Rush University
College of Health Sciences
Marketing and Recruitment Task Force
2007-2008 Charges

- Collect program brochures and related materials
    - Develop brochures with common look and themes
    - College poster with return card
- Develop a college brochure
- Develop a college view book for placement on the Web and print distribution
- College newspaper ads for CHS
- Develop an e-marketing plan for undersubscribed program
- Review applicant and enrollment data to identify programs in need of attention
- Obtain e-mail list of students in nearby colleges and universities
    - Juniors and senior students
    - All science majors (biology, chemistry, physics)
- Develop a marketing plan which integrates e-mail, open house events and follow-up
    - Set series of three open houses per program
    - E-mail students at least three time prior to each open house event
        - Use one page news letter type format with links to sign up for the open house, receive more information or down load an application
    - Hold open house events
        - OJ and cookies for AM (cokes and cookies for PM)
        - Saturdays work best at 11:00
        - Have a 45 minute power point presentation about the profession and program which includes application information.
        - Follow with demonstrations using current students (4 stations)
    - Mail packet to those who sign up for open houses but do not show up
    - Have telephone and/or e-mail follow-up contact with each person.
        - Schedule hospital/clinic tours
        - Schedule an advisement session with a faculty member
    - Walk applicants through the process
- Counselor luncheon, as needed
- Visits to colleges for transfer days, etc.
- Survey current students to determine characteristics