Using Best Practices in Social Media to Increase Your Program’s Student Enrollment

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July 27, 2016
Education Development Center (EDC)

- Founded in Massachusetts in 1958 by scientists and mathematicians from MIT.
- Developed innovative curricula rooted in technology and scientific inquiry.
- EDC currently has 1,200 staff worldwide.
- EDC has programs in 22 countries.
- Guided by this cornerstone principle: Learning transforms lives.
Focus on Emerging Occupations

- Expert panels
- Active in the field
- Cross-disciplinary
- Identifies cross-cutting skills
- Provides technical foundation for PBL
National Convergence Technology Center

National Science Foundation (NSF) Advanced Technological Education (ATE) Center led by Collin College:

- 2004 forward, first as a regional
- Community of Practice with 54+ college and university partners
- Primarily in the area of networking infrastructure/mobility/data communications
- Developed to address the downturn in IT in the early 2000’s
- Designed with lock-step cooperation with regional and now national business to ensure employment for graduates
- Sponsors major professional development events
Project Goals

- Guiding Question:

  What impact does the implementation of a best practice social media recruitment strategy have on student enrollment in ATE programs?

- Identify Best Practices in Social Media
- Guide 3 college teams through development and implementation of Best Practice Social Media strategy
- Analyze process and results both quantitatively and qualitatively
Background to Project

• EDC’s NSF-ATE New Media Technician Project

• National Center for Information and Communications Technologies

• National Convergence Technology Center
Identifying Best Practices

- Foundational materials
  - Profile of Social Technology Enabled Professional
  - Performance Based Rubrics
  - Problem Based Lessons
  - eBook
- Subject Matter Experts
- Process
Social Media Planning Guide

- Social Media Planning Template
- Social Media Recording Template
- Resources
Research Design

- Colleges develop model plan using “best practice” template developed by SMEs.
- Colleges implement two “runs” of their social media plan.
- Colleges provide baseline enrollment data for program they have targeted for recruitment using social media plan.
- Colleges log postings and submit monthly reports on social media activity as reflected in their model plan.
Research Design

- **Quantitative data will be captured by...**
  - Comparison of enrollment data
  - Comparison of projected and actual monthly posting schedules (number and frequency)

- **Qualitative data will be captured by...**
  - Interviews of college team members.
  - Monthly teleconferences involving all colleges.
  - Survey of college team members.
  - Survey of students who enroll.
Research Design

- Identify technical assistance provided to help colleges maintain fidelity to their plans.

- Monthly telephone conferences for all schools scheduled for reporting and troubleshooting.

- Phone calls with individual schools
  - As needed
# Example of Social Media Plan

## UNT
Social Media Plan

<table>
<thead>
<tr>
<th>Platform</th>
<th>Frequency</th>
<th>Days Content Will Be Posted</th>
<th>Social Analytic Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>New content 2X per day at the most</td>
<td>M-F</td>
<td>Assumed Facebook Insights and Hootsuite</td>
</tr>
<tr>
<td>Twitter</td>
<td>New content 3X per day or more</td>
<td>M-F</td>
<td>Assumed Facebook Insights and Hootsuite</td>
</tr>
<tr>
<td>Instagram</td>
<td>New content 1.5 times per day</td>
<td>M-F (?)</td>
<td>Hootsuite</td>
</tr>
<tr>
<td>YouTube</td>
<td>As needed and available</td>
<td>M-F</td>
<td>Hootsuite and YouTube analytics</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>New content 1X per day</td>
<td>M-F</td>
<td>Hootsuite</td>
</tr>
<tr>
<td>Website</td>
<td>Updated with new content immediately as needed (especially contact info)</td>
<td>As needed</td>
<td></td>
</tr>
</tbody>
</table>

- **Assumed Facebook Insights and Hootsuite**
- **Hootsuite**
Initial Findings

- Findings related to the challenges facing ATE programs hoping to use Social Media for the purposes of recruitment:
  - Colleges slow to start but will ramp up to meet planned postings and data collection.
  - Strategic use of social media is a little different than posting pictures of food and pets. Each college has struggled in different ways, some more than others. Some additional up front training along with sample posts have helped.
Initial Findings

- Faculty are busy developing lectures, labs, and teaching. Strategically using social media for recruitment will take additional time. Connecting a faculty person with college marketing staff can help ease the time commitment and help craft effective messages that match college marketing strategies. If a marketing person is not available or in addition, connecting faculty with a SME/mentor will also help shorten the learning curve and produce effective messaging.
## Facebook

<table>
<thead>
<tr>
<th></th>
<th>Plan</th>
<th>Posts</th>
<th>Reach</th>
<th># Likes</th>
<th># Comments</th>
<th># Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>May-16</td>
<td>32</td>
<td>6</td>
<td></td>
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<td>Jun-16</td>
<td>32</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Twitter

<table>
<thead>
<tr>
<th></th>
<th># Posts in Plan</th>
<th># Actual Posts</th>
<th># Tweet Impressions</th>
<th># Profile Visits</th>
<th># Mentions</th>
<th># Retweets</th>
<th># New Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>May-16</td>
<td>32</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun-16</td>
<td>32</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## YouTube

<table>
<thead>
<tr>
<th></th>
<th># Posts in Plan</th>
<th># Actual Posts</th>
<th># Views</th>
<th># Likes</th>
<th># Dislikes</th>
</tr>
</thead>
<tbody>
<tr>
<td>May-16</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun-16</td>
<td>2</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## LinkedIn

<table>
<thead>
<tr>
<th></th>
<th># Posts in Plan</th>
<th># Actual Posts</th>
<th># Profile Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>May-16</td>
<td></td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Jun-16</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

June 2nd  The Cutting Edge of Mobile Services
June 2nd  ComputerWorld's 2016 IT Salary Watch
June 6th  Huang say company no longer interested in smartphone business
June 6th  Cyber is listed as a domain of warfare by Nato
June 9th  Cisco predicts that Internet traffic will triple by 2020
June 9th  Women say they leave college without being prepared for a career
June 21st City of Lakeland Commissioner speaks in support of Smart Communities Broadband
June 22nd Samsung commits $1.2B over next 4 years to IOT
June 23rd John Chambers believes greatest technology transition is yet to come
Sample Post – Polk State

Polk State College Networking
June 15 at 10:55am

What can you do with $7,800. You could buy a dozen or so smartphones. Or you could get an associate’s degree in Network Systems Engineering Technology. Who needs that many phones???? Get the degree. More info:
https://www.polk.edu/network-systems-technology/

https://www.polk.edu/network-systems-technology/
Sample Post– Polk State

Did you know the median annual salary of network and computer systems administrators is $77,810? It's true. We checked with the Bureau of Labor Statistics. Did you know Polk State's Network Systems Engineering Technology Program can prepare you for a career as a computer/systems admin? It's true. All you gotta do is register. More info: https://www.polk.edu/network-systems-technology/

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Sample Post– Polk State

Polk State College Networking
July 12 at 7:32pm ·

http://bit.ly/29usmAe Forget Amazon delivering packages, I want one of these..... Check out this link to an article on the drone program at Polk State College http://bit.ly/29Vy3HZ
TRANSFER TO UNT: We are proud to be the only public school in Texas listed as a member of the inaugural Excellence in Community College Transfer Honor Roll by P...

UNT Makes Transferring Easy!
There’s a reason why more students transfer to UNT than to almost any other university nationwide. Our Transfer Counselors will guide you through the admission...
Questions
For Further Information

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- **Social Media Resources**
  - Profile, rubrics, lessons, webinar archives, video clips: [https://sites.google.com/site/edcsteppublic/](https://sites.google.com/site/edcsteppublic/)
  - Project Twitter: @SocialTechPro
  - ICT Study: [https://ictstudy.wordpress.com/](https://ictstudy.wordpress.com/)