Once I looked into Johns Hopkins Engineering for Professionals, I realized the program was intended more for professionals, and that was exactly what I was looking for. I wanted a great school, with a great reputation, and great teachers to help advance my career, and I definitely feel that is what I am getting.

FROM THE FALL 2014 NEWLY ENROLLED STUDENT SURVEY
The marketing team at Johns Hopkins Engineering for Professionals (JHEP) is tasked with executing a wide range of activities. They attract, retain, and communicate with highly qualified and accomplished students who aspire and are driven to solve complex and challenging problems.

But if you’ve ever asked yourself…who handles the marketing, how do they do it, and what are their results…then this report is for you.

*Enjoy!*
WHO WE ARE & WHAT WE DO

KEN SCHAPPELLE
DIRECTOR
Oversees the day-to-day operations of the marketing team.

MAUREEN PUNTE
DESIGN & COMMUNICATIONS SPECIALIST
Maureen designs print and web collateral for JHEP. In addition, she schedules e-mail communications, manages web requests, oversees production of the academic catalog, and coordinates printing and ordering of giveaways.

ALEXANDRA RAVER
RECRUITMENT & MARKETING COORDINATOR
Alex is responsible for student and faculty recruitment activities, including managing recruitment software and application tools, leading the Strategic Enrollment Management committee, coordinating and hosting online and on-site information sessions, and attending conferences throughout the country.

ALYSSA VETRO
MARKETING & COMMUNICATIONS SPECIALIST
Alyssa manages JHEP’s messages, tone, and brand when it comes to written communications. She writes and edits content for the website, social media, e-mail communications, press releases, and printed collateral. She also manages the production of marketing-driven videos for JHEP.
FY15 GOALS

1. Increase applications
2. Increase social media following
3. Increase information session attendance
4. Increase brand awareness
This graphic shows how we get prospective students’ information, where they come from, and what programs they are interested in pursuing.

**how we get their information**

- Conferences or college fairs
- Information sessions
- Website “request for information”
- Advertising campaigns

**geographic breakdown**

- International
- Local (MD, DC, VA)
- National

**program of interest**

- Applied Biomedical Engineering
- Applied and Computational Mathematics
- Applied Physics
- Chemical and Biomolecular Engineering
- Civil Engineering
- Computer Science/Cybersecurity/Information Systems Engineering
- Electrical and Computer Engineering
- Environmental Engineering, Science, and Management
- Mechanical Engineering
- Materials Science and Engineering
- Mechanical Engineering
- Electrical and Computer Engineering
- Environmental Engineering, Science, and Management
- Systems Engineering
HOW APPLICANTS FIRST FOUND US

- INFORMATION SESSIONS (FALL 2014 AND SPRING 2015): 63%
- JHEP WEBSITE: 15%
- OLD REQUEST FOR INFORMATION SYSTEM: 12%
- WILEY REQUEST FOR INFORMATION: 5%
- SUNDRY: ENGINEERING.COM; IDEALIST GRAD FAIR, BALTIMORE; SOCIETY OF WOMEN IN ENGINEERING ANNUAL CONFERENCE; AND SOUTHERN MARYLAND HIGHER EDUCATION CENTER COLLEGE FAIR: 4%
- JHEP REQUEST FOR INFORMATION: 1%
GRADUATE PROGRAMS

- Applied Biomedical Engineering (ABE)
- Applied Computational Mathematics (ACM)
- Applied Physics (AP)
- Chemical and Biomolecular Engineering (CBE)
- Civil Engineering (CE)
- Climate Change, Energy, and Environmental Sustainability* (CLIMATE)
- Computer Science (CS)
- Cybersecurity (CYB)
- Electrical and Computer Engineering (ECE)
- Engineering Management (EM)
- Environmental Engineering* (EE)
- Environmental Engineering and Science* (EES)
- Environmental Planning and Management* (EPM)
- Information Systems Engineering (ISE)
- Materials Science and Engineering (MSE)
- Mechanical Engineering (ME)
- Space Systems Engineering (SSE)
- Systems Engineering (SE)
- Technical Management (TM)

* Together these programs are: Environmental Engineering, Science, and Management (EESM)
Strategic Enrollment Management can be characterized as “a comprehensive process designed to help an institution achieve and maintain the optimum recruitment, retention, and graduation rates of students” (Dolence, 1993).

With this philosophy in mind, JHEP created a Strategic Enrollment Management (SEM) committee in 2013 that is comprised of the admissions and registration team, and select members of the marketing team. Since the marketing team’s recruitment activities feed the application and enrollment pipeline, the goal of the SEM committee is to ensure that lines of communication stay open, and that recruitment and retention activities are effectively coordinated.

One of the projects the SEM committee worked on this past year was an audit of the current process of how a prospect becomes an enrolled student. The process was then visualized to help streamline certain areas, and to flesh out roles of individuals and new software. The final admissions and enrollment funnel can be viewed by folding out the following pages.
Students who do not enroll in a year are made inactive in ISIS.

Prospects are E-Mailed Over a 46-Day Period
- Day 1: A thank you e-mail with a link to the brand essence video
- Day 5: An introduction and program overview
- Day 15: A list of the admission requirements
- Day 24: The benefits of pursuing a JHEP education
- Day 35: An overview of online learning (if applicable)
- Day 46: A highlight of faculty achievements

Status changed to full admit or special student. Student continues as conditional or provisional. Enrollment is left as is.

Admissions refers student to his/her advisor.

Prospects apply online. Admissions coordinators are notified that an application is complete. Applicants are notified that their application is under review. Admissions conducts an initial review. Admissions updates status in ISIS and decision letters are sent. Admissions sends certain applications to program chairs for final review.

Applications not completed within a year are made inactive.

Chairs conduct final review. Chairs request additional information.

Admissions e-mails applicants each month reminding them of the items needed to complete their applications. Marketing e-mails applicants before each term letting them know their application is incomplete.

Fully Admitted Student
- Enrolls in a course.

Registration reviews all enrollments.

Each term, admissions checks on the progress of conditional and provisional students. E-mails are sent to new students with their JHED ID. E-mails are sent to advisors about their advisees.

Marketing e-mails all students to let them know registration is open.

Each term, e-mails are sent to students about the latest developments in their program.

Applications are reviewed for complete files and updated in ISIS.

Leads are sent campaign e-mail blasts.
To obtain prospects and raise brand awareness, we travel around the country throughout the year to conferences and college fairs. On the right is a diagram showing where JHEP was represented in FY15.
1. IEEE Women in Engineering International Leadership Conference
2. International Council on Systems Engineering Annual Conference (INCOSE)
3. Society of Women in Engineering
4. National Society of Black Engineers
5. IEEE Conference on Systems, Man and Cybernetics
6. Biomedical Engineering Society Annual Meeting
7. Society of Hispanic Professional Engineers
8. Society of Asian Scientists & Engineers
9. Aberdeen Proving Ground College Fair
10. CyberMaryland Challenge
11. Idealist Grad Fair, Baltimore
12. Southern Maryland Higher Education Center College Fair
13. NSWC Carderock College Fair
14. Idealist Grad Fair, D.C.
15. WP Tech Career Fair
16. NDIA Systems Engineering Conference
17. Cyber 5.0 Conference
18. CyberMontgomery
19. NASPAX River College Fair
20. University Center of Northern Maryland Fair
21. American Indian Science and Engineering Society
INFORMATION SESSIONS

Each fall and spring, we host online information sessions for each program. The season culminates with an on-site session at the Kossiakoff Center at the Johns Hopkins Applied Physics Laboratory (APL).

The marketing team advertises the information sessions in a variety of ways.

- Current students and faculty are sent an e-mail about their program’s upcoming information session as part of a “Tell a Friend” campaign.
- New prospects who enter the recruitment funnel receive an e-mail asking them to either RSVP for upcoming sessions, or to view a previously recorded session.
- Advertisements run on our digital ad networks (see page 25), on Google, Facebook, digital signage at APL, the JHEP website, and select print publications.

Any prospects who RSVP—whether they are able to attend or not—receive a follow-up e-mail after the session takes place. The e-mail links to the recorded information session, the program’s homepage, and contact information for the admissions team in case of questions. Those who attend an information session receive the same information, plus a survey about the session.
INFORMATION SESSIONS

**FALL**
- **330** RSVPs for the Online Sessions
- **102** Attended
- **71** RSVPs for the On-Site Session
- **48** Attended

**SPRING**
- **393** RSVPs for the Online Sessions
- **169** Attended
- **77** RSVPs for the On-Site Session
- **43** Attended
YouTube Views of Online Information Session Recordings

- **CS/CYB/ISE**
  - Fall: 1,396
  - Spring: 532

- **ECE**
  - Fall: 451
  - Spring: 263

- **EM/TM**
  - Fall: 447
  - Spring: 163

- **EESM**
  - Fall: 319
  - Spring: 175

- **MSE**
  - Fall: 98
  - Spring: 55

- **ME**
  - Fall: 249
  - Spring: 140

- **SSE**
  - Fall: 171
  - Spring: 100

- **SE**
  - Fall: 207
  - Spring: 264

Total views: 6,563
The online information session and additional available materials for prospective students were very informative and critical for making my decision.

The online information sessions were particularly helpful.

Attending an online information session before applying to the program really helped.
SALESFORCE AND EDUCONVERSE

Last year, the marketing and software development teams implemented new software to aid in managing prospects entering the recruitment funnel. The first tool is Salesforce, a customer relations management (CRM) tool. We use this as a database to hold leads, prospects, applicants, students, and alumni, which allows us to track the full life cycle of the enrollment funnel.

The second tool is EduConverse, which is used to capture prospects who request information on the website. Educonverse automatically sends these prospects a series of e-mails about JHEP and their requested program.

Prospects are E-Mailed Over a 46-Day Period

Immediately
A thank you e-mail with a link to the brand essence video

Day 1
An introduction and program overview

Day 5
A list of the admission requirements

Day 15
The benefits of pursuing a JHEP education

Day 24
An overview of online learning (if applicable)

Day 35
A highlight of faculty achievements

Day 46
An overview of JHEP student services
Prospects apply online.

Applications are reviewed for complete files and updated in ISIS.

In the chart below, you will see the timing of various marketing activities overlaid with two graphs. The bar graph shows the total applications—public and partnership—for each term. The line graph shows the number of applications submitted each month, regardless of when the student intends to start.
PILOT CAMPAIGN

In October 2014, JHEP began a three-month recruitment marketing pilot program with Wiley, which had been selected by the university as a preferred provider of enrollment marketing and support services. The campaign covered five of JHEP’s online master’s programs (Applied Biomedical Engineering, Computer Science, Cybersecurity, Electrical and Computer Engineering, and Systems Engineering) and primarily utilized paid search advertising (these are the ads that show up at the top or on the side when you Google something) and remarketing advertising (these are the banner ads that follow you around after you’ve been to a company’s website).

When people clicked on any of these advertisements, they arrived on a landing page that provided a quick overview of the program and a short form where they could request information. Once information was requested, JHEP admissions staff followed up via e-mail with each individual to help persuade them to apply.

SUCCESS AND EXPANSION

The pilot program had a goal of delivering 251 requests for information, but delivered 520. Due to the success of the pilot, JHEP ran another three-month campaign in spring 2015, but added two more programs (Engineering Management and Technical Management). With an inquiry goal of 509, the campaigns once again over-delivered with 703 inquiries.
Clicking on a Wiley-created ad will send users to a landing page corresponding with the appropriate program ad.
In late FY14, the marketing and software development teams devised a plan to redesign the JHEP website. Though it had many facelifts in the past years, a full redesign hadn’t taken place since October 2006. The plan for the redesign included structuring the site to better meet the needs of our target audience, prospective students.

A request for proposal (RFP) was written and sent to twelve design firms across the country. In the RFP, we asked for a proposal that:

- Gives us a site that visually stands out among our competitors
- Represents the mission of JHEP and the high quality of a Johns Hopkins University graduate degree
- Works with our Content Management System (CMS), Drupal
- Shows a site that is intuitive, informative, interactive, and accessible to users with disabilities
- Addresses the need for a responsive site—scaled to accommodate the device where it’s being viewed

Of the twelve RFPs that were sent, three firms returned proposals. Each firm came to the Dorsey Center to meet with the marketing and software development teams, as well as with representatives from departments throughout JHEP, the assistant dean, and the associate dean.

Going into FY15, VisionPoint Marketing (VPM) from Raleigh, NC was selected to redesign the JHEP website.

VPM presented three design concepts to the marketing, admissions, and software development teams, as well as to representatives from the online team, multimedia team, program chairs, and instructors.

After months of collaboration, meetings, tweaks, and development by the software development team, the website launched on April 21, 2015. The redesigned website was a Silver winner in the website category from the University Professional & Continuing Education Association (UPCEA).
THE WEB REDESIGN PROCESS

REQUEST FOR PROPOSAL

Proposals Returned & Firm Presentations

Strategy
assess the current state of the site, competitor research, stakeholder interviews, and strategy development

Selection of Firm

1 2 3

Design
wireframing, sketching, and design comps

Development
HTML/CSS buildout, content migration, search engine optimization, and quality assurance

Information Architecture
website audit and sitemap development

On-Going Maintenance
review analytics, troubleshoot issues, update and add content, and evaluate processes

Launch
THE THREE CONCEPTS THAT VPM PRESENTED AS OPTIONS FOR THE REDESIGNED EP.JHU.EDU
Roughly two-thirds (64%) of U.S. adults use Facebook, and half of those users get news there—amounting to 30% of the general population.

Research Center (September 2014)

Enabling visitors to easily share our news with their friends and followers increases our reach and influence.
SOCIAL MEDIA ADVERTISING

JHEP currently employs paid advertising on Facebook and LinkedIn. The goals of our ads have primarily been to increase our fan bases on both networks. Moving forward, we are crafting additional ads that will drive our target audience directly to JHEP’s website, taking advantage particularly of Facebook’s in-depth user data.

Thanks to the targeting options available on both Facebook and LinkedIn, we have drilled down to target:

- Users that are interested in engineering and science fields
- Users that work in engineering and science fields
- Users that already have a bachelor’s degree
- Users that live in a particular geographic area (e.g., India)

AD NETWORK ADVERTISING

Companies such as Wiley and WashingtonPost.com help customers expand their advertising reach by utilizing advertising networks. The key function of an advertising network is to aggregate available ad space around the Internet and match it with advertiser demand, based on desired audience demographics. Online ad networks use a central ad server to deliver advertisements to consumers, which enables targeting, tracking, and reporting of impressions to better inform future advertising activities.
BRAND AWARENESS SOCIAL MEDIA

FACEBOOK IS THE LARGEST SOCIAL MEDIA SITE

Our Facebook fans are mostly men between the ages of 18 and 24.

51,000 fans
This year, the Environmental Engineering, Science, and Management programs needed a place where current students, alumni, and faculty could interact and network outside of their online courses—our recommendation? A closed Facebook group available only to them.

Support for individual programs is available; we will tailor our recommendations based on what you need.
Every day, more alumni add JHEP to their LinkedIn profiles under “Education,” gradually building an alumni network that benefits both the alums and prospective students interested in our programs.
MOST POPULAR VIDEOS ON YOUTUBE

1. TechTalk 6/5/14—Changing How We Do Java: Lambda Expressions and Streams Java 8.................................................................................................................................. 1,689 views
2. Computer Science, Cybersecurity, and Information Systems Engineering Information Session (fall 2014) .................................................................................................................... 1,404 views
3. Why Choose Hopkins .............................................................................................................................................................................................................. 1,079 views
4. Online Learning at Johns Hopkins Engineering for Professionals (Part II) .................................................................................................................................................................................................................. 1,060 views
5. Applied Biomedical Engineering Program at JHEP .................................................................................................................................................................................. 868 views
6. Course Spotlight: Biomedical Engineering Practice and Innovation .................................................................................................................................................. 804 views
7. Applied and Computational Mathematics Information Session (fall 2014) ........................................................................................................................................................................................................... 580 views
8. Electrical and Computer Engineering Information Session .................................................................................................................................................................................................................. 453 views
TWITTER IS THE SECOND LARGEST SOCIAL MEDIA SITE

1,261 followers

GOOGLE+ HELPS WITH GOOGLE/SEARCH AND HAS A SMALL “TECHY” FOLLOWING

101 followers
BRAND AWARENESS VIDEOS

STORYFARM VIDEOS
The goal of creating videos was to help bring the idea of JHEP to life for prospective students. While JHEP controls all messaging and planning, we recently partnered with a video production company, Storyfarm. They have expertise in creating marketing-driven videos that help organizations reach their target audiences. Both Storyfarm videos were Silver winners in the streaming/on-demand content category from the University Professional & Continuing Education Association (UPCEA).

PROGRAM VIDEOS
Also this year, we started working with the multimedia team to develop videos that will be highlighted on the program pages of the website. These videos will feature either the chair or the vice chair. The goal of these videos is to give prospective students a more conversational, less rehearsed glimpse into each program’s unique benefits and individual educational environment.
PROGRAM VIDEO: ELECTRICAL AND COMPUTER ENGINEERING

THE VIDEO PRODUCTION PROCESS

1. Develop Key Messages
2. Storyboard Who and What Needs to be Filmed
3. Draft Interview Questions
4. Schedule Interviews and Shoots
5. Shoot and Edit Footage
6. Finalize Video
STORYFARM VIDEO:
BRAND ESSENCE: WHY CHOOSE HOPKINS
STORYFARM VIDEO:
BIOMEDICAL ENGINEERING PRACTICE AND INNOVATION
JHEP currently has six locations: APL in Laurel, MD; Crystal City Center in Arlington, VA; the Dorsey Center in Elkridge, MD; the Homewood campus in Baltimore, MD; Southern Maryland Higher Education Center (SMHEC) in California, MD; and University Center of Northeastern Maryland (NMHEC) in Aberdeen, MD.

The marketing team uses opportunities at these locations to recruit prospective students and to build a community among current students. Large displays with program cards are located in the lobbies of the Dorsey Center, SMHEC, and NMHEC.

At the Dorsey Center, SMHEC, and the Education Center at APL, digital signage allows us to display information about upcoming events and social media pages. We also display information on digital signs throughout the APL campus.

Finally, the Opportunities in Education brochure is given to new employees at APL as part of their welcome packet. The brochure highlights the benefits of both studying and teaching here at JHEP.
A must-have for conferences is an array of JHEP-branded giveaways. This past year we added fun, new items to our inventory: pens, grid paper notebooks, monitor dusters, cell phone wallet stickers, ID clips, blue jay stress balls, cell phone chargers, reusable bags, tumblers, and lanyards.
In FY15, we brought the production of the academic catalog in-house to give it a redesign—including an editing overhaul. All of these changes created a streamlined process, and a catalog that is accurate and user-friendly for students.
The marketing team provides support to all nineteen of JHEP’s graduate programs. In addition to helping the Environmental Engineering, Science, and Management programs launch a Facebook page for students, instructors, and alumni, we sent program-specific e-newsletters to students and faculty before the start of each term. These newsletters cover new courses, program updates, and faculty achievements for each program.

This year we’ve also had the opportunity to support new projects like TechTalk (hosted by the Computer Science, Cybersecurity, and Information Systems Engineering programs) by e-mailing invitations, posting the recorded events on YouTube, and writing articles about the event for the website. A special Cybersecurity course brochure was created for a recruitment event at Aberdeen Proving Ground. We’ve also capitalized on program-specific advertising opportunities around the world.
Throughout the year, we send e-mails to alumni, current students, faculty, and staff to keep them informed and engaged. We also disseminate newsletters on behalf of the Center for Learning Design and Technology and our own marketing team.
Dear Ken,

The start of the summer term is just around the corner. In this newsletter, we’ve included some helpful information to assist you in your preparations. We hope you will take a moment to review the information provided. We wish you a most successful summer term!

**Summer Term Dates**

The summer term begins on **Tuesday, May 26** and ends on **Monday, August 17**. For online courses, please note: all online courses will be made available to students on May 26, however, instructors may opt to have their instructional week begin either on the Tuesday or Wednesday of that first week. Online courses run for the full duration of the summer term (twelve weeks).

**New Helpful Resources for Online Instructors**

- Blackboard Course Setup Checklist
- Blackboard Maintenance Checklist
- Blackboard Setup Guidelines

**Online Teaching Tip**

- **Building an Online Presence**
  - Include a course welcome announcement
  - Introduce each new module with a brief overview of topics to be covered
  - Provide positive feedback on student’s overall progress in the course (who doesn’t like to read something positive?)
  - Present an agenda of topics for upcoming office hours
  - Include links to articles on new updates in the subject area
  - Bid farewell to your students at the end of the term.

For other helpful suggestions, you may want to check out the article, “The Importance of Teaching Presence in an Online Course” (page seven) in the special report titled, “Online Student Engagement Tools and Strategies.”

If you are interested in learning more about how to build your online presence, please contact Paul Hackett, instructional designer with CLDT at paul.hackett@jhu.edu.

To request help or support, please e-mail ep-helpdesk@jhu.edu.

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**Recruitment Tech Update**

Right now, the marketing team is preparing to press go on EduConverse, an enrollment and recruitment marketing automation tool specifically designed for higher education. Its campaign management software will allow us to more efficiently manage e-mail communications with both prospective students and current students, and see them through to application, enrollment, and beyond. With the help of the admissions team, the software development team, and central IT, we are also working on aligning ISIS with Salesforce, our new CRM product that will house all of the data related to our students.

**Two New Videos**

Last fall, we worked with Storyfarm, a Baltimore-based video production firm, to create two new videos to appeal to prospective students. You can check them out here or on our YouTube channel.

“A Real Differentiator” — Watch Here

**Targeted Digital Advertising**

This past fall also saw a big ramp up to our work with Wiley Education Solutions, a company that provides online marketing services for higher education. Using targeted ads and specially designed landing pages for five of our programs as a test run, Wiley has helped us bring in more than 800 new inquiries.
The marketing team provides monthly web analytics that track a variety of indicators such as: the geography of our visitors, what they are viewing, and what devices they are using to view our site among others. On the next two pages you’ll see analytics for FY15 (July 1, 2014–June 30, 2015).

**TOP REFERRING SITES**

1. pixel.mathtag.com (ads)
2. jhuapl.edu
3. engineering.com (ads)
4. apps.ep.jhu.edu
5. track.campus mediaemailstats.com (ads)
6. webapps.jhu.edu
7. washingtonpost.com (ads)
8. ainsleyduca.com
9. shibbolet.jh.edu
10. engineering.jhu.edu

**HOW USERS FIND EP.JHU.EDU**

- direct
- paid search ads
- organic search
- referring sites
- social media/other

**ON GOING SUPPORT ANALYTICS**

- July 2014
  - fall information session advertising
- August 2014
- September 2014
  - Wiley campaign begins and runs through 1/26/15
- October 2014
- November 2014
  - tuition fee waiver runs 12/1/14–1/26/15
- December 2014
- January 2015
  - spring information session advertising
- February 2015
- March 2015
  - tuition fee removed 3/19
- April 2015
  - Wiley campaign begins 4/27 the new website launches
- May 2015
- June 2015
Top 10 Pages Viewed:
1. JHEP Homepage
2. Course Schedule Search
3. Programs & Courses
4. Why Online
5. Information Sessions
6. Application for Admission
7. Computer Science
8. Systems Engineering
9. Prospective Students
10. Current Students
This year the marketing team provided support for commencement by sending e-mail reminders to graduating students, as well as the pre-commencement reception invitation; creating signage; designing the commencement program; and coordinating photography of the ceremony.
The marketing team helps with the biannual faculty meetings by designing and mailing save the date cards, sending e-mail blast invitations, creating signage and other print collateral, e-mailing a follow-up newsletter on behalf of the Center for Learning Design and Technology, and coordinating the photography for the event.
ENGINEERING FOR PROFESSIONALS

2014 FALL FACULTY MEETING

TUESDAY, OCTOBER 21, 2014

4:00-7:30 P.M.  BALTIMORE MUSEUM OF INDUSTRY
This past year, the marketing team prepared presentations that were delivered to prospective corporate partners, the advisory council, and to prospective students during the online information sessions. The presentations covered items like how JHEP fits into the university, who our students are, an overview of our graduate programs, and application statistics.
THE YEAR AHEAD FY16

If FY15 was the year of getting systems, processes, and tools up and running, then FY16 will be the year of data. With the year-long Wiley campaign, Salesforce, EduConverse, and a more comprehensive and consistent assessment of our web analytics, JHEP will have a wealth of data from which to inform its future marketing and recruitment activities. And the recent addition of an institutional researcher to the JHEP staff will help facilitate our ability to leverage this data.