**Honors Student Ambassador Focus Group**
Honors Program Marketing Discussion
February 9, 2016, 4:30-5:30pm,
Led by Holly LaHann, Honors Program Coordinator and Distinguished Scholarships Coordinator

The University Honors Program (UHP) needs new marketing materials to send to prospective students and bring to recruitment events. Showed students the following example brochures: WSU Honors College tri-fold brochure, Women in Engineering two-sided postcard, Arkansas State tri-fold with mascot as front cover. Discussed what works best.

- **WSU Honors College brochure**
  - The students really liked the WSU Honors College front cover – classy, simple and ‘looks’ important
  - They really liked the “Who are our students?” information. They think prospective students would be very interested in seeing graphics like these demonstrating what kinds of students are in the UHP.
  - They did not like the layout of the text on the inside pages. Too much white space.

- **Women in Engineering Day brochure**
  - Definitely looks like you are trying to sell something. One ambassador commented she didn’t like receiving information like this from colleges as it looked too much like a sales-pitch.
  - It was suggested we have two different kinds of brochures. One like the WSU brochure that could be mailed to students, and one like the postcard that could be given to students at recruitment events. Or vice versa.

- **Arkansas State brochure**
  - Could be interesting but probably not with Joe Vandal’s face on the front. Maybe with an outline of the “I” in Idaho?
  - Mixed feelings on the inside cover with the social media and QR code. Some students said if they received this, they may visit the social media pages. Other students said they probably wouldn’t bother. Not many utilize the QR codes.

The UHP needs new photos for the website and marketing materials. We are planning to organize a photoshoot. Reviewed current photos on the UHP website and discussed the following:

- **What do you think about the current photos?**
  - After quickly looking through some of the photos on the UHP website, the students thought some looked fine but some looked too much like stock photos.

- **Best ways to portray the UHP?**
© Work hard, play hard idea – having pictures that show both sides as both are important
© A couple of students mentioned possibly utilizing Krista Stanley’s “nerd herd” designs that she did for Honors involvement in intramurals.
© Several students like the idea of “classy” looking publications. Example – solid black backgrounds with gold lettering. This is why the cover of WSU’s brochure appealed to them – looks classy.

• Specific locations on campus?
  o (see ideas below)

• Specific types of pictures (i.e. labs, Honors housing, events)?
  o Intramurals on practice field outside Kibbie Dome – especially at night with all the lights on
  o Ice skating
  o Hockey
  o Fireside chat
  o Tabling
  o Volunteering
  o TTMs
  o McCoy Hall – by the ping pong table
  o Honors class picture
  o Looking Glass
  o Open mic night
  o Engineering students going to Boeing
  o Art & Architecture (north) – showcasing student artwork
  o Music – marching band pictures

• What types of “things” are meaningful to you to capture in photos?
  o (see ideas above)

**Action taken:** As we develop new brochures and mailing materials as well as new pictures for the honors web site, we will take into account the suggestions above by the students. Our timetable is to develop a pull up display, brochures, and printed materials by the end of July 2016.

**Honors Ambassadors Focus Group on recruiting honors students held on 10/13/15. 5:00 p.m.**

**Questions for Honors Student Ambassador Focus Group**

• What content about the Honors Program is most important to covey and to repeat?
  o Academics
  o Living groups
Co-curricular activities
Community and fun

What would be the preferred method of contact at each stage [Email (Director, students, Ambassadors), print letters, hand-written notes, Facebook and other social media, phone calls etc.]?
- After attending a College Fair or UI event such as Envision Idaho
- After visiting campus
- After beginning the honors application process, but not yet submitting essays
- After application is complete, and congratulations are being expressed on being admitted
- Notification of scholarships
- Class registration information prior to signing up for classes
- Over the summer, keeping energy and enthusiasm high

How should we recruit students who enroll at UI and who meet the honors program admission criteria and choose not to join the Honors Program?

Input by students from questions above:
- Be sure to ask students where they would like to live, emphasize that students don’t have to live in honors housing, maybe show pictures of Greek study rooms,
- Students are looking for community
- Students prefer emails over letters
- Students like to receive hand written notes, real fold-over letter in mail, rather than a postcard
- Email info to scholarship recipients rather than a using a phone call
- National merits students should write national merit students to recruit them

Action Taken:
- We have had students emailing students this fall and spring. We need to move toward a few hand-written cards
- We have used national merit students to email national merit prospective students

HLC Focus Group on recruiting honors students, held on 10/12/15

Question: how can we recruit more of the honors program eligible first year students who don’t initially join the honors program?

Response from HLC
- Ask students to email entering first year students to dispel fears that honors will hurt GPA and is too hard
- Recruit more international students
  - Ask an international honors student to write entering first year students to dispel fears that honors will hurt GPA and is too hard
Request mid-term fall grades and invite all international students to join who are above a 3.5 and B or better in English 102

- Recruit more under-represented students
  - Ask an international honors student to write entering first year students to dispel fears that honors will hurt GPA and is too hard
  - Request mid-term fall grades and invite all international students to join who are above a 3.5 and B or better in English 102

**Actions taken**

- More current students are emailing prospective students
- Email communications to prospective students do try to dispel the fears that Honors may be too hard and hurt GPA
- Asked Registrar Reports if they could send me midterm grade reports, and they are willing and able to send mid-term grad reports.
- Asked an international student and an under-represented student to write an email
- Made presentations on the honors program at orientation for international students in fall and spring
- Talked with Jesse Martinez, Director of Multicultural Affairs, in fall semester and he gave me a list of prospective students who I contacted