





Reggie Delsoin
reggie@meritpages.com

Training, troubleshoot, general Merit issues

Contacts



Hannah Eden - Director of Marketing

edenh@apsu.edu

General questions, goals, strategy



Brian Dunn - Senior Director of Communication

dunnb@apsu.edu

News, stories, media strategy

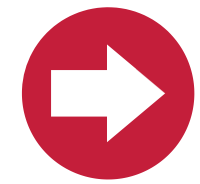


Grayson Nicholson - Digital Content Specialist

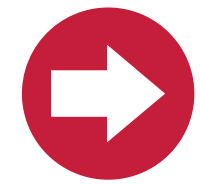
nicholsong@apsu.edu

Account access, social media, badges

What is Merit?



Merit personalizes the student journey and allows us to share stories and generate bulk content that can be shared across many different mediums.



Merit's software drives enrollment, increases donors, funding, and improves your institution's visibility with targeted media placements of student success stories published and shared with parents, high schools, government reps and hometown media outlets.



Merit allows students to keep track of their college journey and success!

How will APSU use Merit?

- Enrollment Process – ACCEPTED!
- Scholarships
- Achievements
- Dean's List
- Study Abroad
- Student Organizations
- Athletic Accomplishments
- Commencement

and more!

Merit Workflow

1. Student Import List
2. Student Accepts/Creates Profile
3. APSU recognizes achievements through
 - a. Badges, Certificates, Stories
4. APSU pushes news to local outlets
5. APSU & Student can share on social media
6. Parents, family and friends and share and reshare via social

Merit Workflow

- Student Import List – Registrar's Office
- Scholarships – Admissions / Financial Aid
- Badges – Specific Area/College
- Certificates – Specific Area/College
- Dean's List – Registrar
- Commencement – Registrar

News

- Department news – Department or Director of Communication
- Larger news – PR & Marketing
- University news – PR & Marketing

How to Make Merit Successful

- Use it!
- Mention Merit in recruitment materials, orientation, and share with parents
- Give details about Merit in APSU 1000 or Student Success communications
- Share news about students with your Comm Director
- Encourage students to share their good news with you
- Monitor Merit on social platforms

Action Items

- Visit: <https://www.meritpages.com/highered>
- Visit: <https://apsu.meritpages.com/>
- Talk with your department about how you could utilize Merit
- Share with other departments that could join in!
- Give feedback to PR & Marketing

Thank you!

