

Recruitment and Retention - Meeting Notes:

June 27, 2023 – Mayor’s Conference Room, City Hall

Kerri Harrington, Karyn Wendrow, Gail Glover, Tamara Sines, Mark Drnek

- Alumni Recruitment Pamphlet
 - Determined that of the 300 made available at SUNY Oneonta Alumni Weekend, approximately 20% were picked up
 - We will need to determine a strategy that will maximize the potential of assets in hand (approximately 2,000 pamphlets), as well as the art and prose that has been created.
 - An example of the latter was provided as a prototype for display advertising.
- Discussion ensued which suggested the following:
 - The alumni market may be smaller than ideal as a target for a successful recruitment campaign.
 - Two concurrent strategies need to be created in which alumni and non-alumni are targeted with the same messaging, but with modification to the content of the prose.
 - A dual navigation should be created for the website through which those self-identifying users can be led to information that is specifically tailored, and for whom calls to action can be compartmentalized on the back end.
 - It was suggested that an investment of production time be made in the creation of short social media worthy posts.
 - These should be specific to a single marketing message and should include combinations of stills, animation, and video.
 - The consensus was that “Sustainability” should be prioritized, as is a hot button for the younger demographic we are trying to attract.
 - Mark offered to provide rough drafts to the committee “as soon as possible” to gain their feedback and suggestions before moving forward
 - We have a need to bring the expertise of Valerie Secor into our meetings given her knowledge of leading-edge marketing strategies and her access to data for those who have moved into the city.
- Next meeting:
 - Review production and determine strategies for maximized return of assets on hand, and those in progress.