

RANDY DEAN'S GRADUATE & PROFESSIONAL SCHOOL ADMISSIONS MARKETING STRATEGIES



Randy Dean

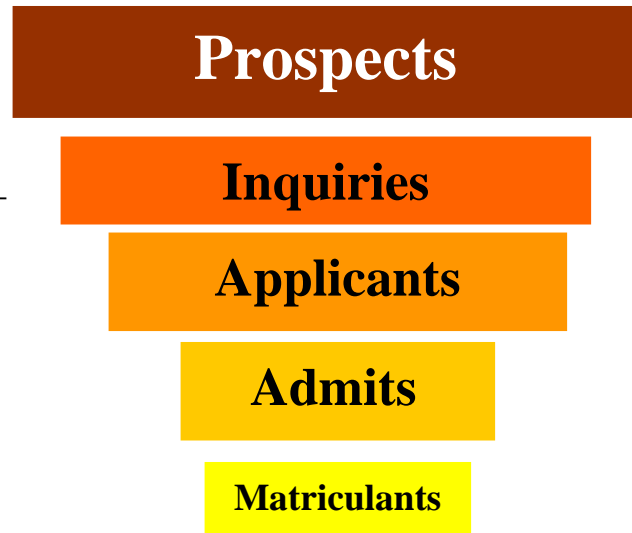
What happens when you find a person with several year's of successful experience at leading-edge graduate school/MBA admissions marketing strategies, exposure to a major product launch for the pre-eminent consumer packaged goods company, time as a marketing and media strategist for an award-winning marketing and advertising agency, and intensive experience in direct marketing and e-marketing efforts over a 15-year career (not to mention years of experience in consulting & training)?

You've found the PERFECT person to teach your new admissions team and admissions leaders the art and science of effective marketing and administration for a graduate or professional school admissions program.

Randy Dean, the former Director of MBA Admissions for the Broad School at Michigan State University, is just the person to help your graduate or professional school move to the next level in its admissions and marketing efforts. Randy led the admissions efforts for the MSU Full-Time MBA during their most productive and successful years. During his tenure, the MSU MBA increased number of applications received, total applicants, and percentage of admits ultimately becoming matriculants. Total class size increased, as did class quality on all important measures: UGPA, GMAT scores, years of full-time work experience, etc., and the results helped the MSU MBA achieve their highest national and international rankings to date.

This was accomplished through a systematic and programmatic effort to enhance the quality and output of the MSU MBA's admissions funnel (pictured above). Randy and his team built a full set of marketing and communications activities that optimized the output from each level of the "funnel", and led to an overall successful MBA admissions recruitment strategy and plan. The quality of all marketing efforts and pieces improved, and yet the team also was able to find cost savings in several areas to allow for additional and important efforts. Areas of enhancement included the MBA web site, the annual viewbook, MBA forums and "road shows", direct mail and direct e-mail activities, curriculum, career services, and student-life communication pieces, programs and activities for underrepresented students, on-campus visitation and "exploration" programs, admitted student activities, web sites and communication pieces, student and administrator "phonathons", and web site chat and thread activities.

Randy can provide in-depth on-site and virtual consultation for your admissions team, as well as specific training programs for your newer admissions and recruiting team members to teach them the proper way to plan and build a successful "funnel-centric" admissions and communications plan. He can review your current plan and efforts and provide suggestions for enhancement to your programs, or he can help you with the development of a completely new admissions recruiting plan. For more information on Randy, visit his web site at <http://www.randalldean.com>. To discuss an admissions team consultation or training program, contact Randy directly using the information below:



Randall Dean Consulting & Training, LLC

1881 Linden Street • E. Lansing, MI 48823 • Phone: 517-336-8906 • Fax: 832-550-3308
Mobile: 517-896-6611 • Web: <http://www.randalldean.com> • E-mail: Randy@randalldean.com