceedings of Journal of Geography in Higher Education, Vol 26, No. 1, 2002, pp 49 – 66
- [2] "U.S. sees slowing decline in international student enrollment in 2004/05", <http://opendoors.iienetwork.org/?p=69736>
- Pictures were used from world wide web

E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

Questions? Or Interested To Refer Students To MSU

Lokesh@saffairs.msstate.edu



Mississippi State University

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!

Terms of use

- Please do not put the presentation in the public domain.
- Please have a written consent from the author for distribution of this or modified version of the presentation.
- Author:
 - Dr. Lokesh Shivakumaraiah
 - Lokesh@saffairs.msstate.edu

02/15/0 E-marketing and E-recruiting: Taking US institutions to the doorsteps of international students!