

Rush University
College of Health Sciences
Marketing and Recruitment Task Force
2009-2010 Charges

1. Review marketing brochure for each program in the college and overall college marketing brochure.
 - a. Develop brochures for new programs.
 - b. Make sure brochures are available throughout the medical center and at feeder campuses.
 - c. Develop a college poster with return card (tear off) for posting.
2. Develop a college view book for placement on the Web and print distribution.
3. Continue e-marketing campaign for under subscribed programs.
4. Develop an integrated marketing plan which integrates e-mail, open house events and planned contact and follow-up.
 - a. Set series of three open houses per undersubscribed program.
 - b. E-mail students at least three time prior to each open house event.
 - i. Use one page news letter type format with links to sign up for the open house, receive more information or down load an application.
 - c. Hold open house events
 - i. refreshments
 - ii. Saturdays at 11:00, may consider other times
 - iii. 45 minute power point presentation about the profession and program which includes application information.
 - iv. Follow with demonstrations using current students (4 stations)
 - d. Mail packet to those who sign up for open houses but do not show up.
 - e. Have telephone and/or e-mail follow-up contact with each person.
 - i. Schedule hospital/clinic tours
 - ii. Schedule an advisement session with a faculty member
 - f. Walk applicants through the process.
5. Coordinate a college-wide open house in October (repeat in December, February, March, as indicated).
 - College newspaper ads for CHS
 - E-marketing
6. Review new student surveys to sharpen marketing approach.
7. Obtain e-mail list of students in nearby colleges and universities.
 - a. Juniors and senior students
 - b. All science majors (biology, chemistry, physics)
8. Consider a counselor luncheon in winter.
9. Coordinate recruitment visits to colleges for transfer days, etc.
10. Consider other program marketing methods (geo-demographics, open house at feeder colleges (Triton, UIC, Benedictine, etc.)

Chair: VinKeia Berry