

WEBINAR

# Moving (on)line: Strengthening your brand through novel approaches

OCT 19 | 2 PM ET

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**TOBY MCCHESNEY**  
Vice Provost for Graduate Programs  
Santa Clara University



**LISA FARRAR**  
Chief Marketing Officer  
Everspring

# Moving On(line)

Strengthening your brand through  
novel approaches

October 19, 2021



# Welcome!



**Toby McChesney**

Vice Provost for Graduate Programs  
Santa Clara University  
[tmcchesney@scu.edu](mailto:tmcchesney@scu.edu)



**Lisa Farrar**

Chief Marketing Officer  
Everspring  
[lfarrar@everspringpartners.com](mailto:lfarrar@everspringpartners.com)



# Open Question

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Now that you know a little about us, tell us about **you**.

# Agenda

**1** Student movement online

**2** Building awareness—online and offline

**3** Maintaining brand integrity when moving online

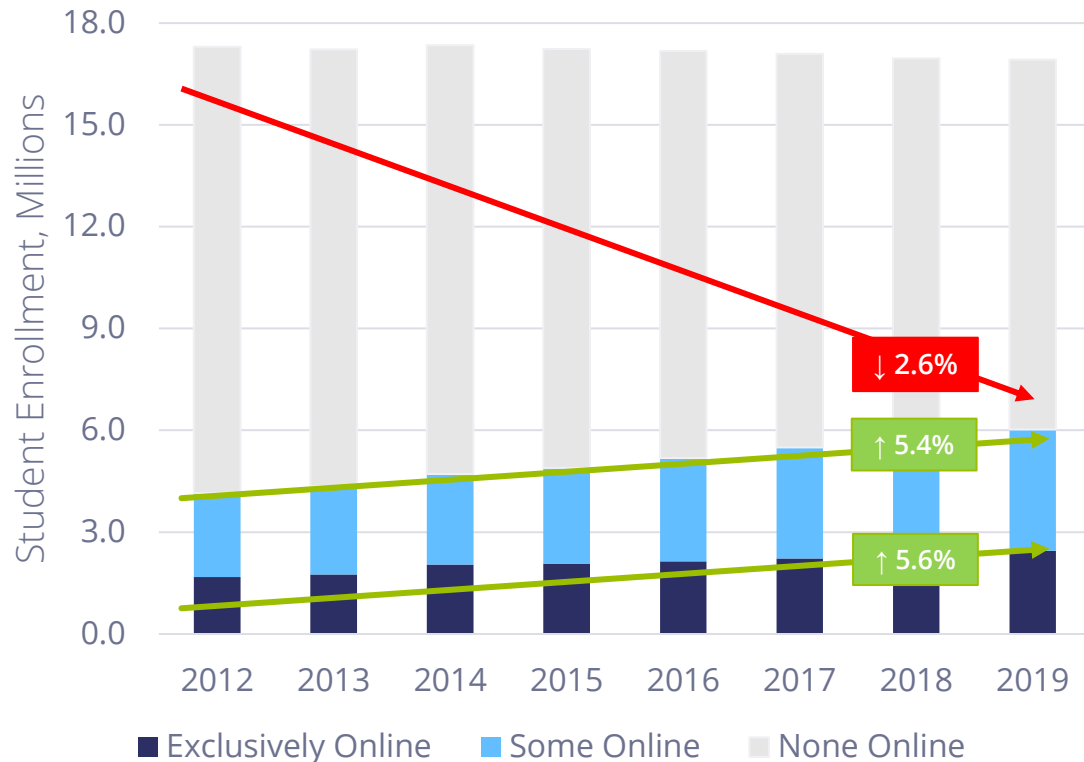
**4** Designing with advocacy in mind

**Online is here.  
Jump in.**

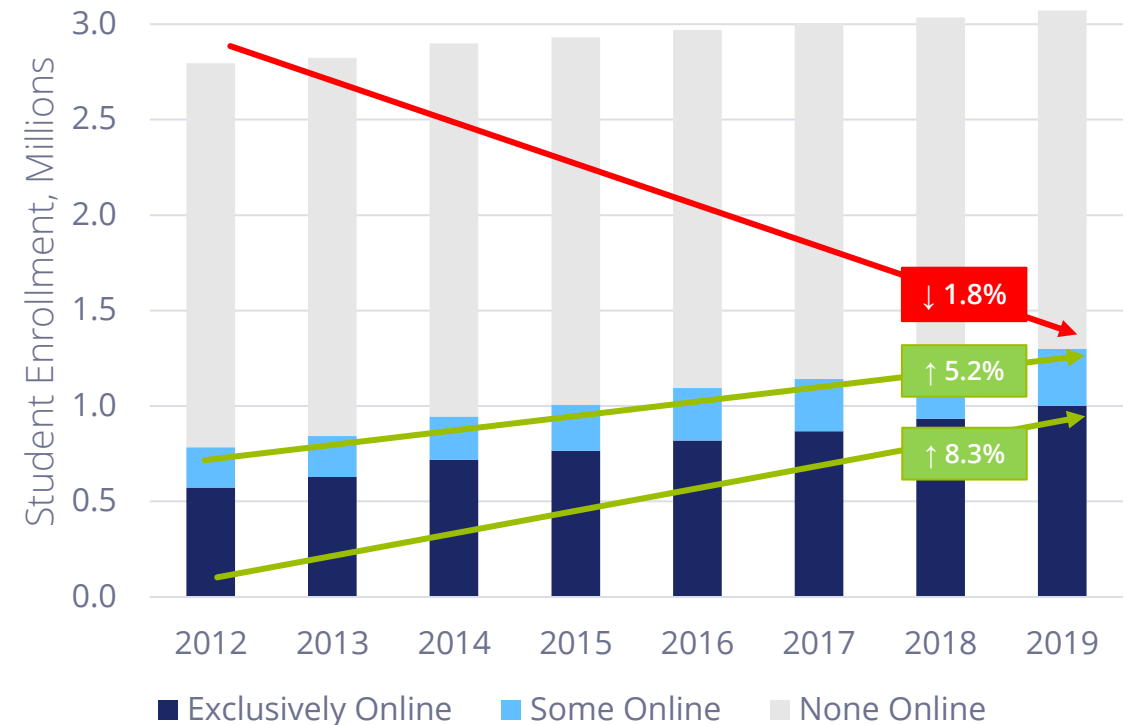
EVEN BEFORE THE PANDEMIC

# Online preference has been growing

### Undergraduate Enrollment by Modality 2013 - 2019



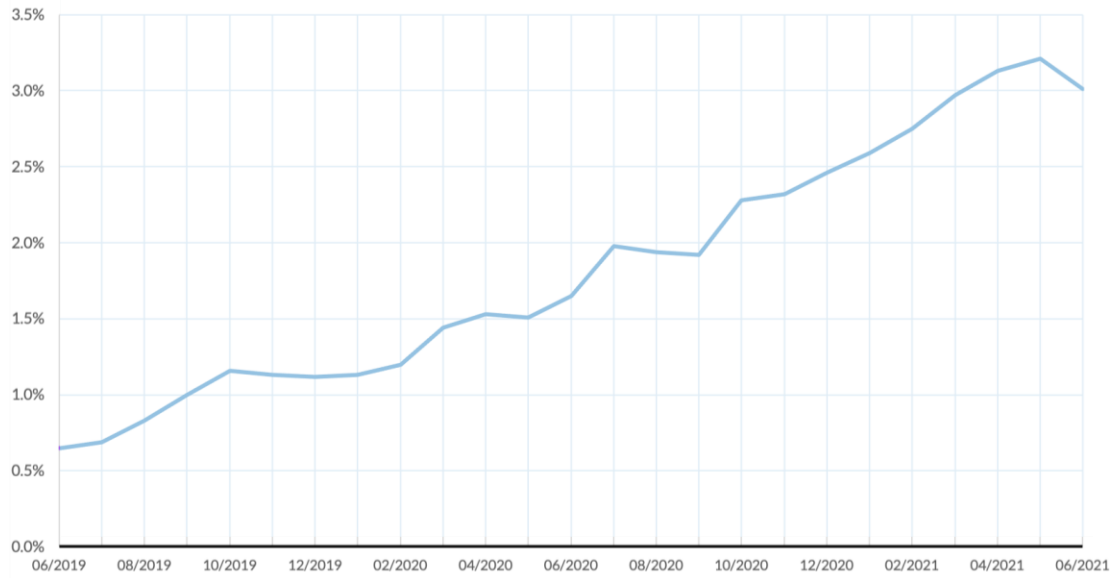
### Graduate Enrollment by Modality 2013 - 2019



WITH COMPANIES GOING VIRTUAL

# Students have more choice than ever

## Remote Jobs Demand INCREASES Steadily



Source: Glassdoor, U.S.  
Jun. 1, 2019- Jun. 30, 2021

— Share of Remote Searches

## Top Industries for Remote Work

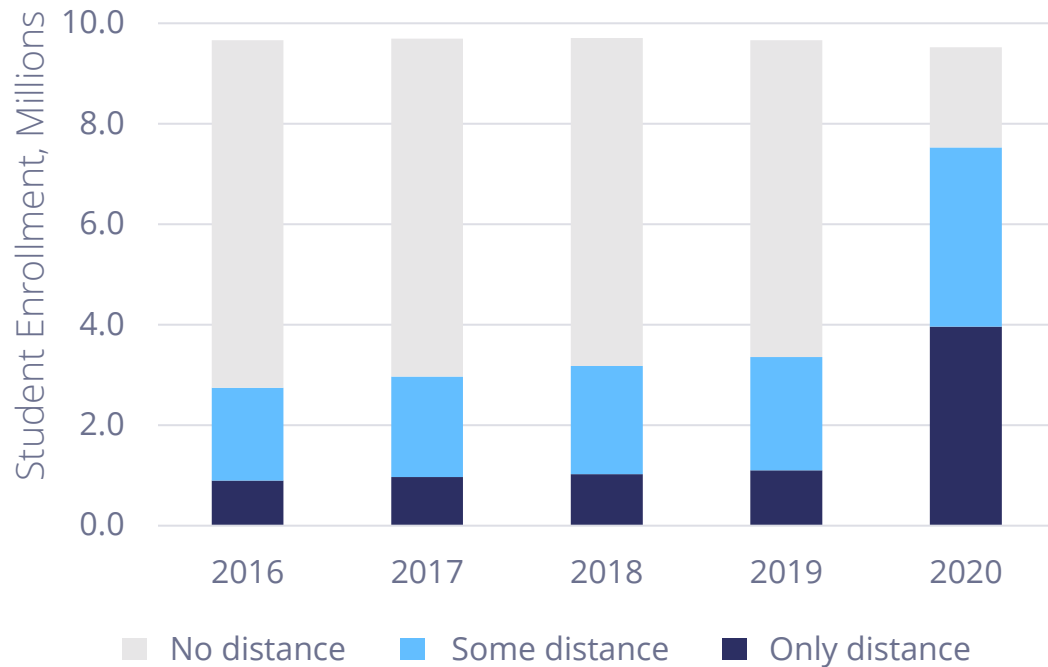
Industry	Remote Share May 20, 2020	One-year rate of increase	Remote share May 20, 2021
Media & Communications	2.8%	9.6x	26.8%
Software & IT Services	6.0%	3.7x	21.8%
Wellness & Fitness	2.3%	8.0x	18.6%
Corporate Services	3.1%	4.4x	13.7%
Education	2.6%	4.9x	12.6%
Finance	2.0%	5.6x	10.9%
Hardware & Networking	0.8%	10.8x	8.4%
Health Care	1.1%	4.7x	5.0%

Source: LinkedIn Economic, 2021

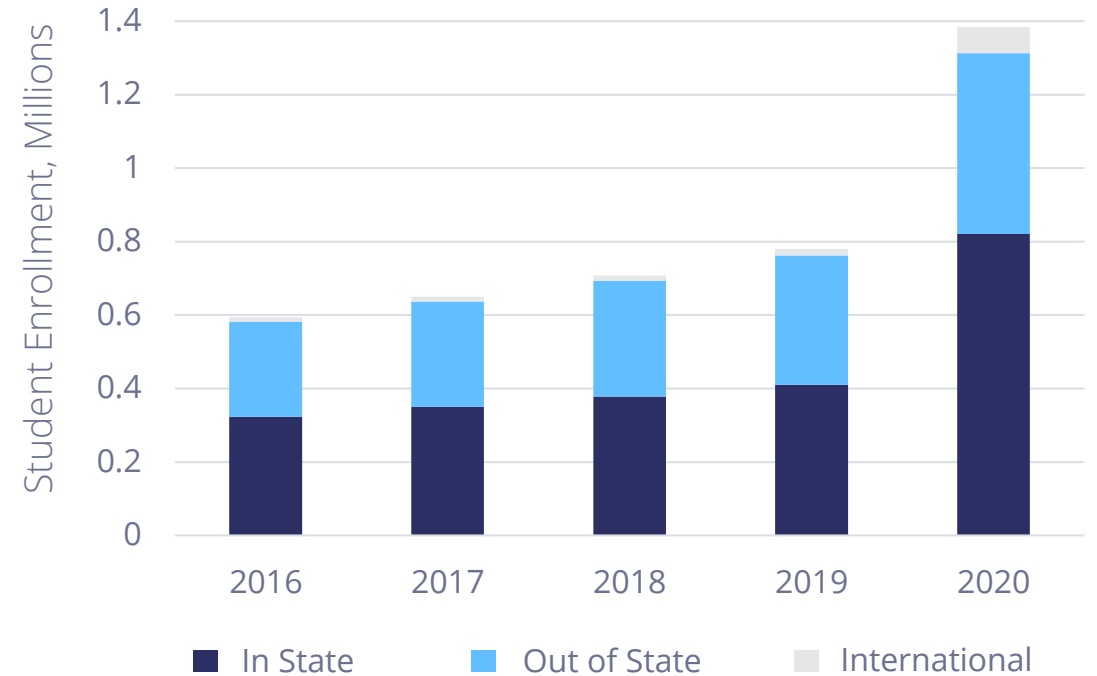


# Unparalleled flexibility and reach

### Undergraduate Distance Enrollments

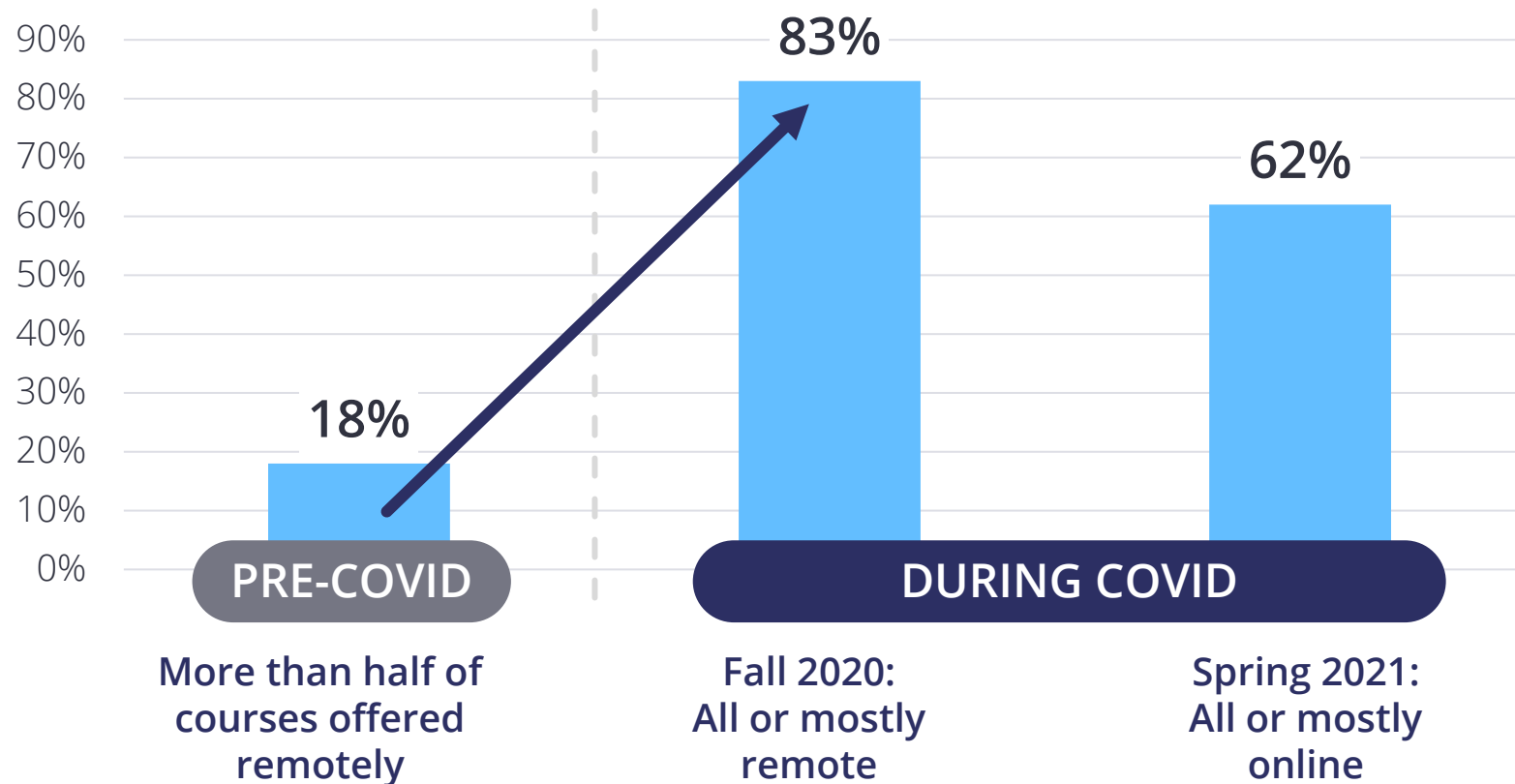


### Student Origin for Distance Programs



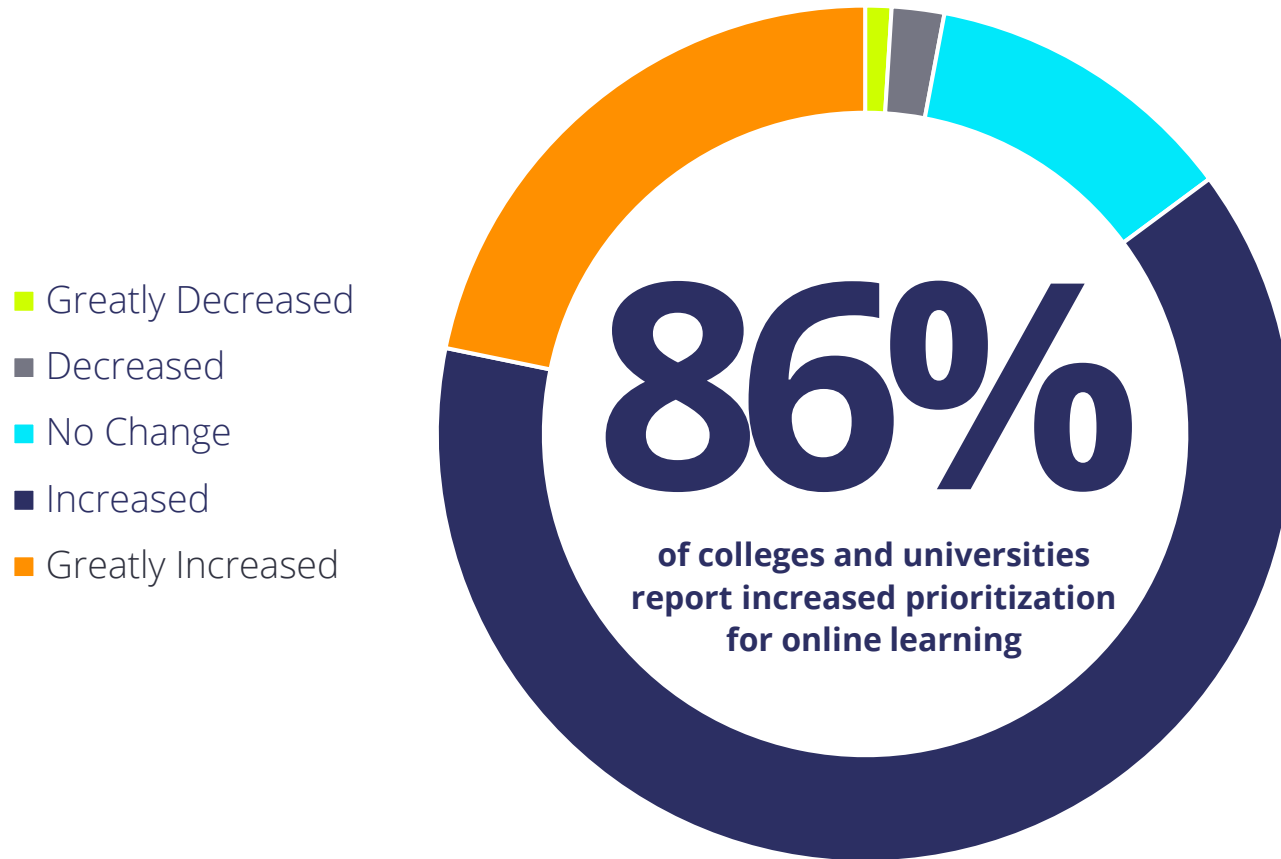
# Accelerated shift to online overnight

## Faculty Responses Regarding Teaching Modality



EMERGENCY REMOTE PIVOT HAS

# Lasting impact on online learning



*“We’ve been entering a new paradigm for the last decade and COVID-19 has just expedited this progress. It provided **gasoline** to trends that were already underway.”*

**MICHAEL HORN**

Clayton Christensen Institute  
for Disruptive Innovation



# Polling Question

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If you're online, do you think the impact to your brand has been positive, negative or neutral?

# Agenda

- 1 Student movement online
- 2 Building your brand—online and offline
- 3 Case study: Maintaining your brand when moving online
- 4 Designing with advocacy in mind

**Yes, we're going to talk about rankings.**

BIGGEST MOVERS IN  
**Online Programs**

**FROM**



(online exclusively)

**TO**



(well-known brands)



BUILDING BRAND EQUITY THROUGH

# Rankings



## Santa Clara University Online MBA Rankings



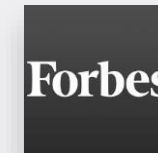
**#10**  
Overall

**#3**  
Career  
Outcomes



**#40**  
Overall

**#20**  
Evening  
MBA



**#15**  
Overall



**#14**  
Overall

Awareness

Grassroots

Digital

## *First things first*

1

Leveraging traditional marketing tactics (including public relations) as well as strategic partnerships to drive awareness in a way that reinforces itself.

# What you need to WIN

DRIVING AWARENESS:

# Strategic partnerships grow your REACH

## Partnerships



## Trade Organizations



(and)



Awareness

Grassroots

Digital

## *Engaging our base*

2

Getting students and alums excited about what's happening at SCU.

Student and alumni efforts drive a virtuous cycle and grow our brand.

# What you need to WIN

# GRASSROOTS: Engage your base to support your brand

## Events

 **Santa Clara University Leavey School of Business** + Follow ...  
17,864 followers  
3mo · 🌐

Join us next week as our panel of finance professionals (and GBP alumni!) gather to discuss career paths and share their insights from the industry. Register now to reserve your spot: <https://bit.ly/3ks3DIZ>

#SCUBusiness #SCUAlumni #BroncosinBusiness

 **Careers In Finance: GBP Alumni Panel**

**Virtual Discussion:**  
Career paths and insights from finance professionals

**Tuesday, July 27**  
**4:30pm (Pacific)**

Register on Handshake @ [https://scu.inhandshake.com/events/760995/share\\_preview](https://scu.inhandshake.com/events/760995/share_preview)  
or contact GBPCareers@scu.edu for more info

 **SANTA CLARA UNIVERSITY LEAVEY SCHOOL OF BUSINESS**  
*Meet Your Panel*


 **Mark Arrigotti**  
Sr Director, Finance Operations  
Uber

 **Surbhi Verma**  
Sr Analyst, FP&A  
eHealth, Inc

 **Grace Niu**  
Finance Analyst  
Nest






 **Aditya Maru**  
Finance Manager  
Validus

## Social Engagement




 **957** Posts   **5,806** Followers   **2,530** Following


**SCU Alumni Association**  
The Alumni Association of Santa Clara University, the Jesuit University in Silicon Valley. 100,000+ alumni strong!  
[linkin.bio/scualumni](https://linkin.bio/scualumni)  
500 El Camino Real, Santa Clara, California

[Follow](#) [Message](#) [Contact](#) ▾

We're Hiring! #SCUSmall... Alumni Dinn... Mass + Movie Sharks Ga



Awareness

Grassroots

Digital

*In a way that supports  
our brand*

3

Driving enrollment through digital tactics that are additive in brand building. The halo of digital marketing supports our awareness and grassroots efforts.

**What you need to WIN**

**DIGITAL:**

# Drives efficient student acquisition

At any given time, we have **350+ ad combinations** in market to support student acquisition for online MBA.

## Best Performing Examples

The collage includes the following ad examples:

- Ad 1:** "A TOP 25 ONLINE MBA HAS NEVER MATTERED MORE. Make career-defining connections at SCU." Features a portrait of a woman.
- Ad 2:** "LEAVEY SCHOOL OF BUSINESS SANTA CLARA UNIVERSITY. Online Master of Science in FINANCE AND ANALYTICS." Features a woman working at a laptop.
- Ad 3:** "Marketing evolves at a breakneck pace. Can you keep up? No Application Fee for Fall 2018 or Spring 2019. Online MS in Marketing. MarTech-Focused curriculum, Faculty of Silicon Valley Experts, Innovative, collaborative online coursework, Complete in as little as 1 year!"
- Ad 4:** "Embrace Silicon Valley Finance. Earn the Online MSFA From SCU. Start Today." Features a city skyline.
- Ad 5:** "WHEN CHANGE IS CONSTANT, INNOVATORS THRIVE. Earn the Silicon Valley Online MBA. Break the Mo..." Features a group of people in a meeting.

## Standard Paid Search

**6-19%**

CTR

VS

1-2.5% Benchmark

## Site Traffic

**306%**

INCREASE IN NEW USERS YOY

**281%**

YOY INCREASE

IN ORGANIC UNIQUE PAGE VIEWS

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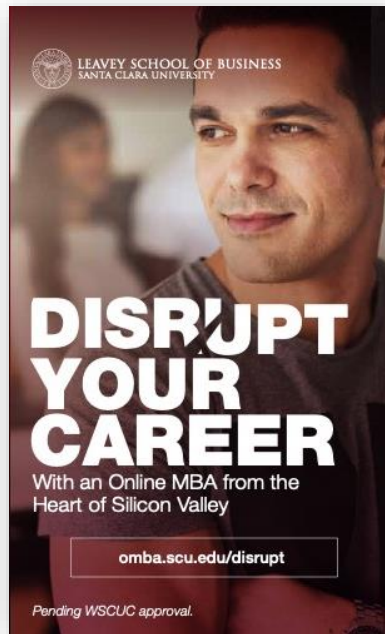
# Identify your target

Who is your target?  
Who are your competitors?  
What are your key points of differentiation?



# Make your brand personal & relevant

THEN



NOW



# Being consistent is an understatement

**Let's Accelerate Your Career**

Thanks for contacting us. We're excited that your graduate school journey has brought you to the Silicon Valley Online MBA from Santa Clara University, and we're here to provide all of the answers you may need as you consider applying.

Below you'll find your requested [program brochures](#) as well as an [application checklist](#) that outlines everything you need to apply.

[Download Program Brochures](#) [Download Application Checklist](#)

Want to start classes on January 31? [Apply by December 8!](#)

Get started today using our [interactive application guide](#), or check out our [academic calendar](#) for additional start dates and deadlines.

[View How to Apply](#)

**Keep an Eye on Your Inbox**

Be on the lookout for an email from your dedicated Admissions Advisor, who will be your main point of contact for program questions and assistance with your application.

Already have a lot of questions that you want to explore? Go ahead and [schedule a call](#).

**How Else Can We Help?**

<p>Plan ahead: Review our <a href="#">admissions and academic requirements</a> for a better idea of what documents and details you'll need.</p> <p><a href="#">View Requirements</a></p>	<p>Looking for financial aid options? Learn more about how we support your investment in graduate school.</p> <p><a href="#">Explore Financial Aid</a></p>
<p>Consider your concentration—learn about our four MBA concentrations and choose the path that best suits your goals.</p> <p><a href="#">Explore Concentrations</a></p>	<p>If you're ready to apply, don't wait for us! Create an account in our online application portal, and get started today.</p> <p><a href="#">Apply Now</a></p>

**Join us in Sausalito**

The Leavy School of Business at Santa Clara University is excited to invite you to a networking happy hour exclusively for SCU alumni. Join us as we bring the heart of Silicon Valley to Marin County, and meet fellow Bay Area Broncos during an evening of drinks and conversation.

**Event Details**

**When:** Thursday, November 21  
**Time:** 5:00-6:00 p.m.  
**Where:** The Spinnaker, 100 Spinnaker Drive, Sausalito, CA 94965

**Networking Happy Hour**

This event is also a great opportunity to learn about the benefits of our [Online MBA](#) and [Online MS in Marketing](#) programs from Leavy Senior Assistant Dean of Graduate Programs Toby McChesney, Faculty Director of MBA Programs and Alumni Engagement Nydia MacGregor, and Assistant Director of Business School Graduate Programs Amanda Brehm.

[Email to RSVP](#)

**Meet Your Hosts**

<p>Amanda Brehm, Assistant Director of Business School Graduate Programs</p>	<p>Nydia MacGregor, Faculty Director of MBA Programs and Alumni Engagement</p>	<p>Toby McChesney, Senior Assistant Dean of Graduate Programs</p>
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If you'd like to attend this exclusive event, please [RSVP](#) to Amanda Brehm by **November 18**. We hope to see you in Sausalito!

**Become a Silicon Valley Success Story**

Meet Sarena Bui

SARENA BUI, MBA '14 Candidate

The **Top 10 Online MBA Program** at Santa Clara University's Leavy School of Business proudly develops ethical, innovative leaders. Our graduates inspire others and push boundaries, empowered by SCU's entrepreneurial spirit and Silicon Valley's creativity and innovation.

**Join Our Ranks**

Our well-known alumni include Cisco CIO Rebecca Jacoby, MBA '95, and LinkedIn CFO Steve Sordello, MBA '01. Join them in raising the stakes in the business world for years to come.

[Meet Our Alumni](#)

**Not only an MBA: a Bronco MBA**

"I knew that with SCU's prestige in Silicon Valley, I could feel confident that companies would be confident in my education. I knew I could trust SCU to deliver a world-class MBA."

ROBERT WORLESKY, MBA '21 Candidate [Meet Robert Worlesky, MBA '21 Candidate](#)

**Four unique scholarship options**  
Earning your MBA is a smart financial decision. [Learn More](#)

**Seize the Silicon Valley advantage.**  
Submit your application today.

[Schedule a Call](#) [Submit an Application](#)

**Embrace Silicon Valley Finance**  
Earn the Online MSFA From SCU


[Start Today](#)

**WHEN CHANGE IS CONSTANT, INNOVATORS THRIVE**  
Earn the Silicon Valley Online MBA.

[Break the Mold](#)


## BEST PRACTICE #4

# Empower faculty to strengthen your brand online




the percentages will be somewhere in the


**Studio Produced Talking Head**



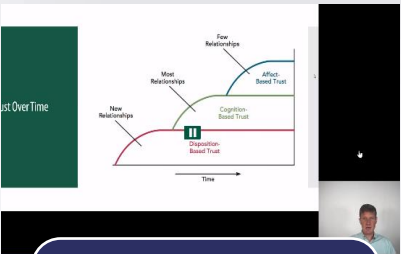
**Informal Talking Head**



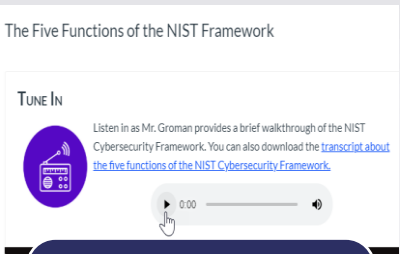
**On Location Shoots**



**Greenscreen Composites**



**Narrated Slides**



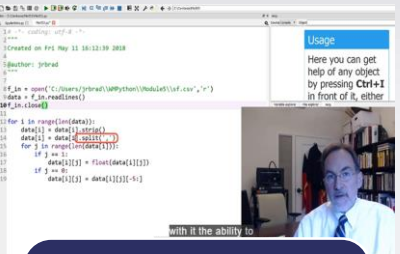
The Five Functions of the NIST Framework

TUNE IN

Listen in as Mr. Groman provides a brief walkthrough of the NIST Cybersecurity Framework. You can also download the [transcript about the five functions of the NIST Cybersecurity Framework](#).

0:00

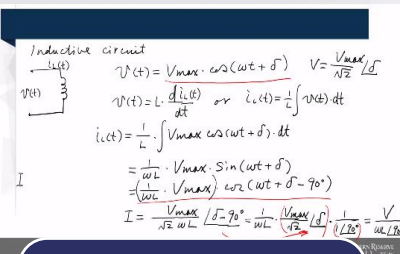
**Audio Podcasts**



```
1 # Import modules
2 import sys
3 import os
4
5 # Create a file named 'data.txt'
6 filename = 'data.txt'
7 if not os.path.exists(filename):
8     open(filename, 'w').close()
9
10 # Open the file for reading
11 data = open(filename, 'r')
12
13 # Read the contents of the file
14 lines = data.readlines()
15
16 # Print the contents of the file
17 for line in lines:
18     print(line)
19
20 # Close the file
21 data.close()
```

Usage  
Here you can get help of any object by pressing **Ctrl+I** in front of it, either


**Screencast Demonstrations**



Inductive circuit

$$v(t) = V_{max} \cos(\omega t + \delta) \quad V = \frac{V_{max}}{\sqrt{2}} \sqrt{2}$$
$$v(t) = L \frac{di(t)}{dt} \quad \text{or} \quad i(t) = \int \frac{v(t)}{L} dt$$
$$i(t) = \frac{1}{L} \int V_{max} \cos(\omega t + \delta) dt$$
$$= \frac{1}{\omega L} \cdot V_{max} \sin(\omega t + \delta)$$
$$= \frac{1}{\omega L} \cdot V_{max} \cos(\omega t + \delta - 90^\circ)$$
$$I = \frac{V_{max}}{\sqrt{2} \omega L} \sqrt{2} = \frac{1}{\omega L} \left( \frac{V_{max}}{\sqrt{2}} \right) \sqrt{2} = \frac{V}{\omega L}$$

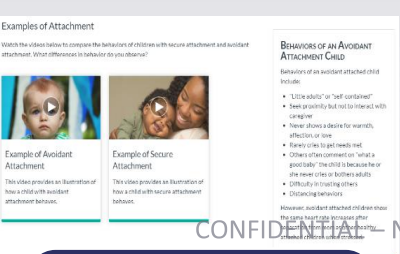
**Annotated Whiteboard**



**MICHAEL CALEGARI**  
Associate Professor

**BRIAN NELSON**  
Professor of Practice

**Guest Interview**




Examples of Attachment

Behaviors of an Avoidant Attachment Child


- "Little avoid" or "self-protective"
- Less prosocial but not so stressed with caregiver
- More often desire for warmth, affection or love
- Rarely or hes to get needs met
- Often often comment on "what is good" but "the child is because he or she never cries or expresses needs"
- Difficulty in trusting others
- Dismissing behaviors

**Curated Multimedia**



$CM: 20^\circ$

**Lightboard Lectures**



THIS COURSE IS DESIGNED TO

**DEMISTIFY**

CYBERSECURITY TOPICS

**Animated Graphics**

# Deliver a tangible return on student investment

## Top 10 Online MBA Programs For Salary Increases

These schools had the highest salary increases among online MBA students graduating during the 2019-2020 academic year.

Rank	School	Pre MBA Salary	Post MBA Salary	Change	Average Work Experience
39	Imperial College Business School	\$102,466	\$160,826	\$58,360	10
2	Carnegie Mellon University (Tepper)	\$92,045	\$149,773	\$57,728	6
9	University of Washington (Foster)	\$112,933	\$155,167	\$42,234	8
10	Santa Clara University (Leavey)	\$91,417	\$129,472	\$38,055	11
5	University of North Carolina at Chapel Hill (Kenan-Flagler)	\$113,745	\$149,429	\$35,684	10
21	University of Massachusetts-Amherst (Isenberg)	\$176,714	\$210,143	\$33,429	11



**#3**  
Career Outcomes

# Agenda

- 1 Student movement online**
- 2 Building awareness—online and offline**
- 3 Case study: Maintaining your brand when moving online**
- 4 Designing with advocacy in mind**

# Advocacy Loop

Engage with alumni well after they leave campus



BRINGING IT ALL TOGETHER

# KEY TAKEAWAYS

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- Schools that aren't looking to go online will see enrollments decline
- Creating alternative revenue streams will be essential
- Building advocacy among students, alums & your community accelerates your brand
- We're only in the 3<sup>rd</sup> inning of higher ed's digital acceleration—it's not too late to jump in
- Doing this all on your own can be challenging—a partner with expertise can help

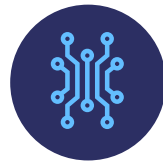


# EVERSPRING PROVIDES THE COMPLETE ONLINE PROGRAM SOLUTION



## Strategic Planning

Strategic and market expertise to build successful online program portfolios



## Technology

Reliable, innovative next generation technology includes customizable delivery platform



## Change Management

Full project management, implementation oversight and change management support



## Marketing

Innovative, effective, custom-created student outreach



## Enrollment

Tailored, full-service enrollment support for applicants and administrators



## Student Services

Personalized student support that increases persistence, decreases administrative burden



## Learning & Instructional Design

Transformational learning design and delivery create engaging, differentiated online programs



## Faculty Engagement & Academic Support

Customized solutions and individual support ensure faculty succeed online



## Analytics & Dashboards

Data and analytic solutions ensure real time information, support informed decision making (dashboards)

# Thank You



**Toby McChesney**

Vice Provost for Graduate Programs  
Santa Clara University  
[tmcchesney@scu.edu](mailto:tmcchesney@scu.edu)



**Lisa Farrar**

Chief Marketing Officer  
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# Q&A



**Toby McChesney**

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**Lisa Farrar**

Chief Marketing Officer  
Everspring  
[lfarrar@everspringpartners.com](mailto:lfarrar@everspringpartners.com)



# Open Question

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What's preventing you from  
getting started?