WELCOME TO OUR PLATFORMS

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BEYOND | **BEYOND**
GRADUATE SCHOOL | THE PROFESSORIATE

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A NOTE FROM OUR CEO

Welcome to our platforms, Beyond Graduate School and Beyond the Professoriate! We are thrilled to be a part of your campus resources, and we look forward to supporting you and your students.

Our team works hard to continually optimize both online professional development platforms. Through research-driven product and course development, we focus on increasing student engagement and learning so that more users can explore their career options. In addition to platform development, we provide institutional partners with marketing support, host monthly information sessions, and increase student engagement through social media.

We work hard to market Beyond Grad School and Beyond Prof to students from our end, but it is important to note that *we do not have access to your students' email addresses unless they first log into the platforms.*

Because we cannot email your students directly, **we need your help to ensure that all graduate students and postdocs on campus are aware that they have access to the platform.**

We understand how challenging it can be to reach students and PhDs across campus(es), so to help support our partner institutions we've gathered the following resources and best practices on promoting the platforms.

These best practices are gathered from institutional partners who have successfully launched our platforms to students on their campuses, as well as our internal marketing data.

We hope you find this information useful.

L. Maren Wood, PhD

DIRECTOR & CEO

5 STEPS TO TAKE NEXT

The next few pages will help you launch Beyond Graduate School or Beyond the Professoriate to your students and campus.

Once our technical teams have finished and you are ready to introduce the platforms to your students, we suggest following the steps below to help you promote this new resource to your campus.

We'll go over each step in more detail in the following pages.

☑ **Link to Beyond Graduate School**

☑ **Link to Beyond the Professoriate**

☑ **Email your students, postdocs, and faculty**

☑ **Email consistently**

☑ **Use social media strategically**

☑ **Incentivize your students**

① Link to Beyond Graduate School & Beyond the Professoriate

Let's get started with introducing your students to their new career training platform!

The first step you should take is to make sure that your website has a button and link to Beyond Grad School and/or Beyond Prof.

You can link to the platforms from your Faculty of Graduate Studies page, Career Services page, and any other pages where students frequently visit to find support.

Make sure the link, or button, is clearly visible and easy to find.

Please ensure this is one of the first actions you take, because if you do not link to the platforms from an easily accessible page, students will not know they have access to the platform.

In addition to linking to platforms, a brief description of what Beyond Grad School/Beyond Prof is and how it benefits students should be included. Sample language for each platform can be found in our Marketing Hubs.

② Email Your Students

Now it's time to let students know how they have access to a brand new career training platform. We've provided templates for announcing Beyond Grad School and Beyond Prof in the Marketing Hub, which you can access under "Announcement email templates".

Note: engaging students in online professional development is very much like engaging students in an online classroom — you must reach out to them frequently and provide clear calls to action.

This means that the most effective email outreach will include:
1) **An initial email** to students announcing the launch of the platform.
2) **Continued monthly emails** to students sharing platform programming and events.

Engaging students is not a "one-and-done" kind of deal. Students are busy (just like us!), and it takes frequent touch-points to remind them of resources they have access to.

See the graphs below to see the difference between an institutional partner who only emailed twice (once after onboarding, once promoting our end-of-semester conference) -- and an institutional partner who *consistently* emails their students (graph on right).

The takeaway is clear: consistent emailing provides more students with professional development support.

No email

Total Number of Users in Aurora per Month
■ 10+ min ■ <10 min
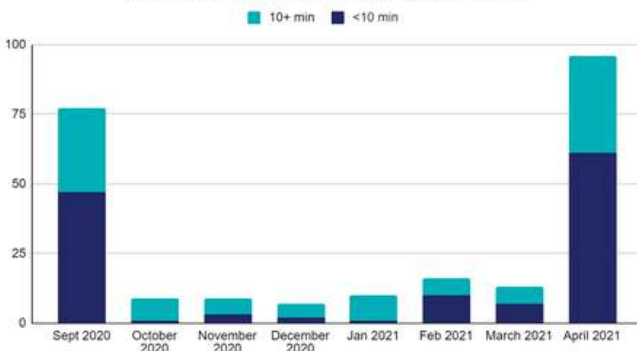
VS

Consistent email

Total Number of Users in Aurora per Month
■ 10+ min ■ <10 min

③ Email Engaging Content (And Do This Often!)
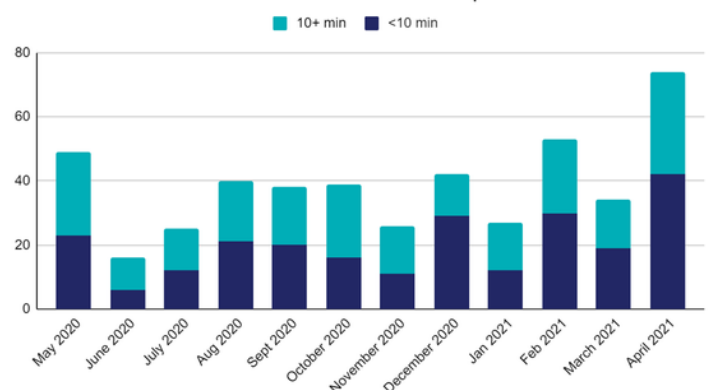
Once you've sent your first email to students announcing the training platforms, email again! We can't reiterate this point enough.

Students should receive an email about the platform *at least* once a month.

Do not worry about sending "too many emails." Market research shows that people are less bothered by the number of emails they receive, than they are by the QUALITY of those emails.

*In other words, readers are fine receiving more emails if they provide **relevant** and **useful information** to them.*

Here's two questions you can ask yourself when considering whether an email provides relevant and useful information to students:

1) What is the goal of this email; and
2) What sense of urgency is there in the email that will engage students and prompt them to take action?

When sending an email to promote the platform(s), it is best to direct students toward a clear call to action e.g. "register for this on-boarding webinar with Dr. Wood to learn about how to launch nonacademic careers."

And **don't forget -- you will have new students joining programs and your campus throughout the year.** By not emailing consistently, you are leaving behind students who enrolled after the initial launch of the platforms.

We've provided sample email templates as part of our on-boarding package in the Marketing Hub for your convenience.

4 Sharing On Social Media

We've provided sample social media announcements for each training platform in the respective Marketing Hubs. These can be shared year-round.

Social media is a good addition to your marketing efforts; however, please note that it has poor ROI. **Emailing your students (often) is the best way to raise awareness and increase student engagement in the training platforms**.

Why does social media have poor ROI? Because:

1) You probably have far less followers on your graduate school social media platforms than actual students.

2) Social media is ephemeral. It appears and disappears quickly, which means you have to share resources MANY, MANY times in order for students to find it in their already very busy social feeds.

3) Social media is very passive. It takes a lot to get a user to stop scrolling, click a link, and move off a social platform so that they will log into a professional development platform.

Here's ways social media *can be effective:*

1) Creating FOMO (fear of missing out). For instance, promoting event registration in the platform.

2) Exciting, one-time announcements (such as launching the platform).

If you do use social media as part of your graduate school marketing, **we suggest you follow our accounts on Twitter, Instagram, or LinkedIn where you can simply reshare our content with your students.**
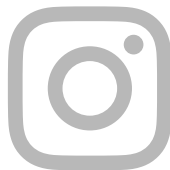
5 Incentivize your students

Our institutional partners who have the greatest success with helping students explore career options not only consistently email their students and share resources, **they also incentivize their students.**

Several of our institutional partners have chosen to integrate our curriculum into students' professional development requirements.

This allows more students to actually engage with the platform, complete work needed for their career advancement, and work with their career centers to develop a solid foundation for their post-grad or post-PhD plans.

Here are a few examples of how institutional partners leverage our curriculum:

- They give credit for modules and courses completed in the platforms.
- They lead cohorts through Beyond Grad School and Beyond Prof curriculum.
- They integrate modules into their own professional development certificates or training.
- They require students to watch a module prior to attending their career consultation (e.g. watching a unit on resume writing prior to requesting a resume review).

If you have other examples that your students have enjoyed, we'd love to hear about it and share!

WHY WE HOST EVENTS

After sending your first email to students and department chairs announcing the training platforms, you'll recall that we suggest sending recurring emails -- *at least once a month.*

One email that can be shared monthly with students is an announcement of Beyond Grad School or Beyond Prof webinar events.

We host these events for a very important reason: ***they are designed to help engage and onboard new students to the platform.***

Encouraging students to attend webinar events will help:

1. **Increase product adoption**. Research shows that user adoption of online platforms requires personalized on-boarding, ongoing engagement, and support to help learn the functionality of a platform. Our information sessions and recurring events are designed to introduce students to new aspects of the training platforms they may not be familiar with.
2. **Increase student access to the platform.** We know that people are more likely to take action and log into an online platform if there is a time-sensitive request. Since our webinars are designed to host and introduce different topics in the platform (e.g. the 4 stages of the job search, how to talk about your transferable skills, etc.) and are time sensitive, students have more incentive to log in to the platform and access additional resources.
3. **Increase interest in career exploration.** Our webinars are designed to build trust in our training curriculum and resources. As students become more familiar with the platforms, they become more open to exploring additional career resources.

We have had great success with student engagement through our online webinars. The data shows that the more students that attend these webinars from an institution, the more they return to the platform later to find and search for additional resources.

PROMOTING THE PLATFORMS

As an institutional subscriber, we are committed to helping you expand your reach and provide graduate students with the training they need to advance their careers. Our partnership is beneficial if the visual presentation of our brands is coordinated and consistent.

This guide has been developed to help ensure that both our branding and your organization's branding are presented in a way that protects their existing equity and maximizes their impact. We provide pre-approved marketing images and templates that you may use at any time.

For co-branded materials, clear, consistent guidelines enable both our entities to combine forces so that our marketing efforts work together in the most productive way.

Therefore, we ask you to follow the below guidelines when promoting Beyond Graduate School or Beyond the Professoriate:

- Partners should not represent themselves as Beyond Graduate School or Beyond the Professoriate.

- Partners may use the Beyond Grad School or Beyond Prof logo only as specified within these guidelines to co-brand marketing materials for promotion of Beyond Graduate School and Beyond the Professoriate products and services.

- Partners may leverage approved marketing templates (as provided by the Product manager), but may not use Beyond Grad School or Beyond Prof brand assets in original marketing materials without prior approval from our Director, L. Maren Wood PhD.

EVENT CO-BRANDING

Our recommendation is to leverage Beyond Graduate School or Beyond the Professoriate assets when promoting events and services. In certain exceptions, co-branding may be allowed with prior approval from our Director, L. Maren Wood, PhD.

All co-branding must be approved prior to release and adhere to the following guidelines:

- Make logos appear equal in size.
- Maintain equal distance between logos.
- Logos should appear side-by-side.
- Beyond Grad School or Beyond Prof event title will be visible and larger than logo.
- Partners should not represent themselves as hosts of the event.

LOGOS & TRADEMARK

**Using Beyond Graduate School and Beyond the Professoriate's trademark and logo**

Do not incorporate Beyond Graduate School or Beyond the Professoriate's trademarks or logos into other institutions, products, services, or logos.

Third-party use of our logos requires written permission from the Director, L. Maren Wood, PhD.

You may refer to our products and services (such as Beyond Grad School/Beyond Prof or event promotion), as long as such reference(s) are truthful, fair, not misleading, and adhere to our Marketing Guidelines, which may be modified from time to time at the organization's sole discretion.
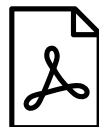
OTHER ASSETS: BEYOND GRAD

The following assets are also provided to help you launch Beyond Graduate School. These resources are also available in the Marketing Hub, <u>here.</u>
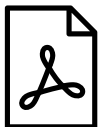
<u>Beyond Grad School guide</u>: for staff faculty, and students who want to learn more about Beyond Graduate School's curriculum.

<u>Description of Beyond Grad School (text)</u>: can be used on your website to introduce Beyond Graduate School's platform and explain the benefits to users.

<u>Logos:</u> can be used on institution's website to link to Beyond Graduate School, as a web banner, or in promoting Beyond Grad School in marketing materials. Logos are available in white or color.

OTHER ASSETS: BEYOND PROF

The following assets are also provided to help you launch Beyond the Professoriate. These resources are also available in the <u>Marketing Hub, here.</u>

<u>**Beyond Prof guide:**</u> for staff faculty, and students who want to learn more about Beyond the Professoriate's training platform and curriculum.

<u>**Description of Beyond Prof (text):**</u> can be used on your website to introduce Beyond the Professoriate and explain the benefits to users.

<u>**Logos:**</u> can be used on institution's website to link to Beyond Prof, as a web banner, or in promoting Beyond Prof in marketing materials. Logos are available in white or color.

CONTACT US:

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