

2019 Applicant Reception communications plan

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Overview

WHAT: Applicant Reception

WHEN: Saturday, March 23, 2019 (hours vary by academic area but are either 9 to 11 a.m., 1 to 3 p.m. or 5 to 7 p.m.)

WHERE: Barrie, Orillia, Owen Sound and Midland campuses

WHO: accepted applicants

WHY: conversion

EVENT DESCRIPTION:

This is a brand new event created to encourage accepted applicants to become confirmed students.

Each academic area will host a two-hour event-within-an-event. Here's a sample agenda:

- Welcome remarks by MC (5 minutes)
- Keynote remarks by a successful graduate (15-25 minutes)
- Remarks by employer partner (10-15 minutes)
- Opportunity for Q&A of speakers by attendees
- Mix and mingle until event close

We hope to make future Georgian students feel special with touches like hors d'oeuvres, personalized name tags, and opportunities to connect one-on-one with Georgian staff.

Key stakeholders

INTERNAL	EXTERNAL
<ul style="list-style-type: none"> • academic staff • administrative staff • current students 	<ul style="list-style-type: none"> • accepted applicants • star alumni (speakers) • key employer partners (speakers) • friends, family and other influencers

Key messages

Accepted applicants

- Attend for a chance to win \$5,000 toward tuition.
- Get comfortable on campus by connecting with friendly Georgian staff over light refreshments.
- Learn all about your field during a presentation delivered by a successful grad from your academic area.
- Meet employers who hire Georgian grads. Find out what they look for in their next hire.
- **For confirmed applicants:** Pay your deposit today and receive a coupon good for a \$100 OneCard credit (redeem when you start classes)
- **For accepted applicants:** Confirm your offer today and be entered in a draw to win one of 10 \$100 OneCard credit vouchers (redeem when you start classes)

Academic staff

- This brand new event is all about converting accepted applicants into confirmed students.
- Your academic area is hosting a two-hour reception, hosted by your dean or associate dean, to make applicants feel welcome.
- Faculty are welcome – applicants would appreciate the opportunity to speak with you – but their attendance is not mandatory.
- Event leads would welcome your help recruiting student wayfinders, reaching out to potential speakers, or even ironing out logistics. Connect with your lead if you want to pitch in:
 - Automotive Business School of Canada – Joseph Lauzon
 - Business and Management / Hospitality, Tourism and Recreation – Heather Cain
 - Community Safety / Human Services – Jason Duffy, Andrea Lamb
 - Design and Visual Arts / Computer Studies - Cheryl McWilliam
 - Engineering and Environmental Technologies – Jacqueline Huggard
 - Skilled Trades / Midland and Muskoka reception – Phil Leboeuf
 - Health, Wellness and Sciences – Julie Madden
 - Liberal Arts / Indigenous Studies – Heather Ummels
 - Owen Sound Programs – Kailey Hawkins
- Event descriptions, locations, and times, are posted at GeorgianCollege.ca/applicantreception
- Three programs aren't going to be part of Applicant Reception: Veterinary Technician, Veterinary Assistant, and Community Integration through Co-operative Education (CICE).
- Attend an event briefing to learn all about the big day. Briefings are scheduled at all four campuses, between Jan. 16 and Feb. 5.

Current students (volunteers)

- Volunteer at Open House, receive recognition on your co-curricular record
- Volunteer training sessions are Saturday, Feb. 2 from 1 to 2:30 p.m. OR Monday, Feb. 4 from 5 to 6:30 p.m.
- Help future Georgian students feel welcome on campus

Administrative staff

- This brand new event is all about converting accepted applicants into confirmed students.
- Staff from academic areas, Co-op and Career Services, Office of the Registrar, and Marketing and Communications are working hard to make it a success.
- A description of the event, as well as location and time details, are posted at GeorgianCollege.ca/applicantreception
- We need volunteers to help with wayfinding and check in. If you want to help, contact _____.
- If you want to take part, attend an event briefing to learn all about the big day. Briefings are scheduled at four campuses, between Jan. 16 and Feb. 5.

Tools and tactics

External communications

Tools and tactics	Responsibility	Timing
Acceptance package – sticker and event listing	Mikaela Lefaive	Complete
Acceptance letter and email mentions	Mikaela Lefaive	Feb. 1
Faculty conversion call memos and materials	Mikaela Lefaive	Jan. 28 – First memo Feb. 20 – second memo March 4 to 15 – call campaign
Mailed invitation (postcard) to event	Emma Jamieson/Mikaela Lefaive	Feb. 20
Event programs including: <ul style="list-style-type: none"> - Event description (Mikaela Lefaive) - Agenda with times (Jessica Lovett) - Alumni speaker bios and headshots (Jamie Campbell) - Employer speaker bios and headshots (Megan Fenton) - MC speaker bios and headshots (Jessica Lovett) - Campus map with room (Emma Jamieson/room info from Jessica Lovett) - Contest summary (Mikaela Lefaive) - Academic contact information (Jessica Lovett) 	Emma Jamieson/Mikaela Lefaive	March 1 (in hand by March 20)
Name tags and lanyards (who is managing printing???)	Emma Jamieson	March 1
Welcome and check in signage	Emma Jamieson	March 20
Digital sign-in form? What is the sign-in process?	Jessica Lovett	March 15
Academic area pullup banners, to clearly identify each event area	Academic event leads	March 23
Powerpoint deck template	Mikaela Lefaive	March 15?
Suggested speaking points	Mikaela Lefaive/Jessica Lovett	March 1
Event briefing note template for guest speakers	Mikaela Lefaive	March 1

Tools and tactics	Responsibility	Timing
<p>Create event landing page including:</p> <ul style="list-style-type: none"> - Hero image (Emma Jamieson) - Event description (Mikaela Lefaive) - RSVP form(s) (Erik Snow) - Top reasons to attend (Mikaela Lefaive) - Times and locations by area or campus (Jessica Lovett) - Eventually event programs (Jessica Lovett) - Video? - Link to contest rules, eventually (Jessica Lovett) 	Devon Mayor/ Mikaela Lefaive	ASAP – Feb. 1 at the latest
<p>Links to new event landing page from other pages:</p> <ul style="list-style-type: none"> - /Congrats - Accept your offer - Guide for new students? 	Devon Mayor	Feb. 1
GeorgianCollege.ca events calendar	Devon Mayor	Feb. 1
Lakeheadgeorgian.ca events calendar	Courtney Duthie	Feb. 1
Lakehead-Georgian applicant communication (email and potential phone calls)	Courtney Duthie	Feb. 9 to event
Create SF event(s)	Jessica Lovett	Feb. 1
RSVP form(s)	Erik Snow	Feb. 1
Open House campaign in Eloqua – build emails	Mikaela Lefaive	Feb. 12
Digital ads (remarketing to /congrats visitors?)	Erik Snow/Emma Jamieson/Mikaela Lefaive	Feb. 12 onward?
Duckworth St. and Highway 400 signs	Elaine Murray	March 23 only
Road sign messaging – Midland	Wendy St. Denis	March 23 only
Road sign messaging – Orillia	Jason Duffy	March 23 only
Road sign messaging – Owen Sound	Kailey Hawkins	March 23 only
Facebook – Alumni	TBC	Feb. 1 until all speakers

		are found
Twitter – Alumni	TBC	Feb. 1 until all speakers are found
LinkedIn – Alumni	TBC	Feb. 1 until all speakers are found
The Loop – upcoming edition(s)	TBC	March edition (TBC)
Finalize contest rules	Jessica Lovett (with a copy edit by Mikaela)	Due March 1
Create Applicant Reception specific deck for all AppSpace screens for all campuses ¹	Kim Garraway	Due March 15
Post-event survey(s)	Jessica Lovett (with a copy edit by Mikaela)	Due March 15

Internal communications

Tools and tactics	Responsibility	Timing
Brief administrators at administrators meeting with request to disseminate information to all staff	Jessica Lovett	?
At ALT, offer to have Jessica or Kristy present at academic or departmental meetings; present as required	?	
Work with academic event leads to share event resources and details	Jessica Lovett	
Post event resources to Applicant Reception page on intranet: <ul style="list-style-type: none"> - event briefing (Jessica Lovett) - powerpoint template (Mikaela Lefaive) - MC template (Mikaela Lefaive) - Speaker briefing template (Mikaela Lefaive) - Instructions for bios and headshots (Mikaela 	?	

¹ Update slides with contests closer to the date when some details change.

Lefaive) - Name tag template??? - Check-in sheet template? - Instructions on what to wear - Instructions on what to bring to event (like pullup banners)		
Select photos to include in all Staff News articles leading up to the event	Emma Jamieson?	
Staff News/ Email #1 from Maryann - Save the date	Mikaela Lefaive (SN) Kim Garraway (write email) Jessica Lovett (approve and send email)	ASAP (if not done already)
Send event brief to campus managers	Jessica Lovett via Maryann Fifield	
Send email to steering committee members re: top things to start thinking about, e.g. deadline to submit requests to Marcom for day-of materials is Jan. 4.	?	
Book staff briefing meetings; Invite steering committee via Outlook and request they forward as they see fit	?	
Staff News – new resources on Sharepoint	Kristin Taylor	Feb. 10
Email #2 from Maryann – What you need to know about the reception e.g. dates for briefings PPT template, conversion strategies, link to sharepoint site	Kim Garraway (write email) Jessica Lovett (approve and send email)	Feb. 10
Student Portal – sign up to volunteer	Mikaela Lefaive	Feb. 15
Staff News – 5 ways to get involved in Applicant Reception	Mikaela Lefaive	Due. Feb. 25
Staff News and Email #3 from Maryann – Applicant Reception this Saturday, here’s what you need to know	Kristin Taylor (SN) Kim Garraway (write email) Jessica Lovett (approve and send email)	March 18
Staff News and Email #4 from Maryann – link to online survey, thank you	Kristin Taylor (SN) Kim Garraway (write email) Jessica Lovett (approve and	March 25

	send email)	
Staff News – online survey results	Mikaela Lefaive	TBD