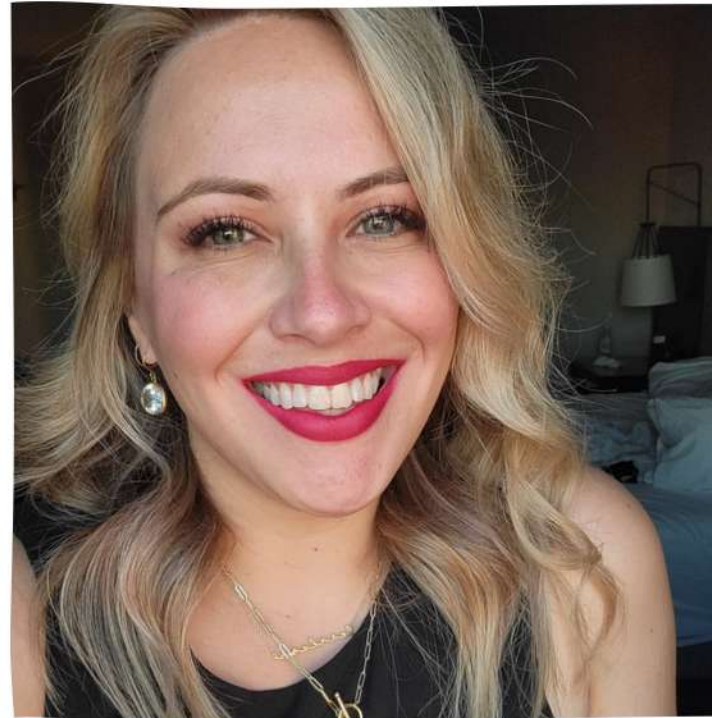




The Quest to Build Enrollment: Social Media Engagement, Process, & Progress

Andrea Huda |
Lehman College, CUNY

≡ Welcome ≡



Andrea Huda, MEd
SBIP Manager
SCPS
Lehman College, CUNY

In a land far far away....

There once lived a world where students frolicked to info sessions, visited campuses, and gathered round to learn new subjects alongside students...





Then the evil pandemic changed the way we live...

We shifted to a world online filled with zoom meetings, webinars, and everthing virtual



LEHMAN
COLLEGE

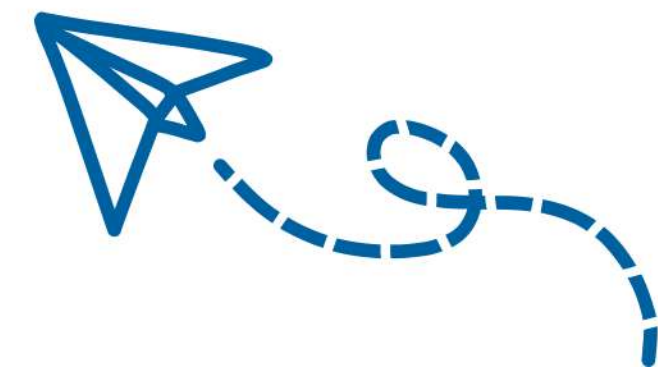
**Then as our kingdoms recovered
and we started to return to campus....**



**The students
didn't return...**

Post Pandemic, people want options.

- Colleges have seen decrease in standard enrollments, and increase in online/hybrid.
- Social media and online use post pandemic has increased over 25% and stayed (Dixon, 2022)



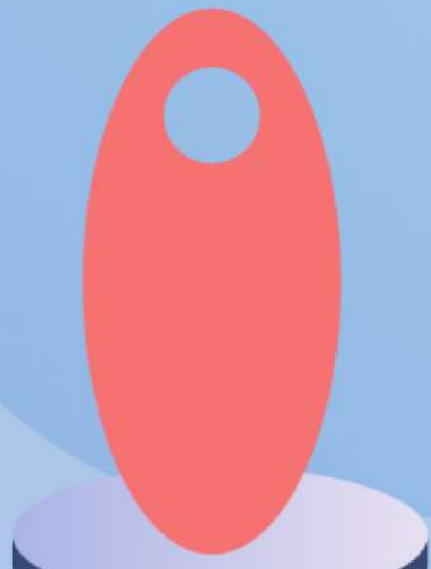
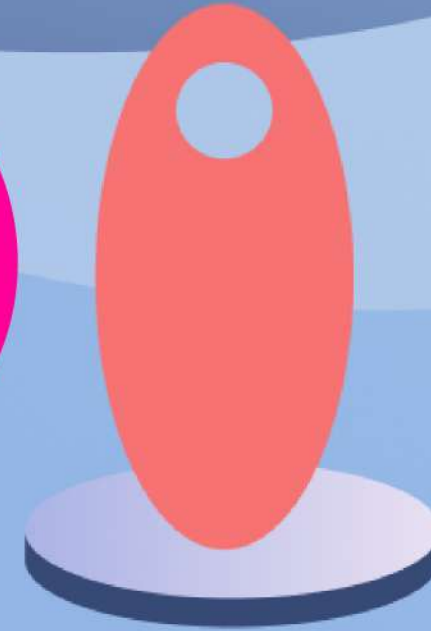
Got us thinking... how can we reach people?



In a world where social media dominates our daily lives, it's time to leverage its power for student recruitment & engagement



#1 GOAL



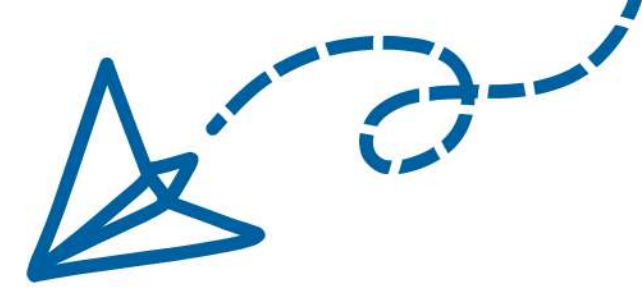


GOAL

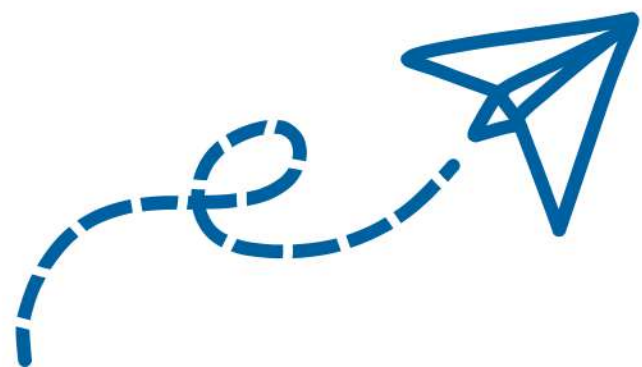
Our Goal:

Increase SCPS's use of social media to increase engagement, visibility and awareness to current and prospective students.

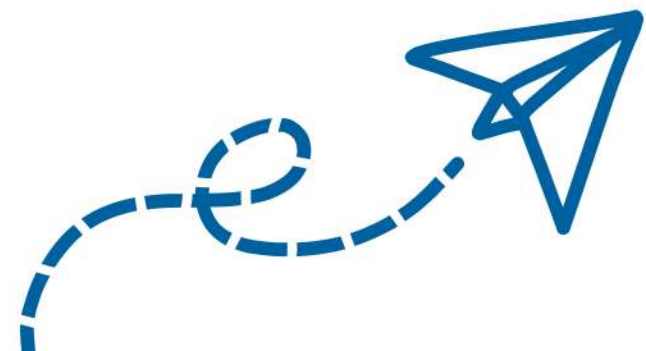
Streamline processes for consistent workflow with distributed responsibilities.



REVAMP
&
RELAUNCH



2 AUDIT



AUDIT

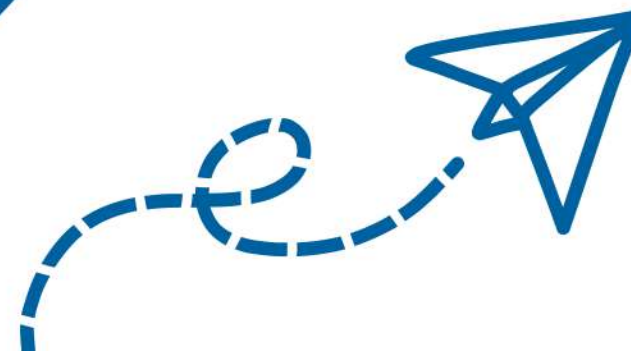
13 social media accounts

3 had no posts

2 mostly filler

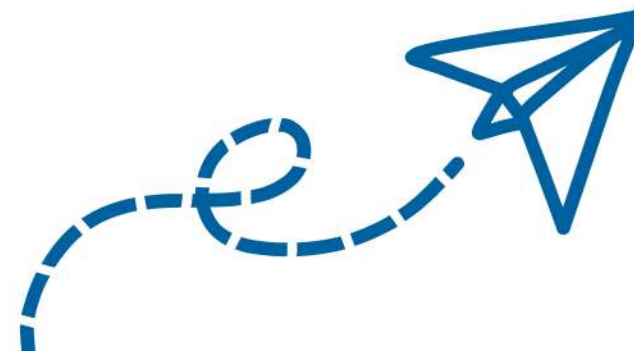
An audit of many many many social media accounts...

- Teams/Departments had separate presences
- Posting was scattered
- Items were generic
- Engagement/Impact was sparse





#3 CHALLENGES



CHALLENGE



POST N' PRAY



Challenge # 1 Social Media Workflow

Individual ownership led to 'unmanned' accounts, inconsistent branding, and pausing in posting due to workloads.



CHALLENGE



Challenge # 2 Leadership Buy-in

Teams had prior ownership and goals. Bringing everyone on-board under a new communal interest would be a challenge



LEHMAN
COLLEGE

CHALLENGE



Honorable Mention: Institutional Support

Common challenge in the CE landscape
either at the department/teams level or
higher



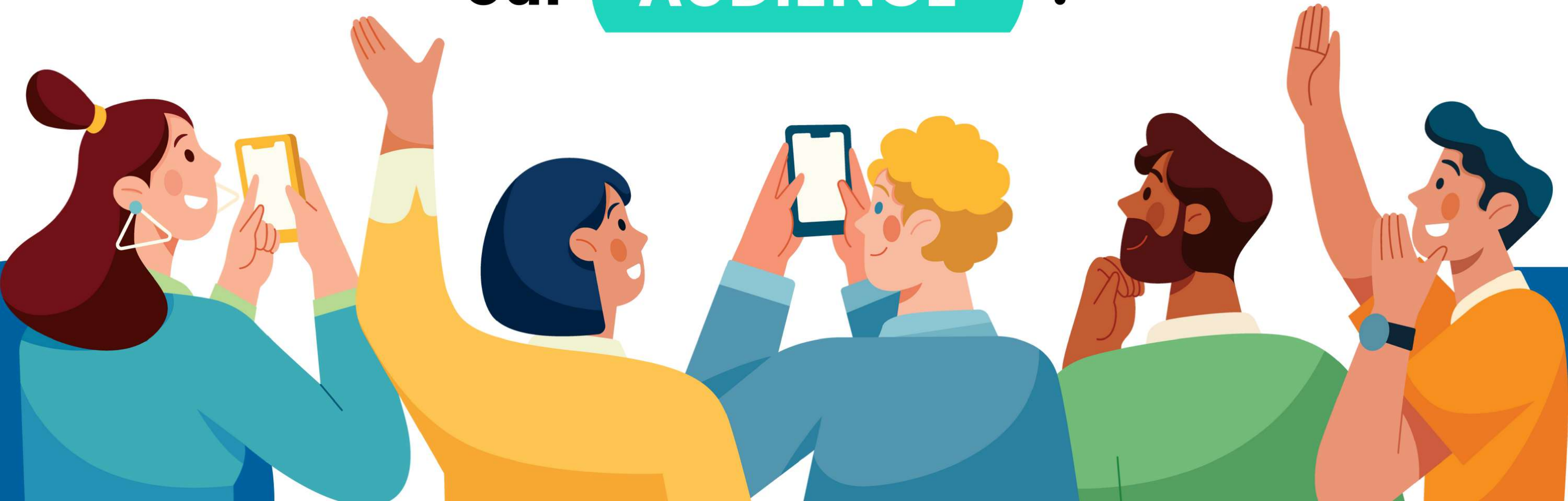
WHO
exactly

IS

our

AUDIENCE

?



AUDIENCE

Who do we serve?

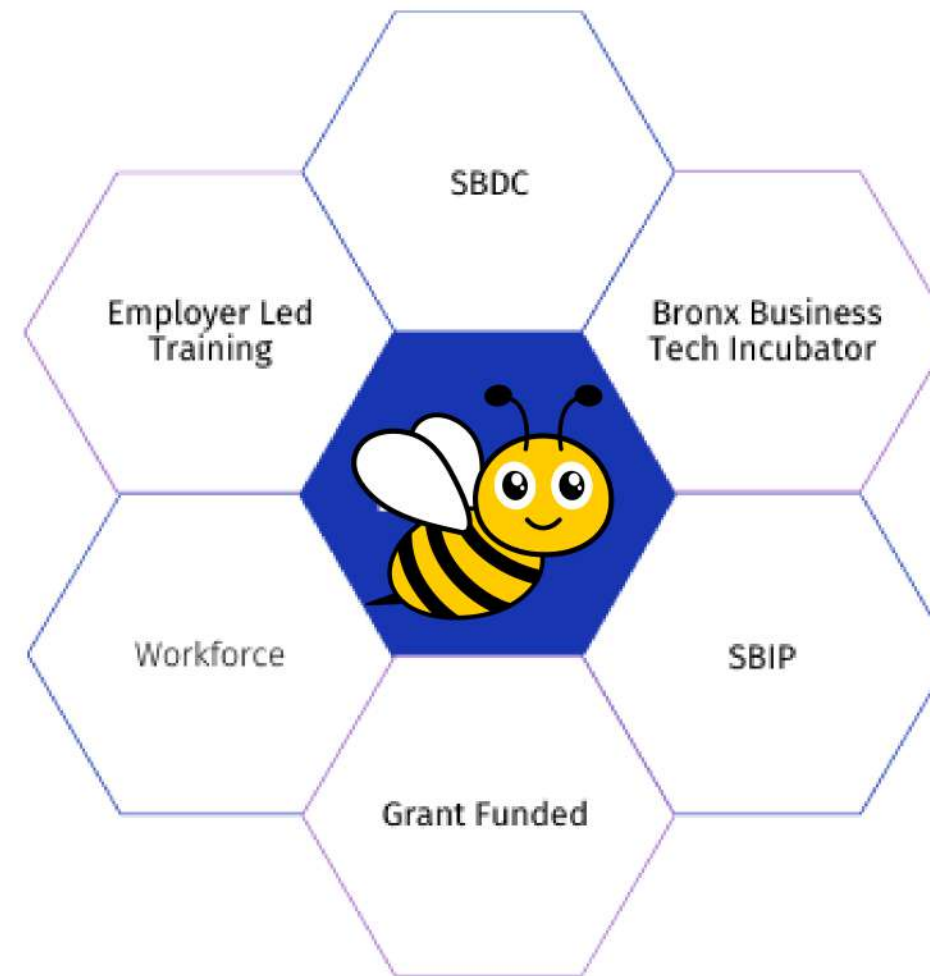
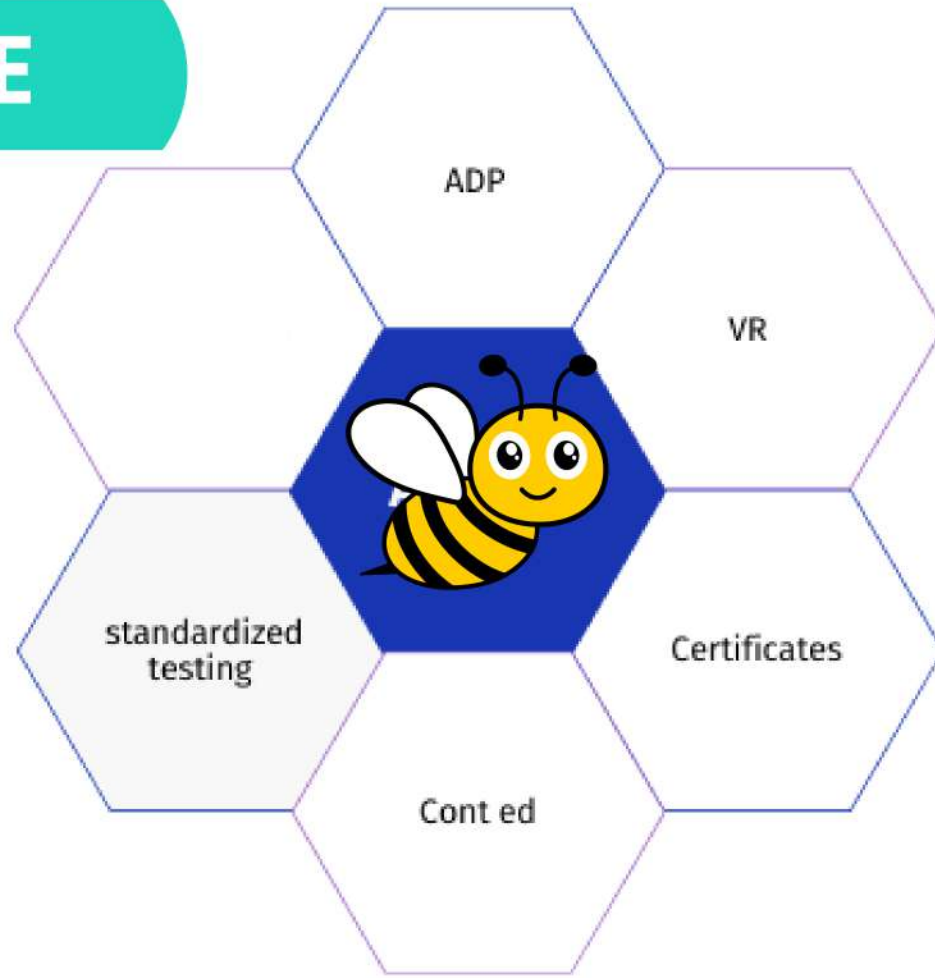
How can we segment our audiences differently?



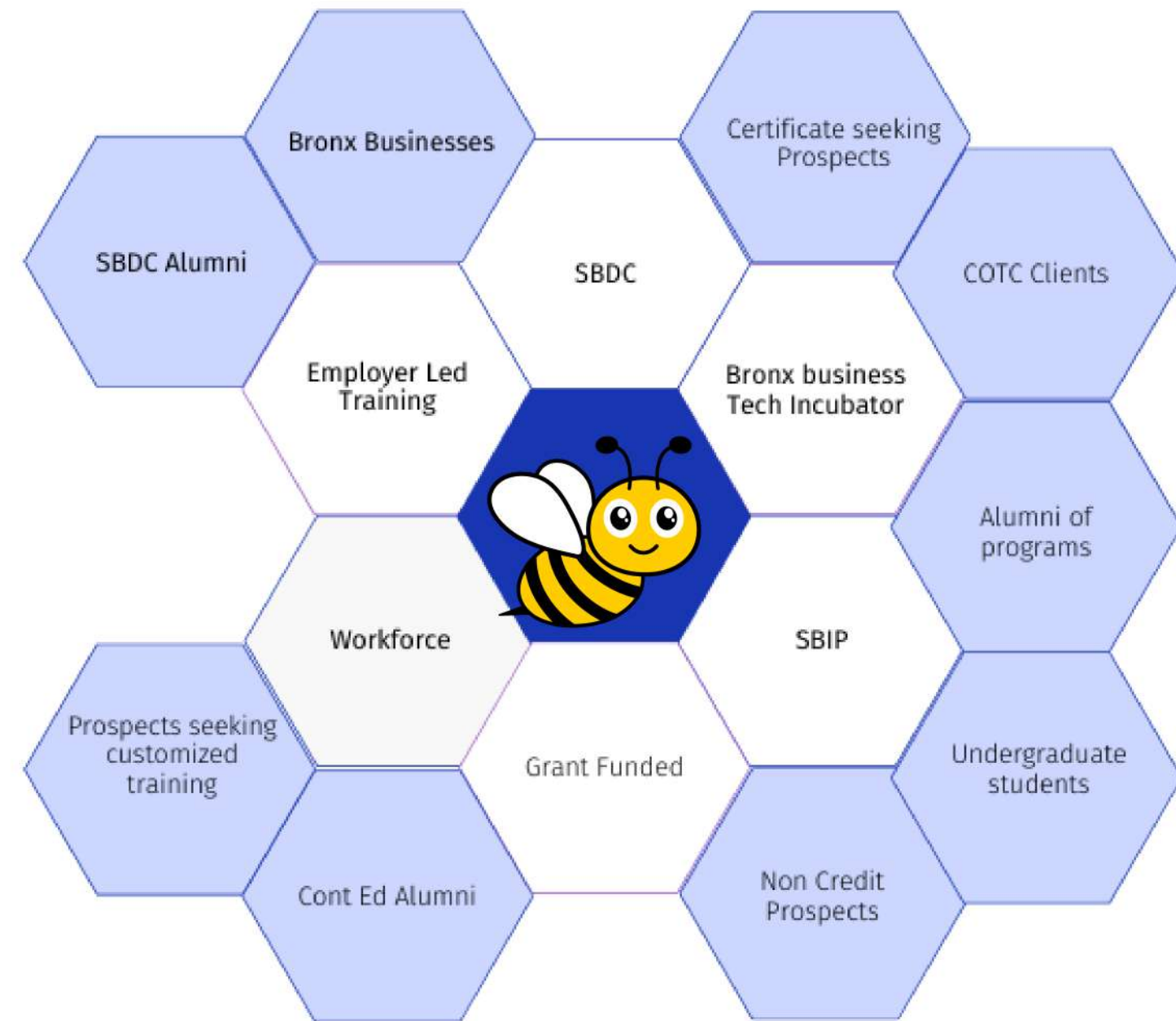
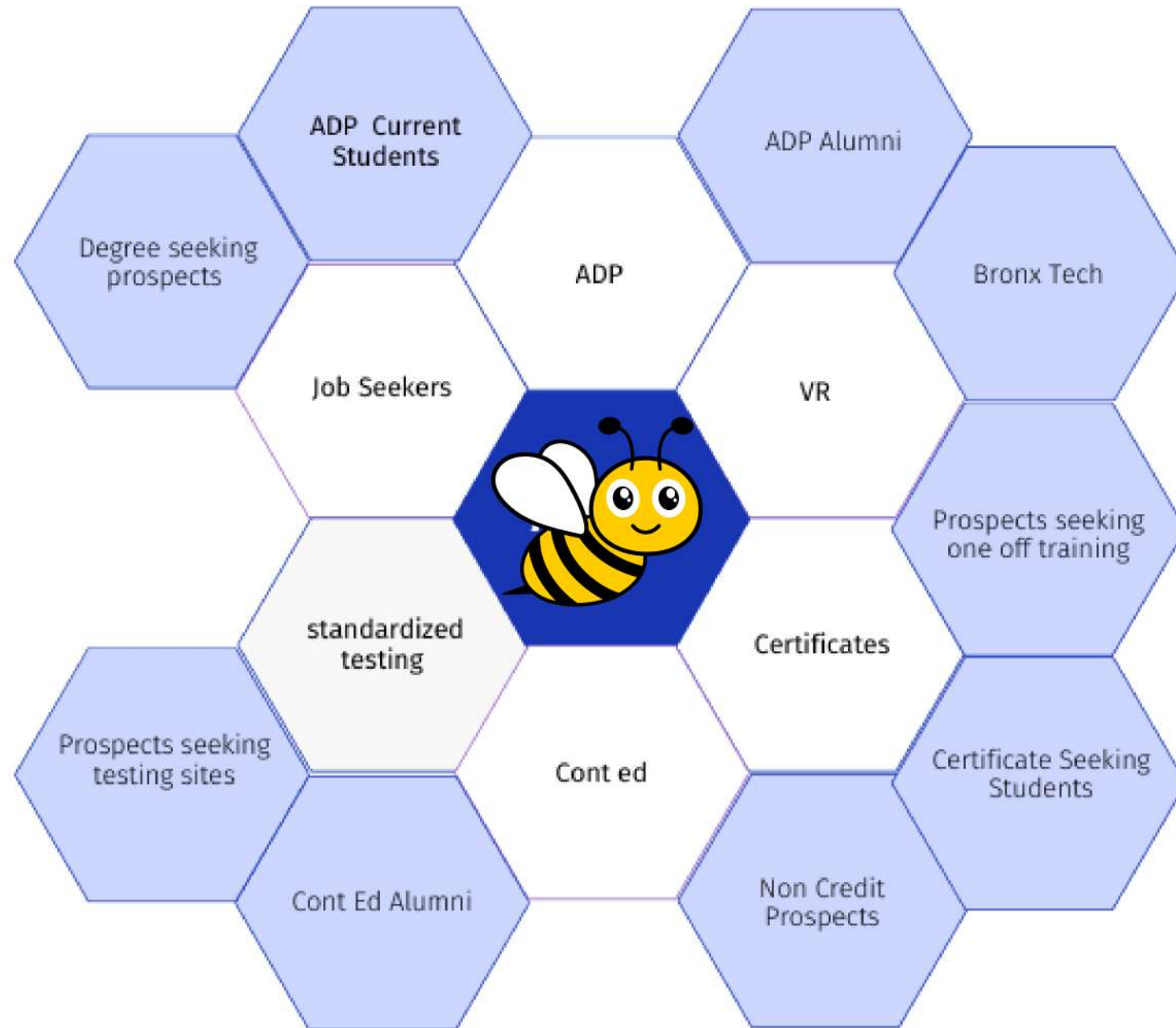
LEHMAN COLLEGE

**School of Continuing
& Professional Studies**

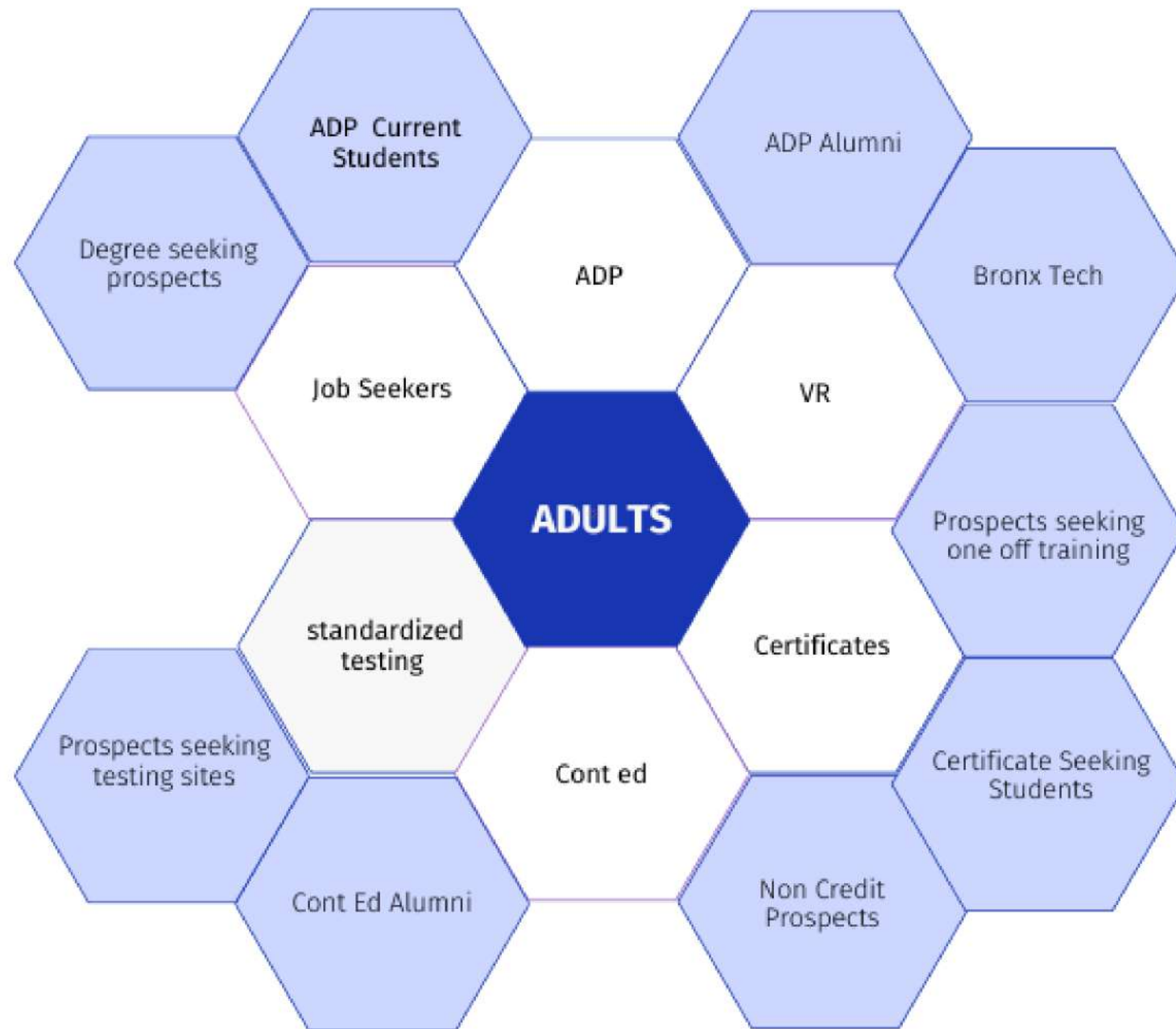
AUDIENCE



AUDIENCE



AUDIENCE





**Now that we've gained all this data.
What did we do?**

OUR HERO PLAN





1 New and focused social media accounts

- Focus on Facebook, Instagram and LinkedIn.
- Create new Meta accounts (Facebook, Instagram) using our new audiences (adults, and students) as the theme, and keep our current LinkedIn account.
- Sunset all old accounts with transition plan, and streamline all social media from SCPS to main accounts, removing personal responsibility.
- Work with the VP of Communications and marketing to open these new Meta accounts through the school account, eliminating ownership and advertising issues.



IMPLEMENT



New Meta Accounts to be created



Student focused: Lehman College Continuing Education Hub



Business Focused: Lehman College Bronx Business Central



LEHMAN
COLLEGE



IMPLEMENT

Soft Launch LinkedIn



Begin posting on our LinkedIn page 1-2 times per week using the same standards for social media. Post as many partners as we can to expand net



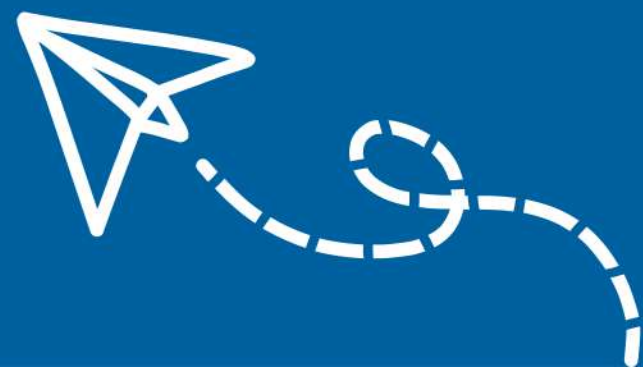
LEHMAN
COLLEGE

IMPLEMENT

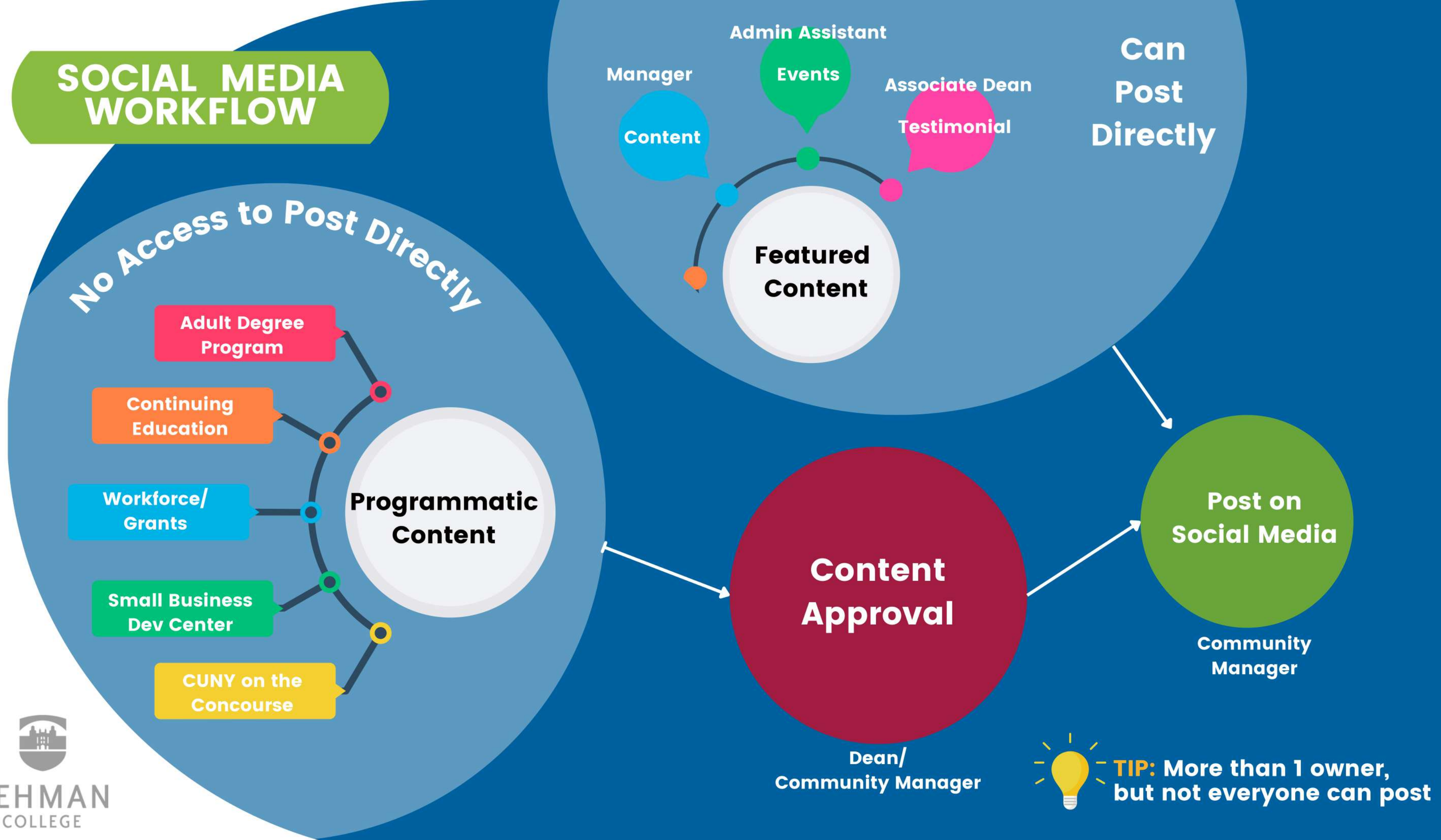


2 Secure a social media workflow

- Identify key stakeholders who will be responsible for different deliverables.
- Create a social media calendar with limited access.
- Train directors in best practices, how to craft proper social media content.
- Identify tools to help main organizers stay on track.



SOCIAL MEDIA WORKFLOW



 **TIP:** More than 1 owner, but not everyone can post

Social Media Content Calendar

Date Submitted	Event Date	Proposed Post Date	Status	Type	Topic	Team	Channel	Target audience	Media (photos, videos)	Applicable Link	Copy/ Call to Action	People/Orgs to Tag
11/22/2023		11/8/2023	Planned	Registration	Winter Class Registration	Housing	Facebook, Instagram	Current students	n/a	https://lnkd.in/g	On October 10, 2023, it was an honor to join... Hailing from 20 different countries, these de... Looking ahead, Cohort 3 is scheduled to co...	
		11/15/2023	Scheduled	Registration	Spring Class Registration	Cannabis	LinkedIn	Current students	n/a		On October 10, 2023, it was an honor to join... Hailing from 20 different countries, these de... Looking ahead, Cohort 3 is scheduled to co...	
10/30/2023	1/25/2024		Approval Pending	Class Start	Spring Classes begin credit	ADP	Facebook, Instagram	Everyone	n/a			
	11/1/2023		Approved	Info Session	Info Session (HC4)	ADP	Facebook, Instagram	Prospectives	n/a			
	11/2/2023		Published	Event	Transfer Event (BCC)	ADP	Facebook, LinkedIn	Prospectives	n/a			
	11/2/2023		Planned	Testimonial	transfer fair (virtual BMCC)	ADP	Facebook, LinkedIn	Prospectives	n/a			
	11/4/2023		Planned	Industry Tip	HC4 Zoom info session (HC4)	ADP	Facebook, Instagram	Prospectives	Everyone			
	11/14/2023		Planned	Webinar	Regular info session	ADP	Facebook, Instagram	Prospectives	Everyone			
	11/28/2023		Planned	Info Session	Zoom info session	ADP	Facebook, Instagram	Prospectives	Everyone			
	11/28/2023		Planned	Info Session	zoom info session (hc4)	ADP	Facebook, Instagram	Prospectives	Everyone			
	12/1/2023		Planned	Info Session	zoom info session (Hc4)	ADP	Facebook, Instagram	Prospectives	Everyone			
	12/5/2023		Planned	Info Session	zoom info session (hc4)	ADP	Facebook, Instagram	Prospectives	Everyone			
	12/7/2023		Planned	Info Session	Regular zoom info session	ADP	Facebook, Instagram	Prospectives	Everyone			
	12/2/2024		Planned	Info Session	Tuition Assistance Info Session	Continuing Ed	Facebook, Instagram	Prospectives	Everyone			
	1/7/2024		Planned	Deadline	ASSET Scholarship - Medical Billing & C	Continuing Ed	Facebook, LinkedIn	Prospectives	Everyone			
	1/6/2024		Planned	Open House	Medical Biller & Coder Open House	Continuing Ed	Facebook, LinkedIn	Prospectives	Everyone			
	1/6/2024		Planned	Info Session	Alcoholism & Substance Abuse Counse	Continuing Ed	Facebook, LinkedIn	Prospectives	Everyone			
	1/8/2024		Planned	Info Session	Tuition Assistance Info Session	Continuing Ed	Facebook, LinkedIn	Prospectives	Everyone			
	1/9/2024		Planned	Webinar	Grow Your Business with the Power of	Continuing Ed	Facebook, LinkedIn	Everyone	n/a			
	1/10/2024		Planned	Deadline	deadline for ASSET Scholarship	Continuing Ed	Facebook, Instagram	Prospectives	Everyone			
	1/10/2024		Planned	Deadline	deadline for ASSET Scholarship - Medi	Continuing Ed	Facebook, Instagram	Prospectives	Everyone			
	1/17/2024		Planned	Class Start	ESL begins	Continuing Ed	Facebook, Instagram	Prospectives	Everyone			
	1/8/2024		Planned	Class Start	EMT begins	Continuing Ed	Facebook, Instagram	Prospectives	Everyone			
	1/18/2024		Planned	Class Start	Med Billing & Coding begins	Continuing Ed	Facebook, Instagram	Prospectives	Everyone			
	1/18/2024		Planned	Class Start	Digital Marketing begins	Continuing Ed	Facebook, Instagram	Prospectives	Everyone			



TIP: Instead of using events & deadlines as filler, use them as your base.

IMPLEMENT

Work smarter for social media content

PROMPT



create a linkedin post thanking the provost for visiting our office to learn about the innovative programs we offer that supports the college community, local business owners, and the surroundings



It was a privilege to welcome Interim Provost Jorge P. Silva-Puras to SCPS's CUNY on the Concourse, where School Leaders had the opportunity to showcase the innovative programs we run that are at the heart of Lehman College School of Continuing and Professional Studies (SCPS)'s mission to empower the college community, local business owners, and the Bronx at large.

RESPONSE



🌟 Honored to Host Interim Provost Jorge P. Silva-Puras at SCPS's CUNY on the Concourse! 📄



Today, we were privileged to welcome Interim Provost Jorge P. Silva-Puras to SCPS's CUNY on the Concourse. Our esteemed School Leaders had the opportunity to highlight the innovative programs at the core of Lehman College School of Continuing and Professional Studies (SCPS). These programs are instrumental in our mission to empower not only the college community but also local business owners and the vibrant community of the Bronx.

[Optional: Add a brief description of some specific programs and their impact.]

We extend our heartfelt gratitude to Interim Provost Jorge P. Silva-Puras for his invaluable time and keen interest in our initiatives. His dedication to fostering collaboration between academia and the local community is truly commendable.

Anticipating future collaborations that promise to enhance the educational experience for students and stimulate growth in the Bronx business ecosystem.

#Education #Innovation #CommunityEmpowerment #Collaboration

🔄 Regenera



IMPLEMENT



3 Grow slow, steady, and with support

- As much as we want to jump right in, make sure your process and base are solid. Soft launch where you can to get.
- Let stakeholders ease into the processes by providing clear benchmarks to continue to gain buy in. (i.e. providing program events, practicing content, manageable rollout)
- Incorporate updates and analytics into leadership meetings to showcase leadership support.





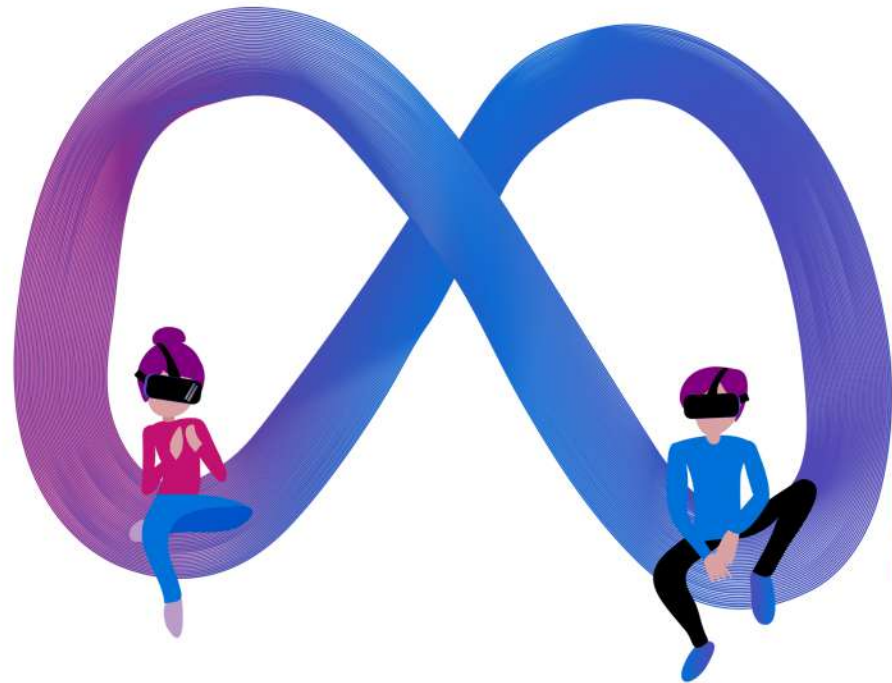
**Since
we
last
talked...**



LEHMAN
COLLEGE



SUCCESS



We've launched our new facebook & instagram pages successfully

Student based : 40 followers

Business based : 34 followers



LEHMAN
COLLEGE

SUCCESS

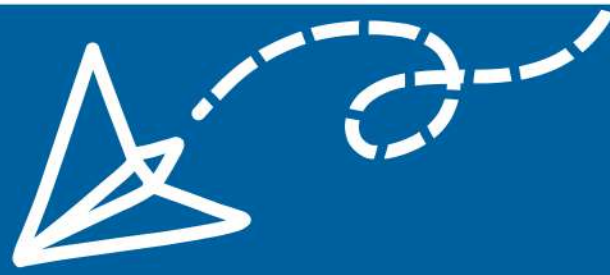


LinkedIn sky-rocketed in followers

- From 72 (10/23) to 380 organic followers
- Projecting to hit 500 by end of 2024
- High Impressions (on screen time) and clicks/reactions
- Comments from LC Provost, Deans, and President



SUCCESS

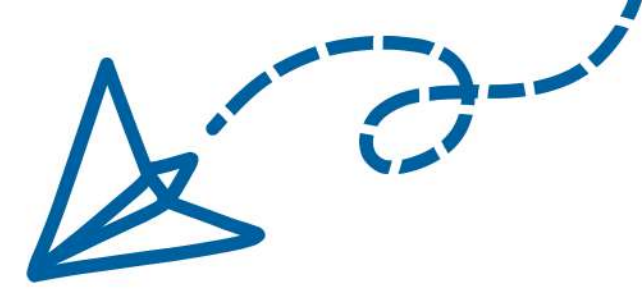


Fine Tuned our Weekly Working Meeting

- Team of 3 meets once a week for 45 minutes to create content for week
- 1 person manages list of submissions. 1 person is creating the post. 1 person is verifying links/tags.
- In these 45 minutes we can produce 2 posts for the week for our pages.
- 12 posts total for the week for less than an hour committment



Your Step by Step Strategy Plan



1

Define your social media goals

2

Audit your current social media

3

Identify your challenges

4

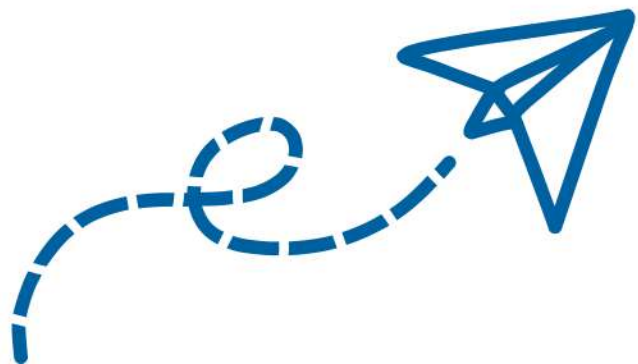
Define your audience

5

Streamline processes smartly

6

Implement roll out in stages



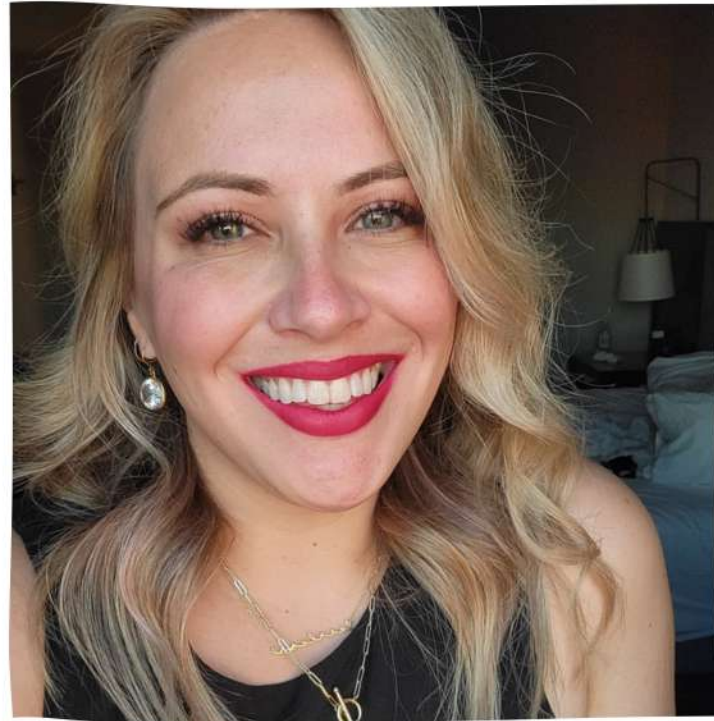
EXERCISE



Audience Segmentation

- 1) Define your programs/teams/departments.
- 2) Define those people involved in those in those things you defined.
- 3) Review your honeycomb to discover a different view of your audiences.





Andrea Huda, MEd
SBIP Manager
SCPS, Lehman College, CUNY

andrea.huda@lehman.cuny.edu

**THANK
YOU!**



LEHMAN
COLLEGE

**CU
NY**