

Loyola University New Orleans  
Ruffalo Noel Levitz Partnership

PROJECT  
OVERDRIVE

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## Today's Discussion

- 1 Campus Visits
- 2 Communication
- 3 Yield Receptions
- 4 Marketing
- 5 High School Visits

## Campus Visits

- **Meet the Dean Program**
  - “Enhanced Your Visit” email from the deans encouraging a meeting with the dean.
  - Designated time each day at 1pm will be Meet the Dean time
  - Each student registered for a campus visit will receive a call from a counselor encouraging a meeting with dean

## Communication

### ■ Phone Calls

- Each department will be given a list of admitted students to call and record results in online form
  - List provided on February 15
  - List provided on March 22

### ■ Email

- Departmental emails will be sent from the admissions office with a reply designation to a faculty member

### ■ Postcards

- Each department is given pre-addressed postcards of admitted students interested in their department. Faculty write a short personal note and mail the postcard

## Yield Receptions

- Deans invite a faculty to attend a yield reception with an admissions officer.
- Faculty member connects with the admissions counselor responsible for the event to confirm attendance
- Faculty member is given time and location of event and makes their own travel arrangements.
- Travel expenses are turned into admissions for reimbursement.
- 6-8 events are planned around March 5

# Marketing

## ■ **One Minute Moments**

- Marketing has 5 “One Minute Moments” in the queue for admissions use. These are video productions done by marketing highlighting faculty passion for the academic life at Loyola

## ■ **Facebook Live Events**

- Marketing has planned to conduct several Facebook Live events in conjunction with admissions to provide live social media access of prospective students to Loyola faculty. These 30 minute social media events are interactive and allow for online texting of questions for faculty to answer.

## ■ **Faculty or Student Achievement**

- Noteworthy faculty and staff achievement that are posted by marketing or presented on the website for individual admissions counselor to utilize

## ■ **Subject Matter Expert Referral to Media**

## High School Visits

- **Fall High School Recruiting Visits**
  - The primary time for high school visitation for recruiting events is in the fall. This time has passed. Faculty can engage in high school recruiting visits next fall
- **Special High School Visits – Academic Collaboration**
  - These visits are scheduled by individual faculty or admissions for the purpose of having a Loyola faculty member speak in a high school class. For example, a literature professor would speak to a high school English class regarding Shakespeare.

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