

Researchers among Us

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Emory University

- Atlanta, Georgia
- 7,500 undergraduates
7,000 graduate
students
- Private, R1, liberal arts
- 30,000 undergraduate
applications per year



What we will cover

1. WHAT WAS NEEDED?
2. THE CREATIVE SERVICES PROPOSAL
3. FINDINGS OF DISCOVERY
4. THE NEW BRAND
5. VALUE TO ENTERPRISE AND LESSONS LEARNED
6. RESOURCES
7. ASK US ANYTHING

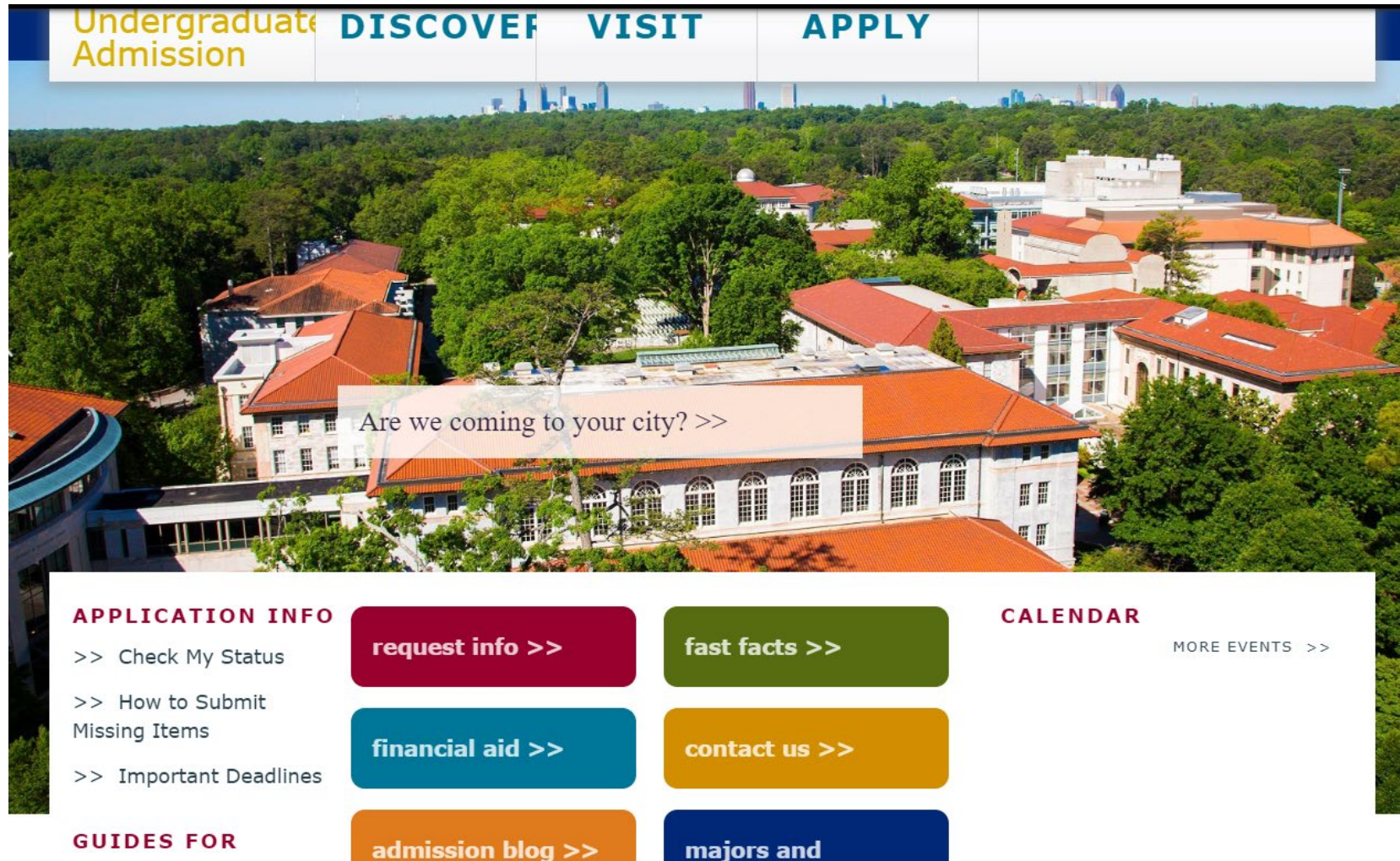
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1. WHAT WAS NEEDED?

Reimagining a key university site

It all started with a website . . .



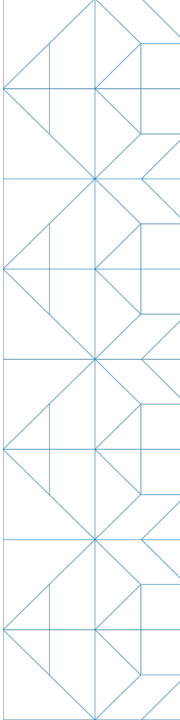


Do we know if our current site . . .

- a. Contains the necessary content written clearly?
- b. Has a user-friendly structure and functionality?
- c. Appeals to the students the university wants?
 - Design
 - Images
 - Stories
 - Inspiration



Why we decided to stay in-house

- Cost
 - Shared knowledge and experience
 - Positive working relationship and trust
- 

2. THE CREATIVE SERVICES PROPOSAL

A discovery process with all the
trimmings



How Creative Services Got in the “Discovery” Business

- State of play in Communications and Public Affairs
- Realization of a long-held promise
- Brave, foolish?



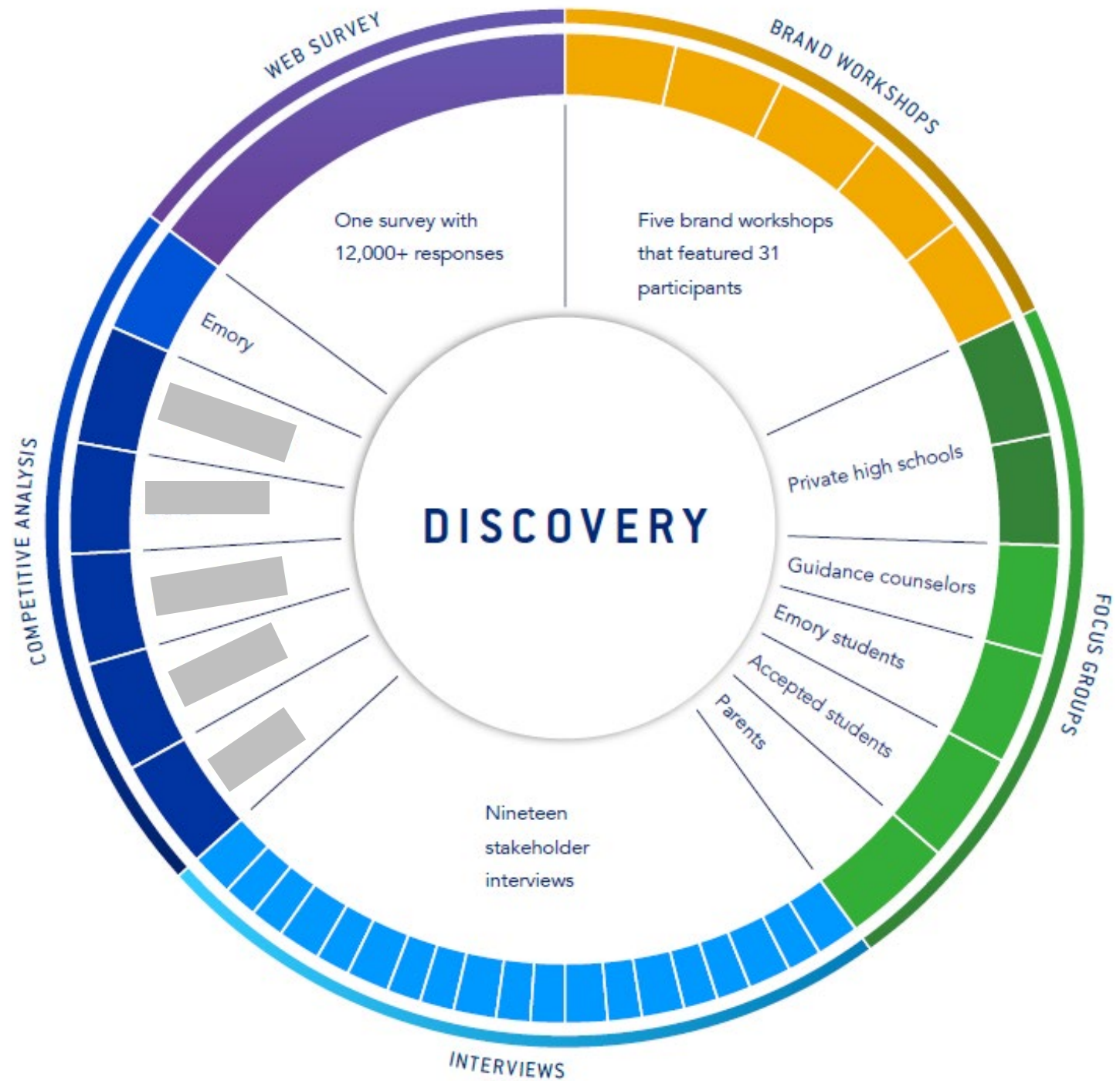
Our Charge

Our charge was to create **a unified communication strategy** for Emory Undergraduate Admission that expresses its ethos while being in concert with the messaging of Emory University. Ultimately, we articulated from this discovery process a platform, which will serve as the foundation for your new website and other communication channels going forward.





The Discovery Components





The Team

Central Marketing

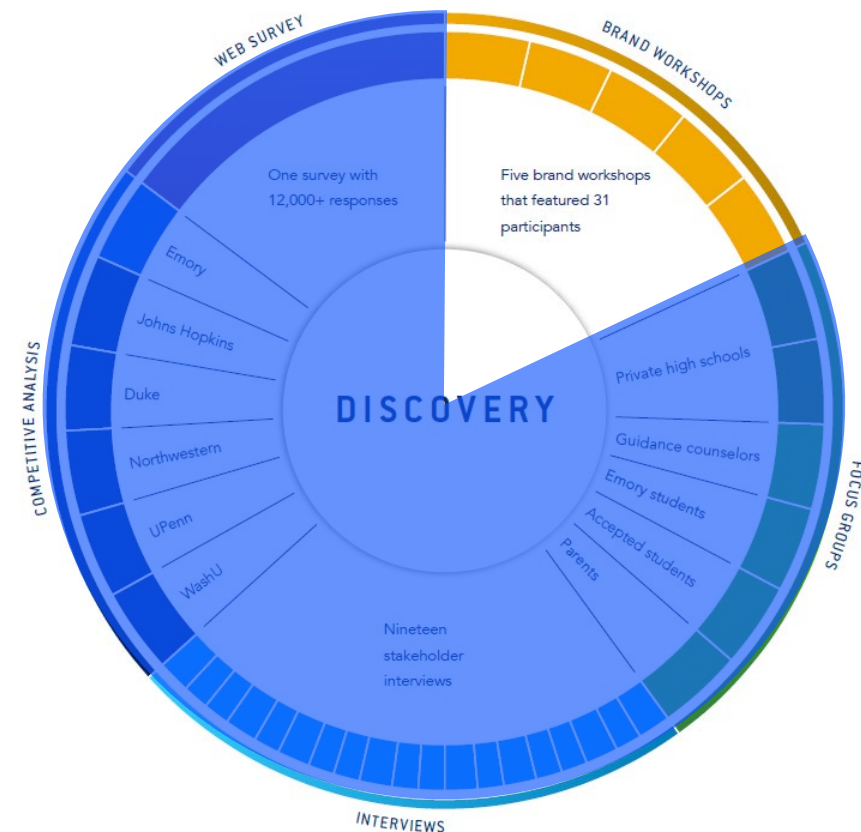
- 3 Editors/Writers
- 3 Web Developers
- 1 Survey Expert
- 1 Contractor

Office of Admission

- 1 Project Leader
 - 2 Senior Managers
 - 2 Web Developers
 - 1 Graphic Designer
 - 1 Survey Expert
- 

Brand Workshops

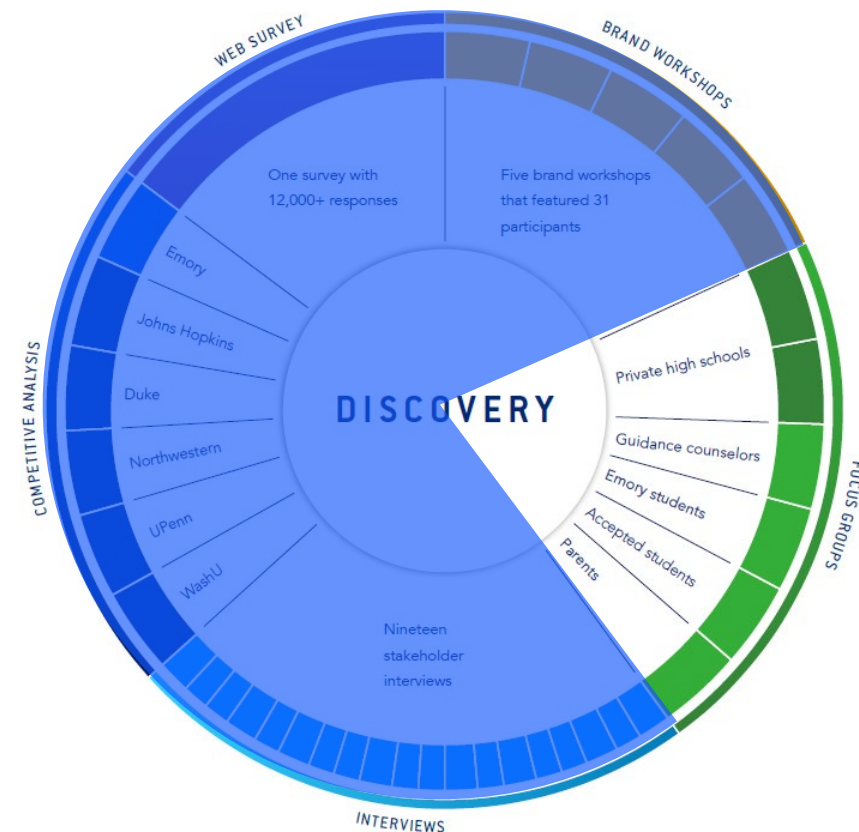
- 5 brand workshops, 1-3 hours each
- 31 staff from 10+ teams and departments
 - Financial Aid, Admission, Registrar, Advising, communications people from each college, Scholar programs, Student Finance, Orientation, Housing, etc.
- Admission selected whom to invite
- Communications ran the workshops





Focus Groups

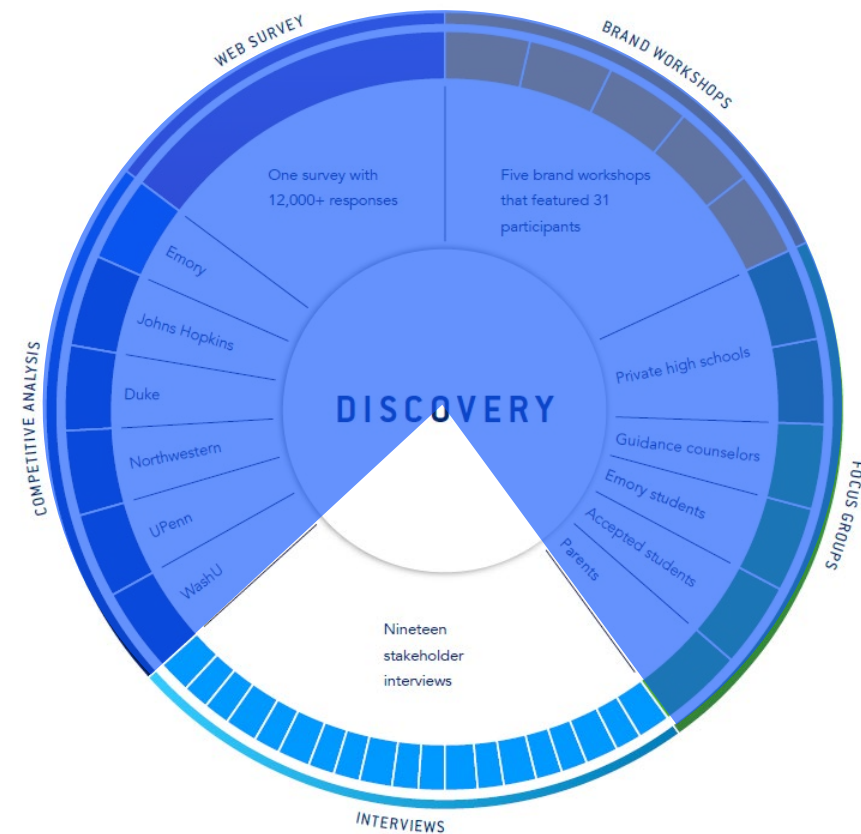
- 6 focus groups, 1 hour each
 - Current Emory students
 - Parents of admitted students
 - Admitted students
 - High school guidance counselors
 - Current high school students
- Admission selected whom to invite
- Communications ran focus groups





Stakeholder Interviews

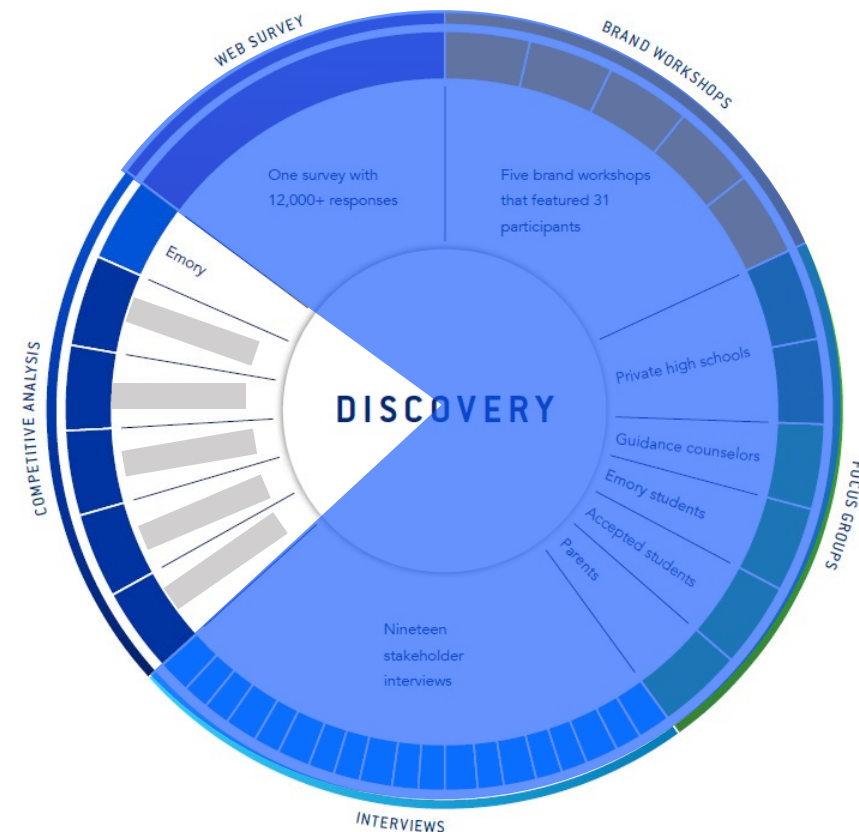
- 19 Stakeholder interviews, 1 hour each
- Key leadership positions or those who were important but could not attend a brand workshop
 - Vice provosts, deans, directors, etc.
- Admission selected whom to invite
- Communications conducted the interviews





Competitive Analysis

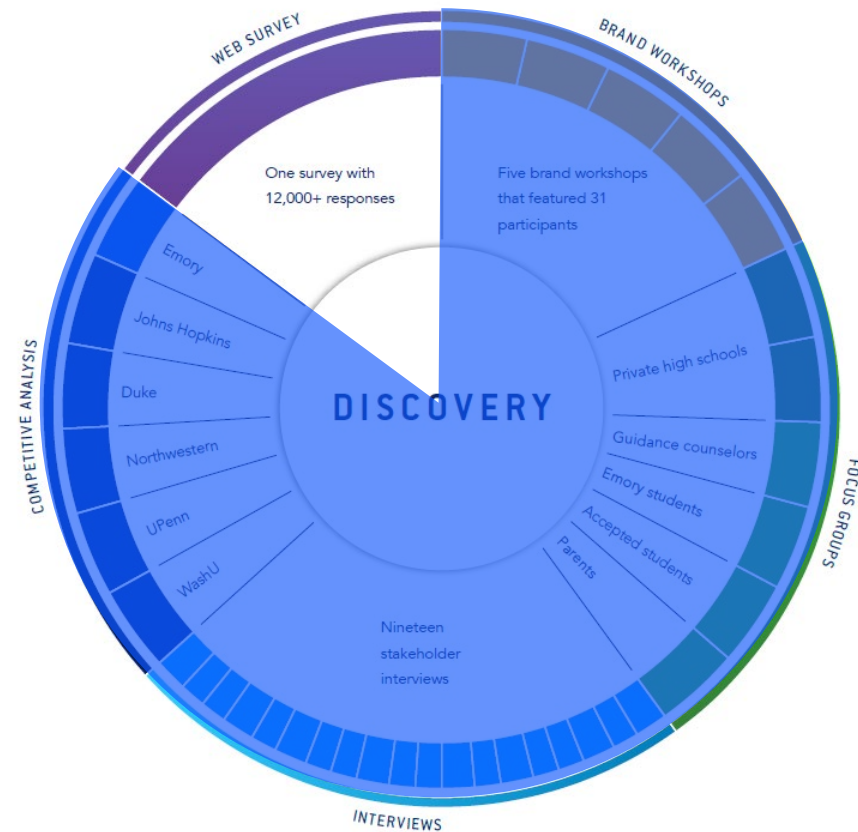
- Looked at Usability/Experience, Content Features, Addressing Target Audiences, and Integrations
- Admission selected peer institutions
- Communications performed analysis





Web Survey

- Emailed to prospective juniors and seniors
- 15-question survey
- Gave away (5) \$25 Amazon gift cards to incentivize
- Admission and Communications wrote survey together
- Admission sent survey

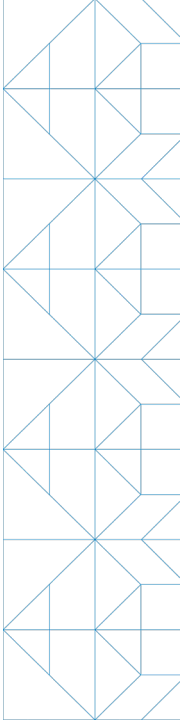


3. FINDINGS OF DISCOVERY

A new brand platform and
communication pillars



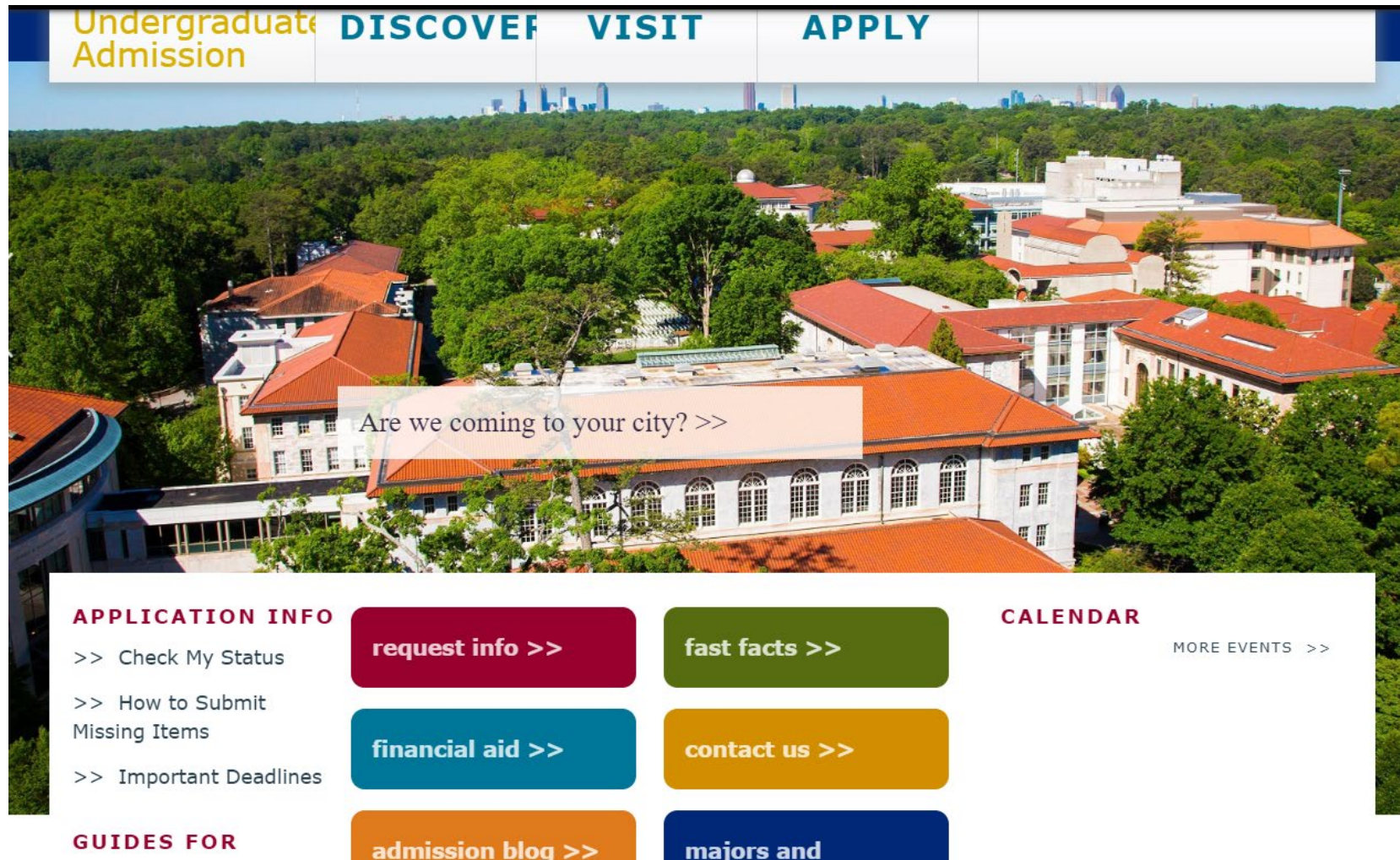
Elements of Discovery Findings

- Positioning platform (1)
 - Communication pillars (3)
 - Defined audiences (3)
 - Brand values (3)
 - Personae (6 students, 4 parents, 5 influencers)
- 

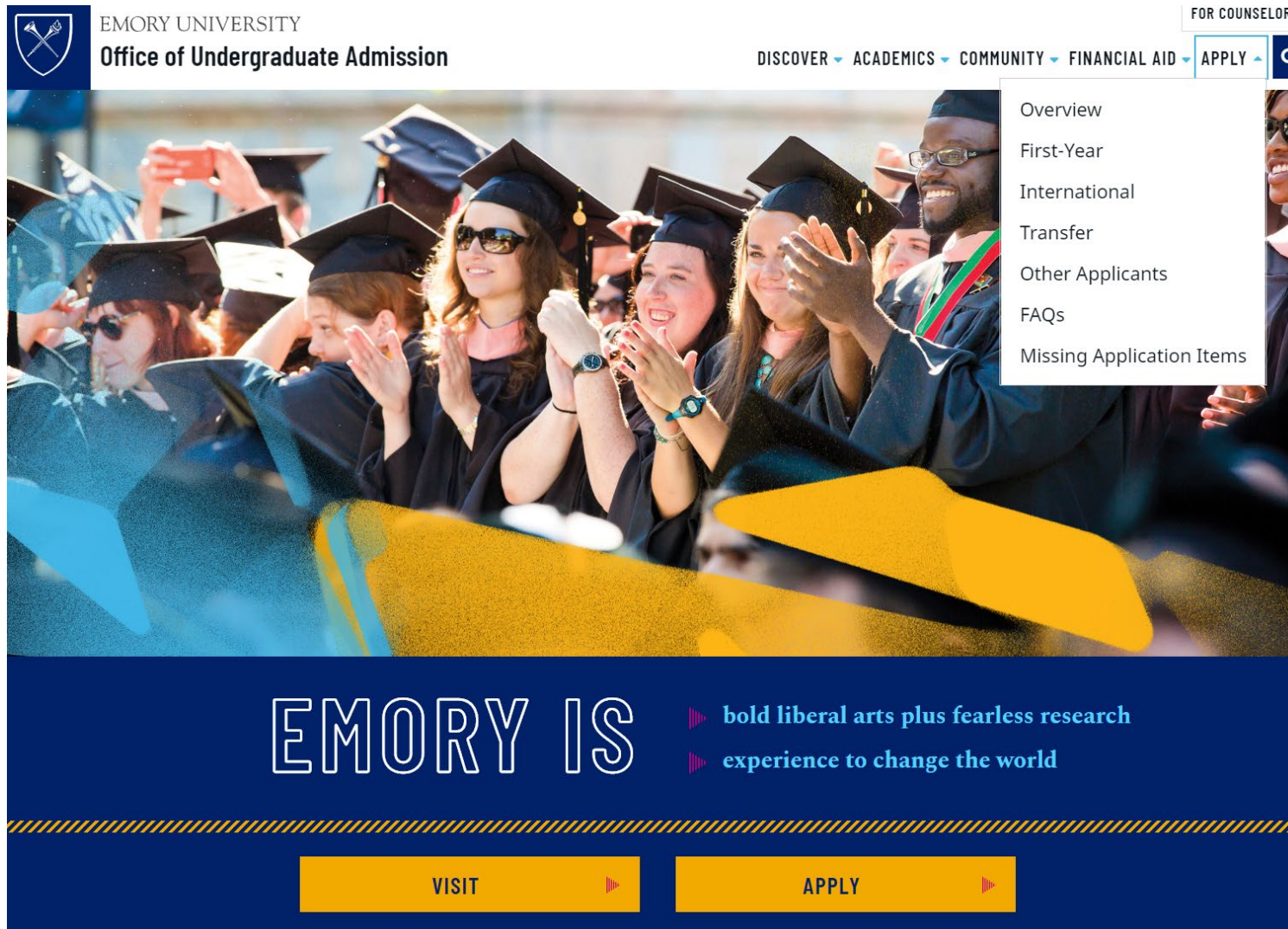
4. THE NEW BRAND

The big reveal and moving forward

Where it all started . . .



New website



How we used the discovery work

- Personae inform stories and writing style

PUBLIC SCHOOL COUNSELORS

Public school counselors have large numbers of students whom they are charged with getting to college, the military, or successfully graduating from high school.



COMMUNITY-ORIENTED STUDENTS

Those who have been involved in extracurricular activities, including leadership and service at their schools, and would bring that focus to their college community.



INTERNATIONAL PARENTS

Parents navigating the admission process from outside the US and who may or may not speak or read English fluently.



STEM STUDENTS

Those who excel at science, technology, engineering, and/or math, and who are interested in studying a STEM major in college.



5. VALUE TO THE ENTERPRISE

Charting a new course and the lessons we have learned



Value to the Enterprise

Of course the new site is clean and bright. It looks great!

It's also telling our story better to students Emory should and does appeal to. The new site has led the way in helping the university embrace its position and reputation.

Paul Marthers

Vice Provost of Enrollment



Looking back on Metrics

- **Google analytics**

- More mobile friendly...
 - 5% increase in pages/session (mobile)
 - 6% increase in session duration time (mobile)

- **Questions from the public**

- They can find it on our site . . .
 - 14% fewer calls
 - 7% fewer emails

- **Questions from staff**



Unintended Positive Consequences

- New templates for website for future clients
- New framework for discovery process with future clients
- Writers learned from contractor how to write personae narratives.
- Discovery research on prospective students benefited many other departments on campus.



Lessons Learned along the Way

- Build a project timeline. Give yourself grace.
- Have redundancies in project leadership where possible.
- Paid training is worth it for your CMS.
- Understand how to weight what you hear.
- Don't be afraid of hard conversations.

Brand Workshop Outline & Activities

https://apply.emory.edu/_includes/documents/pdf/conference_materials/brand%20workshop_ppt%20deck_emory%20university.Pdf

Brand Workshop Script

https://www.apply.emory.edu/_includes/documents/pdf/conference_materials/Brand%20Workshop_script_Eemory%20University.pdf

6. RESOURCES

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