



Web Tutorials

Marketing your new SAHP program or course

Congratulations on starting your new Allied Health program. We have created this step by step process to help improve our communication between ourselves and our departments. Here is a checklist to help get your program on our school website. All LLU & SAHP programs must be officially approved by the University and through Ad Council and only marketed through a llu.edu website.

When developing the following information think like a prospective student or parent seeking information instead of a program director. What info would be helpful to know? What questions would you ask? Remember the more complete your program info is the less time you may spend answering the same questions over and over.

To begin notify Cerise Bender, SAHP Deans Office, SAHP Web Manager at cebender@llu.edu and send the following information. You may also contact Dr Kroetz in NH. **Please do not call the web center to set up a new program.**

Please give as much advanced notice as possible. Advanced marketing is best practice for new programs to begin generating applicant interest.

-----Cut and Paste the remainder into an email or doc and complete-----

We will need answers to the following questions:

<i>Question</i>	<i>Your Response</i>
Has your program been officially approved yet? Both by the University and by SAHP Adm Council. This will determine how quick we can proceed. If it's pending approval we will do a one page announcement (until approved) and will to add a pending approval statement. Once the program is approved and we have all the following elements we can then proceed and build a complete program site for you.	
Is your program going to be online, on campus, or offered offsite? (make sure you add these options to your request for the online application)	
Who is your target audience? Specific AH professionals, Any student etc	
Would you like an alias email for your program? (Ex: advisorofanyprogram@llu.edu) With all the mail can be directed to your outlook box. (Inithar creates these)	
How many students are you willing to accept into your program?	
What questions do you anticipate (or have already gotten) from prospective students? Frequently asked Questions with Answers.	
Do all program prerequisites need to be completed before acceptance? Yes or No	

Would you like a shortened URL once the page is built? ll.u.edu/alliedhealthprogramname (something that people can identify with and remember)	
What course initials will you be using?	
Are you affiliated or recognized with any professional or accredited organizations that we can cross link with? If so, who:	
Will your new program need to be added to our Transfer Patterns? Y N (Contact Karen in Marketing)	

LLU and SAHP items needed to be completed:

Completed	Item
	Is your program officially recognized by University Records. They will add your program to the online application. (Contact Helen in Admissions.)
	Once the program is recognized by University Records, the Director adds it to the online application and the explore site. This step is needed before we can officially begin accepting applications.
	Contact Karen in Marketing and have a "marketing brochure" generated and also follow up with her if your program needs to be added to the next round of transfer patterns.
	Make sure you talk to both Chuck and Karen about your program so they can talk about it when they go out to recruit.
	Talk to the ladies in Admissions and your department's administrative assistant so when they get phone calls they can help answer questions or transfer inquiries to you.

Please provide the following web elements to web manager cebender@llu.edu

Sent	Item	Sent	Item
	Page Description		Search Terms- Googling
	Program Info (overview)		Financials-Tuition & Program costs
	Start date and program length		Contact Info (Program Advisor & photo)
	Enrollment period for applications		Pending approval statement if not officially approved yet
	Prerequisites or requirements (Observation		Keywords that describe your program (to be used in search engines)
	Your Admissions Process		Min GPA needed
	Curriculum		Any program specific or additional info
	Accreditation Information		Clinical or Research info
	Any student forms or PDFs with additional info.		Proposed website completion deadline

Additional marketing your program:

We will automatically do special marketing for your program our main school site to announce your new program. You may want to think about doing some of these additional marketing ideas:

Announce your program in the Today Newspaper. (Heather R)
Announce your program in The Links News (Melisa A)
Announce your program in the LLUH Weekly Email or on the VIP page.
Announce your program on Facebook (Cerise)
Plan an information session to talk about it. (online, in the dept, etc)
Design an announcement flyer to email to introduce your new program within your profession.
Generate a formal press release from your department.
Create a poster board that can be displayed at various professional events or in the Rotunda.

- **Please let the web manager know if:**

- You plan to market your program at an event or in print, make sure the website is operational first before doing external marketing.

- You have a short notice deadline. It is very difficult to create sites overnight or in a short period of time. Please plan way ahead.

Good Luck with your new program!