Title: Leveraging technology for the recruitment of students and faculty

Presenters: Dr. William Hoon, chairperson, department of Broadcasting and Journalism, Western Illinois University, wg-hoon@wiu.edu

William Hoon is Associate Professor and Chair of the department of Broadcasting and Journalism at Western Illinois University.   Dr. Hoon developed a sports broadcasting curriculum at Western Illinois University. The sports broadcasting major is now one of the university's signature programs. Before being selected as chair, Hoon served as the Director for Sports Broadcasting for the department. He earned his PhD in Mass Communication and Media Arts from Southern Illinois University.

Dr. Chris Hirschler, chairperson, department of Health and Physical Education, Monmouth University, chirschl@monmouth.edu

Chris Hirschler is Associate Professor and Chair of the department of Health and Physical Education at Monmouth University. Dr. Hirschler was the founding Faculty Director of Study Abroad at Monmouth University and helped to significantly increase participation rates. He continues to lead programs in Guatemala and Costa Rica. He is a Master Certified Health Education Specialist (MCHES) who is known for creating "cool" courses. Hirschler uses technology to promote student, faculty, and departmental accomplishments.

Presentation Theme: Issues and Trends in Higher Education
Presentation Type: Best Practice Presentation

Target Audience: All department chairs

Abstract: This presentation will discuss some best practices in using the latest technology to assist in student and faculty recruitment.

Description of session:

This session will review recruiting activities of two departments at two universities. In the not-too-distant past, many universities relied on their admission staff to find new students. Universities are now asking faculty to be more involved in the process. Departments are expected to have recruiting practices that keep enrollments on the increase. This presentation will discuss how chairpersons in distinct disciplines are using technology to promote their programs.

Western Illinois University, Department of Broadcasting and Journalism

Our recruiting strategy begins with our online presence. Most students still use the college website in their searches for information. Locating key terms for Google searches will place your department in the sites of prospective students.

Once you get a student to your homepage, it should be fairly evident just exactly what you have to offer.   You are developing and promoting a brand, which is essential for any business. We like to promote our department as an "award-winning" program that provides hands-on learning opportunities.

We also feel it is important to provide pictures and videos of our students at work. The videos should promote your activities and provide a connection to these potential students.

We also believe it is essential to have a strong and steady presence on Facebook, Twitter, and Instagram. These social media sites allow us to communicate with current and potential students about our good news.   Sign up for a YouTube channel and place your videos there. It will allow you to track your views.   During the summer, we record short videos of our new students at their registration dates. We share these videos with our "community".

Our latest activity involves new and current students, as well as our alumni. We will kick off a "crowdfunding" fundraising event this fall. We will use our social media sites to encourage people to donate money for our program.

Monmouth University, Department of Health and Physical Education

With seven graduates in 2007-2008, 111 in 2015-2016, and 450 current undergraduates, this newly formed department has experienced rapid growth. The Health and Physical Education faculty promote internships and service learning opportunities at home and abroad and emphasize preparation for graduate school.

The department transformed its faculty/staff page to "make it come alive" and more accurately reflect the numerous ways faculty engage with students. Additions include photos, videos, and hyperlinks to peer-reviewed and popular press articles. Students and faculty candidate visitors to the department website now see greater diversity and "action".

Using social media platforms such as LinkedIn and Facebook, and search engines such as Google, has led to an increase in the pool of highly qualified adjunct faculty.

The chair has created numerous videos that highlight courses such as Adventure Education in Costa Rica and Guatemala Public Health, activities such as Zumba Fitness and the community garden, and advising. The department has also worked with Enrollment Management to utilize professional video services to create videos that highlight departmental and student achievements.

http://er.educause.edu/articles/2014/1/how-it-can-support-student-recruitment-and-why-it-should

Harvey, T. (2014). What the 6 Types of Prospective College Students Are Looking For. Chronicle of Higher Education.