# Steppingblocks

Tell Your Story

Best Practices for Leveraging Outcomes Data in Enrollment Management and Marketing & Communications

1 Pinpoint Your Data

Ask yourself: what information do we want to share about our graduate outcomes? Depending on the story you are trying to tell, you may want to highlight different data.

For Example:

- To highlight early-career graduate outcomes, you may want to narrow down your dataset to only include graduates of the last 5 years
- Are you focusing just on the graduate outcomes of your undergraduate programs? Are you separately going to focus on graduates of master's or doctorate programs?
- Consider your audience: will this data be shared with prospective students, current students, internal staff, employers, etc.? What information is most relevant to which audience?
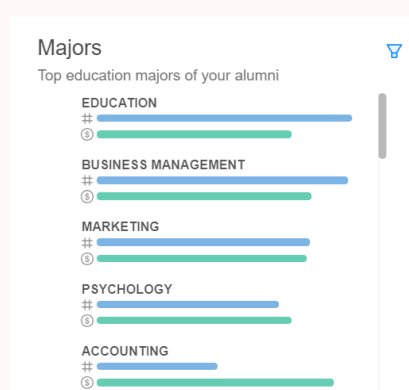
2 Update Your Presentation Materials & Resources

What are the materials you share with prospective students and their families, and how can you incorporate outcomes data into those resources?

For Example:

- Create university-wide or college/program-specific handouts that showcase graduate outcomes data
- Update your website with graduate outcomes information: admissions pages, academic pages, career services pages, and more!
- Include updated graduate outcomes data in your campus tours, admissions presentations, financial aid presentations, and open houses
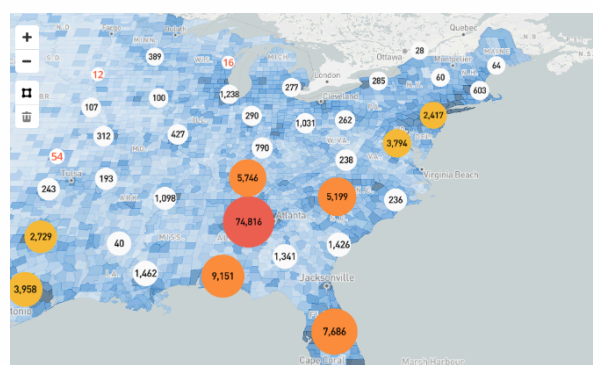
3 Launch a Campaign

Combine graduate outcomes data and meaningful storytelling to launch a campaign that showcases the value of your institution.

For Example:

- Combine alumni testimonials with concrete alumni data to demonstrate positive outcomes as a result of your programs
- Record interviews with your top employers and share them with outcomes data to demonstrate the value of a degree from your institution
- Blend graduate data and current student success stories to appeal to prospective students
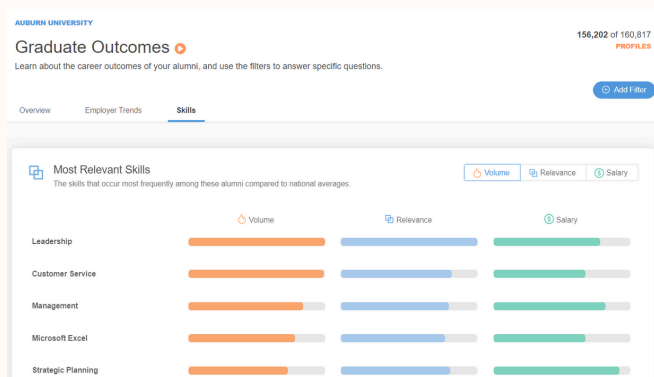
4 Create & Assess Your Strategic Plan

How can you leverage graduate outcomes data to create a new strategic plan and/or assess your existing strategic planning?

For Example:

- Utilize your current career outcomes data to establish baseline data and develop new goals
- Conduct a values assessment: do your current outcomes align with your institutional mission and values?
- Leverage trends in your graduate outcomes to create a full strategic plan for your team, and share this plan with your broader campus community

5 Share the Data

Who else on campus can benefit from accessing this data, and who can help you share the story of your graduate outcomes?

For Example:

- Faculty & Academic Affairs can utilize graduate outcomes data for their program reviews, curriculum development, accreditation, and more
- Career Services & Student Success can leverage the data to help students make informed career decisions
- Institutional Research can use the data to support the large-scale questions they are answering across campus
- Alumni Relations & Advancement can utilize the data to make meaningful connections with alumni and donors