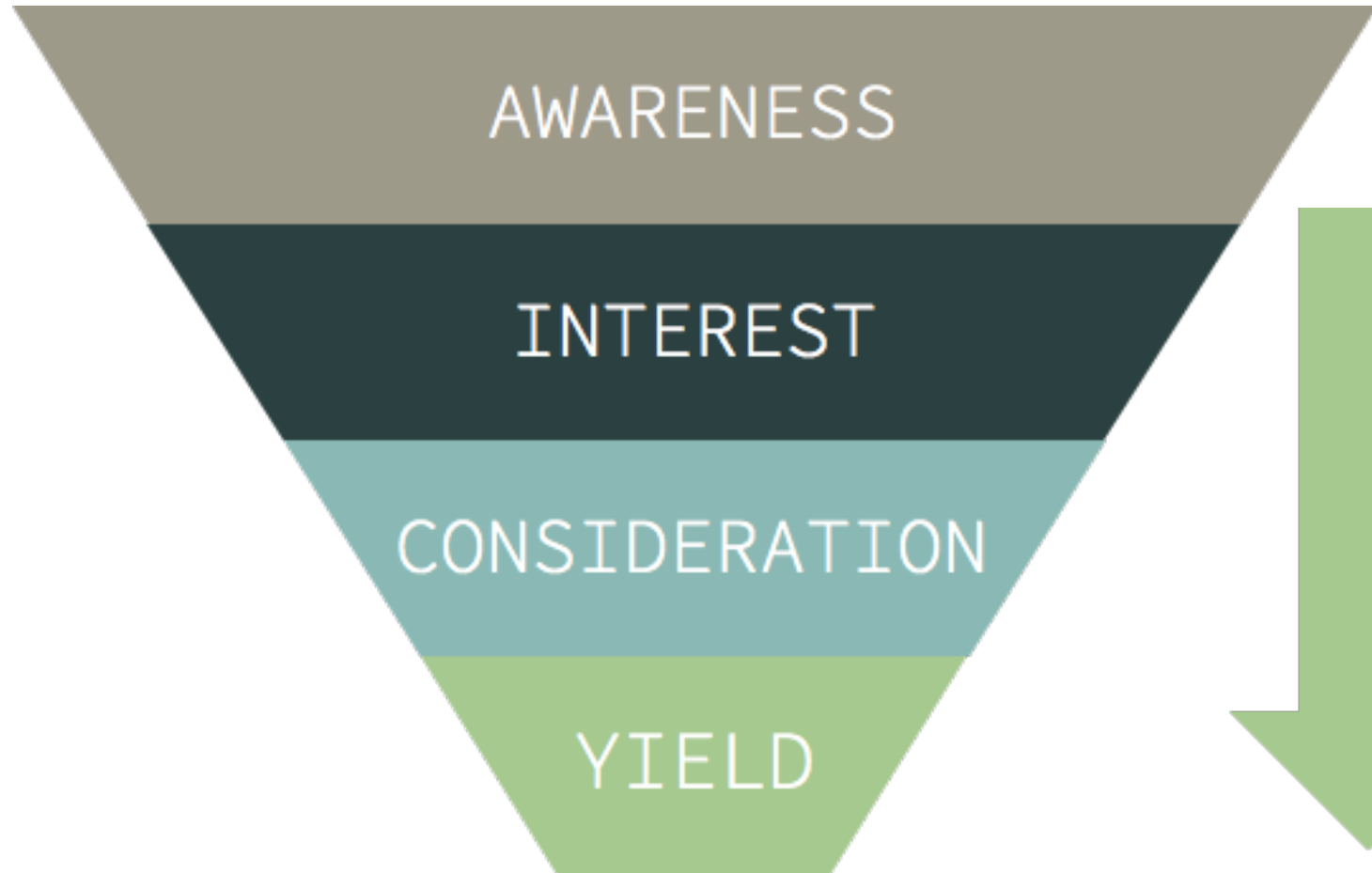Graduate Recruitment

BOOTCAMP

Victoria Grieve   October 4, 2017 at 1:13 PM

Hi Katherine - Good to hear back from you, and I'm glad you're planning ahead!

We work very closely with the American Studies program, which houses Folklore. Other than 3 required classes (9 credits), you can tailor your Program of Study in any way you'd like. So yes, you can certainly combine European History with Folklore. As I mentioned in my earlier message, we have a very strong European emphasis in our department. Norm Jones, Tammy Proctor, Susan Grayzel, Susan Cogan, Julia Gossard, and Jonathan Brunstedt all teach aspects of European History.

We offer Graduate Assistantships to our grad students, a 20 hr/week commitment that pays approx $1000/mo. Being a GA entails working closely with a professor in a large (120 student) survey class - grading, holding office hours, giving lectures, etc.

Thanks for getting back in touch, and feel free to contact me or any of our other professors with questions.

All the best,
Dr. Victoria Grieve

Victoria Grieve
Associate Professor
Utah State University
victoria.grieve@usu.edu
435-797-0145

Ms. Katherine Hernandez   October 4, 2017 at 11:49 AM

Hello,

I am a junior with a 4.0 GPA, yet I am, also, a second year student. I had taken 18 credits each semester of my first year and enrolled in dual credit classes while in high school. My first year I took a year of German while getting my basic core classes out of the way. I am enrolled in the Honors college, so I took some honor seminars for my core credits. I am currently enrolled in various upper division classes this semester.

I am interested in European history. I know this is such a wide range at that moment, but I am hoping to narrow it down as the year progresses. You mentioned that that the university, also, has a Folklore program. That has always been a strong passion of mine. Is there any way to be able to focus on two concentrations?

My dream is to become a professor. Are there Teaching Assistant options available?

Thank you for reaching out to me and for your time.

Best,
Katherine Hernandez

Victoria Grieve   October 3, 2017 at 2:39 PM

Hello, Katherine! Thank you for your interest in Utah State's History Master's program!
What fields are you interested in? Can you tell me a little about yourself?

Here are some of the highlights of the History program at USU:
Our program offers competitive funding package ($10,000 stipend plus tuition award and subsidized health insurance per year for two years). Our faculty are strong in North American West, Europe, Comparative Global, Environmental, and Gender history. We have programs in Religious Studies, Classics, American Studies, Public History, and Folklore. We offer research, editorial, and internship opportunities. We're home to 3 academic journals: Ploutarchos, Mediterranean Studies, and the Intermountain West Journal of Religious Studies.
We are a small program that guarantees close contact with professors set in a beautiful valley in northern Utah with plenty of opportunities to enjoy the outdoors, including hiking, biking, fishing, and skiing.
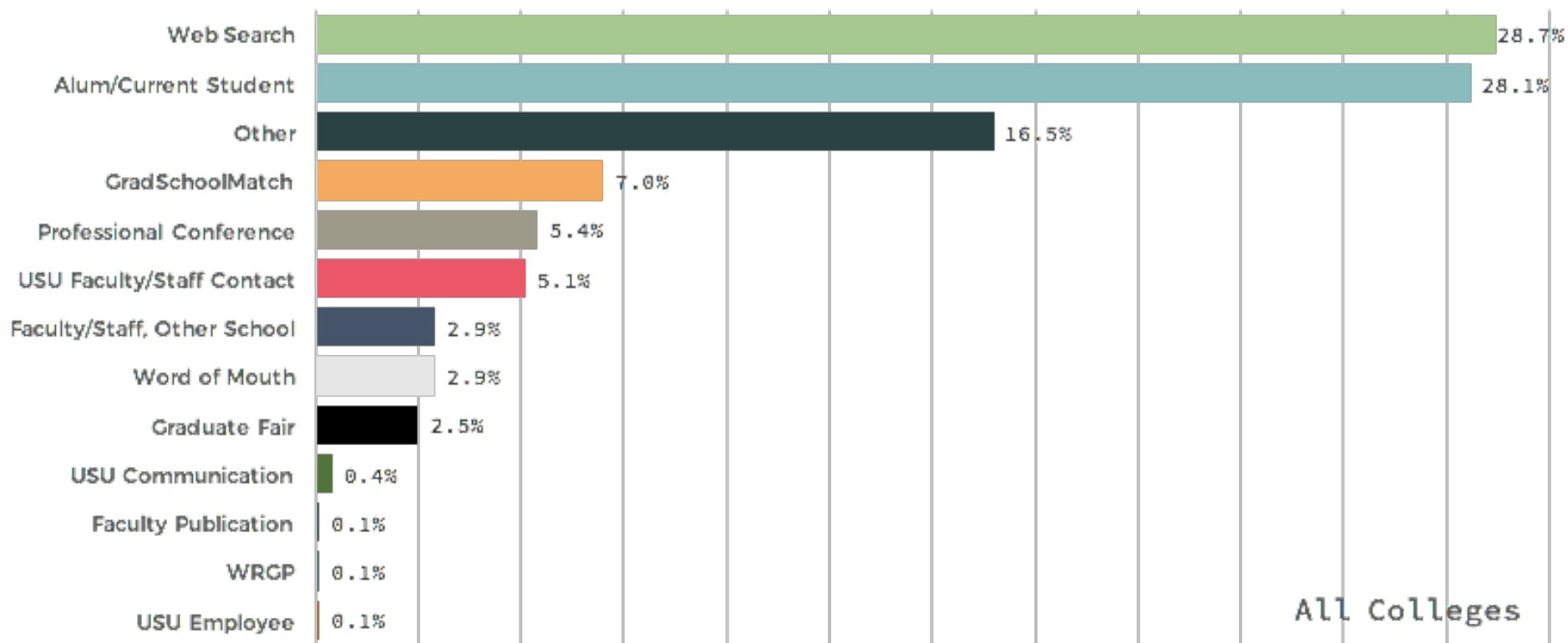Please contact me if you have any questions!

All the best,
Professor Victoria Grieve

Victoria Grieve
Associate Professor
Utah State University
victoria.grieve@usu.edu
435-797-0145

GRADSCHOOLMATCH REMINDERS

- Complete your profile as much as possible, but don't worry about getting to 100%.

- Opt for quality contacts over quantity contacts.

- Be personal and show the student you are interested in them.

Source	Percentage
Web Search	28.7%
Alum/Current Student	28.1%
Other	16.5%
GradSchoolMatch	7.0%
Professional Conference	5.4%
USU Faculty/Staff Contact	5.1%
Faculty/Staff, Other School	2.9%
Word of Mouth	2.9%
Graduate Fair	2.5%
USU Communication	0.4%
Faculty Publication	0.1%
WRGP	0.1%
USU Employee	0.1%

All Colleges

WEB BEST PRACTICES *for* GRADUATE RECRUITMENT

Graduate Recruitment Bootcamp

Oct. 9, 2017

WHAT WE'LL TALK ABOUT

- Working as a content owner/webmaster team

- Google Analytics

- SEO

- Keywords

- Web content ideas

- Web writing style

WORKING AS A CONTENT OWNER/ WEBMASTER TEAM

Content Owner

- Bring dev into conversations early.
- Start with a clear and specific problem/need.
- Stay focused on the outcome, not the means to get there.
- Welcome ideas, but stick to a process.
- Set priorities. Know the difference between emergencies and general concerns.
- Ask for a timeline and hold them to it.
- Ask questions. Avoid open-ended questions.
- Expand your understanding. Learn vocab. Attend USU web conference.

Webmaster/Developer

- Avoid using technical jargon if the client is unfamiliar with those terms/concepts.
- Ask questions. Don't make assumptions.
- Be clear and specific about the solution you plan to implement.
- Provide a realistic timeline and stick to it.
- Be receptive to feedback.
- Ask for final approval before launch.

GOOGLE ANALYTICS

Google Analytics can answer:

- Where do users live?

- How many users visit the website/page?

- How often do users visit the website/page?

- How long do users stay on the website/page?

- What terms do users search for while on the website?

- What pages are users on when they use search?

- How do users get to the website?

- What page do users most often land on?

- What pages do users navigate to?

- What devices are being used to visit the website?

- Which browsers are most common among users?

TOP 10 PAGES

Page path level 2	Pageviews		Unique Pageviews		Avg. Time on Page	Bounce Rate	% Exit
	68,253		56,084		00:02:02	38.72%	50.17%
	% of Total: 27.72% (246,242)		% of Total: 28.35% (197,839)		Avg for View: 00:01:59 (1.73%)	Avg for View: 57.94% (-33.18%)	Avg for View: 52.28% (-4.04%)
1. ☐ /	15,409	(22.58%)	12,378	(22.07%)	00:01:15	45.28%	41.40%
2. ☐ /admissions/	10,933	(16.02%)	9,224	(16.45%)	00:02:54	12.54%	55.37%
3. ☐ /forms/	4,922	(7.21%)	3,732	(6.65%)	00:02:22	62.28%	52.15%
4. ☐ /apply/	4,866	(7.13%)	3,931	(7.01%)	00:03:40	69.76%	66.15%
5. ☐ /degree/	4,255	(6.23%)	3,519	(6.27%)	00:01:42	54.64%	42.28%
6. ☐ /finances	2,763	(4.05%)	2,071	(3.69%)	00:01:53	57.28%	46.98%
7. ☐ /tuition-and-residency	1,870	(2.74%)	1,654	(2.95%)	00:02:47	76.95%	64.33%
8. ☐ /graduate-degrees/	1,785	(2.62%)	1,555	(2.77%)	00:02:12	74.36%	65.49%
9. ☐ /tuition-financial-aid/	1,616	(2.37%)	1,253	(2.23%)	00:02:33	65.50%	53.77%
10. ☐ /the-top-5-hikes-up-logan-canyon/	1,134	(1.66%)	990	(1.77%)	00:03:56	88.11%	85.80%

SITE SEARCH: SEARCH TERMS

	Search Term	Total Unique Searches ↓	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
		2,103 % of Total: 100.00% (2,103)	**1.16** Avg for View: 1.16 (0.00%)	**28.58%** Avg for View: 28.58% (0.00%)	**25.04%** Avg for View: 25.04% (0.00%)	**00:02:31** Avg for View: 00:02:31 (0.00%)	**1.72** Avg for View: 1.72 (0.00%)
1.	leave of absence	14 (0.67%)	1.07	21.43%	0.00%	00:02:45	1.29
2.	psychology	14 (0.67%)	1.07	42.86%	6.67%	00:00:13	0.57
3.	publication guide	11 (0.52%)	1.00	27.27%	27.27%	00:01:47	0.82
4.	GRE	10 (0.48%)	1.40	40.00%	21.43%	00:05:08	2.30
5.	graduate programs	9 (0.43%)	1.00	44.44%	11.11%	00:00:17	0.56
6.	mba	8 (0.38%)	1.12	50.00%	22.22%	00:00:47	0.62
7.	IRB	7 (0.33%)	1.57	28.57%	18.18%	00:04:38	3.29
8.	msw	7 (0.33%)	1.43	28.57%	40.00%	00:02:28	0.86
9.	biology	6 (0.29%)	1.00	66.67%	16.67%	00:00:14	0.50
10.	citi	6 (0.29%)	1.33	0.00%	12.50%	00:02:13	3.17

Secondary dimension ▾   Sort Type: Default ▾   advanced

Show rows: 10 ⇕   Go to: 1   1 - 10 of 1704   ◄ ►
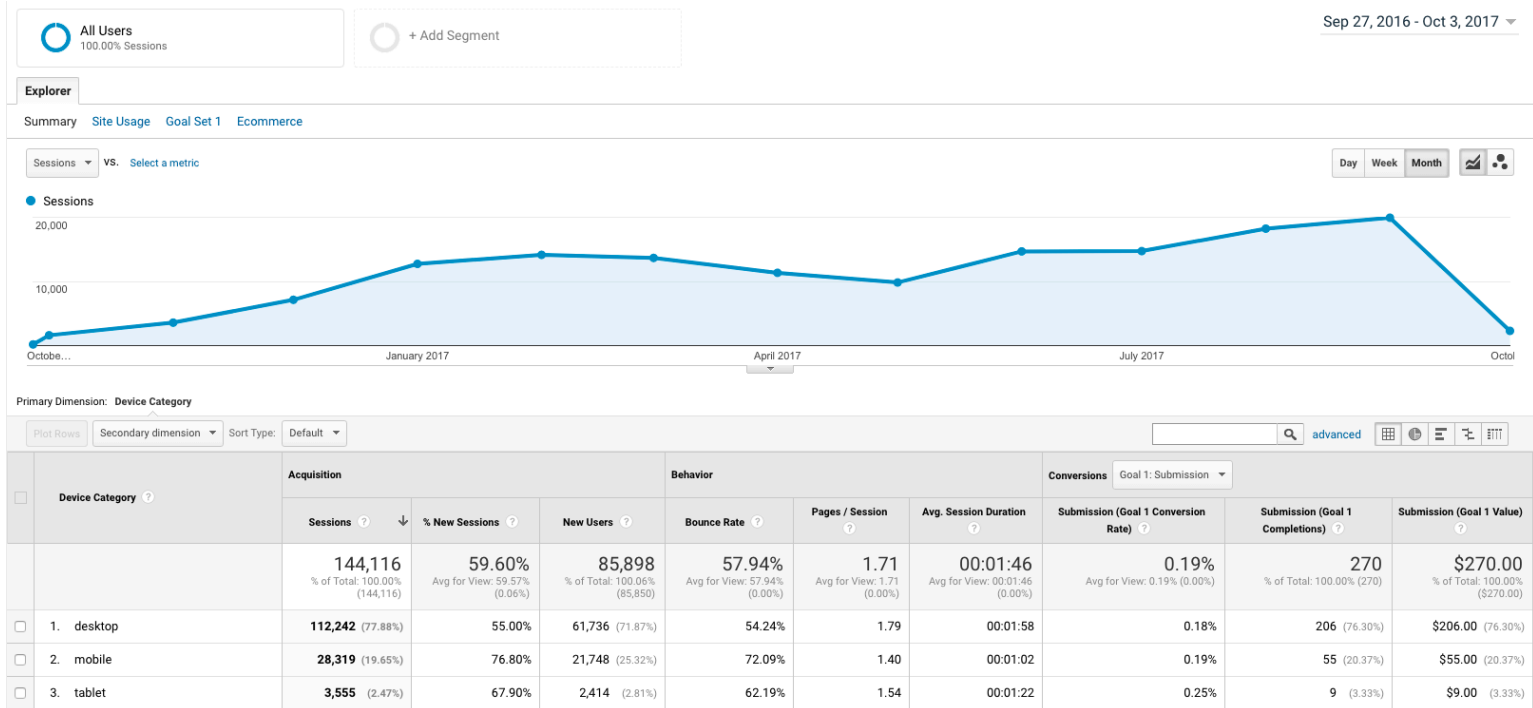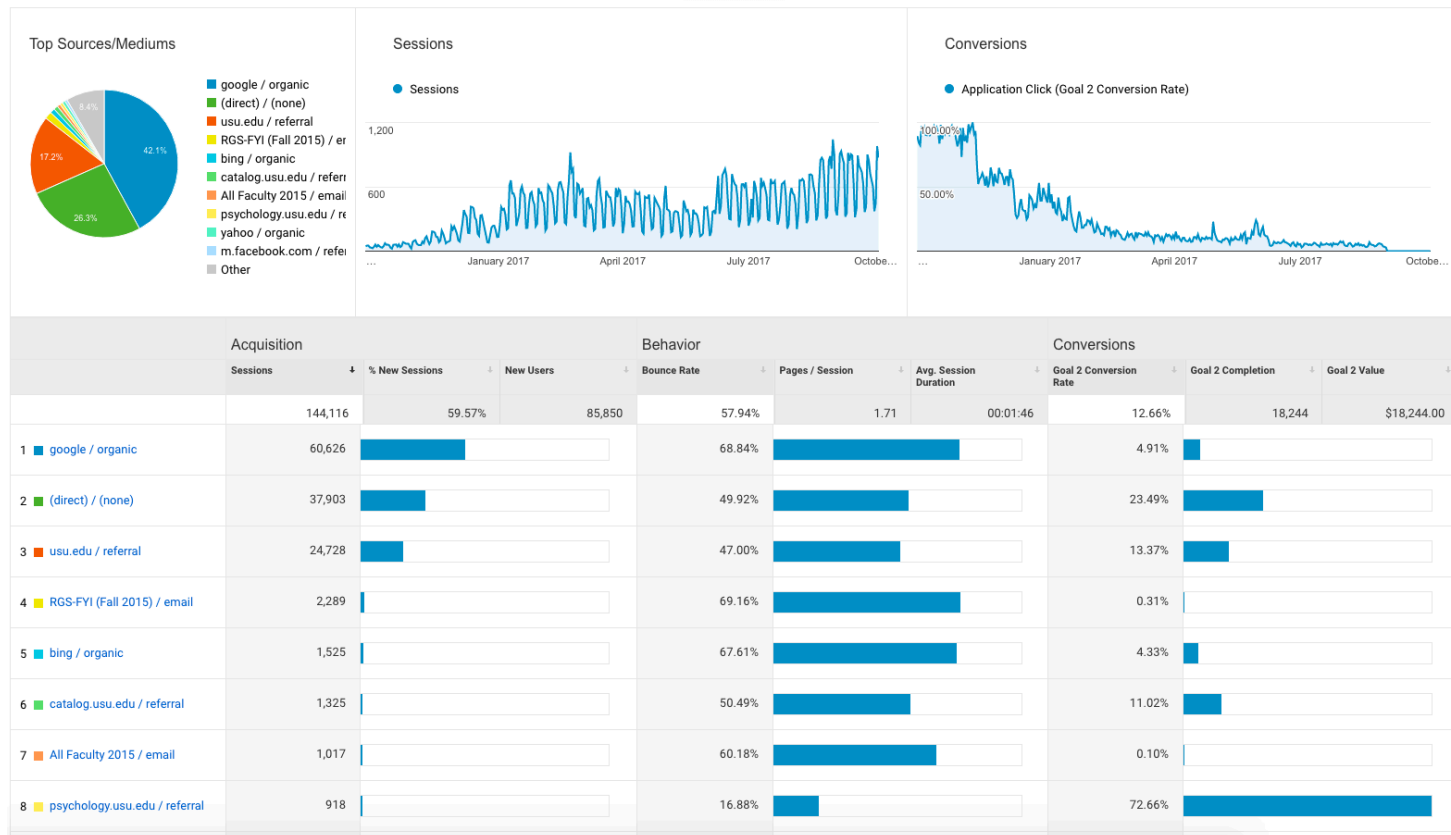
This report was generated on 10/4/17 at 2:12:49 PM - Refresh Report

DEVICES

SOURCE/MEDIUM

REFERRALS

Source	Acquisition			Behavior			Conversions Goal 2: Application Click		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Application Click (Goal 2 Conversion Rate)	Application Click (Goal 2 Completions)	Application Click (Goal 2 Value)
	36,324 % of Total: 25.20% (144,116)	42.43% Avg for View: 59.57% (-28.77%)	15,412 % of Total: 17.95% (85,850)	45.95% Avg for View: 57.94% (-20.70%)	2.00 Avg for View: 1.71 (16.95%)	00:02:12 Avg for View: 00:01:46 (23.97%)	16.70% Avg for View: 12.66% (31.90%)	6,065 % of Total: 33.24% (18,244)	$6,065.00 % of Total: 33.24% ($18,244.00)
1. usu.edu	24,728 (68.08%)	44.38%	10,974 (71.20%)	47.00%	2.05	00:02:08	13.37%	3,306 (54.51%)	$3,306.00 (54.51%)
2. catalog.usu.edu	1,325 (3.65%)	47.25%	626 (4.06%)	50.49%	1.92	00:01:57	11.02%	146 (2.41%)	$146.00 (2.41%)
3. psychology.usu.edu	918 (2.53%)	31.26%	287 (1.86%)	16.88%	0.57	00:01:17	72.66%	667 (11.00%)	$667.00 (11.00%)
4. directory.usu.edu	604 (1.66%)	12.58%	76 (0.49%)	47.68%	2.80	00:02:38	0.33%	2 (0.03%)	$2.00 (0.03%)
5. mae.usu.edu	524 (1.44%)	34.73%	182 (1.18%)	45.99%	1.52	00:01:37	29.58%	155 (2.56%)	$155.00 (2.56%)
6. usu-prd-res.kuali.co	470 (1.29%)	1.06%	5 (0.03%)	32.98%	2.46	00:02:31	0.00%	0 (0.00%)	$0.00 (0.00%)
7. cs.usu.edu	422 (1.16%)	43.60%	184 (1.19%)	37.91%	1.32	00:01:33	34.83%	147 (2.42%)	$147.00 (2.42%)
8. scholarships.usu.edu	407 (1.12%)	53.81%	219 (1.42%)	67.32%	1.72	00:01:22	1.23%	5 (0.08%)	$5.00 (0.08%)
9. teal.usu.edu	396 (1.09%)	40.91%	162 (1.05%)	41.41%	1.44	00:01:46	34.34%	136 (2.24%)	$136.00 (2.24%)
10. comd.usu.edu	332 (0.91%)	29.82%	99 (0.64%)	16.57%	0.43	00:01:01	75.60%	251 (4.14%)	$251.00 (4.14%)
11. cehs.usu.edu	307 (0.85%)	26.06%	80 (0.52%)	54.07%	1.89	00:02:16	8.14%	25 (0.41%)	$25.00 (0.41%)
12. study.usu.edu	301 (0.83%)	55.81%	168 (1.09%)	41.53%	2.00	00:02:51	21.26%	64 (1.06%)	$64.00 (1.06%)
13. qcnr.usu.edu	226 (0.62%)	46.46%	105 (0.68%)	34.96%	1.46	00:01:44	36.28%	82 (1.35%)	$82.00 (1.35%)
14. ece.usu.edu	218 (0.60%)	31.65%	69 (0.45%)	30.73%	1.04	00:01:46	50.00%	109 (1.80%)	$109.00 (1.80%)
15. math.usu.edu	218 (0.60%)	34.86%	76 (0.49%)	15.60%	1.04	00:02:44	65.60%	143 (2.36%)	$143.00 (2.36%)
16. cee.usu.edu	215 (0.59%)	25.12%	54 (0.35%)	33.49%	1.36	00:02:28	45.58%	98 (1.62%)	$98.00 (1.62%)
17. globalengagement.usu.edu	195 (0.54%)	38.97%	76 (0.49%)	24.10%	1.01	00:01:31	60.00%	117 (1.93%)	$117.00 (1.93%)
18. socialwork.usu.edu	165 (0.45%)	40.61%	67 (0.43%)	18.18%	0.53	00:01:41	75.76%	125 (2.06%)	$125.00 (2.06%)
19. outlook.live.com	161 (0.44%)	33.54%	54 (0.35%)	54.04%	1.61	00:02:01	9.94%	16 (0.26%)	$16.00 (0.26%)
20. engineering.usu.edu	149 (0.41%)	37.58%	56 (0.36%)	53.69%	2.07	00:02:14	4.70%	7 (0.12%)	$7.00 (0.12%)
21. itls.usu.edu	142 (0.39%)	26.06%	37 (0.24%)	55.63%	1.39	00:01:39	21.13%	30 (0.49%)	$30.00 (0.49%)

LOCATION

Sessions ▼

1 ▬▬▬▬▬ 1,879

Primary Dimension: **City** Metro Other ▼

Secondary dimension ▼   [search] 🔍 advanced | ⊞ ◑ ☰ ⊣ ⫼

City ❓	Acquisition			Behavior			Conversions		
	Sessions ❓ ↓	% New Sessions ❓	New Users ❓	Bounce Rate ❓	Pages / Session ❓	Avg. Session Duration ❓	Goal Conversion Rate ❓	Goal Completions ❓	Goal Value ❓
	2,726 % of Total: 53.76% (5,071)	38.08% Avg for View: 56.62% (-32.74%)	1,038 % of Total: 36.15% (2,871)	54.48% Avg for View: 62.85% (-13.32%)	2.49 Avg for View: 2.09 (19.35%)	00:02:46 Avg for View: 00:02:06 (31.48%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. Logan	1,879 (68.93%)	30.12%	566 (54.53%)	53.86%	2.69	00:03:10	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Salt Lake City	142 (5.21%)	72.54%	103 (9.92%)	60.56%	1.87	00:01:38	0.00%	0 (0.00%)	$0.00 (0.00%)

GOOGLE ANALYTICS ACTIVITY

If you have access to your GA data:
• Log in and check out the data sets we just talked about.
• Does your data raise more questions?
• Are there clear areas for improvement?
• What do you think you can do to improve?

If GA is installed, but you don't have access to the data:
• Ask your webmaster to give you access to "read and analyze" data.
• Prepare some questions to ask your data when you can see it.

If GA is not installed or you don't know if it is:
• Talk to your webmaster about getting GA installed and giving you access to "read and analyze" the data.
• If you have access to the backend of your site, ask someone from the recruitment team to help install GA.

WHY IS SEO IMPORTANT?

- 83% of new graduate students at USU said they like university websites as a form of advertising. (2016 new graduate student survey)

- Web search is the most common way prospective students find USU graduate programs. (2016 graduate applications)

- SEO is one of the most effective marketing tactics for grad students. (RNL 2012)

- More than two-thirds of all prospective students use search engines to begin their college search. (Carnegie)

WHAT IS SEARCH ENGINE OPTIMIZATION?

• Provide content users are looking for to increase website traffic.

• Incorporate keywords and phrases users search for into your website.

• Appear in search results within a search engine or your website.
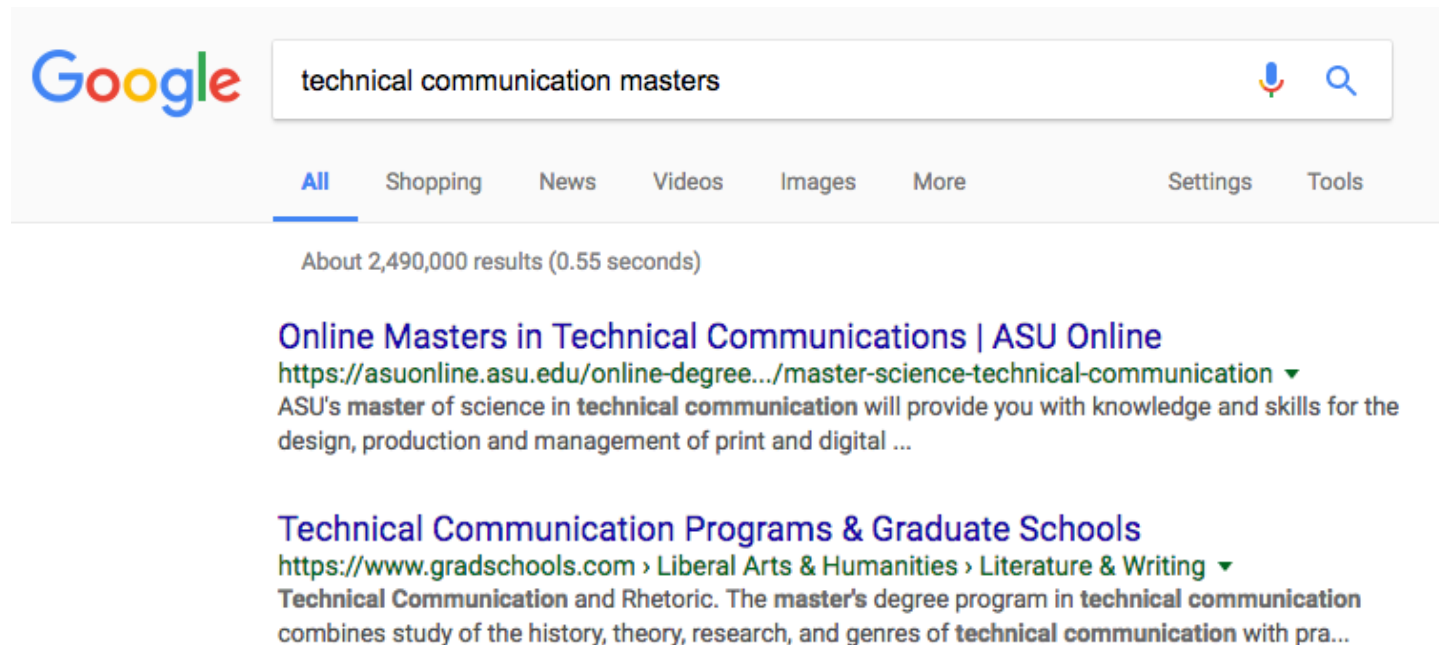
EXAMPLE: KEYWORDS/PHRASES
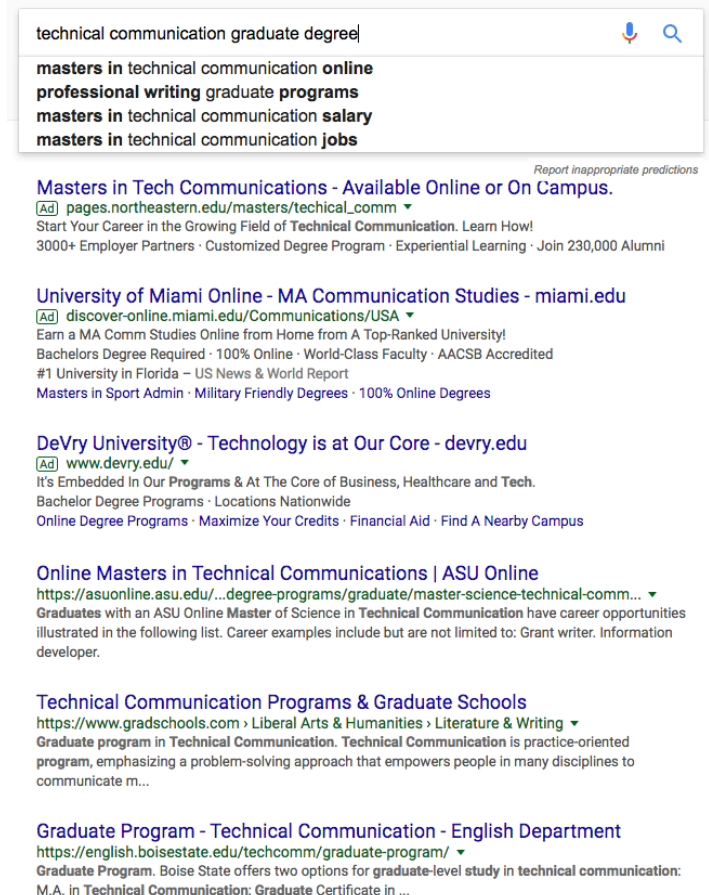
Utah State

Utah State University

USU

Utah

Salt Lake City

SLC

Mountain West

Idaho

Wyoming

Arizona

Texas Tech

Boise State

master's

masters

doctorate

phd

Ph.D.

grad school

grad degree

graduate degree

graduate certificate

grad certificate

online

technical communication

professional communication

technical communication and rhetoric

tech comm

professional writing

technical writing

professional and technical writing

technical and professional writing

RESEARCHING KEYWORDS WITH GOOGLE

- Use an incognito window so location and history don't influence search.

- Try variations of spelling, word order, phrases and synonyms.

- Take note of popular and related keywords/phrases.

- Research who your competition is and what they do to display in search results.

- Identify content your website should include, but doesn't.

KEYWORD ACTIVITY

- List 10 keywords/phrases you think are important to your website.

- Open Google Search and start searching for the keywords you listed.

- Where does your website display in search results?

- Identify your competition. What other websites are displayed?

- What are the popular search phrases suggested in the search bar?

- What are the related searches listed below search results?

- Adjust your list of keywords/phrases. Do you need to remove, edit or add any?

- Identify an important page on your website that should be displayed in search results, but isn't. Make this page priority 1 for optimization.

WHERE KEYWORDS CAN GO

INCORPORATING KEYWORDS INTO CONTENT

- Fit keywords within a natural flow of writing.
- Replace words like "it," "they," "this," "we" and "our" with keywords.
- Vary terms, phrases, spelling, synonyms, grammatical use and word order.
- Use many keywords and repeat primary terms throughout the page.
- Replace acronyms and jargon with keywords.
- Incorporate keywords into section headings and page titles.
- Hyperlink descriptive text (keywords). Don't link "click here" or URLs.
- Don't use images to display words. Type words.

CONTENT FOR PROSPECTIVE GRADUATE STUDENTS

| Content Topics Important to Incoming USU Grad Students	% New USU Grad Students Who Found Topic Important to Decision (if available)
Academic programs	
Part-time programs	54%
Flexibility (distance, online, 1-year, concurrent, etc.)	
Prestige/ranking	63%
Faculty	71%
Mentorship	
Research opportunities	65%
Funding opportunities	73%
International student information	
Post-graduate opportunities	
Professional prospects	
Academic prospects	
Student life	
Social media links	

WEB CONTENT: WHAT TO INCLUDE

- Determine audience, purpose, goals.
  - You are not your audience.
  - Consult analytics.
  - Keep page content focused.

- Focus on programs, not departments.

- Answer "So what?"

- Include what a user would expect to find on the page.
  - Answer their questions.
  - Give them what they want up front, but also ways to explore more.
  - Give clear, actionable next step(s).
  - Consult analytics.

WEB CONTENT: WHAT TO EXCLUDE

- Avoid duplicate content.

- Avoid FAQ pages. Put content users want where they want it.

- Avoid PDFs and other files. Add content directly to the webpage.

- Delete old files and pages to ensure they are not found.

- Don't use "under construction" or "coming soon."

- When you have details that change often, limit their appearances.

WEB WRITING STYLE

- Be clear and concise.
- Use active voice.
- Use inverted pyramid format.
- Speak to "you."
- Use conversational-professional tone.
- Avoid ampersands.
- Use correct spelling and grammar.
- Avoid advanced vocabulary, long sentences and long paragraphs.

Most important info

Supporting details

General info
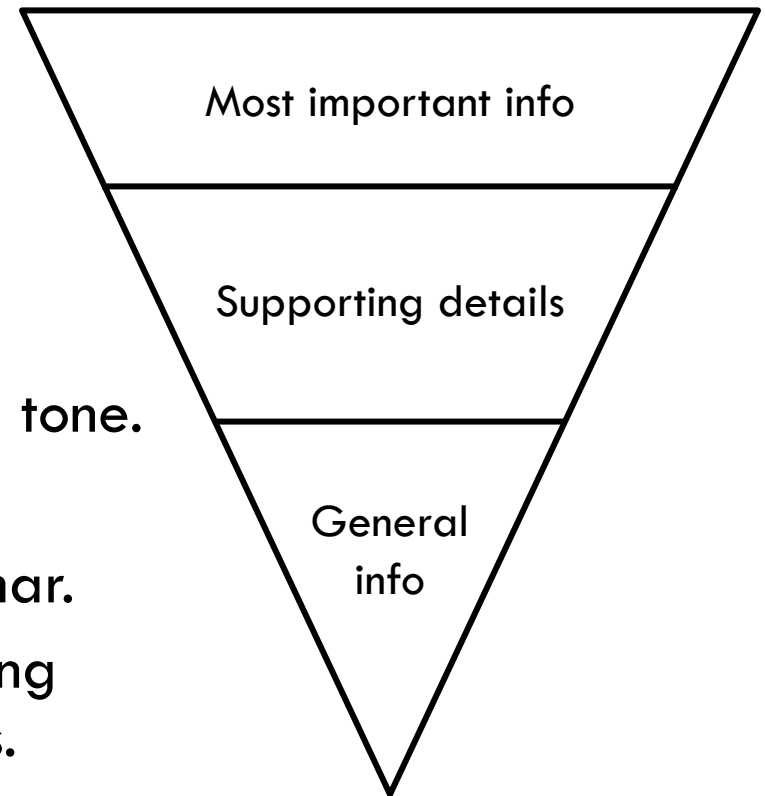
THANK YOU

Laura Kendellen
laura.kendellen@usu.edu
435-797-2924