

# RECRUITMENT 2.0



Integrating Technology Into Your Recruitment Strategy



PennState

Hendrick Best Practices for  
Adult Learners Conference

May 9, 2017



# CONTENT OUTLINE

Recruitment  
Challenges

Event Types

Promotion

Benefits

Discussion

Image Credit: Loma Linda School of Medicine Technology page



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## What challenges do you face in recruiting adult learners?



Image Credit: Penn State



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Geographical Restrictions



Budget Considerations



Time Limitations



College Research

PRESENT  
CHALLENGES



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The image is a collage of various software and social media logos, organized into four main sections. The top section is titled "Software" and is divided into four sub-sections: "Event Management & Intelligence", "Surveys, Feedback & Forms", "Customer Communities", and "Presentation Software". The bottom section is titled "Social + Software" and is divided into two sub-sections: "Social Visualizations & Curation" and "Live Event Streaming". The left side of the image features two unlabeled sections, each containing a vertical list of logos.

### Software

#### Event Management & Intelligence

- AllianceTech
- BIZZABO
- Certain
- cvent
- ENVISAGE
- etouches
- EventsAIR
- eventbee
- Eventbrite
- Event Espresso
- eventgrid
- Event Smart
- GRENADINE EVENT PLANNER
- hubb
- Lanyon
- PLANNING POD
- SCHED
- TICKETLEAP
- XING EVENTS

#### Surveys, Feedback & Forms

- Client Heartbeat
- Forms
- Formstack
- IntouchInsight
- QuickTapSurvey
- SmartSurvey
- Snap Surveys
- surveygizmo
- SurveyMonkey
- Survey Planet
- Typeform
- WUFOO
- 20th Survey

#### Customer Communities

- ACQUID
- conferize
- facebook
- inlusive
- jive
- LinkedIn
- Lithium
- social chorus
- socius
- sprinklr

#### Presentation Software

- Keynote
- PowerPoint
- Prezi
- Slides

#### Task & Collaboration Tools

- asana
- Campfire
- Flow
- getplanning
- huddle
- Jiffenow
- slack
- smartsheet
- SOCIALCAST
- socialtables
- sqwiggle
- Tracksiaide
- Trello

#### Event Apps

- attendify
- BIG EVENT APP
- bonfyre
- conferize
- CrowdCompass
- doubledutch
- eventbase
- Eventmobi
- Gather Digital
- guidebook
- GenieConnect
- meetingplay
- quickmobile
- TAPCROWD
- zensta

### Social + Software

#### Social Visualizations & Curation

- EVENTSTAG
- livefyre
- miappi
- POSTANO
- RebelMouse
- Snapcastr
- socialwally
- Spredfast
- STORY STREAM
- TINT
- TweetWall Pro
- TWINE SOCIAL
- THE WALLRUS
- WALLS.IO
- zoomph

#### Live Event Streaming

- BLAB
- brightcove
- Google+
- INXPO
- livestream
- NEXTVR
- ON24
- Onstream
- USTREAM
- Wavecast
- YouTube
- ZENCODER

The left side of the image features two unlabeled sections, each containing a vertical list of logos. The top section includes logos for sensorberg, signal360, WIRL, opi, WHIZTAGS, and Q8. The bottom section includes logos for MOLEA, eePoint, VELO, tagkast, TAPSNAP, and VideoBooth.

## Social Visualizations & Curation

The diagram illustrates the relationship between different components of a conference technology stack. It is organized into five main sections:

- Hardware + Software** (Top Left): The foundational layer.
- Audience Engagement** (Middle Left): Focuses on interacting with the audience. Tools include:
  - Audience Response Systems, Inc.
  - CATCH BOX
  - CLIKAPAD
  - conferences i/o
  - LUMI (enough... instantly.)
  - meetoo (Powered by LUMI)
  - MERIDIA (an audience engagement tool)
  - Option Technologies
  - PADGETT
  - Poll Everywhere
  - reply
  - SPOTME
  - TURNING technologies
- Attendee Tracking & Analytics** (Middle Right): Focuses on tracking and analyzing attendee data. Tools include:
  - ACCESS event solutions
  - AllianceTech by Event
  - FISH (THE DATA BEHIND THE EXPERIENCE)
  - Global Registration Solutions
  - guidance event
  - ITN INT. (ITN INTERNATIONAL)
  - LOOPD
  - thuzi
- Social** (Top Right): The social media layer.
- Social Media Platforms** (Bottom Right): Specific social media channels. Platforms include:
  - facebook
  - flickr
  - Google+
  - Instagram
  - Medium
  - LinkedIn
  - SlideShare
  - Meerkat
  - Periscope
  - Pinterest
  - reddit
  - snapchat
  - tumblr.
  - twitter
  - Vine
  - YouTube

Image Credit: cheifmartec.com

## Social Media Platforms

Image Credit: cheifmartec.com

**Military  
Webinar**

**2012**

**Admissions  
Webinar**

**Student Aid**

**Educational  
Planning**

**Alumni Panel**

**How Online  
Learning Works**

**Student Support  
Services**

**Career Services**

**Transfer  
Students**

**Twitter Chat**

**Undergraduate  
Admissions**

**Transferring to  
PSU**

**Financial Aid**

**Chat w/ Faculty**

**Career Services**

**Brazen**

**WC Alumni:  
Tips for Success**

**Virtual Open  
House**

**Transfer  
Student Fair**

**YouTube Live**

**#WhereILearn**

**Military Alumni  
Panel**

**Alumni Career  
Panel**







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**May 9, 2017**

# Webinars

|   |  |
|---|--|
| Ashli Baker   | Presentation   |
|    |  <h2 data-bbox="1396 402 1931 631">Undergraduate Admissions and Financial Aid</h2>  |
| Andy Harrison   |  |
|    | Q & A  |
| <p>Thank you for joining!</p> <p>Today's webinar is hosted in Adobe Connect and is best viewed on a desktop device using Firefox web browser.</p> <p>The presentation's audio can be heard through your computer speakers. If you're having difficulties hearing the presentation, please run the Audio Setup Wizard in the Meeting menu above.</p> <p>If you have questions during the presentation,</p> |  |
|   |  |



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# Webinars

Poll 2

Edit End Poll

How many college credit you earned previously?

17 or less 11.0

18-36 21.0

37-60 21.0

Application Deadline

11

Summer semester application deadline: March 15  
Courses run May - August

Helpful Links

World Campus Admission: [World Campus Financial Aid](#)  
World Campus Event Calendar  
Blog Post: Meet a Transfer Student  
Blog Post: Meet a Career Counselor

Browse To

Presentation

Draw Stop Sharing

## Contact us

**Admission Services:**  
[wdadmissions@outreach.psu.edu](mailto:wdadmissions@outreach.psu.edu)  
 814-863-5386  
[worldcampus.psu.edu/admissions](http://worldcampus.psu.edu/admissions)

**We are available:**  
 Monday–Thursday: 8:00 a.m.–8:00 p.m. (ET)  
 Friday: 8:00 a.m.–5:00 p.m. (ET)

**Chat with us live on our website!**

Handouts

| Name                 | Size   |
|----------------------|--------|
| UG Admissions T      | 155 KB |
| Today's Presentation | 3 MB   |
| UG Application C     | 149 KB |
| Helpful Takeaways    | 605 KB |

Download File(s)

Q & A

Presenter view has been moved to Presenter Only Area

Attendee List (1)

Active Speakers

Hosts (1)

Laura Anderson

Presenters (0)

Participants (0)

Presenter Chat (Everyone)

Mia Ellis: Done here

Amber Redmond: also done :)

Wareesha Tariq: done

Nichole Dell'Antonio: Done also

Michelle Bates: I'm good

Laura Anderson: Anyone know offhand partnership list?

Laura Anderson: for CAP

Laura Brown: you are not talking B2B a

Laura Anderson: Yes

Jon DeFonzo: looking now LA

Laura Anderson: im just going to get ba

Laura Brown: oh. I know bank of america

Q & A

Show All Questions Assign To

✓ Esther Nio: When will I know if I am accepted or not?

✓ Elizabeth Rovira: what video?

✓ Jodell Onstott: Lost sound...

Jodell Onstott: Yes, sound is great!

✓ Jodell Onstott: Is there a link for the transfer evaluation guide?

✓ Sam Bailey: I live on the west coast, how would online support from faculty a

✓ Esther Nio: How do transfer credits translate from a quarter system college?



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## VIRTUAL OPEN HOUSE Penn State World Campus

Mar 28, 2017 08:00 PM to 09:30 PM Eastern Daylight Time **ENDED**

### Upcoming Event

#### Supporting Our Transfer Students Informational Webinar

Wednesday, April 12  
8:00-9:00 p.m. (ET)

This informational webinar can help prospective and newly admitted students learn about the benefits and services available to transfer students. We will also review important issues related to transferring credits.

[Register Now](#)

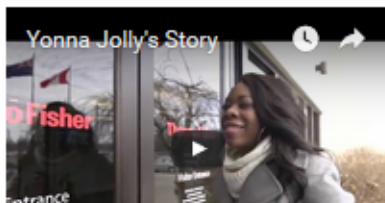
### Undergraduate Application Deadlines

Spring semester application deadline: October 31  
Courses run January-May

Summer semester application deadline: March 15  
Courses run May-August

Fall semester application deadline: June 30  
Courses run August-December

### Student Story



## LOBBY

### Welcome Back!

- This chat has ended - thanks for participating!
- Review your chats by clicking "History" on the menu bar at the top of the screen.



#### Academic Advising

As a Penn State World Campus student, your adviser will help you develop a sound educational plan and support your academic needs. Chat with some of our advisers here.

Enter



#### Financial Aid

Have a question about financial aid? Members of our financial aid team are here to help you!

Enter



#### General Admissions

Our admissions team is here to answer your questions. Visit this booth to chat one-on-one with an admissions counselor.

Enter



#### Military Support

Penn State is committed to service members, veterans, and their families. Chat with a member of our team to find out more about our military benefits.



#### Student Experience

Visit our booth to learn more about the Penn State experience from a current student or recent grad!



#### Transfer Students

Connect with one of our team members to learn more about the transfer credit process.



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Booth Activity —

|                      |   |
|----------------------|---|
| Participant In Booth | 4 |
| Participant In Line  | 1 |

Representatives —

Julia Ross

Laura Anderson

Megan Foster

ADMISSIONS

Our admission counselors can help answer your questions.

[Home](#)
[Contact Us](#)

Discussion Feed

Welcome Back!

- The event is over. Thanks for participating!
- You can review the chats you had during this event by clicking "History" on the menu bar at the top of the screen.

PENN STATE | ONLINE

Want to start a conversation? Click the green button to chat during the live event.

DISCUSSION FEED

Ask questions or post comments in the public Discussion Feed below. Booth Representatives have (Rep) after their name.



October 1, 2014 7:00 AM to October 1, 2016 8:00 PM Eastern Standard Time (EST) **THIS EVENT IS LIVE**

**Capital One**

My Connectivity ●●● Good

You are chatting with Your Name in Capital One.


6:51  
TIME LEFT

Type a message here, press 'Enter' to send... **Send**

**Go To Next Chat**

TIME LEFT 6:51

**OVERVIEW** RESUME smartQueue™

 **Your Name**  
Customer Success  
Arlington, VA, US

**Personal Profile**

- Years of Experience: Not Answered
- College or University: West Virginia University
- Years of Experience: 2
- GPA: 4
- Are you willing to relocate?: yes

Information from the event registration form

© 2014 Brazen Careerist, Inc. Support | Terms of Use | Privacy Policy










## PENN STATE WORLD CAMPUS Strategies for Success: Tips from World Campus Alumni

January 29, 2015 | 8:00 PM to 9:00 PM Eastern Standard Time (EST) **THIS EVENT IS OVER!**

[Return to Lobby](#)

### CHATS

You chatted with 8 people during this event. Total chats: 8

| Name  | Rating | Notes |
|---|--------|-------|
|  Ani Saroyan       |        |       |
|  hazel davis adams |        |       |
|  MELVIN LONDON     |        |       |
|  Min Jeong Kwon    |        |       |
|  RUTH JAKOVLIC     |        |       |
|  Tim Timon        |        |       |
|  Tom Feehan      |        |       |

OVERVIEW

TRANSCRIPT

FOLLOW UP



**MELVIN LONDON**

melunited1@comcast.net

WEST PALM BEACH, FL, US

#### Rating And Notes



add your note here ...

Edit

#### Personal Profile

- Highest Education Level: Associate's Degree
- Major: ORGANIZATIONAL LEADERSHIP
- Graduation Year: 2018
- What is your undergraduate program of interest?: BUSINESS/ORGANIZATIONAL LEADERSHIP
- Have you been in contact with an admissions counselor or enrollment coach?: Yes
- Referral Source: Email
- Icebreaker Question: What is your favorite thing about Penn State?: PENN STATE TRADITIONS

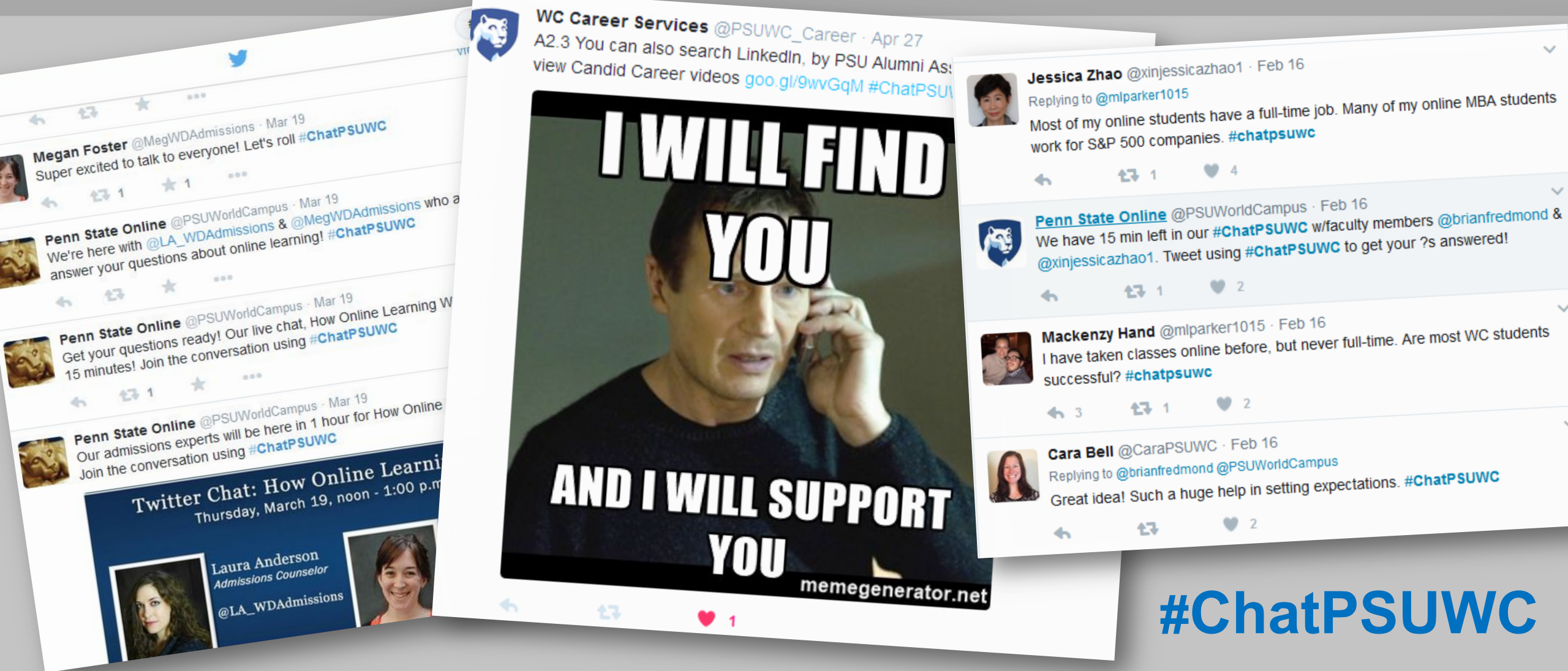


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# Twitter Chat



## #ChatPSUWC

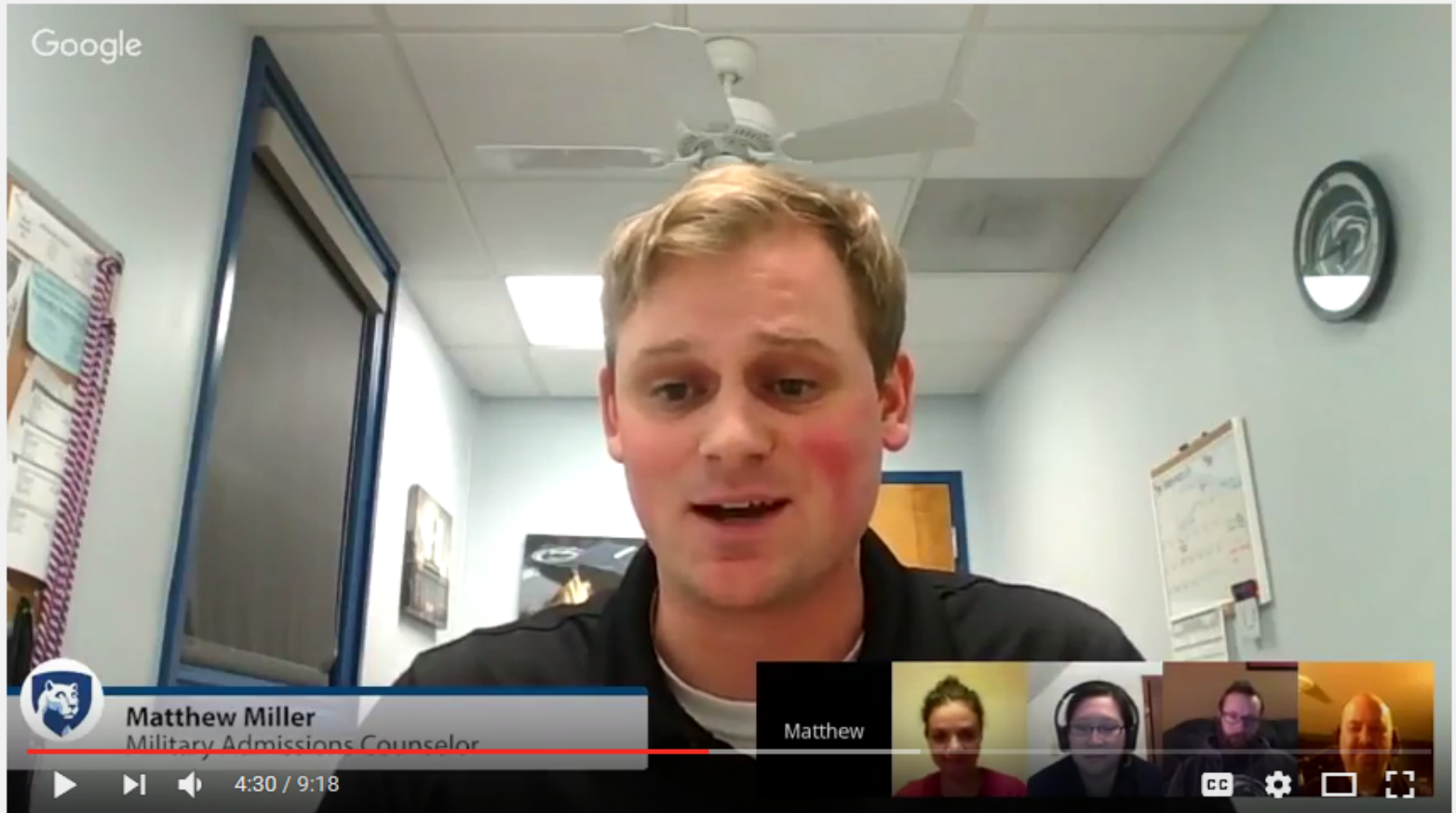


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Google



The video player shows a live stream of a panel discussion. The main video frame features a man, Matthew Miller, speaking. Below the main frame is a row of five smaller video thumbnails showing other participants. The video player includes standard controls like play, pause, and volume, along with a progress bar showing 4:30 / 9:18. The video title 'Military Alumni Panel - Benefits' and the channel name 'Penn State World Campus' are displayed at the bottom of the player interface.

Matthew Miller  
Military Admissions Counselor


Matthew

4:30 / 9:18

Military Alumni Panel - Benefits

Penn State World Campus










**Military Alumni Panel**

Penn State World Campus • 5 videos • 282 views • Last updated on Mar 13, 2017

[▶ Play all](#) [◀ Share](#) [+ Save](#)

|   |   |      |
|---|---|------|
| 1 |  <p><b>Military Alumni Panel - Introductions</b><br/>by Penn State World Campus</p>          | 3:46 |
| 2 |  <p><b>Military Alumni Panel - How to Choose a School</b><br/>by Penn State World Campus</p> | 6:37 |
| 3 |  <p><b>Military Alumni Panel - Benefits</b><br/>by Penn State World Campus</p>               | 9:19 |
| 4 |  <p><b>Military Alumni Panel - Making Connections</b><br/>by Penn State World Campus</p>    | 7:39 |
| 5 |  <p><b>Military Alumni Panel - Tips for Success</b><br/>by Penn State World Campus</p>     | 9:03 |





# STAKEHOLDER BENEFITS



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Image Credit: winspire

# PROMOTION



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## Calendar

[Home](#) » [Calendar](#)

### May 2017

10  
MAY

#### [HRER Summer Webinar 2](#)

Wednesday, May 10, 2017 - 12:00 pm to 1:00 pm EDT

This webinar will provide a broad overview of the HRER program in an effort to help you evaluate whether the program is a good fit for you. You will have the opportunity to ask questions of faculty and program staff. Dr.

[Register Now](#)

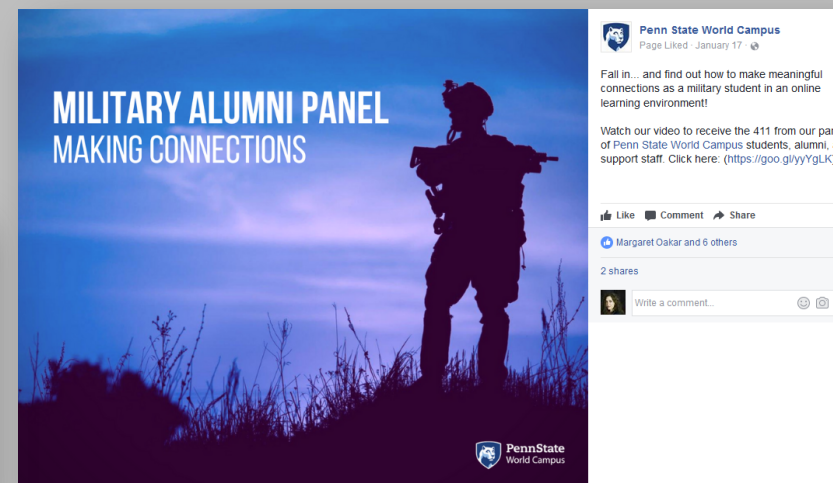
11  
MAY

#### [Admissions Office Hours: Lorton Library](#)

Thursday, May 11, 2017 - 1:00 pm to 3:00 pm EDT

Our admissions counselors will be at the Lorton Library in Lorton, Virginia to answer your questions about Penn State World Campus.

[Registration](#)



**MILITARY ALUMNI PANEL**  
**MAKING CONNECTIONS**

Fall in... and find out how to make meaningful connections as a military student in an online learning environment!

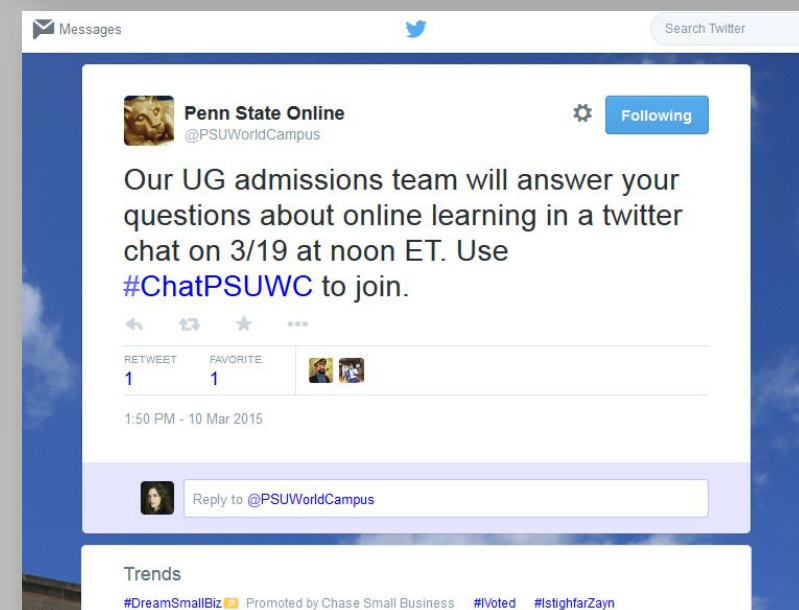
Watch our video to receive the 411 from our panel of Penn State World Campus students, alumni, and support staff. Click here: (<https://goo.gl/yYgLKJ>).

Like Comment Share

Margaret Oakar and 6 others

2 shares

Write a comment...



Messages Search Twitter

**Penn State Online**  
@PSUWorldCampus

Our UG admissions team will answer your questions about online learning in a twitter chat on 3/19 at noon ET. Use [#ChatPSUWC](#) to join.

RETWEET 1 FAVORITE 1

1:50 PM - 10 Mar 2015

Reply to @PSUWorldCampus

Trends

[#DreamSmallBiz](#) Promoted by Chase Small Business [#IVoted](#) [#istighfarZayn](#)



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Cost-effective



Technology



Personal



Collaborative



Convenient



Benefits Students

OVERALL  
BENEFITS





# THANK YOU!

View future events here:

[www.worldcampus.psu.edu/calendar](http://www.worldcampus.psu.edu/calendar)



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