

# Marketing and Publicity

The Marketing and Publicity Department strives to improve the positioning of the Open University, to increase awareness of the University among the general public, and to encourage prospective students to view the OUI as the university that can best help them achieve their educational goals. In order to fulfill the strategic plan of reaching new populations, the department has taken a number of steps:

- **2013-2014 advertising campaign:** The campaign for the coming year will focus on recruiting new students. What sets the OUI apart from other universities is its unique capacity for flexibility, and its belief that "no matter how complicated your life, there's always a way to fit in OUI studies." The "Lego model" illustrates this flexibility and the opportunities offered to build a study program to fit the needs of each individual.



- **Innovative publicity:** Advertising in 2012-2013 emphasized the OUI's Internet outlets (display sites, lead sites, social sites) and widespread coverage by regional radio stations, such as *Galei Zahal* (army radio), *Galgatz* (pop music and traffic reports), and the Israel Broadcasting Authority stations *Reshet Bet* (news and current affairs) and *Reshet Gimmel* (news and Israeli music). The latest research indicates that 64% of listeners surf on their cell phones or Tablets, therefore the Marketing and Publicity Department now intends to target two new outlets: cellular advertising, via designated cellular applications, content page adaptations, banners, and landing pages for cellular and tablet surfers; and Google landing pages. In all, 42 different landing pages are being specifically designed for OUI studies and adapted for cellular viewing.
- **New website:** The new OUI website was launched in May 2013. The system is based on SharePoint 2010 technology, an advanced website content management platform introduced at OUI to enable a higher degree of independence in content editing, the addition of new content, and updates. The resulting transparency and accessibility of information enhances user experience across the board.

- **School of Local Government:** The School of Local Government is a cooperative endeavor between the OUI and the Center for Local Government in Israel. The School offers a BA in Social Studies with a major in Public Administration and Policy, together with a diploma course in Local Government Administration. This special project makes it possible for tens of thousands of local authority employees to further their education and advance professionally. To date, eight classes have been opened in Maalot-Tarshiha, Nahariya, Karmiel, Ramat Gan, Jerusalem, and Beer Sheva.
- **Soft Landing Project and Project 100:** Both of these projects increased their activities during the past year, resulting in an increase of 194.97% in enrollments of new students from the Arab sector for Fall semester, as compared to the previous year.



## Prospective Students Call Center

A new, permanent team of advisors now operates the call center during working hours. During the past year, new procedures were formulated and connections with advisory bodies pertaining to academic studies were improved. Material and information acquired from various sources was organized and prepared for use in providing answers to callers. Approximately 30,000 calls have been made to the center.

- **New procedures:** The call center assimilated new procedures at study centers, including coordinating staff, study center/campus directors, and counselors.
- **Automated appointments:** A new automated system was developed which enables students to make an appointment for face-to-face meetings or consultations via telephone at any study center around Israel. The appointment system provides follow up for each inquiry and keeps a record of all meetings.
- **Special populations:** The call center handled inquiries from Project 100 candidates, local authority employees, overseas callers, ultra-Orthodox students, and *Atudaim* (IDF academic studies program) candidates. Relevant data was collected for each group, which helped formulate appropriate procedures and responses. The call center operates in conjunction with the integrated track of the Media and Marketing Center for potential Media students.

- **Graduate studies:** New procedures facilitate the transfer of initial inquiries to the call center.
- **Informational meetings:** An informational meeting is held at least weekly at every study center, and virtual information sessions are also available.
- **Marketing the online enrollment system:** The call center is responsible for marketing the online enrollment option. Technical support is available for those using the online system.

### Meeting New Student Enrollment Goals

In the past year the Prospective Students Call Center met the goals laid down for the enrollment of new students. The number of new enrollments rose significantly in 2012-2013.