

ED Tech and Distance meeting

11.17.22 Meeting notes

Participants: Swapna, Helena, Magdi, Tom Dana, Matt, Kristi, Sondra

Guests: Jason Arnold & Kevin Coulson

Chair: Swapna

Notes: Helena

Recap of questions we had for Kevin and Jason:

- Goal to discuss how we market online programs to diverse applicants ? Talk about what are some ideas?

Tom: need an operational definition of *diverse students*; need to make sure we are covering all the dimensions at once.

Jason: Describes Eco system of marketing and recruitment

- Need spend \$ on recruitment
- Social media cites are useful but limited
- Diversity – some access to data but unreliable
- Funded activities – grant funded recruitment targets
- Can geographically target
- Micro-level – individual faculty members and students need to connect (this is mainly for doctoral programs)

Kevin Coulson: Showed the geographic representation of COE students. Discussion about being able to target cities or even conferences.

Challenges:

- There are a lot of people who come to the site, we may know geographic location, browser, etc. but we do not have their demographics.

Suggestions (Committee):

- Informational webinars helpful and marketing them at the right places. Sent out through faculty development, human interaction draws people in.
- Alumni networks; some may help the gator nation in COE student audience is changing
- Need a sub group who is likely to respond well. Need to go deeper to find the diverse populations.
- Populations with low salaries - may want a degree and can give financial aid.
- Find out about grants and scholarships.
- Stimulus grants
- 30,000 layoffs from major tech companies – might be interested in an advanced degree. Would it be useful to look at folks who are looking for a change in career. Curriculum designers ; HR
- Micro credentials to get ppl started in our programs; can we target sub groups?

Kevin/Jason:

- Create outreach emails for faculty to send them out. Surround sound or ads or organic content and then send to interested parties.
- We can develop a story line that people see themselves as a part of and what are the impacts.
- Microcredentials – other parts of campus. Department of continuing ed sets up.

To do:

- We need messaging sooner than later about online programs to support diversity in applications. We need to work with program coordinators to identify their needs.
- Need central person in educator central to work with Kevin and Jason dept. Can suggest to Tina & Scott Davis who will attend next meeting on Dec 8th .
- Kevin and Jason can present to COE about microcredentials/share the teasers or with all the schools in COE.