

University of Wisconsin Graduate School Admissions Program Case Study

Challenge

Pike and CONNECTINGDOTS were selected to partner with the University of Wisconsin Graduate School Admissions Department to develop a more cohesive marketing strategy, program and tactics to generate a higher yield and quality of potential students along with an increase in the conversion rate to enrolled student status. As part of this challenge, Pike and CONNECTINGDOTS developed the interim material for the 2000 enrollment cycle and have been conducting a review that will lead to improvements for the 2001 cycle.

Solution

Pike and CONNECTINGDOTS evaluated the admissions process and the current and preferred ways in which prospective students identify, access and receive information about a graduate school. This included a multi-dimensional review where the following were analyzed:

- Different media that reach prospective students (print, on-line, verbal communications, e-mail, other)
- Different messages that reach prospective students (The Graduate School, the individual degree-granting programs, third party sources, guidebooks, other)
- The variations and complementary nature of the messages and media being utilized by The Graduate School and a sample of 10 graduate degree granting programs
- Messages and media that are used at different times in the application to enrollment cycle
- Competitive efforts by peer universities
- Perceptions of recent enrollees into the ten sample programs as determined through focus groups

Through this review, recommendations and plans are being developed to improve future marketing efforts by The Graduate School and the individual programs within the school. Among the recommendations are improvements in the application process, modifications and enhancements to the messages being sent out, the media being used, and ideas on how to further integrate the web into the mix.

All of these activities will further support the University of Wisconsin's efforts to reinforce their positioning as one of the premier public universities in the world.

