

Southeast Tech
Enrollment Management, Marketing Report:
Meet the New SOUTHEASTTECH.EDU
EXECUTIVE SUMMARY

Purpose:

To introduce Southeast Tech’s new website to the School Board and detail the strategy, design and development process for the new site.

Megan Fischer and Jennifer Lambley provided an update on the new website that launched for Southeast Tech on December 17, 2019.

- Stamats, a higher education consulting firm secured by Southeast Tech in 2018, conducted a recruitment and marketplace audit and identified challenges impacting enrollment and institutional identity. Their #1 recommendation for Southeast Tech: build a new SEO-rich website for the college.
- Marketing staff worked with Blend Interactive on the discovery phase of the new website, including the site architecture and content plan, and consulted with Blend on the best selection for a Content Management System (CMS).
- OU Campus, an OmniUpdate product, was selected for the CMS. Designed with features and modules unique to higher education, OU Campus meets Southeast Tech’s web content management needs.
- Search Engine Optimization (SEO) strategy is the primary component for a website to be excellent and to render the desired results. Marketing partners with Ruffalo Noel Levitz on SEO strategy and will do so for one-year post-launch.
- It’s critically important to integrate owned, earned and paid media for better SEO, and Lawrence & Schiller is Southeast Tech’s agency of record that Marketing partners with who helps to strategize this effort.
- A great website is a process, not a project.

Administrative Recommendation to School Board:

Acknowledge the Enrollment Management – Marketing Report: *Meet the New SOUTHEASTTECH.EDU*.

MEET THE NEW southeasttech.edu

SOUTHEAST TECH

Programs

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Cost & Aid

Student Life

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About

Career Center

Calendar

Directory

News

Foundation

STInet

Take Your Career to New Heights
Your Future is Waiting.

IT'S
TIME
FOR
TECH

Offering more than 70 pathways in today's most innovative fields, Southeast Tech is recognized as one of the region's best two-year technical colleges. Here, you'll find career-focused programs developed collaboratively with area industry leaders. Our talented faculty bring real-world experience to their teaching and will prepare you with the skills you'll need to jump-start your career in two years or less.

VISIT US >

REQUEST INFO >

APPLY TODAY >

What makes a higher ed website great?

- **VISUAL**

- Typographic hierarchy balanced with white space
- Fields of color and immersive photography
- Attractive, seamless design

- **OVERALL PERCEPTION**

- What's the overall impression of the institution? A well-defined value proposition?

- **STRONG MOBILE PRESENCE**

- Nearly half of all college-bound students prefer mobile (Source: RNL)

- **RESULTS!**

- More requests for information? More campus visits? More applications? Increase in enrollment?

A great website is a process, not a project.

Strategy, Design and Development



- 2018 – Conducted recruitment/marketplace audit and identified challenges impacting enrollment and institutional identity.
- “Your website is your most important recruiting and marketing tool.”
- “In short, your website is a significant barrier to your admissions efforts.”



- Fall 2018 – Audience Analysis / Content Analysis and Planning / Information Architecture
- Strategic Content Plan / Site Map / Code Artifacts (HTML/CSS/JS) for Implementation
- CMS Consulting



- 2019 – OmniUpdate’s Content Management System (OU Campus)
- OU Campus can handle a large number of decentralized users while being incredibly fast and easy to use.
- OU Campus’ features and modules meet the needs of higher education institutions.

Strategy, Design and Development

- 2019 – Support Southeast Tech’s developing, implementing and assessing our Search Engine Optimization (SEO) strategy.
- Focus on driving organic website traffic to southeasttech.edu.
- Increase demand for Southeast Tech’s curricular offerings.



- Post-media buy analysis
- Campaign performance reports, including key optimizations, to ensure goals are pacing to expectations



LAWRENCE & SCHILLER
OUTTHINK. OUTDO.

DETAILS &

Content

WHAT IS SEO?

Search Engine Optimization

The process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

How is it done?

- Research
- Custom meta tags, page descriptions, titles and keywords
- Updated and refreshed copy, utilizing the research

WHAT DOES SEO look like?

Inside the CMS

Title and Metadata

Title Cardiac Sonography Training Programs, Schools | South Dakota

Description Earn an associate degree in Cardiac Sonography at Southeast Tech in Sioux Falls and prepare for a specialized career in cardiology.

Keywords cardiac sonography, diagnostic cardiac sonography, sonography, ultrasound, degree, associate, associate's, major, program, programs, training, school, schools, Southeast Technical Institute, Southeast Tech, STI, Sioux Falls, South Dakota

Tags * AAS * Healthcare * degree-list * Cardiac Sonography

On the webpage

Cardiac Sonography

Associate Degree Program | 92-94 Credits

Cardiac Ultrasound, or Echocardiography, is an imaging technology that plays an important role in the diagnosis of heart disease. With a degree in **Cardiac Sonography** from **Southeast Tech**, you will collect structural, functional and hemodynamic measurements for interpretation by a cardiologist.

Sonography is the use of high-frequency sound waves to create images of organs, tissues or blood flow for evaluation and analysis. The role of a cardiac sonographer is to:

- Analyze technical information
- Operate **ultrasound** equipment to optimize images proficiently
- Recognize **cardiovascular** pathology and tailor an exam accordingly
- Report findings to physician

STI's program provides hands-on scanning with an academic curriculum in echocardiographic principles, technology, **ultrasound** physics and instrumentation.

ADA COMPLIANT

Americans with Disabilities Act

The new southeasttech.edu is ADA compliant.

What does that mean?

- Visually impaired individuals can navigate the site with the assistance of a screen reader.
- Photos and images have descriptions
- Paragraphs and headings are in the proper order
- Fields are labeled on the front and back ends of the site
- The site is navigable using a keyboard

NAVIGATION

And Mobile Optimization

- More and more students are online on mobile devices.
- The site has increased functionality for mobile users.
 - Applications, form submissions, event registrations and more are done on a mobile device.
- Clear, direct calls to action
- Content mapped out and tested before site was designed.



DISABILITY SERVICES



STUDENT COUNSELING



TUTORING



LIBRARY



REGISTRAR'S OFFICE



CAREER SERVICES



CHILDCARE



HOUSING



STUDENT CLUBS



WHAT'S NEXT?

More compelling content

Southeasttech.edu is a process, not a project.

- **Monitoring and improving**
 - If program pages don't result in more requests for information or if admission pages aren't converting, they must be improved!
- **Focusing on additional, good content, including:**
 - Storytelling
 - Testimonials
 - Partnerships
 - Videos (Build up YouTube content - #2 search engine!)
 - Animated Virtual Tour of Campus



"I've been exposed to so many new things I never knew I would be capable of: logo design, composition, animation, web design - the list goes on. It opened many doors for me and has created a future I didn't think was possible for myself."

SOUTHEAST TECH

**IT'S
TIME
FOR
TECH**