

RECRUITMENT AND ENGAGEMENT



Fox School of Business
MS-DIM

A person's hand is shown typing on a laptop keyboard. A large, dark circular overlay is centered on the image, containing white text. The background is a blurred office or workspace setting with a laptop and a blue cup visible.

OUR BIG IDEA

...

Developing/updating MS-DIM's technology enabled web and mobile tools for admissions and engagement

Project **STAKEHOLDERS**



Jim Fu, Prospective Student



Age: 26

Hometown: Silver Spring, MD

Education: B.A. Marketing, Drexel University

Occupation: Business Analyst

Company: Comcast

Experience: 4 years

Hobbies: Dancing, watching movies, going to car shows

“I am looking for a program that fits my work schedule and will enable me to get a degree within the next year or two”

Alex Patches, Program Admin



Age: 43

Hometown: Philadelphia

Education: B.S. Philosophy,
Temple University

Occupation: Sr. Director of MIS

Location: Philadelphia, PA

Marital Status: Married

Children: 2 children (Ages 8 & 5)

Hobbies: Wine tasting, coaching pee-wee
soccer

“There’s no greater time to be in MIS, and there’s no greater school than Fox. Give me a student who’s willing to work hard and get out of the their comfort zone, and I’ll get them the career of their dreams.”

Unmet Needs and Opportunities



Ability for prospect to make their own account



Lacking an organized/optimized data collection process



Ability for admins to easily track and look up interactions with interested students



No mobile tool for admins to engage with prospects at events and conferences

Our **SOLUTION**

JUST
IN MIND



Business CASE



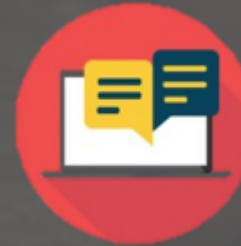
Seamless and simple prospect account creation

Automatic email sent to prospect with account info



Improved data collection and organization

Provides better insight and understanding



Admins track interactions with prospects

Helps busy admins remember "who is who"



Designed for mobile events, accessible at events

More face to face time with interested students

Solution **RESOURCES**

Mobile Device

Administrator

Web Designer

Servers

Database
Administrator

Integration with
WordPress and SRM

**SAVE
TIME**



**INCREASE
ENGAGEMENT**



**OPTIMIZE
COMMUNICATION**

Questions?

