

Printed Pieces

(Brochure, Poster, & Postcard)



"The flyers looked great, and I think resulted in such a large number of applicants and eventually, new majors."
-Dr. Loft, Chair of the Department of Mathematics

Promotional Items

(Ear Buds, Puzzle Cube, Eraser, & Pencil)

"We constantly get compliments about the promo items...all of them!"
-Dr. Loft, Chair of the Department of Mathematics



99% budget utilization
\$291 less than the national average cost of recruitment

149% increase in new applicants from the previous fall term
Mathematics, BS: 102% increase
Mathematics, BA: 248% increase

148% increase in accepted new applicants from the previous fall term
Mathematics, BS: 70% increase
Mathematics, BA: 236% increase

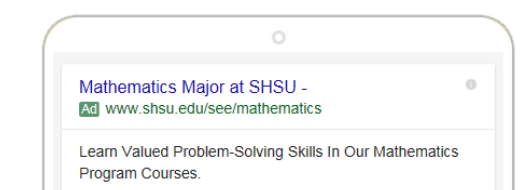
133% increase in new applicant enrollment from the previous fall term
Mathematics, BS: 94% increase
Mathematics, BA: 300% increase

10% total headcount
Mathematics, BS 0%
Mathematics, BA 10%

"The number of applicants choosing a math major, the number of accepted math students, and the number of new majors in Fall 2016 were all more than double the corresponding numbers for Fall 2015. Very impressive!!!"
- Dr. Loft, Chair of the Department of Mathematics

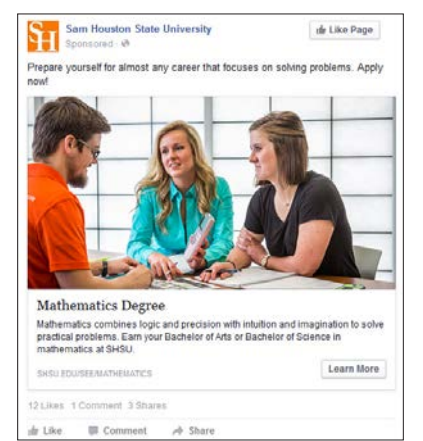
Digital Advertising

(Google Ads, Facebook Ads, & Video)

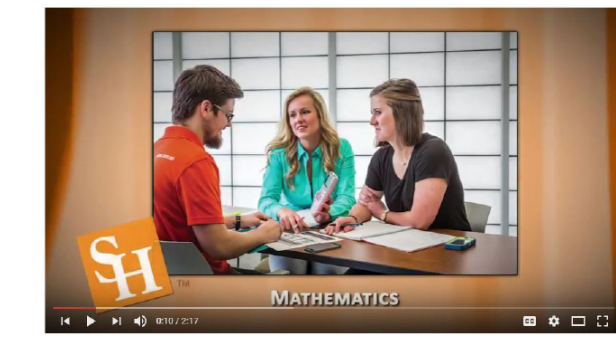


Google Ads Generated:
212 Clicks
1.49% CTR
1 Conversion to "Apply Now"
3 Conversions to "Request More Info"

Facebook Ads Generated:
2,571 Clicks
1.084% CTR
19 Likes
1 Comment
2 Shares
3 Conversions to "Apply Now"
1 Conversions to "Request More Info"



Link to ad: <https://business.facebook.com/25099076618/posts/10153088937556619>



MATH VIDEO:
<https://youtu.be/k7Wu5GNE2qQ>
23 views (in a one-month period)

Social Media

(Facebook, Twitter, & Instagram)



Instagram Post: <https://www.instagram.com/p/BBc4Th0T-WOh/?taken-by=samhoustonsate>
75 Instagram Likes
3 Instagram Comments
Facebook Post: <https://www.facebook.com/samhoustonsate/photos/a.84460031618.90890.25099076618/10153233888021619>
17 Facebook Likes
Twitter Post: <https://twitter.com/SamHoustonState/status/696004278436130816>
2 Twitter Retweets
9 Twitter Favorites

Landing Page & Information Form

<http://www.shsu.edu/see/mathematics>

2,389 Pageviews
6 Clicks on "Apply Now"
5 Clicks on "Request More Information"

