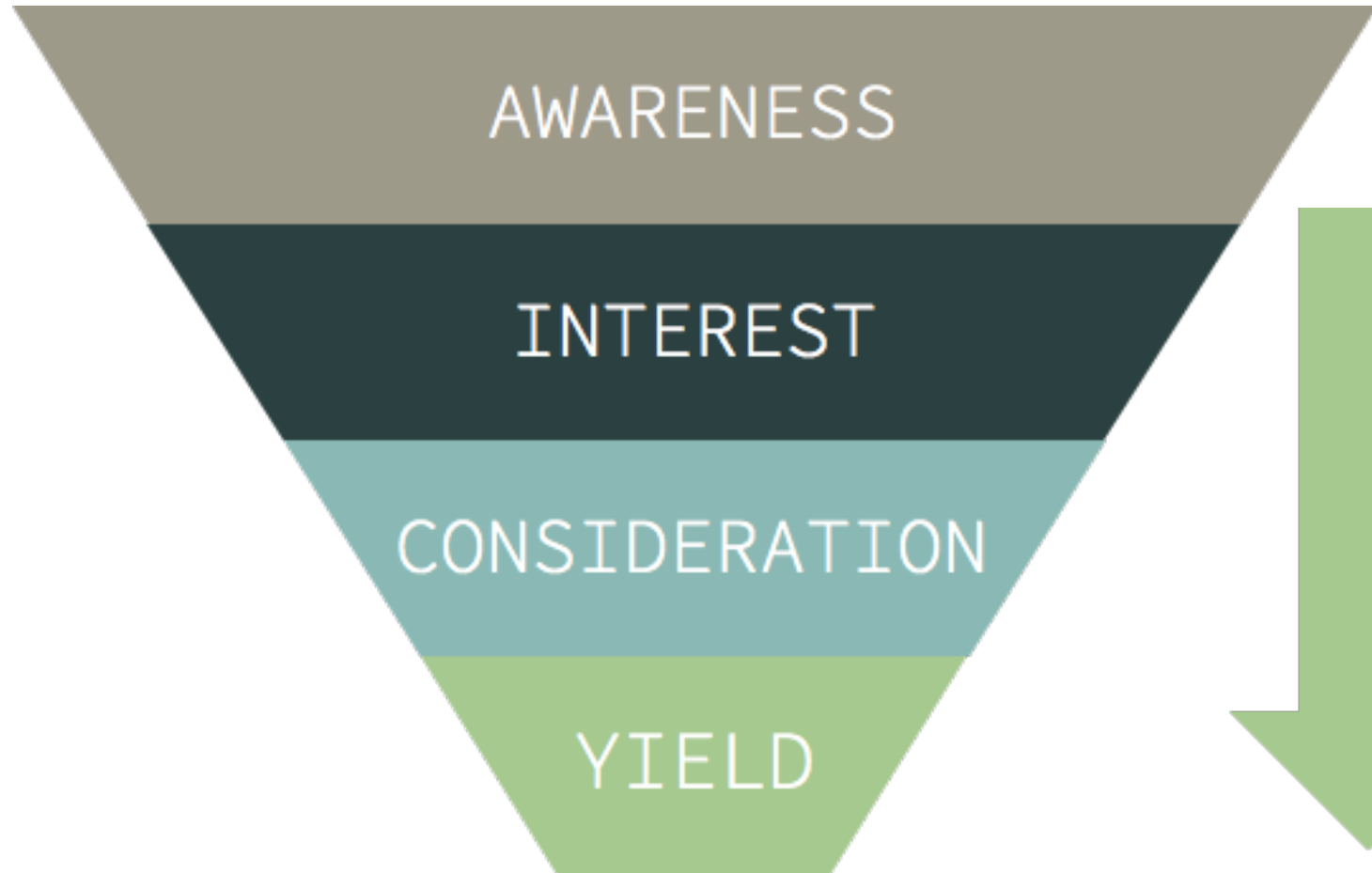

Graduate Recruitment

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 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!

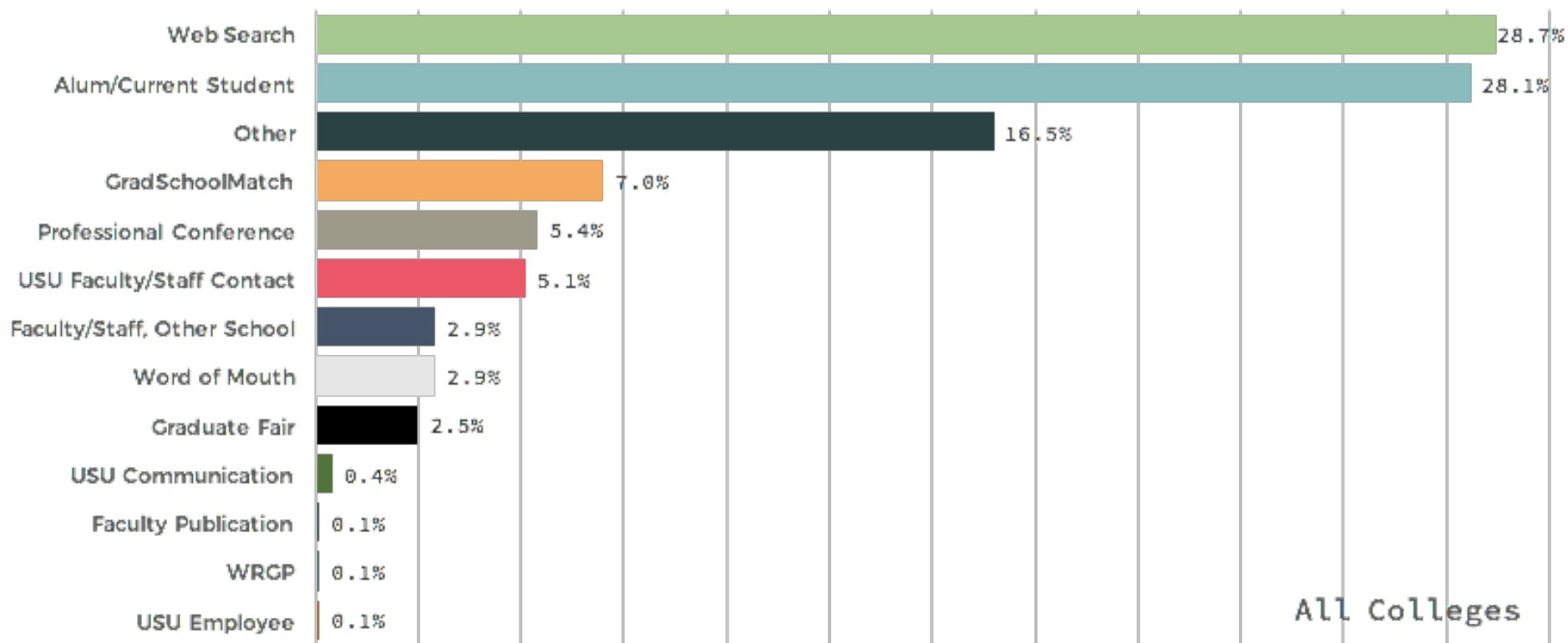
All the best,
Professor Victoria Grieve

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.



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 % of Total: 27.72% (246,242)	56,084 % of Total: 28.35% (197,839)	00:02:02 Avg for View: 00:01:59 (1.73%)	38.72% Avg for View: 57.94% (-33.18%)	50.17% 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

Secondary dimension

Sort Type: Default

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

Show rows: 10

Go to: 1

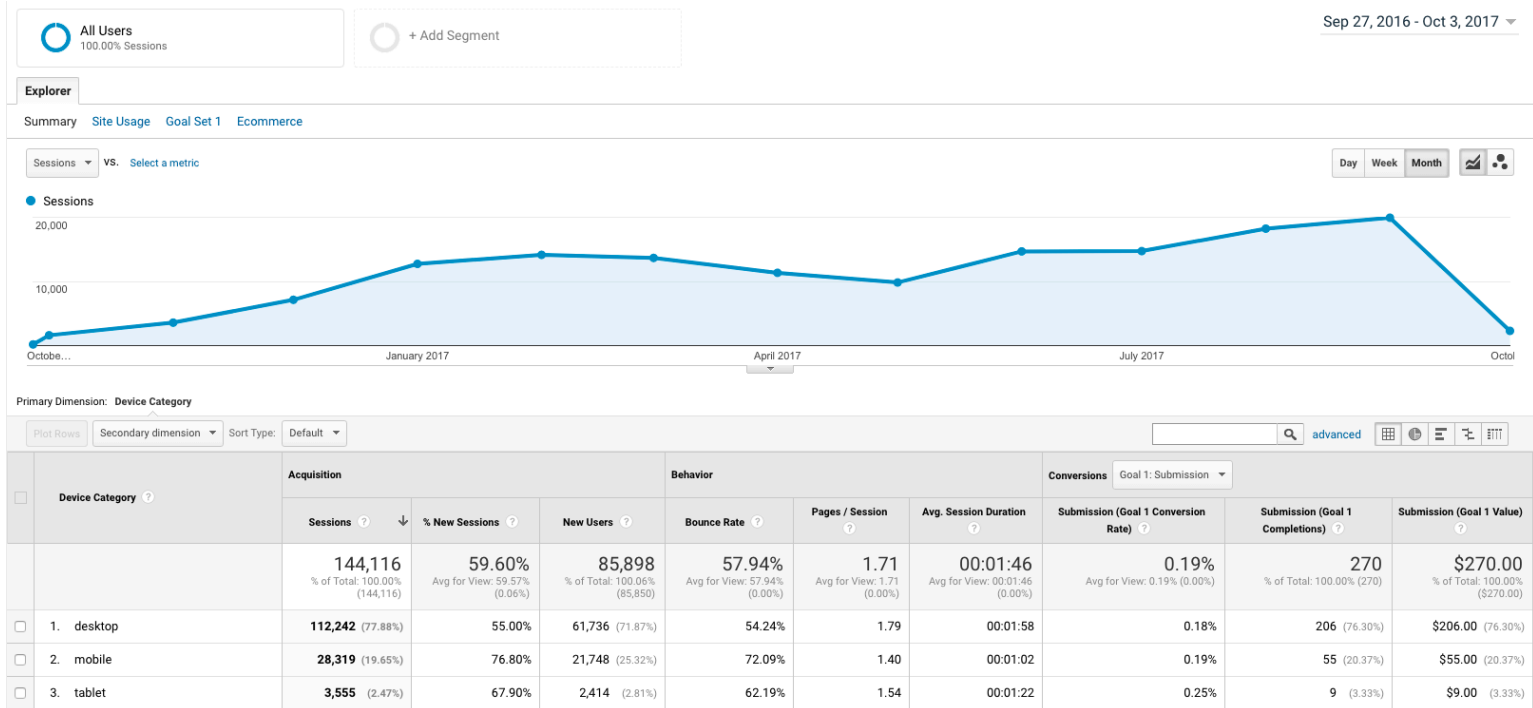
1 - 10 of 1704

<

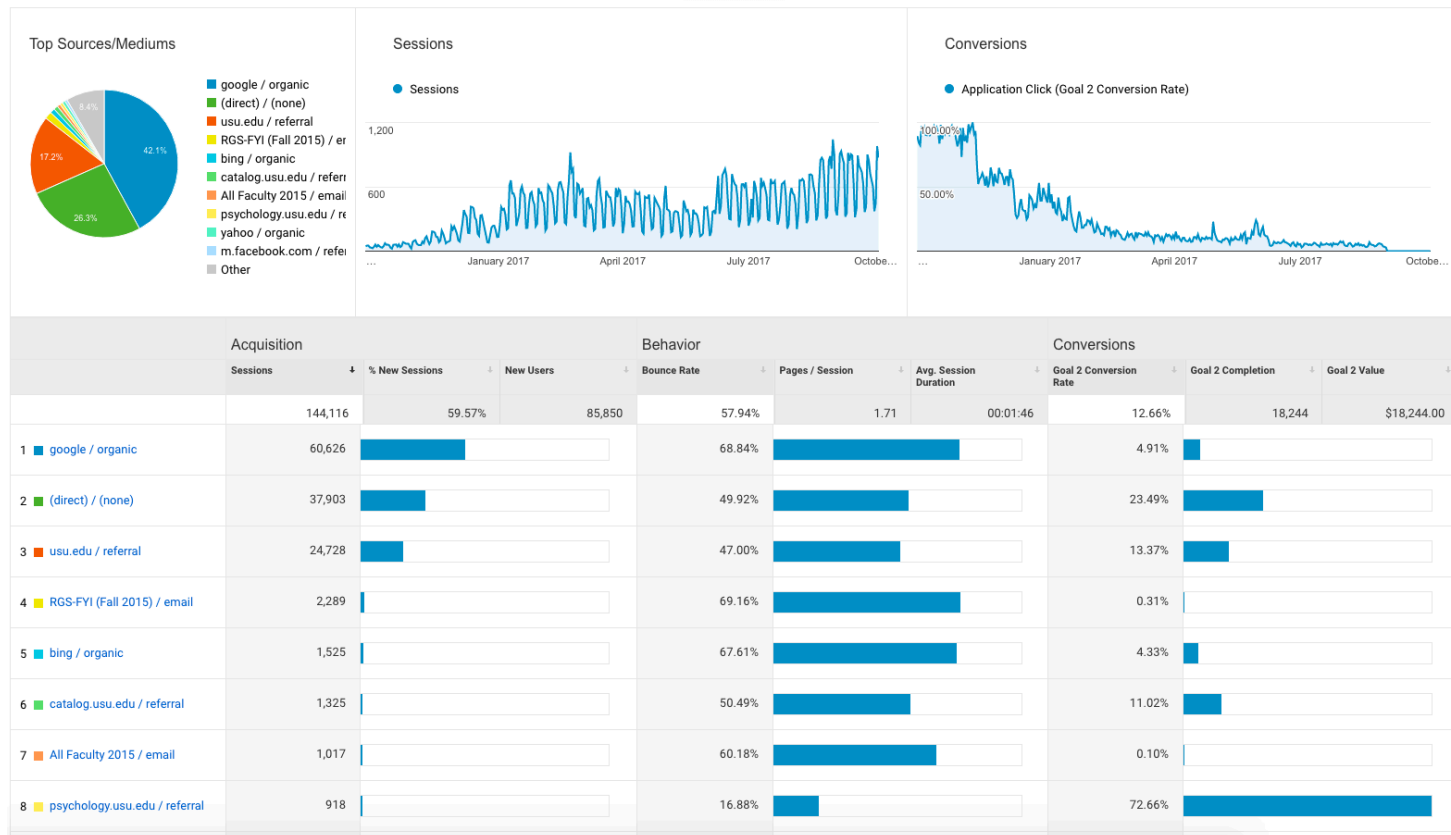
>

This report was generated on 10/4/17 at 2:12:49 PM - [Refresh Report](#)

DEVICES



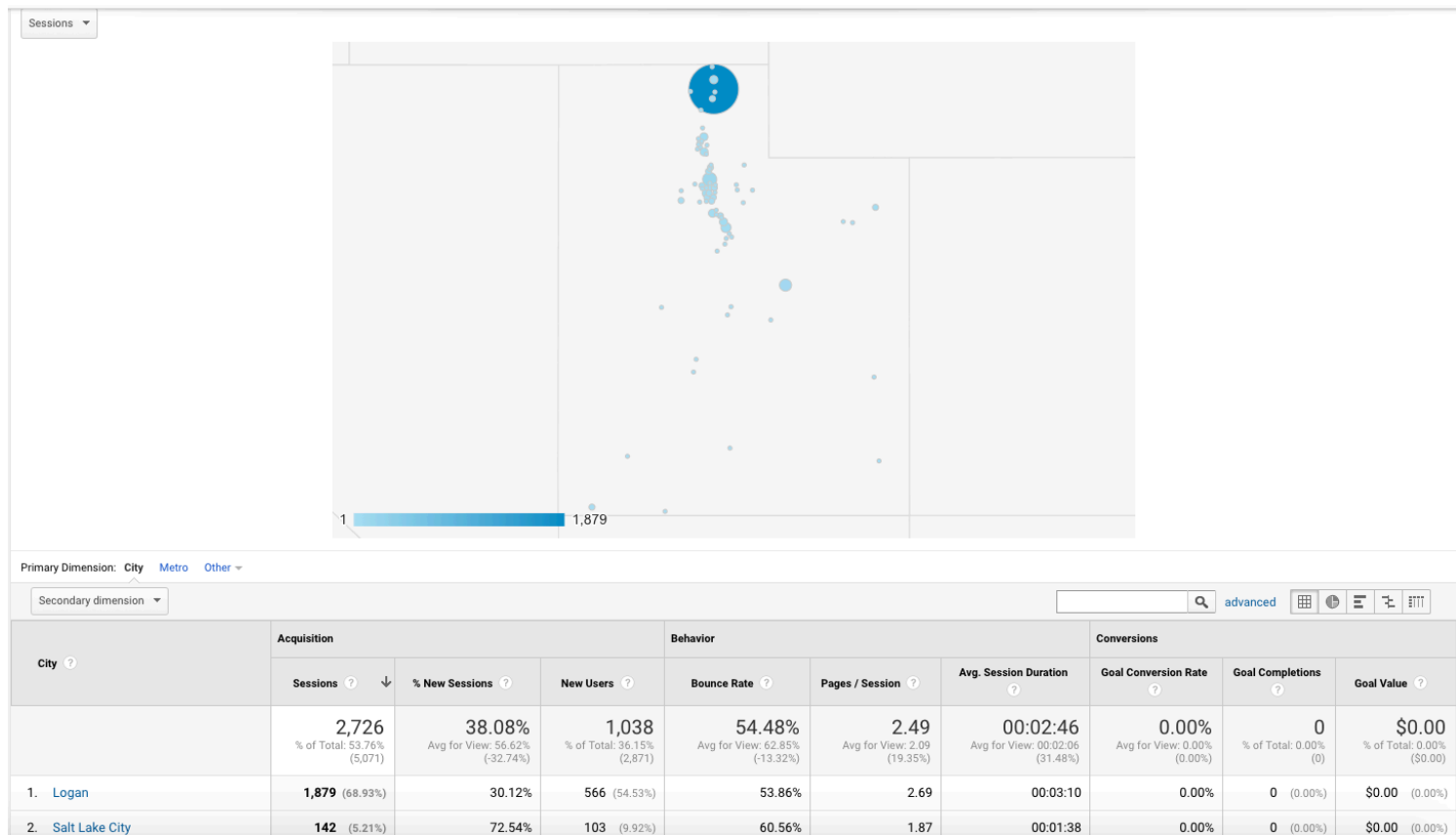
SOURCE/MEDIUM



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. itis.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



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:

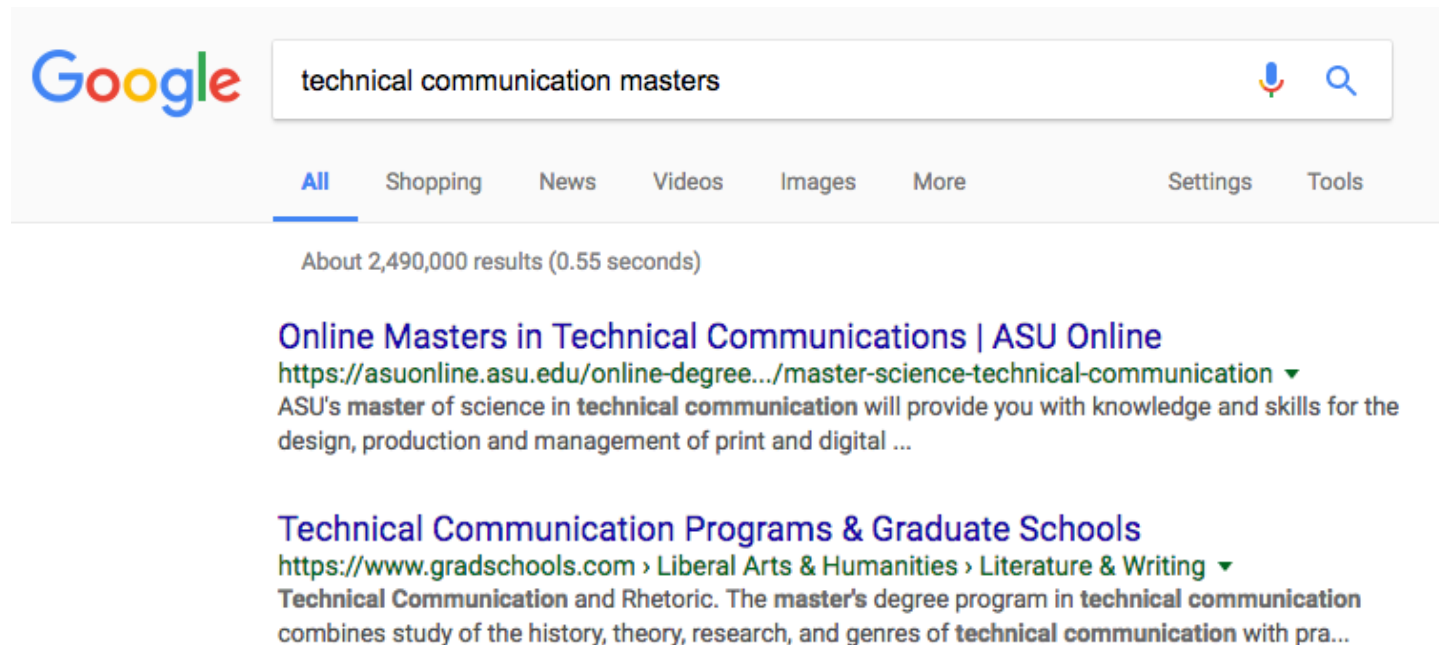
- Talk to your webmaster about getting GA installed and giving you access to “read and analyze” the data.
- If you have access to the backend of your site, ask someone from the recruitment team to help install GA.

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

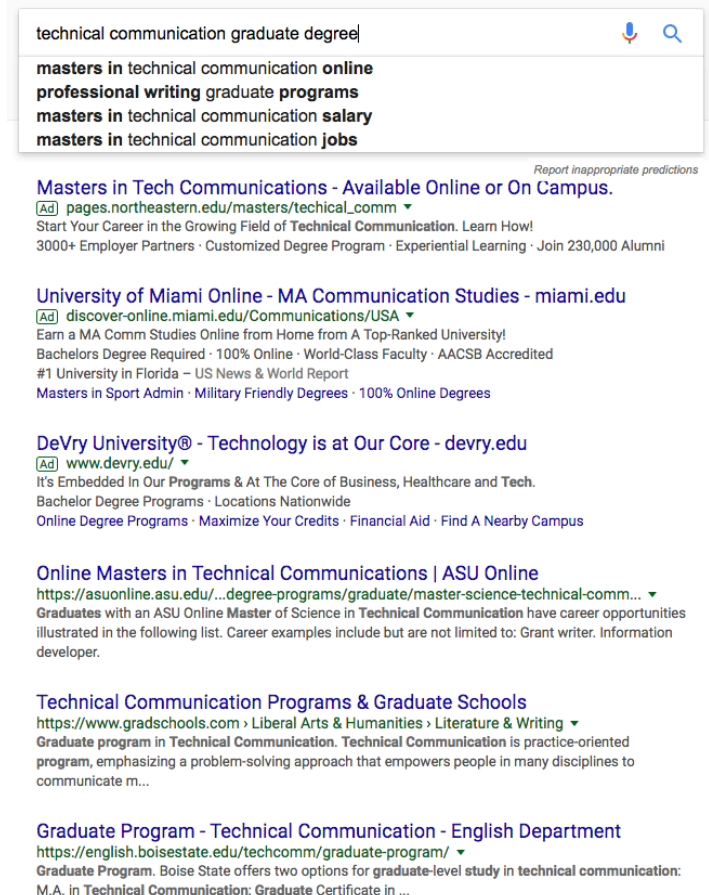
Utah State	master's	technical communication
Utah State University	masters	professional communication
USU	doctorate	technical communication and rhetoric
Utah	phd	tech comm
Salt Lake City	Ph.D.	professional writing
SLC	grad school	technical writing
Mountain West	grad degree	professional and technical writing
Idaho	graduate degree	technical and professional writing
Wyoming	graduate certificate	
Arizona	grad certificate	
Texas Tech	online	
Boise State		

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.

Searches related to technical communication graduate degree

[masters in technical communication online](#)
[professional writing graduate programs](#)
[masters in technical communication salary](#)
[masters in technical communication jobs](#)
[top "technical writing" programs](#)
[asu technical communication masters](#)
[technical communications certificate](#)
[best technical communication graduate programs](#)



technical communication graduate degree

masters in technical communication online
professional writing graduate programs
masters in technical communication salary
masters in technical communication jobs

[Masters in Tech Communications - Available Online or On Campus.](#)
Report inappropriate predictions
Ad [pages.northeastern.edu/masters/technical_comm](#) ▼
Start Your Career in the Growing Field of Technical Communication. Learn How!
3000+ Employer Partners · Customized Degree Program · Experiential Learning · Join 230,000 Alumni

University of Miami Online - MA Communication Studies - miami.edu
Ad [discover-online.miami.edu/Communications/USA](#) ▼
Earn a MA Comm Studies Online from Home from A Top-Ranked University!
Bachelors Degree Required · 100% Online · World-Class Faculty · AACSB Accredited
#1 University in Florida – US News & World Report
[Masters in Sport Admin](#) · [Military Friendly Degrees](#) · [100% Online Degrees](#)

DeVry University® - Technology is at Our Core - devry.edu
Ad [www.devry.edu/](#) ▼
It's Embedded In Our Programs & At The Core of Business, Healthcare and Tech.
[Bachelor Degree Programs](#) · [Locations Nationwide](#)
[Online Degree Programs](#) · [Maximize Your Credits](#) · [Financial Aid](#) · [Find A Nearby Campus](#)

Online Masters in Technical Communications | ASU Online
[https://asuonline.asu.edu/...degree-programs/graduate/master-science-technical-comm...](#) ▼
Graduates with an ASU Online Master of Science in Technical Communication have career opportunities illustrated in the following list. Career examples include but are not limited to: Grant writer. Information developer.

Technical Communication Programs & Graduate Schools
[https://www.gradschools.com > Liberal Arts & Humanities > Literature & Writing](#) ▼
Graduate program in Technical Communication. Technical Communication is practice-oriented program, emphasizing a problem-solving approach that empowers people in many disciplines to communicate m...

Graduate Program - Technical Communication - English Department
[https://english.boisestate.edu/techcomm/graduate-program/](#) ▼
Graduate Program. Boise State offers two options for graduate-level study in technical communication: M.A. in Technical Communication; Graduate Certificate in ...

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

The screenshot shows the website for the Technical Communication and Rhetoric (TCR) program at Utah State University. The browser address bar displays `techcomm.usu.edu`. The navigation bar includes the Utah State University logo, the TCR logo, and links for Bachelors's, Master's, PhD, and People. A sidebar on the right contains a list of links: Overview, Application materials, International Students, Letter of intent, Graduate Instructor application, Curriculum vitae, Writing Samples, and Back to top. The main content area features the TCR Doctoral Program Overview, which includes information about application deadlines and touchstone articles. Green boxes highlight the following keywords and elements:

- UtahStateUniversity
- techcomm.usu.edu
- A-Z Index MyUSU Directory
- Bachelors's Master's PhD People
- TCR Doctoral Program
- Overview
- Overview
- Application materials
- International Students
- Letter of intent
- Graduate Instructor application
- Curriculum vitae
- Writing Samples
- Back to top
- Doctoral students must apply for admission to both the School of Graduate Studies and the English Department's Technical Communication and Rhetoric (TCR) Doctoral program.
- For the 2017-2018 academic year, the application deadline has passed. The deadline for the 2018-2019 academic year is January 15, 2018. No applicants will be considered until all required information arrives in the School of Graduate Studies office. All application materials must be postmarked before or by the deadline.
- The strongest applicants are those who reference the work of our faculty, suggesting how your own interests fit with the focus of our program and convey familiarity with the broader field.
- For an overview of the technical communication field, we point applicants to the following four touchstone articles:
- A humanistic rationale for technical writing: Positioning technical communication as humanistic and rhetorical, this 1993 article is one of the most influential and heavily cited articles in the field.
- Relocating the value of work: This 1996 article argues for technical communicators to convey more clearly the value of our expertise, rejecting classification as low-skill support workers and instead embracing and articulating our role in the knowledge economy.
- Has technical communication arrived as a profession: Exploring the role of technology in the professional identity of the field, this 2005 article acknowledges the centrality of ever-changing technologies to our work but concludes that people [i.e.] are the ultimate end, not the technology" (p. 369).
- Disrupting the past to disrupt the future: Winner of the 2017 Nell Ann Pickett award, this article calls the field of technical communication to embrace justice and inclusivity as part of its core narrative. Co-authored by Dr. Rebecca Walton, this article reflects our program's explicit commitment to social justice broadly defined.
- Application materials

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

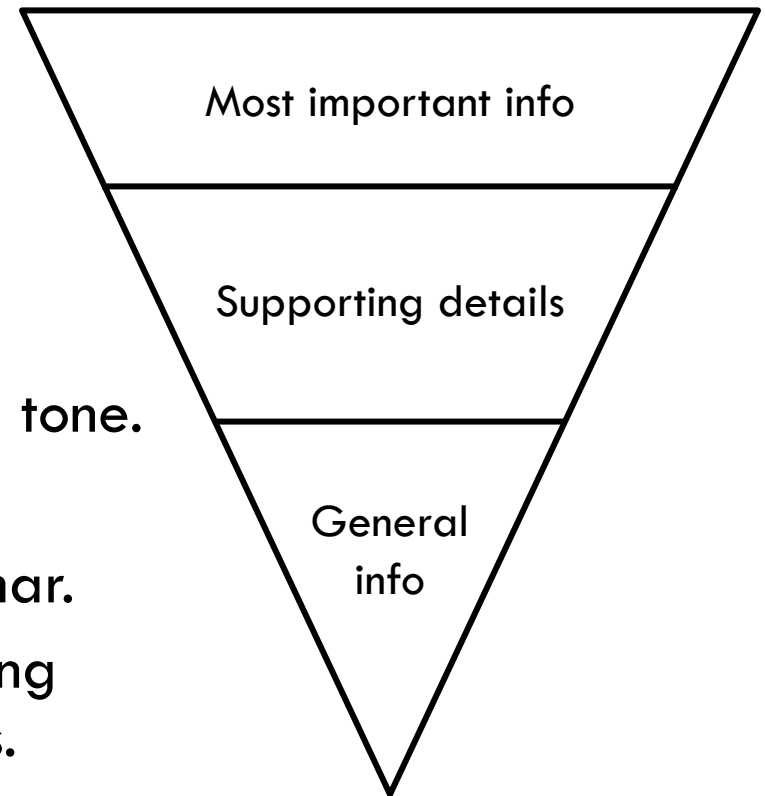
- Determine audience, purpose, goals.
 - You are not your audience.
 - Consult analytics.
 - Keep page content focused.
- Focus on programs, not departments.
- Answer “So what?”
- Include what a user would expect to find on the page.
 - Answer their questions.
 - Give them what they want up front, but 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.



THANK YOU

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