



Oklahoma College Public Relations Association

OCPRA Workshop

November 15th, 2023

Welcome!



Who are we?

- With 25th Hour Communications, you get a top-level, women-owned, national higher education agency that understands your college and your mission, for a fraction of the cost.
- With a staff of 25, and experience serving community and technical colleges, universities, and K-12 districts across the country, we have the knowledge, experience, and capacity to fulfill this engagement. We have offices in the following locations: California, Colorado, Louisiana, Alabama, Florida, Maryland, Massachusetts, New York, Washington, Missouri, Texas, Iowa, and North Carolina. All offices are open from 8 a.m. to 5 p.m. in their time zone.
- Our mission is simple: Through strategic marketing, we will help colleges and universities change lives by supporting, promoting, and advocating for teaching and learning in these great institutions

Welcome!



How do we know the work?

- We are doing the work within colleges across the country.
- We have worked with college and universities as small as 300 students in a rural community to as large as 90,000 students in an urban city.
- Our experience gives us an in-depth understanding of the importance of research to create streamlined, efficient marketing communications.
- We understand the politics and complexity in these great colleges.

We are award winners!



Welcome!



What does today look like? Teach you to fish.

AM Session

- Identifying Key Audiences
 - Using your own existing college IR data to study align outreach to the right audience (who is not coming)
 - Using research exercises to reveal needs, wants, and preferences of your intended audience
- Personas vs Large Audience Targeting
- Completing the Call to Action
 - Advertising, Imagery, Content, Landing Page
 - Tracking and Measurement
- Workshop Questionnaire (Pre)

PM Session

- Writing a Micro-Campaign using what we learned
 - Worksheet- Walk Through
- PR/Marketing/Communications/Advertising- STOP calling them the same thing
- Lessons Learned/Best Practices/Holistic Experiential
 - Case Studies
- Innovation and Change-Makers
- Workshop Questionnaire (Post)



Identifying and Understanding Key Audiences and Completing the Audience Profile

- Where to start?
 - Are you looking to understand more about an audience you have never reached or one that attempts have been unsuccessful?
 - Assess which information is accessible/available to you
- Which data is useful?
 - Frontline Staff (two way street)
 - Applications by Age, Gender, Race, Zip Code
 - Enrollment Data by Age, Gender, Race, Zip Code
 - Content Platform Metrics (social, website, and media/pr/blogs)
 - Student Surveys/Focus Groups/Listening Session
 - Student Journey Exercises
 - Consumer Behavior and Preferences

AM SESSION



How does this data inform our planning and understanding:

- Applications and Enrollment: Age, Race, and Gender by zip code
 - K12 +/-
 - Competitors- Employers and Colleges
 - Trends in Population
 - Outreach Event Dollars Spent by zip
 - Advertising Dollars Spent by zip
 - Print/Mail Budget Spent by zip
 - Local/Regional Employability/Success
- Barriers to complete the call to action- Gaps in service and how to resolve
- Messages to accommodate long-term fixes
 - Timeline for those looking to **purchase** education and their influencers
- Which tone/voice and imagery best drives conversions
- Brand Journey/Experiences

AM SESSION

SWOT and Enrollment Data



SWOT

STRENGTH Comprehensive Adult Education program Entry-Level Training Programs Fix It Program - could lead to apprenticeships Ready to Work program Unique Workforce Development Programs - Tuition & Fees section of the website - is clear and easy to understand- one of the best we've seen Athletics - generates full-time FTES NJCAA Partner Maintained status of HBCU 100% acceptance rate	WEAKNESS Website Content Low graduation rate Available information on the website about academic transfer 2019-2020 Nontraditional student completers - can change to an opportunity with persistence and retention marketing campaigns FA2015 - FA2018 First-time, part-time retention rates 30% or under - can change to an opportunity with a marketing campaign focusing on support services
OPPORTUNITY Economic development with industry expansion - recruit students to fill employment vacancies <ul style="list-style-type: none">Mobile Chamber of Commerce - https://mobilechamber.com/economic-development-news/<ul style="list-style-type: none">Chart Industries Expands to Meet Demand for Cleaner EnergyAustal Invests in Steel ProductionCoca-Cola Bottling Co. United Expands Mobile FacilityREN Seafoods Announces New Operations in Mobile Enhance brand equity to lead to enrollment and increased Foundation philanthropy SSS Trio Grant	THREATS Mobile - a hub for foreign investment and exports - The threat is centered on global trade activities. Tariffs, and sanctions, can affect trade and create layoffs thus reducing the need for training. (This can also be an opportunity to shore up agreements with US corporations in Bishop State's service area that are partners in global operations: logistics, marketing, accounting, management, and manufacturing.) The city and the college service area are tied to their port and global trade. Reaching beyond their borders is key to growing their economy and creating jobs and better lives for their residents. Post COVID-19 environment. With so many hands-on workforce programs, concern for safety may keep students away.

DEMOGRAPHICS BY RACE vs CC Vs 4 Year vs k12

American Indian/Alaska Native: no change

Asian: increased .2%

Black: no change

Hispanic/Latino: increased .7%

Multiracial: increased .1%

Native Hawaiian and Other Pacific Islander: no change

White: decreased 1%

DEMOGRAPHICS BY AGE vs CC Vs 4 Year vs k12

5 to 19(2019-2021): increased .2%

20 to 34(2019-2021): decreased.7%

35 to 49(2019-2021): increased.4%

50 to 64(2019-2021): no change

65+(2019-2021) : increased .4%

AM SESSION



16-19 year olds

- 2,832
- 9% unemployment rate
- 1,155 potential students

20-21 year olds

- 6,088
- 11% unemployment rate
- 670 potential students

22-24 year olds

- 9,703
- 10% unemployment rate
- 970 potential students

25-29 year olds

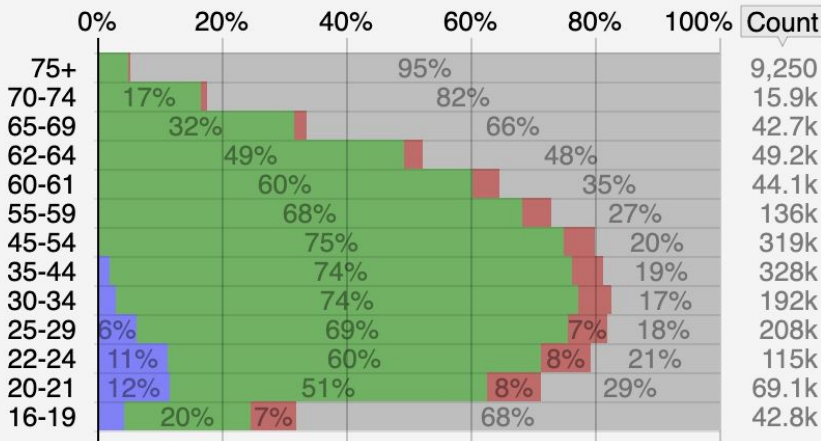
- 15,000
- 9% unemployment rate.
- 1,350 potential students

Employment Status by Age

#3

Employment status composition of the given age cohorts.

Scope: population of San Diego County



Count number of people in age cohort

AM SESSION



Zip Code Analysis- ROI

Applications (most to least)	Mail To Zips (all)	Serve Ads to (all)	Hold Events (all)
12345	X		X
23456			
34567		X	X
45678 (bottom of list)	X	X	X

- Are you wasting dollars mailing to zips that are not producing? Can you reduce to digital?
- Are zips producing as a result of brand awareness or paid tactics?
- Do you need to keep dumping dollars in if they are significantly producing?
- Is F2F better than print or digital in certain zips
- Repeat for Enrollment Review

AM SESSION

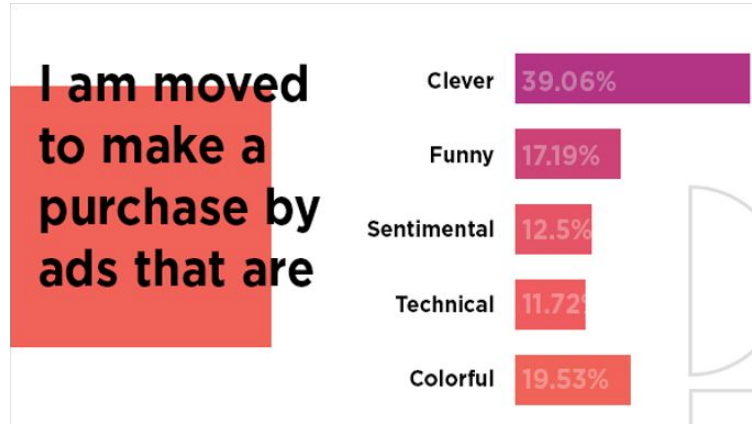


Consumer Behavior Exercises

- A majority of participants (65.86%) read letters and postcards received in the mail.
- An overwhelming majority learned about products/services through social media (78.34%). Television (56.24%) was second. Radio (28.67%) and reading letters and postcards received in the mail (27.35%) were a close third and fourth. Participants were asked to select all mediums in which they received product/services information.



AM SESSION



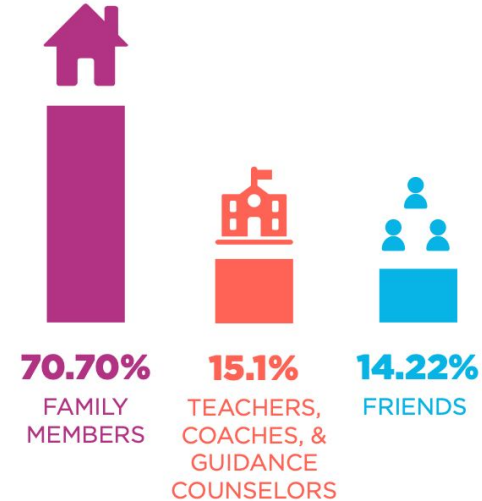
- Participants felt most engaged with college ads when the campus was shown (39.17%) or when it showed students learning (21.66%) or if it was funny (17.51%). They were not as engaged with an ad if it showed students having fun (15.10%) or was sentimental (6.56%).
- 83% of those who completed this survey stated they were not the first in their family to go to college versus 17% who were the first. 304 (66.5%) stated they trusted parents, guardians and family members the most to help them plan for college.

AM SESSION



Choosing a college:

- Over half (50.11%) talk about what college to attend with parents/guardians. Including family members, that is over 70% (70.70%). Teachers, coaches, and guidance counselors have a combined 15.1% while friends (14.22%) discussed college choice the least.



AM SESSION



- Around 68% of participants will look at an ad they see on their phone from a college compared to 32% who stated they would ignore it.



AM SESSION



Student Journey Exercises

According to an SJCC staff member, "ESL students have a little bit more to do. A lot of times, students are skipping all those five steps and just coming straight to a counselor to help them to enroll..."

SJCC's acceptance email contains a lot of information, which is overwhelming for some students. According to an SJCC staff member, students receive their acceptance letters within one business day of applying. "I think we can improve those letters. (Some students) are confused between applying for admission and registering for classes."

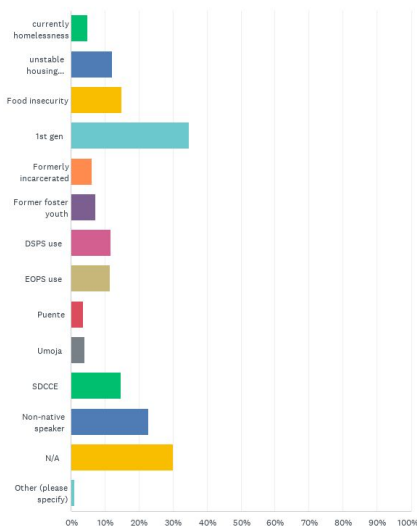
During the Admissions review portion of the research, **two of the four** reviewers had several difficulties applying to Shoreline and **three of the four reviewers** who successfully submitted an application never received an email confirming their application was received. Of those **two reviewers** who had the most difficulty, only the older, non-traditional student persisted in continuing to look for ways to enroll. The new high school graduate **did not go further in trying to apply.**

AM SESSION

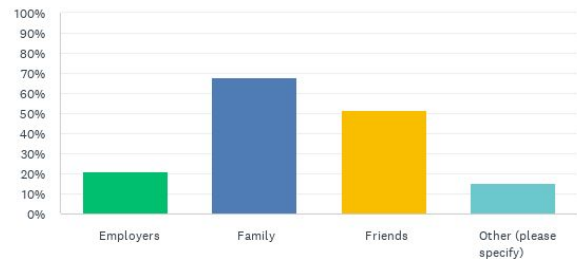


Interviews and Listening Sessions

Q45 Which of the statements below do you self-identify with: (select all that apply)



Q4 When I first started to think about college, I talked to (select all that apply)



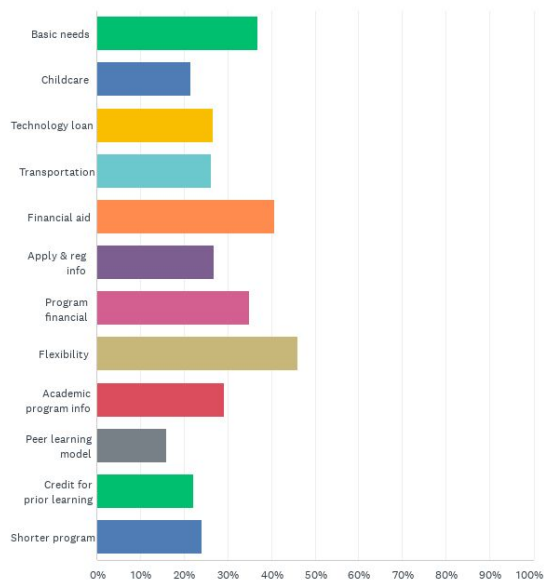
Prospective students reach out to trusted relationships, suggesting that marketing and advertising should not be solely directed toward prospective students, but also toward those networks around prospective students.

AM SESSION



Interviews and Listening Sessions

Q17 Again, if you answered “yes” to the question, “Has there been a time when you wanted to enroll in college but were not able to,” what could have helped you attend sooner? (select all that apply)



AM SESSION



Personas vs Large Audience

- Personas are easier when there is less diversity within student population
- Personas create a narrowed focus on within **a broader group of potential users who might use something you're designing in a specific way.**
- Issue comes when marketers start building personas without this data and start making decisions based on anecdotal evidence.
- Helps you reach targets in a more personal way

LARGE Audience Examples:

Prospective students

Stopout students last 4 years

ESL

Transfer

Persona Examples:

Local HS 17/18

Career Changer Healthcare to IT 25-35

Stopout- Account Hold under \$200

ESL, 25-35, no HS or College Degree

Single Mom under 30, Veteran, Transfer

AM SESSION



Personas

- Background Information (family, job, career path, education level)
- Demographic Information (age, gender, household income, location)
- What does a day in their life look like?
- What are their personal and academic goals?
- What are their challenges regarding higher education?
- Where do they go for information?
- How do they like to request information?
- How soon do they expect a response?
- How do they want to receive information
- What does your institution offer to help reach their goals?
- What are their common objections?
- First Language
- Second Language
- Accessibility needs
- Modality needs

Large Audience

- Demographic Information (age, gender, household income, location)
- Platforms to best reach them
- Where do they go for information?
- How do they like to request information?
- How soon do they expect a response?
- How do they want to receive information answers?
- Which services are available to support influx?

AM SESSION



High School Harry

Age: 18

Status: High School Senior

Education: High School with some dual enrollment college credit classes

Family: Parents, younger siblings



About Harry

Harry is a traditional, in-state high school junior who is starting to contemplate what is next after high school. He spends most of his time between school work, extra curricular activities and time with friends. Harry wants to attend a major university, but that will stretch his parents' income. His friends talk about starting at a community college then moving on to a university but Harry needs more information on how that works. His parents didn't attend college and they are not familiar with the process either. His parents want the best for him but are letting him choose where to attend college.

Top Goals

- Graduate from high school with a good GPA and solid test scores.
- Find a local school that will allow him to continue being active and making new friends.
- Decide on a field of study that aligns with his interests and potential career plans.
- Pay for college himself to minimize the family burden.
- Get a degree from the local 4-year university.
- Complete college without amassing a mountain of debt.

Challenges

- Unfamiliar with college admissions, financial aid processes and terminology. College is new territory for him and his family.
- Acknowledges economic benefits of starting at a community college. Concerned about missing out on traditional college experiences since he will live at home and commute.
- He has heard the stigma of staying home and attending a community college instead of going to a university.
- Has support but is anxious to make the final decision on where to attend college.

Primary Influences

- Parents
- High School Teachers & Counselors
- College Fairs
- Website & Social Media
- Friends/Classmates

AM SESSION



Transfer Trevor

Age: 20

Status: Initially struggled at a public 4-year university. Wants to buckle down and get his generals at community college, then transfer to a 4-year university.

Education: High school grad (2.8 High School GPA)

Family: Single, lives with three friends in a townhome.



About Trevor

Trevor has a plan...but Trevor's also had LOTS of plans. He rarely finishes what he starts, enjoys the social life and partying with friends. He isn't lazy; and when he actually does follow through with something, it often ends well. Outside of school, Trevor bartends and waits tables at a suburban strip mall chain restaurant.

Tom's parents are paying for his schooling. However, he needs to remain in school and stick it out, per their requirements.

Top Goals

- Follow through and finish what he started.
- Earn his associates degree OR earn enough credits to transfer without losing the credits he earns at his community college.
- Transfer to the state's flagship university for a business degree.
- If he graduates from a four-year university, he wants to work for a large company toward a leadership position.

Challenges

- Trevor knows exactly how to maneuver the ins and outs of registration, financial aid, etc. The biggest issue will be RETENTION. They key to his progress in college is making it abundantly clear that earning his associates degree is ESSENTIAL to a smooth transfer back to a four-year university.
- Knows what he wants to do, but the college may not be prepared for answering his financial questions regarding his service and paying for college.
- Trevor won't see any short-term consequences if he once again changes his mind about college due to his parents funding his education.
- Decent money at his restaurant job gives Trevor an excuse to skip classes if they get overwhelming.

Primary Influences

- Housemates
- High school friends
- Parents
- Social media

Stopout Stacy

Age: 21

Status: Four-year University Stop-out Student

Education: High School w/one year of university courses

Family: Mother



About Stacy

Stacy finished her first year at the local university, but large class sizes and school demands while working a full time job to pay for college overwhelmed Stacy. She is currently working in a job where she appreciates the money but is wants to make a career change for something more exciting. Stacy supplements her income by selling her homemade crafts online. Her single mother is a blue-collar worker who always had multiple jobs to support them. Her mom supports Stacy going to college and also understands the value of earning. Stacy wants to go back to school but is afraid of failing again.

Top Goals

- Get back into a college that doesn't overwhelm her.
- Manage a work/college/life balance.
- Find financial aid and other resources to pay for college so she doesn't go into debt.
- Use whatever previous college she can to allow her to finish with a degree.
- Get a degree or certificate from the local college.
- Get into a career that makes her happy.

Challenges

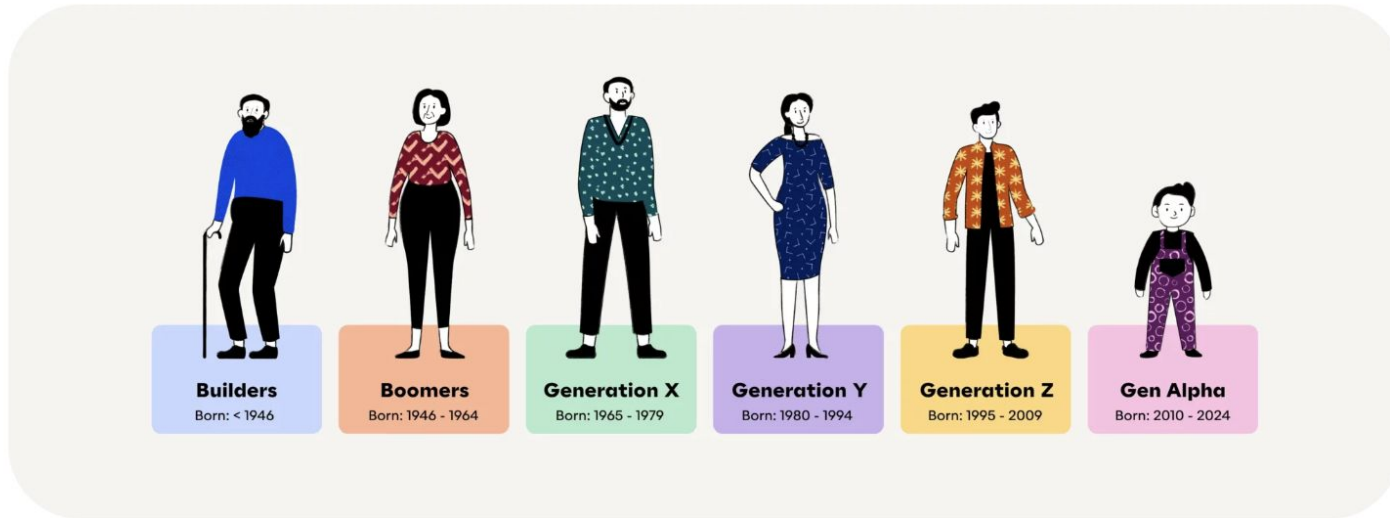
- The fear of going back to school and having the same issues as before.
- She feels like an outsider because she took some time off while her friends continued to go to school.
- Finding time to complete coursework and still work full time.
- She has a job that pays the bills but doesn't allow for much more.
- No one is really pushing her to finish school.

Primary Influences






- Parent
- Co-workers
- Social Media
- Friends



The generations defined



<https://mccrindle.com.au/article/topic/demographics/the-generations-defined/>

CATEGORY	BUILDERS	BABY BOOMERS	GENERATION X	GENERATION Y	GENERATION Z	GEN ALPHA
Slang terms	 <p>We prefer proper English if you please</p> <p>Born: < 1946 Age: 76+</p>	 <p>Be cool Peace Groovy Way out</p> <p>Born: 1946-1964 Age: 57-75</p>	 <p>Dude Ace Rad As if Wicked</p> <p>Born: 1965-1979 Age: 42-56</p>	 <p>Bling Funky Doh Foshizz Whassup?</p> <p>Born: 1980-1994 Age: 27-41</p>	 <p>lit Fam GOAT Slay Yass queen</p> <p>Born: 1995-2009 Age: 12-26</p>	 <p>lit yeet hunda oof rn ldrc</p> <p>Born: 2010-2024 Age: under 12</p>
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	COVID-19 2020
Iconic cars	 <p>Model T Ford Final, 1927</p>	 <p>Ford Mustang 1964</p>	 <p>Holden Commodore 1978</p>	 <p>Toyota Prius 1997</p>	 <p>Tesla Model S 2012</p>	 <p>Autonomous vehicles 2020s</p>
Iconic toys	 <p>Roller skates</p>	 <p>Frisbee</p>	 <p>Rubik cube</p>	 <p>BMX bike</p>	 <p>Folding scooter</p>	 <p>Fidget spinner</p>
Music devices	 <p>Record player LP, 1948</p>	 <p>Audio cassette 1962</p>	 <p>Walkman 1979</p>	 <p>iPod 2001</p>	 <p>Spotify 2008</p>	 <p>Smart speakers Now</p>
Leadership style	 <p>L - Leader I - New leaders</p> <p>Controlling</p>	 <p>Directing</p>	 <p>Coordinating</p>	 <p>Guiding</p>	 <p>Empowering</p>	 <p>Inspiring</p>
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence/advice	Officials	Experts	Practitioners	Peers	Forums	Chatbots
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)

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blog.mccrindle.com.au

<https://mccrindle.com.au/article/topic/demographics/the-generations-defined/>

AM SESSION



GEN Y	GEN Z	GEN ALPHA
A revolution in the way we work, including widespread acceptance of flex-time, work from home, freelancing	Much more tolerant of others - different cultures, sexual orientations, races	Will be employed in emerging fields and jobs yet to be created
The explosive growth in online companies such as Google, Facebook, Salesforce.com, LinkedIn, EBay, PayPal- some have accounts that old!	Delaying having serious romantic relationships, Delaying driving, SOCIAL SOCIAL SOCIAL	Services- expected by students and parents
Less children per family	Less experience with teen jobs and earning money in high school- yet realistic about CEO vs work to get there	Social Apps vs Communications Apps- Video Streaming more popular- less social
Student Debt highest	Grew up more supervised, more protected than prior generations	Shorter Attention Span
Housing Market, Career Changers for Quality of Life	Concerned about the cost of college- want to seek early college experience	Fully integrated learning with devices

<https://www.careerplanner.com/career-articles/generations.cfm>

[Hanover Research](#)

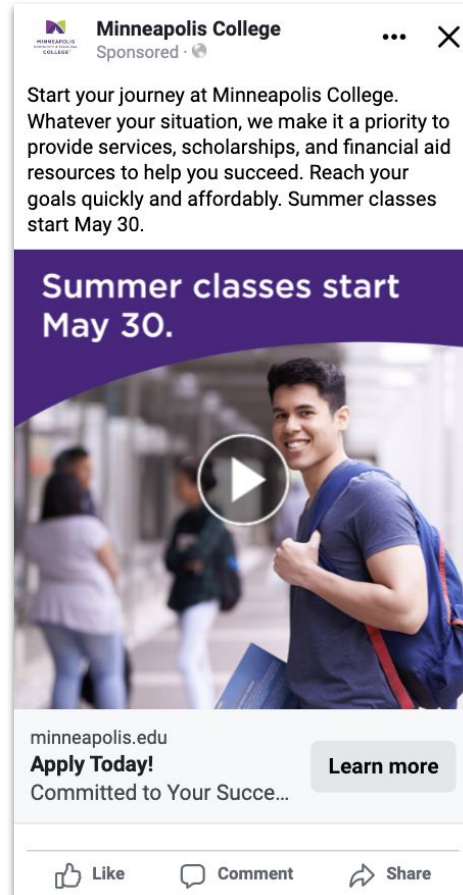
Traditional College Aged Students 18-24

Research indicates that today's 18-24-year-olds, typically college-aged students, spend over 3 hours a day on social media.

Create a presence where they invest their time, and in a manner that feels personalized and relevant to them.

Peer Reviews and Online Ratings matter.

Recommended Tactics:



Minneapolis College, targeting traditional-aged students, 18-24 years old.

Our approach included incorporating visuals featuring younger students, effectively connecting with this demographic.

Additionally, our messaging, centered around "Start Your Journey," and it engaged young students starting their educational path.

Adult Learners 25+

Adult learners seek educational opportunities that provide flexibility to balance work and family commitments, focus on precise skill development for career development, and enable swift completion.

Similar to traditional college aged students, adult learners need to be targeted in environments that feel pinpointed for them and their lifestyle.

Streaming audio, OTT, and social media platforms geared toward elder Millennials and Gen X are valuable opportunities to reach and market to this unique demographic.

Recommended Tactics:



San Diego Community College District, strategically designed to engage adult learners. This campaign featured messaging centered around 'career options with a feel for home' capturing the interest of our target audience.

Parents/Influencers 45+

Effectively targeting parents and influencers of college students involves utilizing platforms like Facebook and LinkedIn to showcase academic programs and campus life.

Also engaging in local radio advertising to establish a regional presence and build trust, and using out-of-home tactics like billboards or transit advertising to raise awareness.

Recommended Tactics:



Southeastern Community College: Targeting parents and influencers of college students.

The campaign messaging spoke directly to parents with language like “is your student ready for college..” and was proven to be very effective.

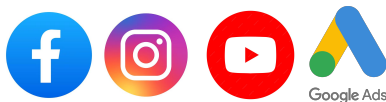
Current Students

Targeted advertisements to current students are crucial for colleges to boost retention rates in today's competitive higher education landscape.

These campaigns enhance student engagement by showcasing personalized content, reinforcing institutional value, and facilitating direct communication for updates and resources.

Platforms like Meta, Google, YouTube, and geofencing offer custom audience list targeting, ensuring colleges reach only their relevant student demographic effectively. These strategic efforts increase retention, encourage campus involvement, and promote academic and career support, all contributing to a more successful and satisfied student body.

Recommended Tactics:



North Central Michigan College ran a retention campaign targeting current students. The campaign ended with a 1.28% CTR which is very high for a custom audience list campaign.

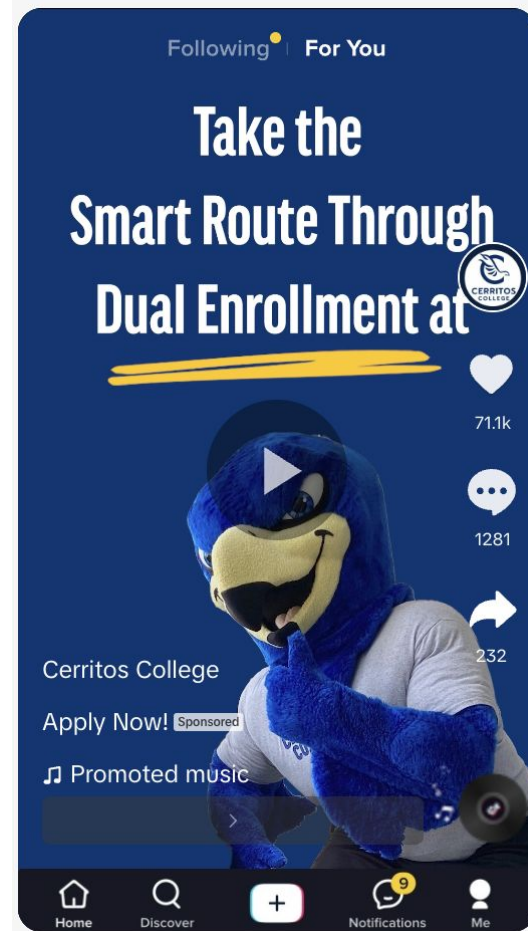
High School Students 15-18

Targeting high school students is crucial for colleges because it allows them to establish early connections with potential future students. Snapchat and TikTok have emerged as the best platforms to reach this demographic due to their popularity among young users.

These platforms offer colleges an engaging way to showcase campus life, academic opportunities, and student experiences, helping high school students envision themselves as part of the college community.

By utilizing Snapchat and TikTok effectively, colleges can foster meaningful connections and influence students' higher education decisions.

Recommended Tactics:



Cerritos College ran a TikTok campaign promoting their Dual Enrollment program targeting high school students.

AM SESSION



Completing the Call to Action

- Imagery
- Content
- Landing Page

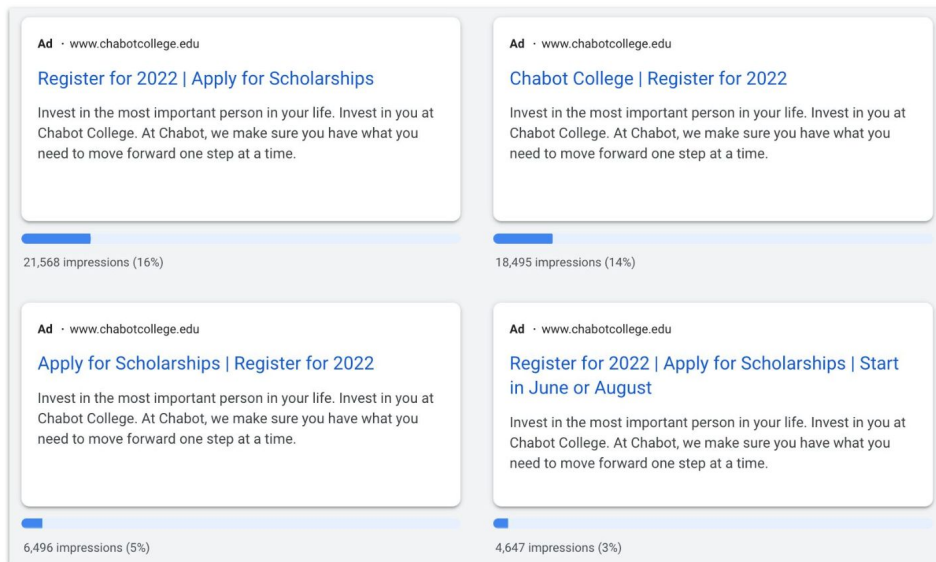
Ad Name ▼	Impressions ▼	Clicks (All) ↓ ▼	CTR (All) ▼
 Ad 3	88,369	462	0.52%
 Ad 1	47,954	224	0.47%
 Ad 2	28,658	146	0.51%
 Ad 4	25,532	123	0.48%
> Results from 4 ads ⓘ	190,513 Total	955 Total	0.50% Per Impressions

AM SESSION



Completing the Call to Action

TOP PERFORMING AD COMBINATIONS

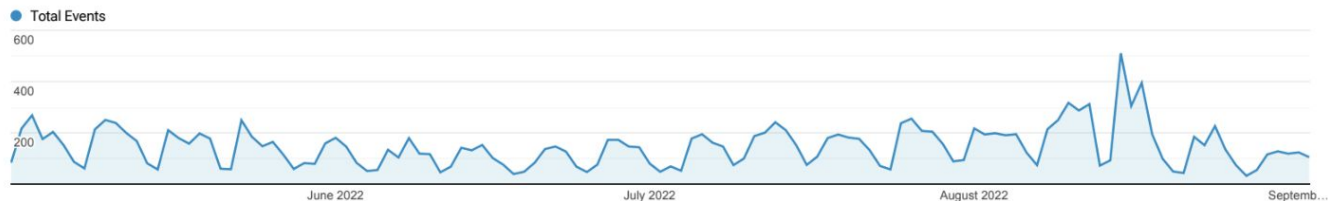


AM SESSION



Explorer

Event



Event Label	Total Events	Unique Events	Event Value	Avg. Value
	18,238 % of Total: 2.74% (665,040)	15,417 % of Total: 3.07% (502,465)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
1. Admissions Application	14,790 (81.09%)	12,393 (80.39%)	0 (0.00%)	0.00
2. Next Steps	1,998 (10.96%)	1,787 (11.59%)	0 (0.00%)	0.00
3. Transcript Requirements	876 (4.80%)	818 (5.31%)	0 (0.00%)	0.00
4. Drivers License	411 (2.25%)	278 (1.80%)	0 (0.00%)	0.00
5. Admission Email	163 (0.89%)	141 (0.91%)	0 (0.00%)	0.00

Rows 1 - 5 of 5

- The programs page drove over 1452 unique clicks of the Apply Now button of the 3326 that landed, meaning some people are coming back and clicking again to get more info.
- Apply Now page drove over **12,393** apply now button clicks and 141 leads to the admissions email
- The building page had 59 unique requests for more info based on the click tracking.

PM SESSION



BRAIN BREAK- WORKSHEET (PRE)
BREAK FOR AFTERNOON SESSION

PM SESSION



Writing a Micro-Campaign using what we have learned

Campaign Overview:

Details

Target Audience

Campaign Goal (3-5 measurable goals)

Messaging/Imagery

Tactics

Campaign Collateral (Design and Campaign elements needed to implement)

No-Cost

Paid

Confirm Tracking

PM SESSION



Holistic Approach to Communications and General Information

- Student Engagement
- Student Success
- Communications with Current Students
- Resource Availability
- Access to Information
- High-touch personal intake and outreach
- Establish a sense of sense of place and space

PM SESSION



← → ↻ sjcc.edu

Find ZIP Codes In... Agorapulse Facebook (3) monday - Med... Google Google AdWords... https://tsheets.int... Outlook Shoreline CC » | Other Bookmarks

Info For ▼ Become a Jaguar! ▼

Search 🔍 Quick Links ☰

Apply Now! | Degrees & Certificates | Schedule

Sign In | Library | Athletics | SJCC Directory

ADMISSIONS & FINANCIAL AID ▼ ACADEMICS ▼ STUDENT SERVICES ▼ BASIC NEEDS ▼ ABOUT ▼

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FOR FALL 2023!**

TO SPEAK TO A REPRESENTATIVE
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DISCOVER YOUR JAGUAR SPOT

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**JAGUAR
SPOT**

PM SESSION



SAN DIEGO
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DISTRICT

Apply Now



THE JOB MARKET CAN BE UNBEARABLE.
SAN DIEGO IS FAMOUS FOR ITS ~~ZOO~~.
Career Training

SAN DIEGO
CITY COLLEGE

SAN DIEGO
MESA COLLEGE

SAN DIEGO
MIRAMAR
COLLEGE

SAN DIEGO
COLLEGE OF
CONTINUING
EDUCATION

Please select the option below
that best serves you:

CALL US at 619-431-2338
(Open M-F 8:00-5:00 pm PST)

E-Mail Us To Get Started

Apply To College Now

San Diego community colleges are here to help you make a change.
Flexible schedules make it easier to attend and individualized support
services can help you finish.

Money is available to pay for college, you just have to apply.

[Haga clic aquí para obtener información en español.](#)

PM SESSION



Lessons Learned and Best Practices

- Understand your resources and try not to put staff members in a box
 - Public Relations/Marketing/Advertising/Communications Roles
- Create time for assessment, optimization and updates
- Excellent customer service experiences keeps your promise and your brand in good standing with the community and your direct consumers.
- Multi-Entry vs Multi CTA
- Use email and direct messaging features on social media channels as an option for after-hours correspondence.
- The critical takeaway is that all messages, no matter their entry point to the college, are responded to within a maximum 24-hour period.

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Lessons Learned and Best Practices

- Almost every community college has an honors program, cares about its students and has services to catapult enrollees toward their educational goals. **None** of these make your college stand out from the crowd when a student is searching for a college to call home.
- There has to be more, and knowing not only the market, but the community, and looking to your current students for guidance is a good place to start.
- Talk to your students. Ask them why they chose to attend your college.
- If you are using diverse cultures in your marketing, be sure your colleges have clubs and support services for these cultures before you launch your marketing campaign. It's not just about enrollment, it's about serving your community.
- Programs of Service (EOPS, TRIO, PROMISE and more)
- Pathways with proven success (workforce and Transfer)
- Financial Literacy Money to Pay for College vs FAFSA

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Lessons Learned and Best Practices

- ADD QTI VIDEO to your TOOLKIT
 - Video suites (sliced and diced per platform)
 - FB Story/Insta Story, Snapchat , TikTok (:07)
 - OTT/Cable/Movie Theater/YouTube (:15/:30)
- Add no-cost tactics to boost internet content across platforms
 - Email, Social, Blogs, Internet Directories
- Language and Icons
 - Accessibility
 - Diversity

	BULLETIN BOARDS	WORDS: 9
	DIGITAL ADS	WORDS: 7
	EMAIL SUBJECT LINES	WORDS: 5 <small>(With a date if possible)</small>
	NEWSPAPER	WORDS: 12-14 <small>(No more than 2 sentences)</small>
	RADIO SCRIPT	WORDS: 75

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BRAIN BREAK- WORKSHEET (POST)

PM SESSION



Successes and FUTURE FORWARD Strategies

- **Minnesota College - Fall Enrollment**

- Encountered a substantial enrollment decrease post-COVID, highlighting the need to bolster enrollment and student retention. Engaged Stopouts and APNE- custom list
 - Total Ads Served: 6,210,165
 - Total Clicks to Landing Page: 43,316
 - New Full Time Students: ↑ 5.6%
 - Continuing Full Time Students: ↑7.3%
 - Total Full Time Students: ↑ 6.6

- **Missouri Community College Association - CCSMART**

- Campaign was built to combat the stigma surrounding community colleges and raise awareness about the importance of increased state funding for Missouri's community colleges.
 - \$174.8 million for Missouri's community colleges, which served 46,000 students in fall 2020. The funding represents an increase of \$21 million over the FY 2022 appropriation.
 - Served over 1.4 million ads throughout Missouri utilizing social media and other mobile apps. Nearly 500k were served in the Missouri capital.
 - Delivered over 8,500 users to the landing page.
 - MCCA social media profiles increased reach by 11,000%, new profile views by 198%, and new followers by 107%.

- **Clover Park Technical College - Fall Enrollment Campaign**

- Enrollment numbers for BIPOC men, parents, individuals aged 25-29+, those with a household income under \$100k, and people on public benefits were not meeting their goals.
 - Enrollment ↑ 22%
 - Total Ads Served: 695,526

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Successes and FUTURE FORWARD Strategies

- **San Jose City College - Student Journey**
 - SJCC was interested in learning if there were barriers or opportunities during the enrollment process that were causing some students to choose other institutions or to delay or forgo a college education.
 - 15.1% Enrollment Increase
 - **Dr. Keith Curry, President of Compton College & HCM Strategists - Level Up & Get Real - Strategic Communications**
 - Dr. Keith Curry and his colleagues involved in the Level Up and Get Real Initiative, wanted to launch a national initiative to draw attention to the decline of Black student enrollment in postsecondary institutions and, in particular, community colleges.
 - \$235,000 in earned media
 - NO PAID TACTICS
 - Impressions up 30%, 1800 pledge sign-ups within 48 hours
- **San Diego Community College District - Adult Learners Campaign**
 - After conducting more than 30 hours of interviews and listening sessions and surveying more than 2,800 current, prospective and former students, the data was used to guide the design of new enrollment marketing campaigns.
 - Over 67% watch rate on YouTube (industry average is 27%)
 - 19,000 Landing page hits
 - Over 17% click rate on Google Ads (industry average is 2%)
 - 13% Enrollment Increase

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PM SESSION

Innovation

- SMART MAILER
- OOH
 - Drones Shows
 - Holiday Farms
- GeoFence- Layered
- Data Sharing
- Google Analytics 4



Target via Custom
Audience Lists



Competitor
Targeting



Precision Event
Targeting





CHANGE MAKERS

- Go THERE!
- Experiential
- Community
- Nurses recruiting Nurses
- Tell Stories