

# Graduate Program Directors Retreat

September 8, 2017

# **NEW THINGS HAPPENING IN UNIVERSITY RELATIONS**

# Restructuring University Relations

- New unit within University Relations: Digital Strategy and Marketing
- Established digital marketing and social media team
- Provides services (web, video, graphic design, digital marketing, social media) to support UAB communications, outreach and promotion
- Becoming an alternative to outside marketing agencies

# Creating More Synergy

- Undergraduate Student Recruitment Communications in University Relations
- Development Communications in University Relations
- Partnership with Graduate School
- Working with schools and units

# Looking From the Top

- Strengthening the UAB Brand
- Integrated campaign planned for 2018
- Increasing marketing support resources
- Identifying ways to connect the campus better and market more strategically

# Fall 17 GRE Campaign



# Email Campaign

- Purchasing GRE lists
- Targeted, audience-focused email campaign
- Graduate School / University Relations will develop and manage the campaign with input from the program directors
- Campaign landing pages will be used, but goal will be to direct people to degree information on department sites
- In-depth metrics will be provided

# Social Campaign

- Proposing:
  - Ads on Facebook, Instagram, and LinkedIn
  - Grouping degrees by interest and/or careers
  - Targeting GRE list and a look-a-like audience
  - Participating programs will split the cost of the setup and ad buy
  - Graduate School and University Relations will develop and manage the campaign
  - In-depth metrics will be provided

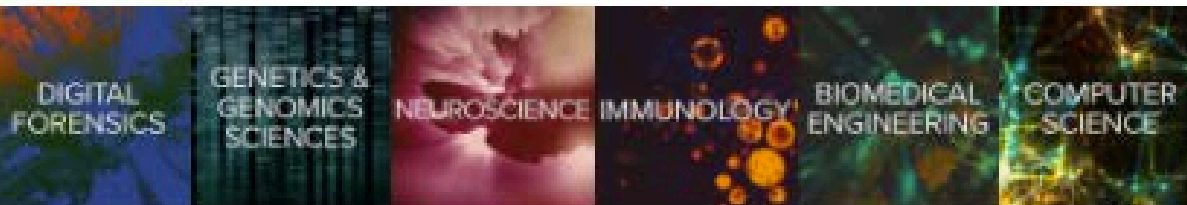


# STEM Campaign

## Thinking STEM career? Think UAB.

UAB is a leader in preparing students for careers in science, technology, engineering, and math fields. As a nationally renowned, top-tier research and teaching university in a thriving city, UAB provides our students with opportunities that can't be found in the average college town.

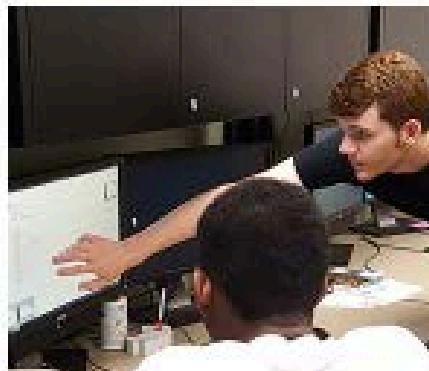
Click below to learn about some of our new and most popular STEM majors.



### Digital Forensics

Like computers? Want to fight the bad guys? Then join the team in UAB Digital Forensics.

[Explore Major](#)



### GET ON OUR LIST!

Next Steps

# Future Marketing Support

- Meeting with each school:
  - Reviewing and evaluating current efforts
  - Determining needs and how we can help support efforts
- Supporting next phase of TargetX:
  - Assisting in the development of communication plans for use in TargetX
- Graduate school-level campaigns

Thank you!  
Questions?