Engineering | Computer Science
Marketing & Communications

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Today’s Presentation
Who are we marketing to?

- High Achieving High School Students
- Potential New Faculty Members
- Corporate Partners
- ECS Alumni
- Higher Ed Community/Stakeholders
What is marketing?

Dogbert, the VP of Marketing:

Describe your product in technical terms and I'll turn it into marketing language.

Well, it tends to over-heat.

"Hottest product on the market!"

All the parts are known carcinogens.

"Makes you appreciate life!"
What is marketing?

• The management process through which goods and services move from concept to the customer.
• The action or business of promoting or selling products or services.
• Marketing is based on thinking about the business in terms of customer needs and their satisfaction.
What does that look like for ECS?

- Moving a “superior education through instruction, scholarship, and service” from the classroom to prospective students, faculty, and corporate partners
- Promoting and selling Baylor ECS programs as superior engineering and computer science programs that prepare graduates for professional practice and responsible leadership with a Christian worldview
- Thinking about ECS programs in terms of audience (students, faculty, companies, alumni, donors) needs and satisfaction
The Higher Education Research Institute is projecting that undergraduate enrollment over the next eight years will increase by only 10% at private institutions as opposed to the 38% growth over the past eight years.
When?

We have to start marketing our programs and effectively communicating with our target audiences NOW in order to sustain our current growth over the next eight years.
Where?

Where should we market to our constituents? →

Where do our constituents find information?

Friends and Family

• Word of mouth is still the most trusted form of information. Over 84% of consumers who go online say “recommendations from people I know” are likely to cause them to take action

Online

• More than 90% of job applications are sourced through the internet
• More than 90% of businesses use social media networks for recruitment
• More than 45% of high school students use social media networks to learn about colleges; 22% of high school students use social media networks to decide which colleges to apply to

Campus Visits

• Over 40% of students say that campus visits are very important in influencing their final decision
Why?

• Power of Perception
  – Tuition costs for Baylor this year will be nearly 15% higher than the average cost per year of other private universities.
  – The perceived value of a Baylor education has been worth the $20,000 difference that our students will pay over the course of four years

• More Competition
  – 76% of freshman were accepted to their first choice
  – 57% actually enrolled in their first choice
If Baylor ECS wants to maintain or increase the academic quality of incoming freshman, we have to market our engineering and computer science programs as a “first choice” program and increase the perceived value of our educational services to prospective students.
HOW can the Board of Advocates Help?
Messaging

- What does the industry want/need from Baylor ECS?
- How does our messaging need to change to meet industry needs?
- Is the message we want to send standing out in our marketing?
- How well are we using our interpersonal networking capability to leverage our message?
- Is our messaging authentic and distinctive? Is it relevant to our audience?
Important Questions to Ask:

• If our website is our “front door,” would you want to explore what’s inside?

• How accessible is the information that our target audience(s) want on our website?

• How can we bring our value proposition to life via stories of how specific student experiences lead to post-graduate success?

• What are we good at? How are we highlighting what we’re good at?

• What is the value of our educational product? How are we promoting the value and mitigating the “sticker shock”?

• How well do we address industry needs?
Baylor ECS Website

Update
- The design has been completed
- The content on the main ECS site has been updated
- The content on the departmental sites has been transferred to the new site

Next Steps
- Update content on departmental sites
- Continue to develop core messaging
- Add more information on research
- Update faculty pages (not faculty websites) with current photos and CV
- Implement core messaging platforms across all ECS sites

We are aiming to launch the new site in the next few weeks!
Social Media

Current Social Media Networks

- Twitter - @BaylorECS
- Facebook – Baylor School of Engineering and Computer Science
- Instagram – @Baylor_ECS
- You Tube
- LinkedIn
  - Company Page
  - Group Page

Important Questions to Ask:

- What information is relevant on social media?
- Who is our target audience on social media?
- What is our content strategy for social media?
- Who can contribute content on social media?
Social Media

Next Steps

• Align content marketing with brand strategy
• Identify target audience
• Identify key contributors
• Create a content calendar for Social Media networks
• Generate high-quality content relevant to our target audience
• Align messaging across all channels
• Grow our platform

#BaylorECS
Increased Visibility

Office of Career & Professional Development
- STEM Job Fair
- HireABear Career Fair

Important Questions to Ask:
- What companies are not recruiting at Baylor that should be?
- How can we increase corporate visibility for Baylor ECS?
- How can we use our professional networks to increase on-campus corporate recruitment efforts?
- What challenges/opportunities do we face as Engineering/Computer Science Programs in terms of job placement?
Increased Visibility

**Ongoing Projects**
- Corporate Mailers
- E-Newsletters
- ECS Videos
- *Synergy Magazine*

**Future Projects**
- Annual Report
- Engineering Student Council/Round Table
- ECS 20th Anniversary Event
- Corporate Recruitment Materials
- ECS Blog
- Improve website with SEO and Analytics capabilities