



SETON HALL UNIVERSITY FOR INTERNATIONAL STUDENTS

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Abstract

This project focuses on ways to improve Seton Hall's presence around the world in order to increase the number of international applicants we receive for each academic year.

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Introduction

About Seton Hall

One of the country's leading Catholic universities, Seton Hall University has been developing students in mind, heart and spirit since 1856. Seton Hall is known for their extensive and rigorous academic programs and distinguished student profiles. The University is located in South Orange, New Jersey in a prime location only 14 miles from New York City.



The Goal of This Project

Seton Hall University's Office of Undergraduate Admissions current customers are prospective college students and their families. This is a large audience that encompasses high school students from all over the country and all over the world. In order to expand Seton Hall's presence, it is important to expand the reach and awareness of the university world-wide. One-way Seton Hall does this now, is how they send admissions counselors and recruiters across the united states to meet and greet students. However, recruiting is only done within the country.

Some other universities send recruiters to other countries in order to obtain more prospective student. Since Seton Hall does not, it would be important to take some additional measures to reach out to countries where students meet the criteria for enrolment. For example, taking additional social media measures that apply and reach out specifically to international students. Also, holding webinars or "hot lines" with virtual tour for students that cannot travel and see the university for themselves. Additionally, having alumni act as recruiters specifically for countries they live in. One project being developed right now is a college tips and tricks for the application process.

Resources for International Applicants

International Students that are considering Seton Hall University as a potential institution to further their studies can contact:

- *International Students Counselor*, Morgan Smith, at international@shu.edu
- *The Undergraduate Admissions Office*, located in Bethany Hall, you can email the office at admissions@shu.edu or email a student representative at thehall@shu.edu or call at (973) 761-9000
- *Office of International Programs*, a multipurpose center that creates, supports, and encourages international activities throughout the campus reachable at (973) 761-9072 or oip@shu.edu. Located in Presidents Hall Rm. 9

Research

The Clientele

Current customers

At the moment Seton Hall University is open to any student in a pursuit of a college education. The freshman profile for enrolling freshman applicants is an unweighted GPA average of 3.6, SAT average of 1235 and ACT average of 26.

Potential customers

The current goal is to increase the number of international student applicant. The University sends recruiters within the state, but none in person outside of the country. Although there currently is not a way to send recruiters abroad, there are measure that can be taken to get better engagement from outside the United States.

The Industry

Business industry – Seton Hall is in the industry of higher education, including undergraduate and graduate studies in various degrees.

Geographical area –Although the university is located in New Jersey, USA, they are welcome students from high schools across the world.

Audience – The goal is to increase the reach other the university to prospective families and students looking for a college education, especially those that live abroad.

Research

Primary – To look at the current amount of engagement that International students have with the university. This will be don't by looking at the insights on Instagram to view demographic of viewers and the frequency that the international email and phone number is used.

Secondary – There will be research done on competitor schools in the area to find out their demographic and international student population to find if Seton Hall holds a comparative advantage.

Objectives

The goal of this project is to increase international presence and engagement at Seton Hall University through establishing a line of communication between the school and students. This will be done primarily virtually as the school does not send recruiters abroad.

Planning

Below is a list of programming ideas for this project:

Media Outlets

The main outlet that this project will focus on will be on Instagram. This outlet is the best and most efficient way to engage with followers on a personal level and to monitor the status of follower engagement. As a run-through for this project, two posts will be made to the Instagram account in order to target international students.



Instagram: @halladmissions

International Hot-Line

In order to target more international students, there will be a press release posted to the official Seton Hall Website, in addition to monitoring the international email. This will help to get a sense of what questions and aid international students need and how we can be of better service to the during the application process.



Email: international@shu.edu

Application Advice – Tips and Tricks

Application advice for students will be delivered both on Instagram and on streaming devices by using apps such as Spotify and Apple music. In this, counselors will offer the best tips they have for students of all kinds, some of which will be targeted specially towards international students. By targeting the general college applicants, regardless of if they want to apply to Seton Hall, we hope to increase the overall knowledge of the institution.



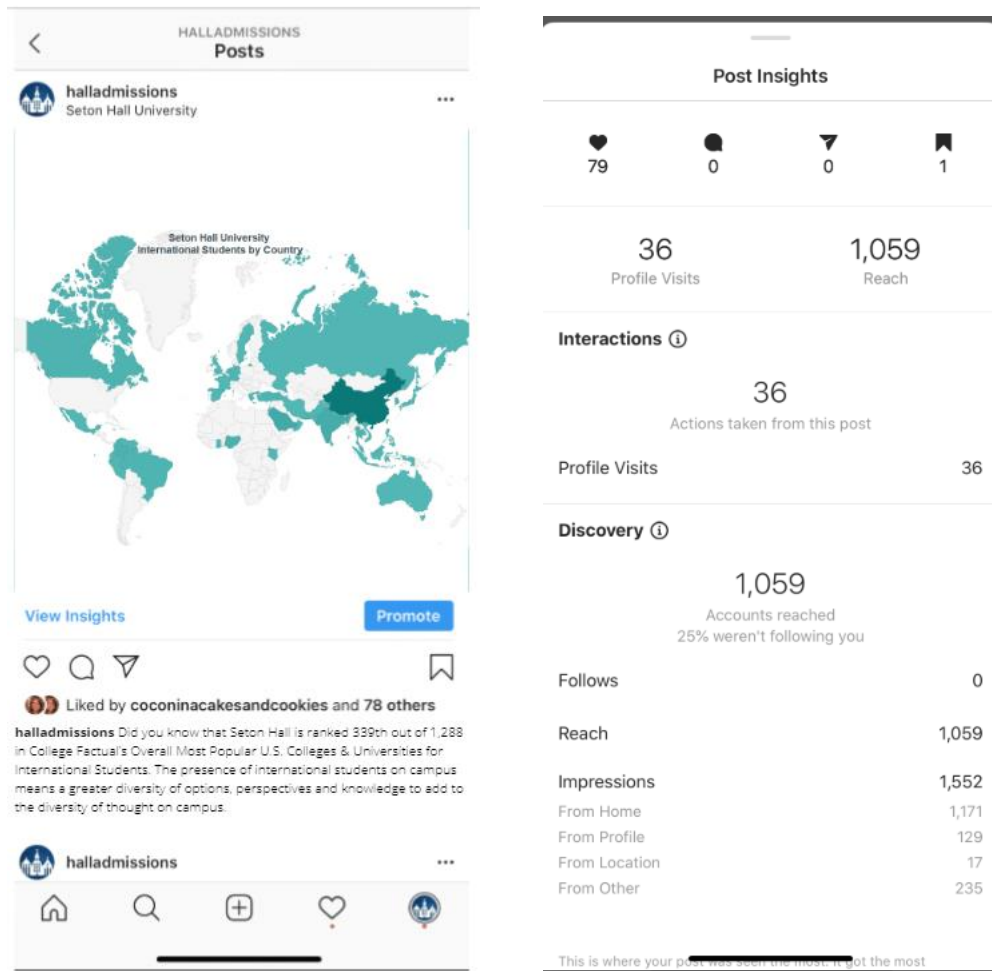
Instagram: @halladmissions

Podcast: Application Advice by Hall Admissions

Implementation

Media Outlets – Application

In order to increase and evaluate the engagement of international student applicants the following post was made on the Seton Hall Admissions Instagram account, and the results are as followed:



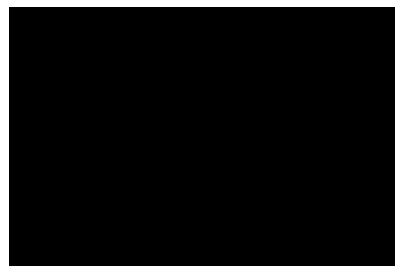
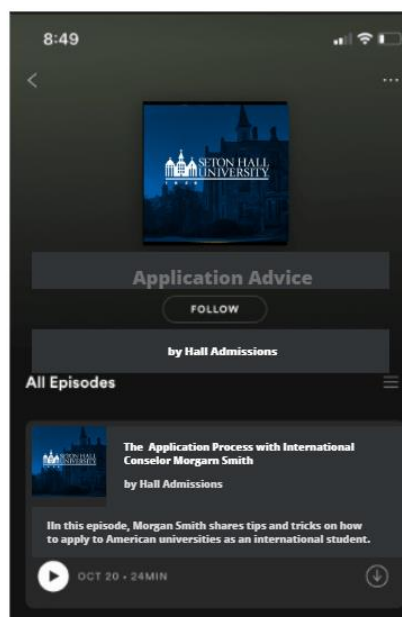
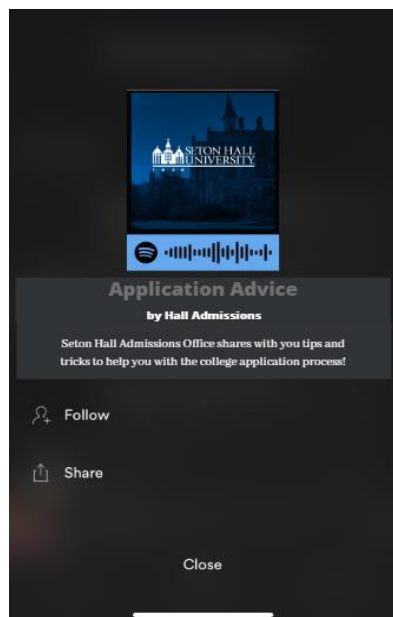
International Hot-Line – Application

To gain insight on the content of the International Hall Admissions inbox, selected content was analyzed. Out of 50 emails, the following was observed:

Asked about TOEFFL	10
Asked about F1 Student Visa	15
Asked about F1 Student Visa	9
Asked about SAT and ACT scores	10
Asked about Fafsa/International Aid	6

Application Advice – Tips and Tricks - Application

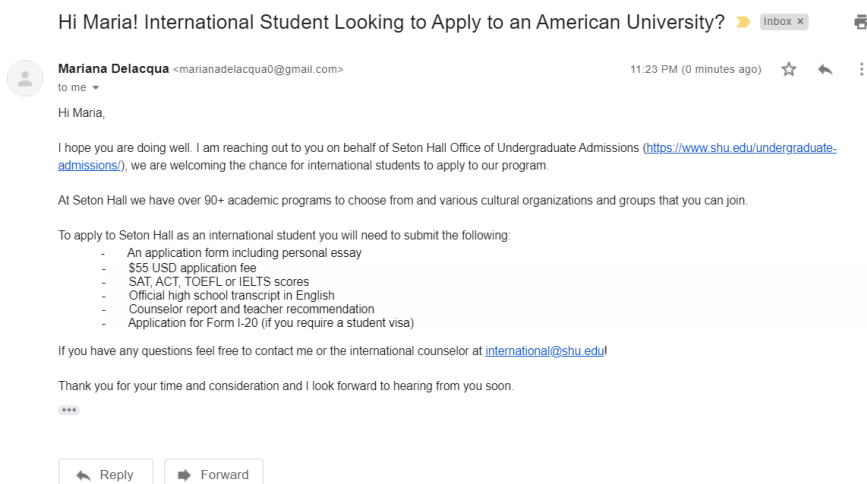
There were two parts tested in this section of the project. The first was a run of a Seton Hall Admissions podcast, designed to increase the overall recognition of the University. The second were video messages on Instagram with applications advice directed towards prospective international students:



Influencers and Media

Pitch Media

The following is a sample of a pitch email, sent to a international student that demonstrated interest in continuing her studies at Seton Hall. The email includes why Seton Hall is a fit for her, the requirements she must meet in order to apply and contact information should she have further questions.



Media List

This media list includes a few of the influencer and beat reporters that are prominent on social media, news, and university reports. Overall, they are useful when pitching news stories and events that we may hold. For example, giving them exclusive access to the Instagram and Spotify insights in order to publicize the programming ideas.

Influencers →

Media Type	Name	phone	email
Counselor in Brazil	Marcelo Bulgarelli	55-928-784-7834	marcelo.b@gmail.com
Instagram Influencer	Colleges for Int.	n/a	@collegereviewsforint
SHU Alumni in Germany	Thomas Heiter	(234) 572-9823	thomasheiter@gmail.com

Beat Reporters →

Media Type	Name	phone	email
College Tool	Naviance	1-866-337-0080	support@naviance.com
College Review	Princeton Review	1-609-258-3060	uaoffice@princeton.edu
US News and World Report	Vice President of Advertising, Linda Brancato	(212) 916-3660	lbrancato@usnews.com

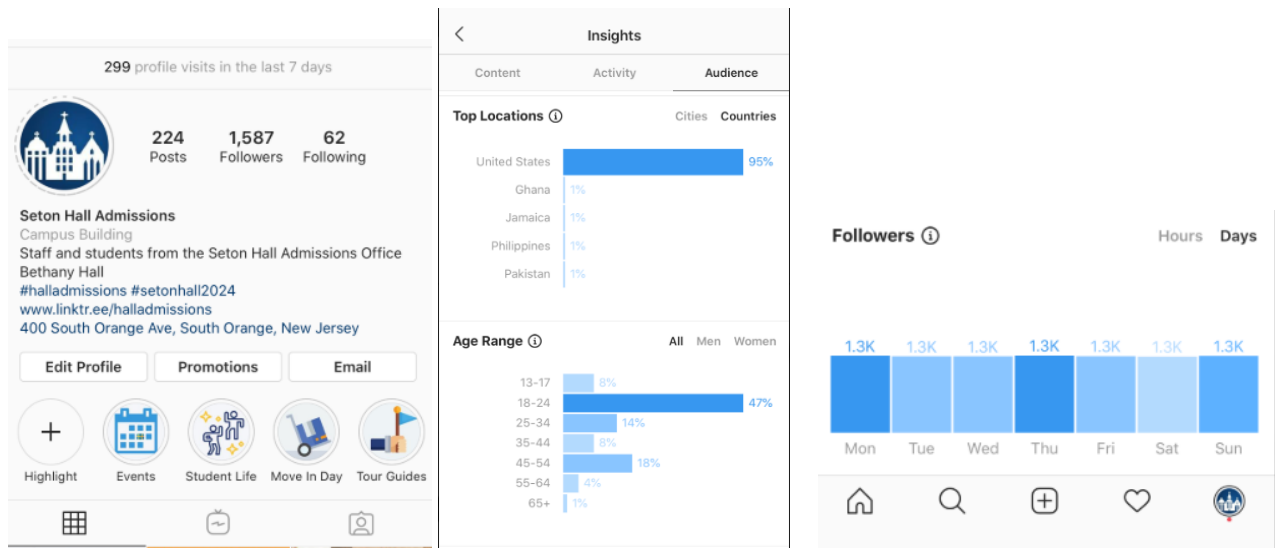
Evaluation

The evaluation will be done in various parts, as it is important to measure the different aspects of the project. There will be primary and secondary analysis conducted to measure the amount of influence the programming ideas had.

Ways to measure the evaluation include:

- Measuring the number of mentions received by online and paper publications, those not only promoting the school but also Seton Hall Admissions and specifically its international characteristics
- Engagement can also be seen by measuring the how many click the international page of the Admissions website got and the number of individuals that used our hashtag
- Using the Instagram features to measure the amount of engagement there was on posts directed at international students. Additionally, analyzing what the audience's demographics are (top location)
- With the podcast, its success can be measured by the number of subscribers, followers and plays on each episode
- The popularity of the inbox is also an indication on if international students are showing interest in applying to Seton Hall
- Lastly, the most accurate way to measure if the programming ideas were effective or not is to see if the number (percentage) of international applicants to Seton Hall increased, decreased, or stayed the same

Below is a real, accurate and quantifiable example of measurement for this project:



Conclusion

At the end of this project I was able to deeper analyze various parts of this project through a detailed SWOT analysis. In it I found that the strengths of Seton Hall University were that it had a strong community and various resources for international students. However, because it is not well recognized outside of the United States and because it does not send recruiters abroad, it is had for international students to find out about the university and its programs. Nevertheless, through various forms of communication, there are opportunities for international student to learn about the applications process and add this university to their interest list. Finally, because there are numerous well renowned universities across the country, SHU does face potential threats by competing with “better recognized” universities and their international applicant pool.

The idea of this project is to increase the overall popularity of Seton Hall University while simultaneously attracting international students to what the university has to offer. Its is important to note that although these programming ideas seem simple in theory, they are much more complex to execute in practice. For these reasons, it is important to constantly measure audience response and thoroughly analyze engagement and insights.

Additionally, its is important to remember that the impression on the international students we are targeting replies primarily on their use of our various media account. These methods, apart for general email, letters and the university wide website, are the only methods of reaching those students as we do not send physical recruiters abroad. Therefore adding a personal touch in any capacity could scientifically increase the success rate of this project.

Digital Press kit: <https://finalprojectcopr1225.home.blog/>

