

Marketing & Communications Plan

BU Sargent College

2014-2015



College of Health & Rehabilitation Sciences
Sargent College

Table of Contents

Mission and Vision Statements	3
Overview	4
Situation Analysis	5
Competitors	7
Objectives	9
Target Audiences	10
Key Messages	11
Program Elements	12
Evaluation	24

Mission

The mission of Boston University College of Health and Rehabilitation Sciences: Sargent College is to advance, preserve, disseminate, and apply knowledge in the health and rehabilitation sciences. BU Sargent College strives to create an environment that fosters critical and innovative thinking to best serve the health care needs of society.

Vision

By 2016, all Sargent ranked graduate programs will be among the top 7% in the nation, and our College will have achieved a premier thought leadership position with name recognition in the health and rehabilitation field. As one of the top research institutions in the country, funding will top \$12 million per year.

Overview

The Communications Department at Boston University College of Health and Rehabilitation Sciences: Sargent College supports the leadership, faculty, and staff of the College by overseeing all marketing and communication initiatives including:

- Website management
- Publications
- Social media
- Advertising
- Events marketing
- Public relations

The overarching goal of each of these tactics is to support the mission of the College and advance efforts to recruit top-tier students and faculty by:

- Building awareness of the College and its nationally ranked programs
- Raising our profile with ranking influencers and decision-makers
- Establishing our College/faculty as an academic and thought leader in the health and rehabilitation sciences fields
- Differentiating Sargent from top competitors

Situational Analysis

Strengths

- **Depth and Breadth of Programs:** Whether students are interested in pursuing a career in research or clinical practice, Boston University College of Health and Rehabilitation Sciences: Sargent College offers both undergraduate and graduate programs that will prepare them for a wealth of possibilities including medicine, public health, athletic training, nutrition, occupational therapy, physical therapy and speech-language pathology. Students can pursue baccalaureate, masters, or doctoral degrees in one of our four academic departments: Health Sciences, Occupational Therapy, Physical Therapy & Athletic Training, and Speech, Language and Hearing Sciences.
- **First-Rate Research Institution:** With more than \$11 million in outside funding in our 23 research laboratories, students have the opportunity to collaborate on cutting-edge research within Sargent and its 8 clinical centers.
- **Top Clinical Education:** For students interested in clinical careers, we have a network of more than 1,400 clinical affiliations throughout the world, including more than 400 in the Boston area.
- **Highly Ranked Programs:** *US News & World Report* consistently ranks our graduate programs among the top in the nation. In the most recent graduate rankings (2012), our PT and Speech programs moved up significantly while OT remained strong.
 - Occupational Therapy (#2 out of 156 programs)
 - Physical Therapy (#16 out of 201 programs)
 - Speech-Language Pathology (#21 out of 250 programs)

Additionally, BU's clinical, preclinical, and health programs are among the top worldwide, ranking #22 in the *Times Higher Education* [World University Rankings](#) conducted by Thomson Reuters.

- **Quality of Faculty:** Courses are taught by nationally and internationally recognized and award-winning faculty who also serve as mentors and/or advisors to both undergraduate and graduate students.
- **Urban Location:** Boston is an international hub for intellectual, scientific, and cultural activity. The city is home to some of the finest hospital and medical facilities in the world, providing a wide variety of clinical and research affiliations.
- **University Reputation:** Boston University has a long-standing reputation for excellence, allowing Sargent to benefit from this association and name recognition when marketing to our target audiences.
- **Small College Feel in a Major Research Institution:** Sargent College is a small community of people dedicated to research, practice, and service - with the resources and advantages of a large university.
- **Interdisciplinary Perspective:** Our professional programs are found in most rehabilitation and hospital settings, and our unique environment houses all of these programs under one roof, allowing different disciplines the opportunity to collaborate with ease.

- **New and Evolving Programs:** (B&H, Nutrition & Health option, Combined BS/MS in Human Physiology) – Sargent has a dynamic curriculum, continually updating and designing degree programs to meet the needs of current and future health professionals.
- **Revamped website:** An organization’s website is its single most important marketing tool, and our newly launched site better markets our offerings to our diverse audiences

Weaknesses

- **Sargent Name Recognition:** Name/brand recognition for Sargent College could be increased in the marketplace.
- **Cost:** A Boston University education is more expensive than other comparable colleges and universities given the projected earnings of our graduates
- **Understanding of Sargent:** Our internal resources in central offices like the career center and admissions may not fully understand the complete breadth and depth of Sargent and may require additional training/education about our College in order to effectively promote our programs to prospects and transfers.

Opportunities

- **Strong Employment Forecast:** A degree from Sargent College prepares students for a variety of rewarding and in-demand careers. According to the U.S. Bureau of Labor Statistics Occupational Outlook Handbook, Sargent careers are expected to grow “much faster than average” and “faster than average” – the Department’s highest job outlook rankings. Additionally, careers in healthcare fields are among the fastest growing professions. In 2012 *US News & World Report* named PT, OT, and Speech among their top 25 professions. (PT#8; OT#10, Speech #14)
- **Economic Climate:** The most recent recession may lead many prospective students to pursue careers in perceived “recession proof” fields like healthcare.

Threats

- **Earning Potential:** Sargent graduates may earn relatively low salaries compared with the high cost of their education.
- **Competition:** Other colleges and universities offer many of the same programs as Sargent at lower cost; we must successfully differentiate Sargent from top competitors in order to attract and retain students.
- **Economic Climate:** Current economic challenges may preclude some from pursuing an expensive undergraduate or graduate education.

Competitors

Athletic Training

- Duquesne University
- Ithaca College
- Springfield College
- Quinnipiac University
- Sacred Heart University
- University of Connecticut

Health Science

- George Washington
- Northeastern University
- New York University

Human Physiology

- NYU Medical Center – Department of Physiology and Neuroscience
- SUNY: Upstate Medical University – Department of Neuroscience and Physiology
- Northwestern University – Department of Neurobiology and Physiology
- University of Wisconsin at Milwaukee – Research Program in Physiology and Neuroscience

Nutrition

- Tufts Friedman School
- New York University
- Columbia University
- University of North Carolina-Chapel Hill
- University of Minnesota
- University of Washington
- Johns Hopkins University

Occupational Therapy

- University of Southern California
- Washington University in St. Louis
- University of Illinois at Chicago
- University of Kansas Medical Center
- Colorado State University
- Thomas Jefferson University
- Tufts University
- University of Pittsburgh
- New York University
- University of Florida

- University of North Carolina-Chapel Hill

Physical Therapy

- University of Southern California
- University of Delaware
- Washington University in St. Louis
- University of Pittsburg
- University of Iowa
- US Army-Baylor University
- Emory University
- MGH Institute for Health Professions
- Northwestern University
- University of Miami
- University of North Carolina-Chapel Hill

Speech, Language and Hearing

BS and BS/MS-SLP:

- New York University
- Northeastern University
- UMass Amherst
- Penn. State
- Rutgers
- University of Delaware
- University of Maryland

MS-SLP and MS/PhD:

- Emerson College
- University of Iowa,
- University of Wisconsin-Madison
- University of Washington
- Vanderbilt University
- Northwestern University
- Purdue University
- University of Arizona
- University of Kansas
- University of Pittsburgh
- University of Texas-Austin
- MGH Institute of Health Professions
- George Washington University
- Syracuse University
- New York University
- University of Pittsburg
- Columbia University

Objectives

1. Attract and recruit top-tier undergraduate students and maintain/increase enrollment
2. Attract and recruit top-tier graduate students and maintain/increase enrollment
3. Recruit and retain renowned faculty and promising young faculty
4. Move up in *U.S. News & World Report* rankings for all ranked graduate programs
5. Increase awareness of the College and its nationally ranked programs
6. Establish our college/faculty as an academic and thought leader in the field of health and rehabilitation sciences
7. Differentiate Sargent from top competitors

Target Audiences

Primary Audiences

- **Prospective Undergraduate Students**, includes:
 - High School students (sophomores, juniors, and seniors ages 15-18); Primary geography is Northeast region including Massachusetts, Rhode Island, New Hampshire, New York, Maine, Vermont, New Jersey, and Pennsylvania.
 - Internal BU transfers (specific targets: biology and psychology majors)
 - External transfers
- **Parents of High School Students**
- **Prospective Graduate Students**, includes:
 - Undergraduates (external)
 - Internal Sargent undergraduates
 - Internal BU undergraduates (specific targets: biology and psychology majors)
 - Post-professionals
 - Doctoral candidates
- **Alumni and Donors**, includes:
 - Sargent graduates
 - BU graduates
 - Patients and friends of Sargent
 - Corporations and foundations
- **Prospective Faculty**
 - Competitors' faculty
 - Researchers
 - Sargent graduates (for clinical positions)
 - Recent PhD graduates
- **Influencers and Decision Makers**, includes:
 - Academics at peer institutions
 - Scholars in health and rehabilitation fields
 - Researchers
 - Practitioners
- **Current Students and their Parents**

Secondary Audiences

- **High School Staff** – guidance counselors and teachers
- **Boston University Community**
 - BU faculty/staff (more than 9,000)
 - Sargent faculty/staff
- **Greater Boston Community**
 - Individuals seeking clinical care
 - Individuals interested in information/best practices re: healthcare and rehabilitation sciences
 - Potential donors
- **General Public Interested in Health and Wellness Nationally**
 - Individuals interested in information/best practices re: healthcare and rehabilitation sciences
- **Media** – local and national

Key Messages

- **U.S. News & World Report** consistently ranks our graduate programs among the top in the country, currently **top 8%** in their respective fields
- **Outstanding faculty**
- Students and faculty excel in the areas of **research, clinical practice, and community outreach**
- We offer a **small, caring, personal environment** within a **large, leading, urban, research, university**
 - Class sizes are small and personal, fostering a sense of community among students
 - Faculty are supportive, accessible, and have a connection to students – undergraduates are assigned an advisor freshman year
 - Sargent offers a “personal touch” that helps students feel safe and connected on a big campus
 - Resources of a large research-based university – faculty engage students in research
- **First-rate research institution**/depth of our research – Sargent’s more than \$9 million in outside funding is among the highest at BU
- A strong **bridge from research to practice** favors the long-term success of our graduates
- **Success of our graduates** - we develop highly educated, skilled professionals/practitioners who are **leaders in their field** (highlighting student success stories in our publications and on our website is key to spreading this message)
 - Clinical, hands-on experience is integrated into all of our graduate programs
 - We have more than 1,400 clinical affiliations in the U.S
 - We have our own clinics for student training
- **Boston is an exciting, intellectually stimulating city**; a center for medicine, higher education, research, and high technology
- Distinctive, **interdisciplinary environment** with all programs housed under one roof – this environment reflects the future of health care management

Program Elements

Web

1. Sargent College Website - Ongoing Maintenance

Timing: Ongoing

Audience: All target audiences

Total Cost: \$0

Action items for web refresh in 2014/15 include:

- Manage photography and upload headshots for missing faculty/staff
- Finalize banner images and continuously update images as new photos are available
- Verify urls and document links are correct
- Finalize and maintain faculty/staff content

Maintaining the new website will require regular updates to the home page and news/events sections, as well as department and program pages. Updates include:

- Continuously updating news & events.
- Ongoing review and updating of links, program statistics (About us), Job outlook (Career Options), accreditation info (program page), curriculum, etc.
- Comprehensive review of Alumni section with new Assistant Dean to determine if current layout meets DAR needs or if enhancements are needed.

New Design requests include:

- Implement calendar widget functionality

Objectives Achieved: All 7 objectives

2. College Clinical Center Websites – Maintain and Continuously Update

Timing: Ongoing

Audience: All target audiences

Total Cost: BU templates: \$0

Last year each of the appropriate clinical center websites was reviewed and updated as needed. This included image and content updates as well as upgrading to new Wordpress templates.

Applicable Clinical Centers websites include:

- Aphasia Resource Center
- Center for Neurorehabilitation
- Sargent Choice Nutrition Center (*update currently underway with Interactive Design*)
- Physical Therapy Center
- BU Sports Medicine & Related Services (*site launched in 2012, no update needed at this time*)
- Center for Psychiatric Rehabilitation (*CPR completed their own upgrade in Nov. 2013*)

- ENACT

Note SCNC team is working with Creative Services directly to update their site.

Objectives Achieved: All 7 objectives

3. Google Analytics

Timing: Ongoing

Audience: All target audiences

Total Cost: \$0

Review and run monthly reports for applicable Sargent clinic sites as well as the SAR website to identify referral sources, visits, views, bounce rates, and other measures that will help inform future strategies and content updates.

Objectives Achieved: All 7 objectives

4. SAR Video Updates and New Video Development where appropriate

Timing: 2014

Audience: All target audiences

Total Cost: \$TBD

Identifying all out of date videos and contracting with BU Production to update where needed.

Determining opportunities to develop new videos in order to highlight specific programs, outstanding students, and faculty

Objectives Achieved: All 7 objectives

5. Research Video

Timing: TBD

Audience: Prospective Primary: Grad students; Secondary: prospective faculty, parents, potential donors,

Total Cost: \$TBD (~20K)

Launch new video to provide students with a virtual visit to Sargent; Video to highlight the Sargent facility and its many labs, classrooms, clinics, study areas, etc. On-campus SAR clinics including the Ryan Center and CPR should be highlighted as well.

Objectives Achieved:

- Attract and recruit top-tier graduate students and maintain/increase enrollment
- Recruit and retain renowned faculty and promising young faculty
- Increase awareness of the College and its nationally ranked programs
- Differentiate Sargent from top competitors

6. Online Magazines

Timing: Fall 2014 launch; Ongoing for each new *Inside Sargent* or other applicable piece

Audience: Scholars and influencers in the health and rehabilitation fields including those at peer institutions, alumni, donors, current students, prospective students, BU community/offices/VIPs, Sargent clinics, foundation contacts, media

Total Cost: \$\$6,500.00 - \$9,750.00 for first issue; \$3,900.00 - \$5,200.00 each subsequent issue.

Create website infrastructure to allow us to post bi-annual magazines online in an engaging and high-tech format.

Objectives Achieved: All 7 objectives

7. Online Bulletin

The Online Bulletin is updated annually to reflect academic changes and enhance marketing of the College's programs.

Timing: Updated annually starting at the end of November with the Bulletin going live in July.

Audience: Prospective undergraduate and graduate students

Total Cost: \$0

Objectives Achieved:

- Attract and recruit top-tier undergraduate students and maintain/increase enrollment
- Attract and recruit top-tier graduate students and maintain/increase enrollment
- Increase awareness of the College and its nationally ranked programs
- Differentiate Sargent from top competitors

Print

8. Graduate Viewbook

The Online Bulletin is updated annually to reflect academic changes and enhance marketing of the College's programs

Timing: Updated annually starting in January with the Viewbook delivering in June.

Audience: Prospective graduate students

Distribution: Placed in publication racks in the Sargent lobby and outside the ASC, mailed to students inquiring about Sargent; available to attendees at info sessions/open houses.

Total Cost: \$11,000 (design and printing)

Objectives Achieved:

- Attract and recruit top-tier graduate students and maintain/increase enrollment
- Build awareness of the College and its nationally ranked programs
- Differentiate Sargent from top competitors.

9. Program Brochures

Timing: As needed

Audience: Prospective undergraduate and graduate students

Distribution: Brochures are available in the Sargent lobby, department offices, and outside the ASC; distributed at conferences and given to participants at information sessions and open houses.

Cost: @ \$4,000 per brochure

Current Brochure List

- Programs in Athletic Training
- Undergraduate Program in Behavior & Health
- Undergraduate Program in Health Science
- Graduate Programs in Speech, Language and Hearing Sciences
- Graduate Programs in Occupational Therapy
- Doctor of Physical Therapy
- Pre-Med
- Graduate AAP Programs
- Undergraduate Nutrition Programs
- Undergraduate Majors Quick Guide
- Graduate Nutrition Programs
- Rehab Sciences Program one-sheet

Program brochures to be updated in 2014-2015:

- Athletic Training? Checking with Sara on need for update

Cost: \$TBD, depending on number of brochures identified

Objectives Achieved:

- Attract and recruit top-tier undergraduate students and maintain/increase enrollment
- Attract and recruit top-tier graduate students and maintain/increase enrollment
- Differentiate Sargent from top competitors
- Increase awareness of the College and its nationally ranked programs

10. Inside Sargent

Timing: Produced annually, delivering in September/October

Audience: Scholars and influencers in the health and rehabilitation fields including those at peer institutions, alumni, donors, current students, prospective students, BU community/offices/VIPs, Sargent clinics, foundation contacts, media

Distribution: Mailed to influencers, alumni, internal BU VIP's and communicators (ie. President, *BU Today* editor, etc.), BU offices, available in lobby in publication racks and outside ASC; distributed at events (including open houses, annual lectures, etc.)

Total Cost: ~\$35,000 (design, printing) + ~10,000 (mailing)

Objectives Achieved: All 7 objectives

11. Inside Sargent - Alumni Edition (replaces Impact)

Timing: Created annually, delivering in April.

Audience: Alumni and friends of Sargent; BU community, prospective donors, parents of graduates

Distribution: e-mailed to young alumni (graduation year: 10 years or less); hard copies mailed to all other alumni, donors, BU community/VIPS, clinics, offices; distributed ad hoc for development purposes

Total Cost: ~\$20,000 (on DAR budget)

Objectives Achieved:

- Establish our college/faculty as an academic and thought leader in the field of health and rehabilitation sciences
- Increase awareness of the College and its nationally ranked programs
- Differentiate Sargent from top competitors

12. Community Outreach Brochure

The Community Outreach Brochure is a key part of Sargent's marketing strategy to recruit students/faculty and engage donors. This brochure allows us to differentiate ourselves from competitors by showcasing our distinctive culture, interdisciplinary focus, academic and service opportunities. Thanks to programs such as our annual international service learning initiative, Sargent students have advanced their professional education while improving the lives of those in underserved communities.

This is an "outcomes-based, emotional piece" intended to engage, excite, and ultimately inspire others to join our efforts. This call to action can take many forms: (1) prospective students

applying to one of our academic programs, (2) donors pledging financial support, (3) patients making a clinic appointment, or (4) current students inspired to participate in a service project.

Ultimately, this brochure showcases the mutual life-changing benefits for students, patients, and the community when learning extends beyond the classroom.

Audience: Prospective students, Donors/Alumni, Prospective faculty, Current students, Patients, Parents of prospective undergrads

Timing: Spring 2015

Total Cost: \$35,000

Objectives Achieved: Achieves all 6 objectives

12. Program Specific Marketing

Timing: 2014

Audience: program specific

Total Cost: TBD

- Continue to raise profile among peer institutions
- Foster greater alumni engagement and connection
- Increase the quality and quantity of graduate program enrollment by more effectively targeting prospective students and differentiating ourselves from the competition.

Specific deliverables to be determined by program (ie. PTAT e-newsletter, program specific videos, etc.)

Objectives Achieved:

- Attract and recruit top-tier graduate students and maintain/increase enrollment
- Move up in *U.S. News & World Report* rankings for all ranked graduate programs
- Increase awareness of the College and its nationally ranked programs
- Establish our college/faculty as an academic and thought leader in the field of health and rehabilitation sciences
- Differentiate Sargent from top competitors

Social Media

13. Social Media

Timing: ongoing

Audience: prospects, alumni, current students, media, influencers, general public including health and wellness advocates and enthusiasts

Cost: \$0

We are actively promoting Sargent on 6 social media platforms:

Facebook – Targeting current and prospective students, alumni, and other Sargent “fans”, Facebook allows us to share photos, events, and news with an emphasis on “fun” content, engaging participants, and facilitating comments and interaction from followers. (http://www.facebook.com/BU_Sargent); Implementing a Sargent specific Class of 2018 group; Goal is to foster engagement and connection with the College by creating an online community for newly accepted students to interact with peers, ultimately increasing yield.

Twitter – While also targeting the Facebook audience, Twitter allows us to position ourselves as a thought leader in the health and rehabilitation space by succinctly delivering our news and messages directly to the media, influencers, health organizations and leaders, as well as any individuals interested in health, wellness, and the more than a dozen areas in which Sargent has expertise. (https://twitter.com/BU_Sargent)

YouTube – YouTube has proven very successful for other universities hoping to attract students with clever, viral campaigns and this same approach can be utilized at Sargent. BU central Admissions creates YouTube videos each year, and Sargent will work to be included. As new marketing videos are created for the website, they will also be cross promoted on BU Universe and YouTube. (<http://www.youtube.com/busargent>)

LinkedIn – Launched in April 2012, the Sargent College LinkedIn group has more than 800 members. This online community allows alumni and current students as well as faculty and staff to network, share best practices, post job opportunities, etc. This has proven to be a valuable resource in creating connections among alumni and students and enhancing career opportunities for Sargent graduates. (<http://www.linkedin.com/groups?gid=4382441&mostPopular=&trk=tyah>)

Instagram – Established in September 2012, Sargent’s page on this photo-sharing social network can be viewed on mobile phones using the Instagram App and handle “BUSargent”. Instagram’s mission is to create memories by allowing users to upload and filter images. Sargent’s presence on this popular new platform allows us to interact with our target audience where they are and enhances our brand image as a “cool”, innovative, and forward thinking College. Currently Sargent’s page is one of the University’s most followed Instagram sites. (<http://instagram.com/busargent/#>)

Pinterest – Launched in June 2012, Sargent’s page on this social bookmarking tool has enabled us to tell our story with images, and much like Twitter, connect with top organizations and influencers in the health field including current followers: ASHA, APTA, MGH. We are continuing to develop this page to increase followers and interest. (<http://pinterest.com/busargent/>)

2014-2015 Goal - To increase followers, visits, likes, and/or members, on each of these platforms by regularly posting timely, relevant, and meaningful content for our audiences and to

elevate our position in the health field by being the “top of mind” institution on social media in the health and rehabilitation space. Specific action items include posting curated and interactive content to foster conversation and increase engagement and researching additional media, thought leaders, and organizations with whom to connect and share our stories and messages. Continue to stay current with trends in social media and evaluate new platforms and opportunities as they arise.

Objectives Achieved:

All 7 objectives

Events

14. Graduate Information Sessions (program specific)

Timing: Year-round, frequency varies by program

Audience: Prospective graduate students and their parents/influences

Total Cost: approx. \$3,000 (for promotional materials, brochures, marketing collateral etc.)

Promote on website, social media, & on site via signage

Objectives Achieved:

- Attract and recruit top-tier graduate students and maintain/increase enrollment
- Increase awareness of the College and its nationally ranked programs
- Differentiate Sargent from top competitors

15. Undergraduate Open House

Timing: April 2014 (admitted students)

Audience: Admitted undergraduate students and their parents

Total Cost: approx. \$3,000/yr (\$300 posters/agenda/etc.; \$2,500 folders/collateral/branded promotional giveaways)

Action items include:

- Promote October event via postcards, posters, e-invitations and reminder, BU calendar listing, Sargent website homepage and events page listing, signage, possible advertising on WBUR
- Restock brochures and giveaways; refresh and/or develop new collateral where needed
- Update Dean’s PowerPoint
- Draft e-mail invitations and reminders with customized invites to prospective students

Additionally, our goal is to work in concert with BU Admissions (contact is Julia Keller) to supplement their existing open house marketing efforts. Admissions currently targets those who have inquired directly with us, PSAT takers (by purchasing lists), and students who are identified at events and high school visits.

Objectives Achieved:

- Attract and recruit top-tier undergraduate students and maintain/increase enrollment

- Increase awareness of the College and its nationally ranked programs
- Differentiate Sargent from top competitors

16. Annual Dudley Allen Sargent Lecture

Timing: October/November 2014

Audience: Alumni, faculty and staff, current and prospective students, BU community and Boston-area residents

Total Cost: \$4,000

Deliverables: Create and send invitations, develop posters, program, flyers, TV postings, advertise in *Daily Free Press* and on BU bus, promote via Sargent website, BU calendar listings, other BU schools and colleges and local universities, as well as internal and external media.

Objectives Achieved:

All 7 objectives

17. Annual Meredith E. Drench Lecture

Timing: April 2014

Audience: Alumni, faculty and staff, current and prospective students, BU community and Boston-area residents

Total Cost: \$4,000

Deliverables: Create and send invitations, develop posters, program, flyers, TV postings, advertise in *Daily Free Press* and on BU bus, promote via Sargent website, BU calendar listings, other BU schools and colleges and local universities, as well as internal and external media.

Objectives Achieved:

All 7 objectives

18. Sixth Annual Sargent Hockey Night

Timing: January 2014

Audience: Sargent students, faculty, and staff

Total Cost: \$0

Deliverables: Internal promotion to raise awareness and generate interest among Sargent students, faculty, and staff.

Objectives Achieved:

- Increase awareness of the College
- Differentiate Sargent from internal competitors

Market Research

19. Graduate Survey

Timing: October 2014

Audience: First-year Sargent graduate students

Distribution: e-mail, survey via Survey Monkey

Total Cost: \$300 (for iPad incentive; migrated to Qualtrics, no charge through BU)

Deliverables: Develop appropriate survey questions and distribute to all incoming Sargent graduate students to gather information about their perceptions of Sargent, their reasons for selecting Sargent over other colleges, their satisfaction thus far, etc. We will raffle off an iPad to encourage survey participation.

Objectives Achieved:

- Attract and recruit top-tier graduate students and maintain/increase enrollment
- Differentiate Sargent from top competitors

Media Relations

20. Media Relations

Timing: Ongoing

Audience: Current and prospective students and faculty, influencers, health/wellness consumers and advocates, general public

Distribution: print, email, web

Total Cost: \$0

Deliverables:

- Proactively pitch Sargent research, awards, successes, and other newsworthy content to external news outlets to increase visibility and raise the profile of the College. Targets include local and national dailies, national news and lifestyle magazines, and online health resources and bloggers. Responsibilities entail drafting news releases and media advisories, researching media contacts, developing lists, pitching to reporters, setting up media interviews for faculty either locally or at conferences and events, and drafting speaking points.
- Continue to network and meet with BU's internal PR resources who can assist in enhancing Sargent's media relations efforts. Key contacts include:
 - *Jo Breiner* – Manages @BostonUNews Twitter account, posts about professor expertise relevant to breaking news
 - *Dick Taffe* – Monitors ProfNet for reporter inquiries relevant to BU disciplines -- reporters use ProfNet to request expert assistance/quotes on stories they're writing
 - *Sara Rimer* – Chief PR officer for Health and Science; Sara is a former *NYT* science journalist

In addition, our goal is to ensure that faculty are adequately prepared for media interviews by providing key messages and talking points (when necessary). Media training can be provided as requested or needed.

Objectives Achieved:

- All seven objectives

Internal Communications

21. BU Today Features

Timing: As appropriate, ideally 3-4 times a semester

Audience: BU students, faculty, staff, and parents of students; any external audience who is interested in BU and visits *BU Today* website

Total Cost: \$0

Deliverables: Pitch Sargent awards, research, faculty, students, programs, interesting interdisciplinary collaborations, etc.

Objectives Achieved:

- All seven objectives

22. Lobby TV

Timing: Ongoing

Audience: Sargent students, faculty, staff; prospects and their parents, clinic patients, lecture attendees, and other Sargent visitors

Total Cost: \$0

Deliverables: Leverage visibility of lobby TV to feature College's research, news, and events. Develop slides for faculty awards and research, student achievements and outreach projects, Sargent media placements, Clinic offerings and to highlight our social media platforms, etc.; Work with program administrators to develop and update slides as appropriate

A list of standards and a slide template were provided to all department heads and program administrators to enable them to effectively develop slides for their programs and faculty. Training was also offered so that each department now has an administrative point person for the Lobby TV.

Objectives Achieved:

- Attract and recruit top-tier undergraduate students and maintain/increase enrollment
- Attract and recruit top-tier graduate students and maintain/increase enrollment
- Increase awareness of the College and its nationally ranked programs
- Differentiate Sargent from top competitors.

23. Lobby Directory

Timing: Fall 2014

Audience: Sargent students, faculty, staff; prospects and their parents, clinic patients, lecture attendees, and other Sargent visitors

Total Cost: \$300

Deliverables: Update Lobby Directory to include all clinics, labs, centers, etc. under the Sargent umbrella in order to improve brand recognition and raise awareness of Sargent's breadth and depth of resources.

Objectives Achieved:

- Attract and recruit top-tier undergraduate students and maintain/increase enrollment
- Attract and recruit top-tier graduate students and maintain/increase enrollment
- Increase awareness of the College and its nationally ranked programs

Strategic Planning

24. Marketing Plans and Marketing for Clinical Centers

Timing: Ongoing

Audience: Current and prospective patients; Boston University students, faculty, and staff

Distribution: Varied based on deliverable

Total Cost: TBD, (\$500 for design of PT e-blasts)

Deliverables: Work with Directors of individual Centers to develop marketing plans and/or action items as needed. Sargent Clinical Centers include:

- Academic Speech, Language & Hearing Center
- Aphasia Resource Center
- Center for Neurorehabilitation
- Sargent Choice Nutrition Center
- Physical Therapy Center (part of BU Sports Medicine & Related Services)
- Center For Psychiatric Rehabilitation

Deliverables include assisting with collateral development, email marketing, PR, advertising, analytics monitoring, and social media.

Objectives Achieved:

All 7 objectives

Other

Replenish and Restock Inventory

- Reorder *Inside Sargent* Special Editions (OT, PT, Speech) as inventory is running low

Professional Organizations

- Research cost and benefits of advertising in organizations' publications and evaluate whether ads provide any return on investment
- Evaluate conference opportunities – consider sponsoring a booth or advertising at these events

Foster Internal Partnerships

- Develop positive working relationships with other BU communicators as well as Career Center and Admissions staff in order to complement and supplement their efforts to recruit, counsel, and/or transfer students

Monitor and Maintain Inventory Levels

- Ensure marketing collateral and giveaways are appropriately stocked

Evaluation

Several metrics can be analyzed to evaluate the success of our marketing initiatives. These include:

- Applicant and Enrollment metrics
- *US News & World Report* Graduate Rankings
 - OT - #2
 - PT - #16
 - Speech - #21
- Event Attendance
- Positive Media Coverage
- Survey Results
- Google Analytics

Sargent Undergraduate Enrollment Metrics 2009-2012

FALL 2009

Freshman

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Athletic Training/Physical Therapy	200	105	26
Athletic Training	47	16	7
Health Science	118	62	15
Human Physiology	84	71	34
Nutrition	114	70	18
Occupational Therapy	70	36	8
Physical Therapy	210	127	24
Speech, Lang & Hearing	54	29	9
Undeclared (SAR)	168	59	9
TOTAL 2009 FRESHMEN	1065	575	150

Transfers

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Athletic Training/Physical Therapy	12	1	1
Athletic Training	7	2	2
Health Science	19	7	3
Human Physiology	6	1	0
Nutrition	17	6	2
Occupational Therapy	8	0	0
Physical Therapy	16	6	1
Speech, Lang & Hearing	4	1	1
TOTAL 2009 TRANSFERS	89	24	10

TOTAL FALL 2009	1154	599	160
------------------------	-------------	------------	------------

SPRING 2010

Freshman

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Human Physiology	1	1	0
Nutrition	1	0	0
Undeclared (SAR)	1	0	0
TOTAL FRESHMEN	3	1	0

Transfers

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Athletic Training/Physical Therapy	3	1	0
Athletic Training	3	3	1
Health Science	3	0	0
Human Physiology	2	1	0
Nutrition	1	1	1
Physical Therapy	1	0	0
TOTAL TRANSFER	13	6	2

TOTAL SPRG 2010	16	7	2
------------------------	-----------	----------	----------

FALL 2010

Freshman

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Athletic Training/Physical Therapy	195	128	30
Athletic Training	33	19	5
Health Science	131	77	15
Human Physiology	121	90	46
Nutrition	116	83	20
Occupational Therapy	90	59	18
Physical Therapy	211	119	24
Speech, Lang & Hearing	68	50	8
Undeclared (SAR)	201	102	16
TOTAL FRESHMEN	1166	727	182

Transfers

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Athletic Training/Physical Therapy	12	3	0
Athletic Training	12	1	1
Health Science	20	4	1
Human Physiology	12	7	4

FALL 2011

Freshman

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Athletic Training/Physical Therapy	218	108	40
Athletic Training	52	19	6
Health Science	140	72	17
Human Physiology	150	103	36
Nutrition	141	80	18
Occupational Therapy	130	75	22
Physical Therapy	255	127	39
Speech, Lang & Hearing	96	63	12
Undeclared (SAR)	185	78	16
TOTAL FRESHMEN	1367	725	206

Transfers

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Athletic Training/Physical Therapy	16	1	1
Athletic Training	4	1	1
Health Science	17	5	2
Human Physiology	14	7	4
Nutrition	21	2	2
Occupational Therapy	16	1	0
Physical Therapy	19	6	5
Speech, Lang & Hearing	17	1	0
TOTAL TRANSFER	124	24	15

TOTAL FALL 2011

1491

749

221

SPRING 2012

Freshman

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Health Science	3	0	0
Human Physiology	1	0	0
Nutrition	1	0	0
Undeclared (SAR)	1	0	0
TOTAL FRESHMEN	6	0	0

Transfers

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Athletic Training/Physical Therapy	8	1	1
Health Science	9	3	0
Human Physiology	4	0	0
Nutrition	15	5	3
Occupational Therapy	5	2	2
Physical Therapy	7	3	2
TOTAL TRANSFER	48	14	8

TOTAL SPRG 2012	54	14	8
------------------------	-----------	-----------	----------

FALL 2014

Freshman

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Athletic Training/Physical Therapy	356	92	34
Athletic Training	105	17	8
Behavior & Health	142	30	12
Health Science	578	132	19
Human Physiology	304	137	47
Nutrition	250	77	17
Physical Therapy	420	107	23
Speech,Lang&Hearing	161	33	7
Undeclared (SAR)	187	42	12
TOTAL FRESHMEN	2503	667	179

Transfers

PROGRAM	APPLIED	ACCEPTED	ENROLLED
Athletic Training	27	5	1

Behavior & Health	12	4	0
Health Science	41	18	3
Human Physiology	17	8	0
Nutrition	35	10	3
Speech,Lang&Hearing	17	7	1
TOTAL TRANSFER	149	52	8

TOTAL FALL 2014

2652

719

187

Sargent Graduate Enrollment Metrics 2002-2014

All Graduate Programs

Academic Year	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
Applicants	560	532	541	652	618	645	762	763	1269	1319	1756	1733
Accepts	358	348	357	361	350	331	296	346	403	411	350	451
Matriculants	97	102	138	132	113	115	107	115	146	127	98	142
Selectivity	64%	65%	66%	55%	57%	51%	39%	45%	32%	31%	19%	26%
Yield	27%	29%	39%	37%	32%	35%	36%	33%	36%	31%	28%	31%

Graduate Matriculants by Program

Academic Year	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
MS Anatomy & Physiology	5	8	7	4	9	3	3	7	12	6	4	7
Nutrition	12	10	26	28	18	20	20	24	23	24	13	17
MS OT (1 yr)	3	2	10	*	*	*	*	*	*	*	*	*
MS OT (2 yr)	20	19	19	14	18	24	26	25	29	23	21	29
MSPT	3	1	**	**	**	**	**	**	**	**	**	**
DPT	16	24	20	43	28	35	29	28	43	33	23	35
Rehab Counsel.	10	10	14	3	6	0	0	0	0	0	0	0
MS SLP	22	24	37	34	29	32	28	29	40	38	24	45
PhD SLP												
PhD Rehab Sci	1	2	5	2	5	3	0	5	0	1	2	1
PhD Applied Anatomy & Physiology***												

* Program discontinued and replaced by 2-year program when entry level changed to the MS.

** Program discontinued and changed to DPT when entry level changed to DPT.

***Name changed to Human Physiology in 2012