Johns Hopkins
Engineering for Professionals

Strategic Marketing Plan

April 2, 2014
introduction
the marketing, communications, and recruitment team

Ken Schappelle
marketing, communications, and recruitment manager

Maureen Punte
design and communications specialist

Alexandra Raver
recruitment and marketing specialist

Alyssa Vetro
communications and marketing specialist
agenda

- goals
- strategies
- tactics
- Q&A
goals
goals

- Increase inquiries from prospective students
- Increase applications from prospective students
- Increase new enrollments from highly qualified applicants
- Increase traffic to web pages/forms with higher marketing value
- Consistently improve social media presence
- Strengthen the brand

**Strategic Goal #2**: Attract highly qualified and accomplished students who aspire and are driven to solve complex and challenging problems.
strategies
strategies

- Expand marketing efforts at the local, national, and international levels
- Host information sessions for prospective/current students
- Increase presence at external recruitment events
- Enhance and increase online presence
- Design and leverage new print and digital marketing materials
- Collect and evaluate new data to determine the most effective ways to recruit new students and faculty
tactics
tactics

- advertising
- information sessions
- events
- pita committee
- research
- social media
- website refresh & redesign
- print & display materials
tactics

- advertising
- information sessions
- events
- pita committee
- research
- social media
- website refresh & redesign
- print & display materials
## Online Advertising

<table>
<thead>
<tr>
<th></th>
<th>Advertising Focus</th>
<th>Advertising Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>program-specific</td>
<td>local</td>
</tr>
<tr>
<td>Google.com Adwords</td>
<td></td>
<td>national</td>
</tr>
<tr>
<td>Google.com Ad Network</td>
<td></td>
<td>international</td>
</tr>
<tr>
<td>Bing.com</td>
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<td></td>
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<tr>
<td>WashingtonPost.com/WP+</td>
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</tr>
<tr>
<td>Engineering.com</td>
<td></td>
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<tr>
<td>GlobalSpec.com</td>
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<tr>
<td>DCMilitary.com</td>
<td></td>
<td></td>
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<tr>
<td>EnvironmentalNewsNetwork.com</td>
<td></td>
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<tr>
<td>IEEE.org</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HRMagazine.com</td>
<td></td>
<td></td>
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<td>Monster.com</td>
<td></td>
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<td>CareerBuilder.com</td>
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<td>EngineeringJobs.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WTOP.com</td>
<td></td>
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<tr>
<td>Facebook.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Faculty Recruitment</strong></td>
<td></td>
<td></td>
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<tr>
<td>Chronicle.com</td>
<td></td>
<td></td>
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<tr>
<td>HigherEdJobs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AcademicKeys.com</td>
<td></td>
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</table>
## Print & Radio Advertising

<table>
<thead>
<tr>
<th>Advertising Focus</th>
<th>Advertising Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>program-specific</td>
</tr>
<tr>
<td><strong>PRINT</strong></td>
<td></td>
</tr>
<tr>
<td>BWI billboards</td>
<td>Y</td>
</tr>
<tr>
<td>San Jose <em>(or other target market airport)</em></td>
<td>Y</td>
</tr>
<tr>
<td>Express newspaper</td>
<td>Y</td>
</tr>
<tr>
<td>INCOSE Insight</td>
<td>Y</td>
</tr>
<tr>
<td>I95 magazine</td>
<td>Y</td>
</tr>
<tr>
<td>Recorder/Enterprise/Independent/Tester</td>
<td></td>
</tr>
<tr>
<td>CSSC Asset magazine</td>
<td></td>
</tr>
<tr>
<td>APG News</td>
<td>Y</td>
</tr>
<tr>
<td>JHU Engineering magazine</td>
<td>Y</td>
</tr>
<tr>
<td>US Cybersecurity magazine</td>
<td>Y</td>
</tr>
<tr>
<td>Fort Meade Alliance</td>
<td>Y</td>
</tr>
<tr>
<td><strong>RADIO</strong></td>
<td></td>
</tr>
<tr>
<td>WTOP-FM/Federal News Radio</td>
<td>Y</td>
</tr>
<tr>
<td>WBAL-FM/98 Rock</td>
<td>Y</td>
</tr>
</tbody>
</table>
JOHNS HOPKINS ENGINEERING
Part-time, Graduate Education in Engineering and Applied Sciences
Online and On-site Information Sessions
For details on these and other information sessions, visit ep.jhu.edu/infosessons.

Applied Biomedical Engineering
Tuesday, March 4, 2014
7:00-8:00 p.m.

Applied Physics
Wednesday, March 5, 2014
7:00-8:30 p.m.

Technical Management
Thursday, March 6, 2014
7:00-8:00 p.m.

Systems Engineering
Tuesday, March 11, 2014
7:00-8:00 p.m.

Electrical and Computer Engineering
Wednesday, March 12, 2014
7:00-8:00 p.m.

Civil Engineering
Tuesday, March 13, 2014
7:00-8:00 p.m.

Materials Science and Engineering
Thursday, March 13, 2014
7:00-8:00 p.m.

Mechanical Engineering
Tuesday, March 25, 2014
7:00-8:00 p.m.

Applied and Computational Mathematics
Wednesday, March 26, 2014
7:00-8:00 p.m.

Chemical and Biomolecular Engineering
Thursday, March 27, 2014
7:00-8:00 p.m.

Environmental Engineering/Environmental Engineering Science/Environmental Planning Management
Tuesday, April 1, 2014
7:00-8:00 p.m.

Computer Science/Cybersecurity/Information Systems Engineering
Thursday, April 3, 2014
7:00-8:00 p.m.

On-site at the Applied Physics Laboratory in Laurel, MD
Wednesday, April 9, 2014
6:00-7:00 p.m.

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tactics

- advertising
- information sessions
- events
- pita committee
- research
- social media
- website refresh & redesign
- print & display materials
information sessions

Engineering for Professionals hosted a series of successful information sessions in fall 2013, which led to 120 applicants, 99 of whom were admitted with 67 enrolling. Fifteen of the seventeen programs participated.
## Fall 2013 Information Session Data

<table>
<thead>
<tr>
<th>Program</th>
<th>Online</th>
<th>Online Subtotal</th>
<th>Online no. of RSVPs</th>
<th>Online no. of attendees who enrolled after going through the admissions process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Biomedical Engineering</td>
<td>23</td>
<td>4</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>Applied and Computational Mathematics</td>
<td>34</td>
<td>6</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Applied Physics</td>
<td>13</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CS/Cyber/ISE</td>
<td>117</td>
<td>16</td>
<td>30</td>
<td>8</td>
</tr>
<tr>
<td>Electrical and Computer Engineering</td>
<td>32</td>
<td>5</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Environmental Engineering Programs</td>
<td>54</td>
<td>7</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>10</td>
<td>0</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Systems Engineering</td>
<td>56</td>
<td>4</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Technical Management</td>
<td>37</td>
<td>5</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>380</td>
<td>50</td>
<td>80</td>
<td>17</td>
</tr>
</tbody>
</table>

- **Online**: The number of RSVPs and the number of attendees who enrolled after going through the admissions process.
- **On-site at APL**: The number of attendees who enrolled after going through the admissions process.

*Notes:*
- The total number of RSVPs is 380, with 50 attendees who enrolled after the admissions process.
- The total number of attendees who enrolled after the admissions process is 80.
- Fall 2013 information sessions were held both online and on-site at APL.
Fall 2013 Information Session Data

totals for online and on-site

- 83% of the people who submitted an application were accepted.
- 59% of the attendees submitted an application.
- 45% of the people who RSVPed attended.
- 68% of the people who were accepted enrolled in the spring 2014 term.
Of the 205 people who attended an information session, 67 people enrolled for the spring semester.

all data as of 2/28/14
information sessions

Throughout spring 2014, Engineering for Professionals is hosting a series of online and on-site information sessions. All twenty programs will be participating.
Spring 2014 Information Sessions

Applied Biomedical Engineering
*Tuesday, March 4*

Applied and Computational Mathematics
*Wednesday, March 26*

Applied Physics
*Wednesday, April 30*

Chemical and Biomolecular Engineering
*Thursday, March 27*

Civil Engineering
*Thursday, March 13*

Computer Science, Cybersecurity, and Information Systems Engineering
*Thursday, April 3*

Electrical and Computer Engineering
*Wednesday, March 12*

Engineering Management
*TBD*

Environmental Engineering Programs
*Wednesday, March 19*

Materials Science and Engineering
*Tuesday, March 18*

Mechanical Engineering
*Tuesday, March 25*

Space Systems Engineering
*TBD*

Systems Engineering
*Tuesday, March 11*

Technical Management
*Thursday, March 6*

On-site at the Applied Physics Laboratory
*Wednesday, April 9*
tactics

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Recruitment staff attends graduate fairs and industry conferences each year.

<table>
<thead>
<tr>
<th>Grad Fair</th>
<th>Date</th>
<th>No. of Prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naval Air Station (NAS) Patuxent River</td>
<td>6/29</td>
<td>30</td>
</tr>
<tr>
<td>Aberdeen Proving Ground</td>
<td>9/18</td>
<td>18</td>
</tr>
<tr>
<td>Millersville University</td>
<td>10/4</td>
<td>5</td>
</tr>
<tr>
<td>Southern Maryland Higher Education Center</td>
<td>11/7</td>
<td>5</td>
</tr>
<tr>
<td>Naval Surface Warfare Center at Carderock</td>
<td>2/12</td>
<td>21</td>
</tr>
<tr>
<td>Southern Maryland Higher Education Center</td>
<td>3/20</td>
<td>TBD</td>
</tr>
<tr>
<td>Southern Maryland Higher Education Center</td>
<td>6/26</td>
<td>TBD</td>
</tr>
<tr>
<td>University Center</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>University Center (JHEP-specific event)</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Naval Air Station (NAS) Patuxent River</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Idealist</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>
In 2013–2014, we attended (or will attend) the following events to engage with prospective students and industry leaders:

<table>
<thead>
<tr>
<th>Conference</th>
<th>Date(s)</th>
<th>Participation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCOSE</td>
<td>6/24–6/27</td>
<td>Exhibitor/Sponsor</td>
</tr>
<tr>
<td>CyberMD Challenge</td>
<td>10/8–10/9</td>
<td>Exhibitor</td>
</tr>
<tr>
<td>Society of Women Engineering</td>
<td>10/24–10/26</td>
<td>Exhibitor</td>
</tr>
<tr>
<td>Cyber Education Symposium</td>
<td>11/19–11/20</td>
<td>Exhibitor</td>
</tr>
<tr>
<td>United States Cyber Crime Conference</td>
<td>4/29–5/2</td>
<td>Exhibitor</td>
</tr>
<tr>
<td>INCOSE</td>
<td>6/30–7/3</td>
<td>Exhibitor/Sponsor</td>
</tr>
<tr>
<td>Biomedical Engineering Society Annual Meeting</td>
<td>10/22–10/25</td>
<td>Exhibitor</td>
</tr>
<tr>
<td>Society of Women Engineers</td>
<td>10/23–10/25</td>
<td>Exhibitor</td>
</tr>
<tr>
<td>CyberMD Challenge</td>
<td>10/29–10/30</td>
<td>Exhibitor</td>
</tr>
<tr>
<td>Society of Hispanic Professional Engineers</td>
<td>11/5–11/9</td>
<td>Exhibitor</td>
</tr>
<tr>
<td>NDIA SE Conference</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>
tactics

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The marketing, recruitment, and communications team has partnered with the admissions and registration team to create a committee called PITA.
pita committee

The goal of PITA (Prospect/Inquiry to Applicant) is to assess and fine-tune the student recruitment process.

Three action items have stemmed from this committee so far:

1. Select and set-up a Customer Relationship Management system (CRM)
2. Follow-up on incomplete applications
3. Reach out to “stop outs” and non-enrollees
INQUIRES

Immediately
Email – Thank you for your interest
- general fast facts, more to come

DAY 1
Email – Introduction and Initial Segmentation – Drive to APP

Requested Postal Mailing

Yes

No

Yes

Action/Decision
Postal Mailing
Phone Communication
Day 16 EMAIL
Registration Dates

Day 24 EMAIL
Highlight Faculty and
*Online Learning*

Day 25 EMAIL
Upcoming Events: Open
houses, info sessions

Day 35 EMAIL
Professional/Personal
Growth
Day 25 EMAIL
Upcoming Events: Open houses, info sessions

Day 35 EMAIL
Professional/Personal Growth

MOVE TO APP TRACK

Yes

Applied

No

Applicant Initiative Options:
1. Final Email
2. Phone Call
3. Post Card

Legend:
- Major Segment
- Standard Emails
- Segmented Emails
- Action/Decision
- Postal Mailing
- Phone Communication
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Successful marketing and recruitment cannot be achieved without understanding your audience and marketplace.
Research

We have conducted extensive primary and secondary research to inform marketing and recruitment activities.

Audience

- Engineering for Professionals is currently conducting the following surveys: Graduating Student Survey, Newly Enrolled Student Survey, Info Session Attendee Survey, Web Habits Survey, Stop-Out Survey, and Non-Enrolled Survey.
research

Marketplace

- To improve brand positioning within the part-time higher education marketplace, we’ve conducted secondary research looking at local and online competition.

- We’ve reviewed data from the U.S. Bureau of Labor Statistics to gain a better understanding of the current and future marketplace for jobs in engineering and the applied sciences.
tactics

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Prior to 2013, Engineering for Professionals’ only social media activity was a Twitter page that served a small following.
social media

- Frequency and relevance of the posts on Twitter
- Facebook, LinkedIn, Google+, and YouTube pages are launched
tactics

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- research
- social media
- **website refresh & redesign**
- print & display materials
The marketing and advanced software development teams have partnered to create a “web team” that is responsible for refreshing and enhancing several core pages on the website.
website refresh & redesign

- Overhauled homepage, Online Learning page, and program landing pages for two programs

- Consistency and style changes to all program pages, alumni page, international student page, and faculty homepage

- Sent a Request for Proposal (RFP) for a full-scale website redesign. VisionPoint from Raleigh, NC was selected for the redesign.

- The project end date is scheduled for September 2014
Systems Engineering

Instructors incorporate real-world activities into topics ranging from cybersecurity and software engineering to human-computer interaction and medical system design.

Video Highlights

Dave Fanning, an instructor in the Systems Engineering program, talks about his popular online course in System Conceptual Design. More videos

Degrees and Certificates Offered

- Master of Science in Systems Engineering
- Master of Science in Engineering in Systems Engineering
- Graduate Certificate
- Post-Master's Certificate

News

JHUSE

Each year, the Maryland Governor's Schumer Awards are given to the top faculty and staff at the University. A small, but significant, number of these awards are given to Engineering for Professionals faculty.

From the Chair

Systems engineers need to have knowledge of both engineering and business practices. As engineers have advanced their knowledge base they have changed the nature of the engineering field to one that requires more collaboration with business professionals.
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print & display materials

- Develop and maintain a variety of print and display materials
- Designed a fresh visual brand for Engineering for Professionals
What opportunities do you think we’re missing?

Where should we put resources that we haven’t already?
thank you

ep.jhu.edu