



# Increasing Enrollment, Revenue and Student Completions Through a redesign of Curricula and Strategic Marketing



*Modularization of the curriculum and strategic  
marketing is the solution!*



Only **34%** of colleges reached enrollment target last year

For community colleges  
only **27%** met their target

# Increasing Enrollment, Revenue and Student Outcomes



- ★ For the first part of the presentation we need to explore the idea of creating attractive and appealing programs offered in a convenient format.
- ★ The second portion of the presentation will focus on building community awareness of the programs and opportunities available at your college through *strategic marketing*.

# Understanding the Enrollment Decision

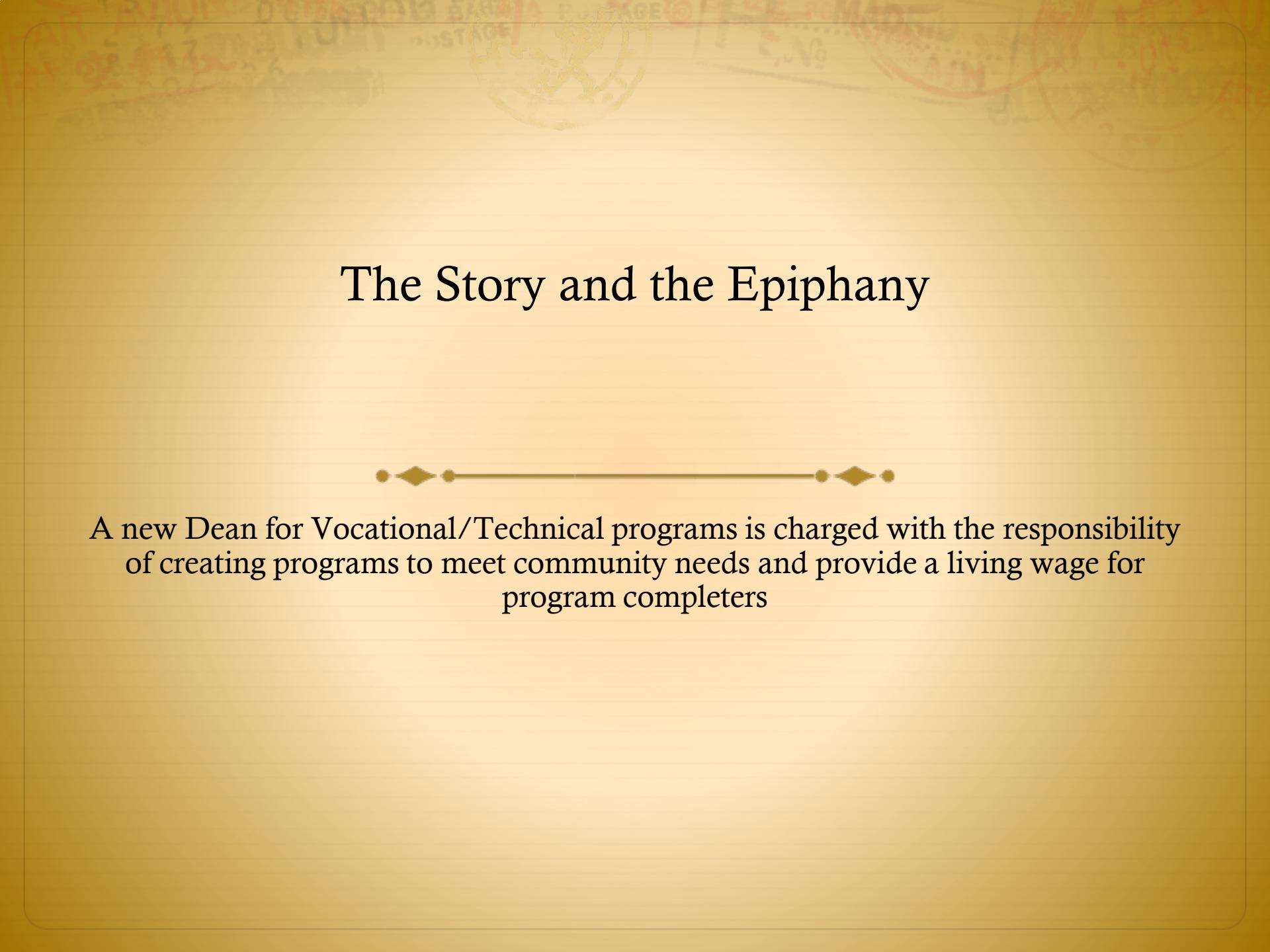


- ❖ How big and significant is this decision?
- ❖ Answer: In the grand scheme of things, buying a car for tens of thousands of dollars is a *small decision* compared to the decision to begin an occupational program of study, at your college.
- ❖ Not only are there *thousands of dollars involved* but also there is a significant time commitment that *requires time* away from family and friends.
- ❖ In order to make the decision to enroll, and individual must first be convinced that the commitment of both time and money will produce a valuable outcome (success). Second the individual must believe that he or she has access to the financial resources and third the individual must secure support from a spouse, the family and possibly friends.
- ❖ External support is a critical element in the decision.

# Understanding the Requirements of an Effective and Efficient Curriculum Model



- ❖ More than 75% of students will be part-time, available to attend classes no more than two evenings per week,
- ❖ Classes and content need to be sequenced in order that all students have acquired essential concepts prior to moving to the next class.
- ❖ Classes need to be designed so that students acquire entry-level skills,
- ❖ Program of study must be completed in no more than four semesters with classes scheduled no more than two evenings per week.
- ❖ Advanced certificate modules need to be available.



## The Story and the Epiphany

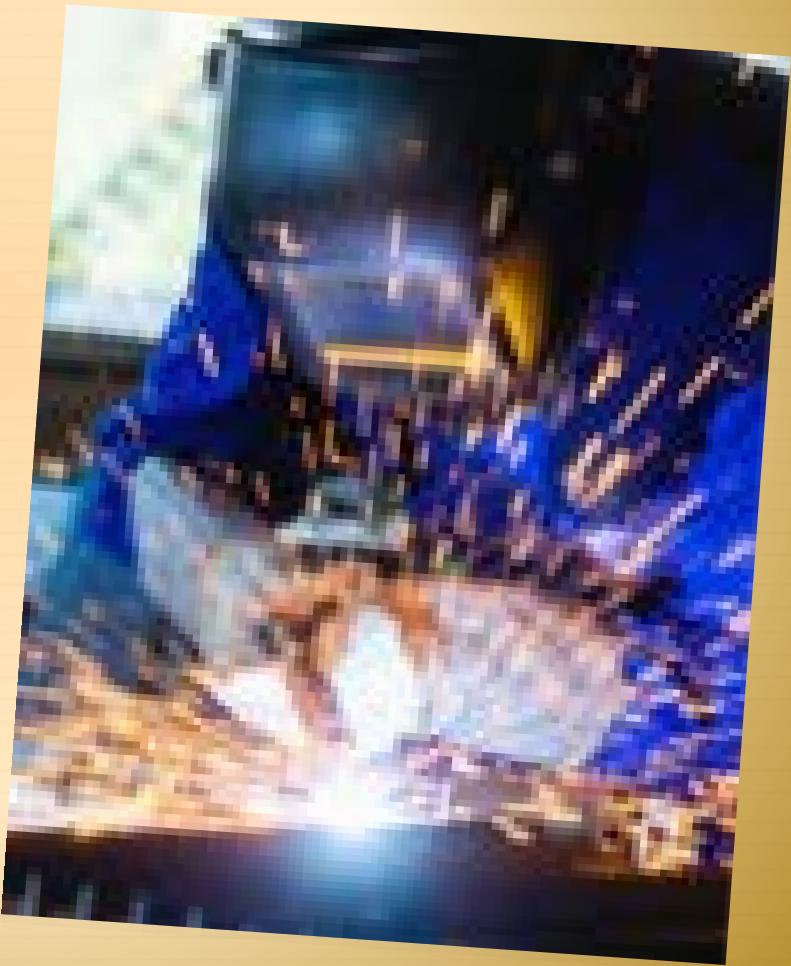


A new Dean for Vocational/Technical programs is charged with the responsibility of creating programs to meet community needs and provide a living wage for program completers

# One Curricular Solution is Modularization



- ❖ Course Title I 4 credit
- ❖ Course Title II 4 credit
- ❖ Course Title III 4 credit
- ❖ Course Title IV 4 credit
- ❖ -----  
Certificate 16 credit



# One Curricular Solution is Modularization



- ❖ Certificate in Course Title 16 credits
- ❖ Advanced Certificate in Course Title 16 credits
- ❖ or,
- ❖ Advanced certificate in career area 16 to 20 credits
- ❖ General Education course work 20 to 28 credits
- ❖ -----
- ❖ Associates Degree 60 credits



let's name Your  
most attractive and  
appealing  
programs



PAR AVION



PAR AVION



## Attractive and Appealing Programs

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HVAC

surveying

mechatronics

welding

culinary arts

fluid power mechanic

auto body

digital filmmaking

3D animation

photography

web design

cybersecurity

We have examined the importance of building programs that are attractive and appealing to students and are delivered in a method that is convenient for students.

*Now*



Let's talk about strategic marketing as a method for bringing information about our programs to prospective students.

*Strategic Marketing*

## Marketing, Understanding the Customer



- ❖ Who is our prospective student?
- ❖ Answer: For vocational/technical programs and many of our occupational programs our target is the *under employed or unemployed and the under educated*.
- ❖ Their previous educational experience in most cases has been less than positive and they are currently not considering education as a path to a more positive future.
- ❖ These individuals will typically have a median age of 25 years and will, overwhelmingly, only consider a part time student status.

# Marketing, Understanding the Customer



- ❖ How can we reach our target audience in order to secure a positive decision to begin a program of study at the college?
- ❖ Answer: Given the magnitude of the decision and the decision-making complexities there are a number of *marketing strategies that will not work*.
- ❖ Slogans do not work. Newspaper ads will not work. Billboards will not work. These strategies and strategies like this do not provide sufficient information and are incapable of creating within the mind of the individual a scenario that explains how this commitment of time and money will produce a positive life-changing outcome for them and their family.
- ❖ Our marketing strategy must provide individuals with examples of success through relatable testimonials. Our message needs to include a powerful argument that convinces the individual that even though the cost might be high the probability of success and a positive outcome are higher. Our message, our story, our content is the key that people need to make the decision, to gather support of family and friends, and to ultimately change their life through the successful completion of an educational program.

# Why? Let's be frank

- ✳ Growing skepticism in value of college
- ✳ Debt-averse
- ✳ Already employed
- ✳ Time pressures
- ✳ Unaware of better options



# TIME AGAIN TO MAKE THE CASE

The value of community college –  
30 million good (\$55K) jobs  
without a bachelor's degree

Pathway to a good job, –  
Psych, history, performing arts:  
22% of degrees in US but none  
in top rankings for labor demand

It's really possible! Success  
stories



# ***WHAT TURNS THEIR HEADS?***

College without breaking the bank

Strong facts for key influencers

Identify CC as a way to get ahead  
in an unstable economy

Good careers & incomes without  
the burden of debt



# MULTIPLE PLATFORMS

Facebook is good

INSTAGRAM  
is better  
(for Gen Z)

TextBack

Snapchat



# HOW TO TURN THEIR HEADS?

Address their interest in  
PRACTICAL careers

Show a CLEAR PATHWAY  
to a job

Promote HANDS-ON  
training, education and  
collaboration

## PROGRAM

### Is your head in the cloud?

Computer careers in the era of cloud computing, big data, and the internet of things

With each passing year, the Internet gets less "virtual" and more "reality." Online activity is increasingly part of core operations for banking, retail, healthcare, scientific research, and education. In today's economy, being connected is not optional.

By Naomi Sheehan

That means a degree in computer science can take you just about anywhere, in any field. Computer and information technology jobs are projected to grow 12 percent by 2024, faster than the economy as a whole according to the Labor Department. The computer sector will swell to 6.1 million jobs by then, thanks to the ongoing developments in mobile technology, storage, and new applications of the internet.

#### In the blink of an eye.

The internet has grown to over 3.25 billion users worldwide – nearly half the planet's population. Every single day, the more than one billion websites of the web generate about 300 times the content of the US Library of Congress, the largest library in the world.

In one "digital second" in 2016, according to online tracker InternetLiveStats.com, 2.5 million emails are sent. Over 121,000 YouTube videos are viewed, 63,896 Google searches are made.

As staggering as these figures are, they are poised to grow to at least ten times their current levels by 2020. How will humanity store all this data?

#### Cloud computing

Cloud computing is a way of sharing the processing resources and data management online. Cloud computing makes it possible to reconfigure servers, networks, and storage to share space where it is needed.

The cloud approach gathers data from physical infrastructure, adding new efficiency. Businesses no longer need to house their own data centers, according to Quincy Traister, computer professor at Egypt's

Massachusetts University. Rather, "they can access giant pools of resources offered by providers in a way similar to assessing public utilities" like the water system or electricity grid.

#### Big data

The more information produced and made available on the internet, the more complicated it becomes to process it. "Big data" is more than just the data itself. It is a field of computing that involves new methods of capturing, selecting, and analyzing all that material.

It's also the belief, writes Forbes technology reporter Gis Pres, that "the more data you have the more insights and answers will rise automatically from the pool of ones and zeros."

Fundamentally, Pres adds, it is "a new attitude by businesses, non-profits, government agencies, and individuals that combining data from multiple sources could lead to better decisions." Sharing data can improve lives. "It's all about attitude, not technologies or quantities," he says.

#### The internet of things

Along with computers and smartphones, we use a growing number of electronic devices that are connected to the internet and transmitting information. Ordinary objects like thermostats, cars, even refrigerators, are now equipped with sophisticated sensors to collect data and network with other devices.

The "internet of things" is the integration of the physical world into computer-based systems. Sensors can now interact with light, temperature, location, voices and fingerprints, air quality and chemicals, and more. Health devices record data on heart rate, blood pressure, and the steps you take.

By 2020, tech research firm ABI Research estimates more than 30 billion devices will be wirelessly



# ***TELL YOUR STORIES***

Videos are engaging

HVAC – what does gender have to do with it?

“Engineering has a lot going on”

Pre-engineering

[hfcc.edu/academics/programs/pre-engineering](http://hfcc.edu/academics/programs/pre-engineering)

<http://cfcloud.careerfocusconsortium.org/index.php/s/0FREu6Kc91Ozzeb/download>



# ***TELL YOUR STORIES***

**NOT** your grandfather's factory

Manufacturing has changed

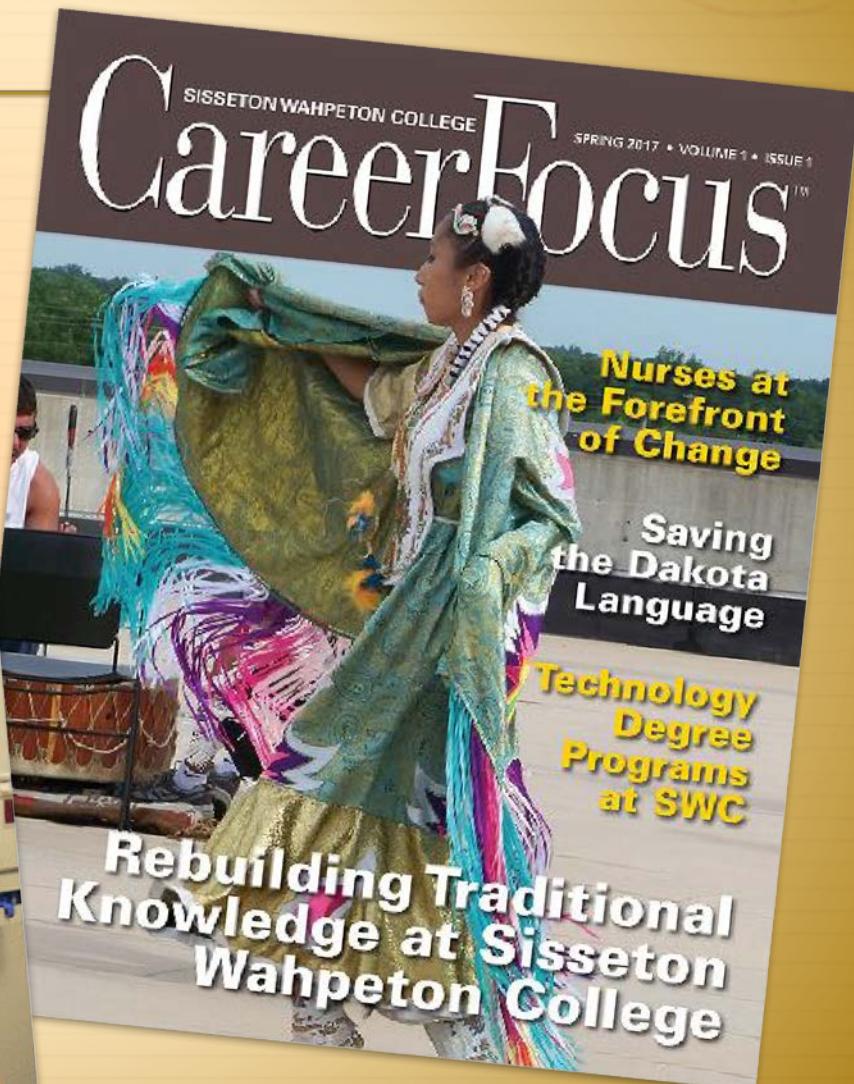
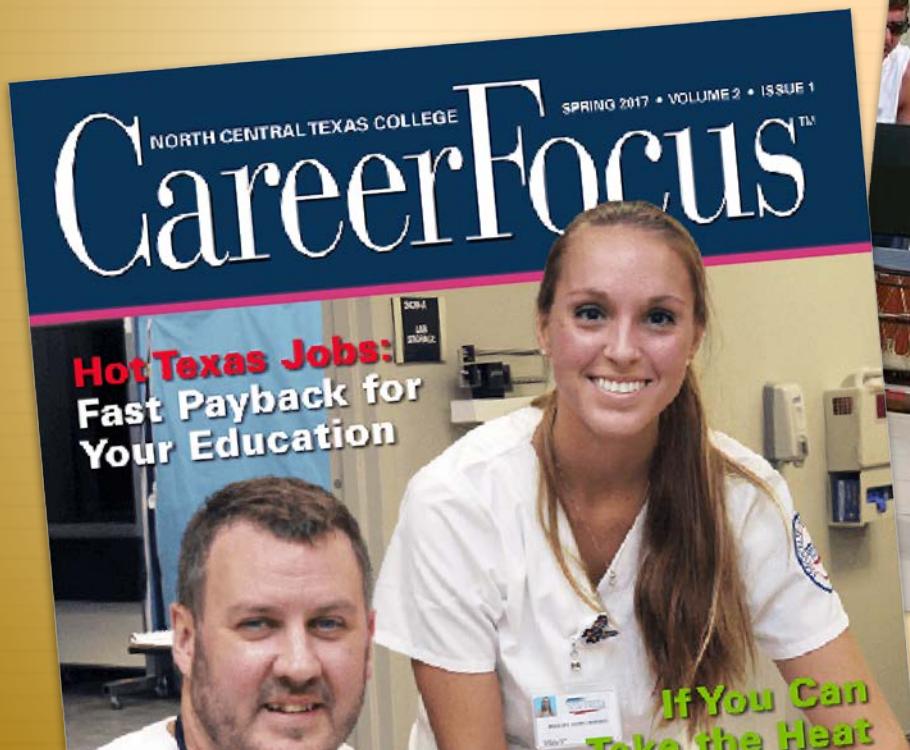
High-tech, cool, exciting

Close the skills gap – of 95% of companies surveyed **DIFFICULTY FINDING** workers with the skills they need

By 2020 65% of all jobs will require post secondary or credentials beyond HS



# Why keep printing in the mix?



# Why keep printing in the mix?



# WHY KEEP PRINT IN MARKETING MIX?

For ALL demographics, print is effective for big ticket purchases that require longer consideration

The four-year institutions  
“get this”



# **Effective Marketing Does Not Cost Money..... It makes Money**



- ❖ **Content Marketing.... employs the concept of providing valuable information to prospective customers.**
- ❖ **Direct mail is the most effective method for delivering the Content Marketing message.**
- ❖ **Direct mail reaches individuals who would otherwise not be looking for this information and helps to create a need.**
- ❖ **Direct mail can be the stimulus to drive prospective students to your website and generate leads to facilitate a social media campaign.**
- ❖ **Slogans do not sell; content and the message are the key to effective marketing.**

# What is the CareerFocus magazine and what is the CareerFocusConsortium of Community Colleges ?



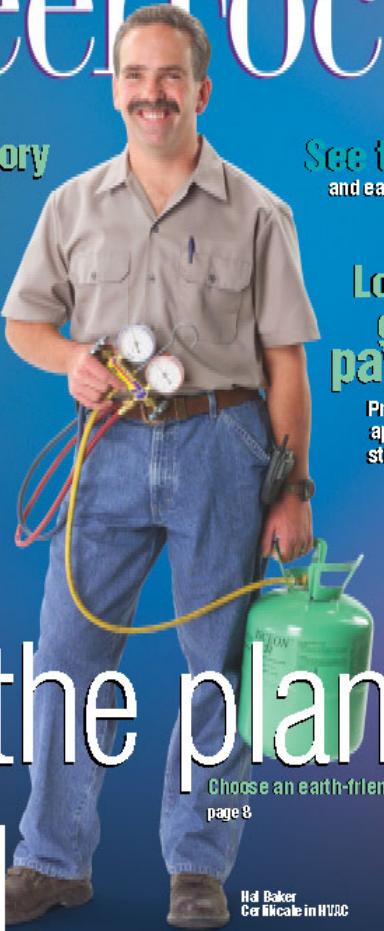
- ❖ CareerFocus is a magazine, not a brochure and is designed to provide valuable career information to the community through direct mail.
- ❖ CareerFocus magazine is a content communication vehicle, not a sales pitch designed to inform potential students of career opportunities and resources available at the college.
- ❖ The magazine contains a variety of general interest articles about careers, employment opportunities, workplace environments and the getting hired process, i.e. resume preparation, interview preparation and job search.
- ❖ The magazine is a valuable tool in establishing a relationship between the employment community, the community in general and the college.

# Is our Marketing message Effective?



Cool careers in HVAC, page 12  
Winter 2002  
Volume 4 • Issue 3

# CareerFocus™



**Reboot your memory**  
You remember more than you think  
page 2

**Understanding Personal Style**  
Why some people just drive you crazy  
page 14

**How to be, do or have ANYTHING**  
page 16

**See the world and earn a paycheck too**  
page 4

**Looking good pays off**  
Professional appearance still matters  
page 6

**Your job can save the planet**  
Choose an earth-friendly career  
page 8

**Hal Baker**  
Certified in HVAC

**Advertiser Community College**  
4000 E Huron River Drive  
P.O. Box D-1  
Southfield, MI 48306-1610

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POSTAL PATRON

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Volume 7 • Issue 1

# CareerFocus™

## You and Eye

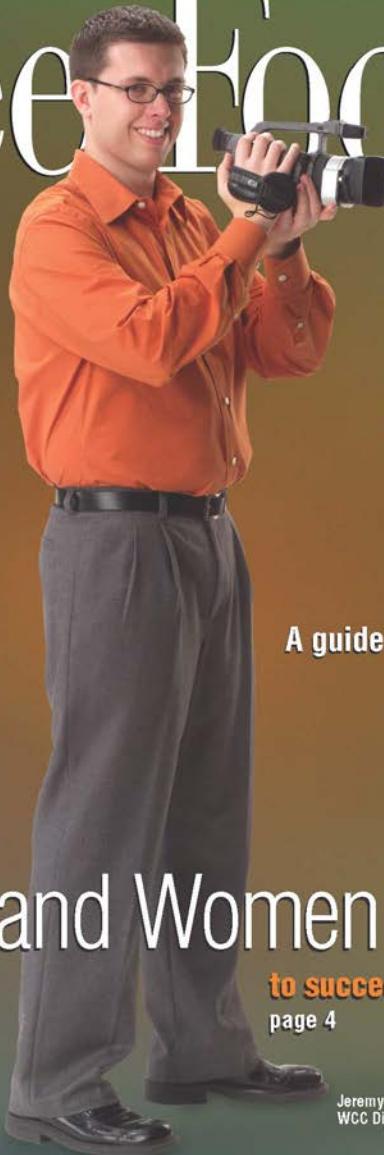
Creative opportunities  
in the visual arts  
page 6

## NURSES NEEDED

Healthcare community  
cries for help  
page 12

## Learn While You Earn

It's good for business!  
page 14



## Net a Job Online

New rules for  
Web resumes  
page 16

## Speak Easy

A guide to giving great  
presentations  
page 3

## What Men and Women Need

to succeed in college  
page 4

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WCC Digital Video Technology