Brown EA has started doing significant Intro Fellowship publicity last summer and it has certainly led to higher intro fellowship applications. We got 89 applications in the summer, 31 in the fall, and 47 in the spring.

What has been most successful for us

University email digest

- 38% of our applications learnt about us through Today@Brown, which is a daily email that all Brown students get and that student groups can submit to put an announcement in.
- We publicize here the maximum amount (twice per week) for a month leading up to the fellowship application deadline.

Activities Fair

- 20% of applications have been from the activities fair where students (mostly first years) come to our physical or virtual table to ask about what our group does.
- We add them to our mailing list, tell them about our intro fellowship and then send them a personal email about it.

Facebook

- 17% of our applications have been from posting on Brown student facebook groups
- This is mostly from the large class facebook groups as well as some departmental facebook groups

People telling their friends

- 15% of applications heard about the fellowship because their friend told them about it
- We didn't really push this happening, but in so far as you can nudge people to tell their friends we think that you should do so.
    - You can do this by reminding fellowship alumni to tell their friends a couple weeks before the application deadline

Asking other student groups to share to their members

- One other strategy is asking other student groups to publicize your fellowship with your group.
- In the summer, we went really hard with this and emailed about a hundred student groups asking for them to publicize our fellowship. About 10 got back to us and sent our message to their members. This led to 20% more summer applications, but also was pretty spammy.
- Now we only ask student groups who we have a good relationship with (usually that we know the group president) because emailing all student groups is not good for our reputation.
    - We don't get as many applications from this now though.

What has been less successful for us

We tried out these two new strategies this Spring, but they weren't particularly successful:

Professors

- 5% of applications this spring (that is 3 applicants) heard about our fellowship from professors
- We asked 30 professors of large classes if we could give a 2min pitch of our program in their lecture. 5 of them got back to us and let us give the pitch.

Note from Huw, CEA - when we were trying to seed Georgetown via Yale's fellowship, we had an aligned professor talk about the fellowship in their class, and think this might have gotten us 5-10 out of the total 15 or so sign-ups. Just a quick example of ways things seem to differ a fair bit between unis (and so it might make sense to lean towards trying new things alongside the stuff that works best above, if you have capacity)

Refer a friend prize incentive system

- In order to try and increase the number of people telling their friends about the program, we created a prize system where if you referred your friend to the fellowship and they applied you would get a Brown EA sticker and whoever referred the most got a Brown EA mug.
    - Only 6 people submitted a friend's name for the prize and it seems like they probably would have been told by their friend anyway.
    - People we asked about the incentive system, but didn't really care much.
    - Probably our incentive is just not that good and we could have had better prizes.

Oxford's advertising strategies:

- Subject/department mailing lists
- EA Oxford mailing list
- Ask engaged members to share the application form with friends/leads
- Have a running "expression of interest" form on our website; when applications open, e-mail everyone who filled it in.
- EA Oxford facebook page + group
- Ask committee members to post on other university facebook groups they're members of
- EA Oxford website