

GROWING ADULT STUDENT ENROLLMENT WITH NEXT-GENERATION TARGETING AND MARKETING

PRESENTED BY MERCED COLLEGE AND
THE COLLABORATIVE BRAIN TRUST



Community Colleges and Enrollments...

“College enrollment in the U.S.
has decreased for the eighth
consecutive year...”
- *National Student Clearinghouse*

**“Between 2016 and 2017, total community
college enrollment decreased by 1.4%.”**

- *American Assoc. of Community Colleges*

**Nationwide College
Enrollment Is Down Again**
- *US News & World Report*

Between 2011 and 2017, community
colleges lost 436 adult enrollments to
every one enrollment four-year
institutions lost.”

- *EAB*

Current Service Area Population (Merced County, California)



POPULATION

272,673

1.49% growth

Approximately
60% Hispanic,
28% White, 8%
Asian

Median Age

~ 31 yrs. old

Median Property Value

\$253,700

9.68% growth

Number of
Employees

103,680

3.7% growth

Median
Household
Income

\$47,735

0.00838%

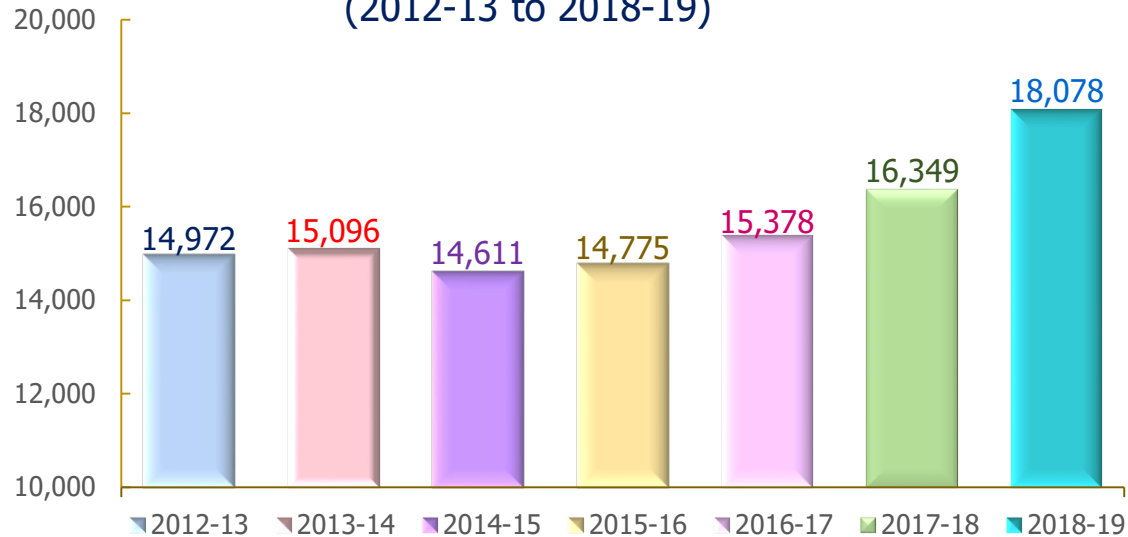
decline

Poverty Rate
23.3%

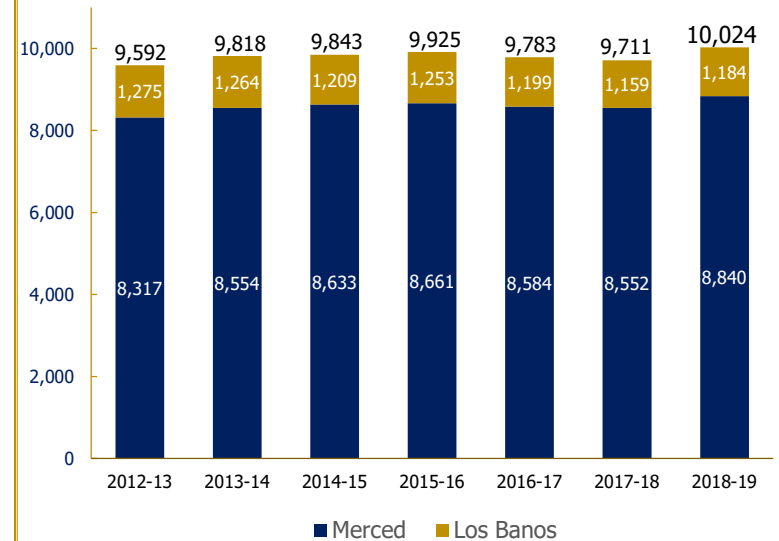
Merced College Student Population



Unduplicated Student HeadCount (2012-13 to 2018-19)

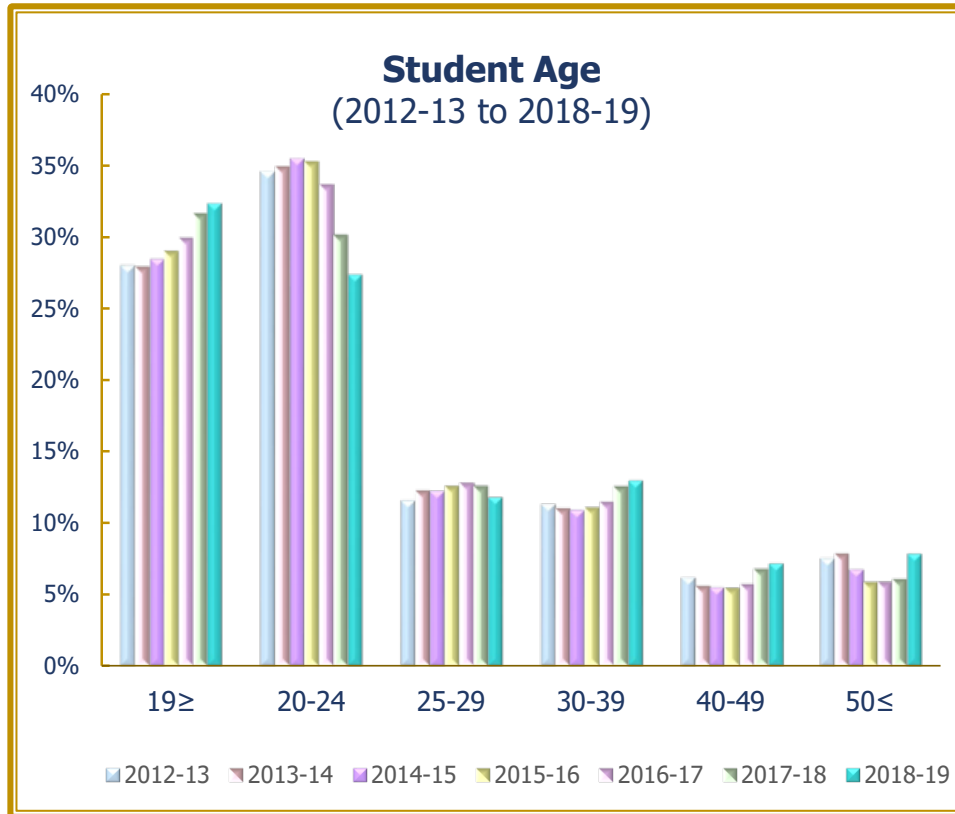


Full Time Equivalent Student (FTES) (2012-13 to 2018-19)



Source: <http://www.mccd.edu/offices/institutional-effectiveness/downloads/2019InstitutionalUpdate.pdf>

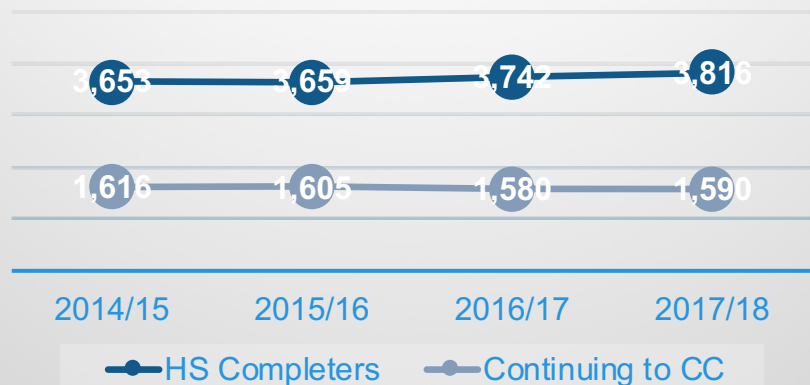
Merced College Student Population by Age



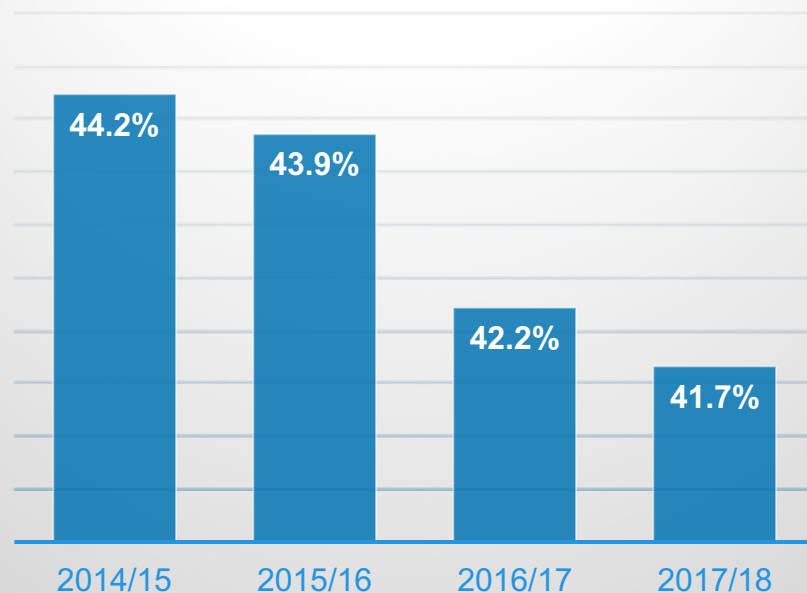
More than 55% of the Merced College student population is between the ages of 18 – 24

Merced County high school completions are up slightly, but CC capture rate is dropping

HS Completions and graduates enrolled in a California CC in the next 12 months



CC capture rate



Source: California Department of Education (DataQuest)

Identifying the Gaps



Current
Enrollments
Under 25
years of age
6,115 full-time
11,028 total

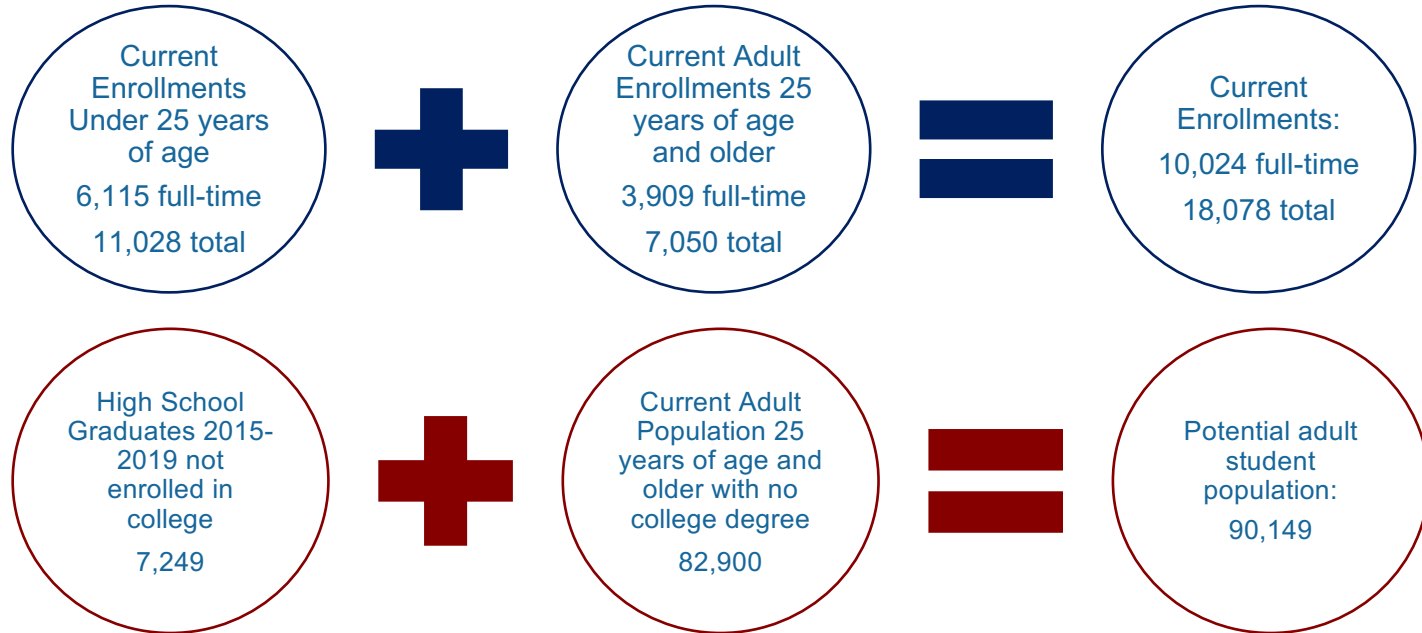


Current Adult
Enrollments
25 years of
age and older
3,909 full-time
7,050 total



Current
Enrollments:
10,024 full-
time
18,078 total

Identifying the Gaps



Potential adult students not already enrolled: **83,000-plus**

Current Marketing Efforts...



Current Marketing Efforts...



- High quality registration piece
- Standard language
- Same targeted demo
- Broad messaging
- General information
- Not program specific



THE COLLABORATIVE BRAIN TRUST

GROWING ADULT STUDENT ENROLLMENT WITH
NEXT-GENERATION TARGETING AND MARKETING



STUDENTS AGED 22+ MAKE UP NEARLY
57% OF ALL STUDENTS ENROLLED IN
COLLEGES AND UNIVERSITIES

THE NATIONAL CENTER FOR EDUCATION STATISTICS

THE COLLABORATIVE BRAIN TRUST

Established in 2008

- Internationally-recognized leader in higher education consulting
- Highly respected consultants from leading colleges & universities
- Community College Division and a University Division
- Our consultants include present and past chancellors and presidents, leader administrators and faculty, and recognized experts in many fields of expertise

OUR MARKS

COLLABORATIVE



BRAIN TRUST

COLLABORATIVE

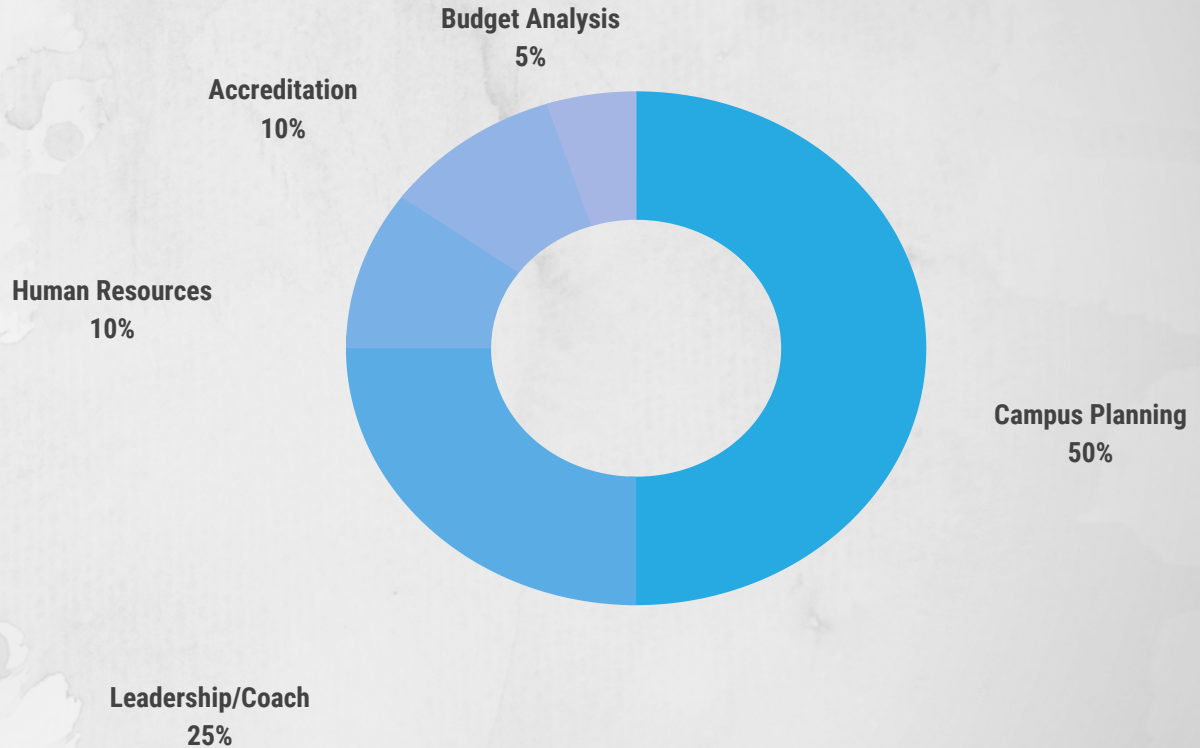


BRAIN TRUST

HIGHER EDUCATION
CONSULTING

OUR CORE SERVICES

- Campus Planning
 - Strategic Planning
 - Educational Master Planning
 - Enrollment Management
- Leadership & Coaching
 - Executive Support
 - Board Self-Evaluation
- Accreditation
- Budget Analysis
- Human Resources
 - Classification/Compensation
 - Organizational Structure



HIGHER EDUCATION IS FACING DYNAMIC FORCES IN ENROLLMENT

FEWER TRADITIONAL STUDENTS

NEW COMPETITORS FOR BOTH TRADITIONAL AND ADULT STUDENTS

UNMET NEEDS AND ECONOMIC REALITIES FOR ADULT STUDENTS

The result is a greater need to create and execute direct marketing to potential but ***hard to find*** adult prospects

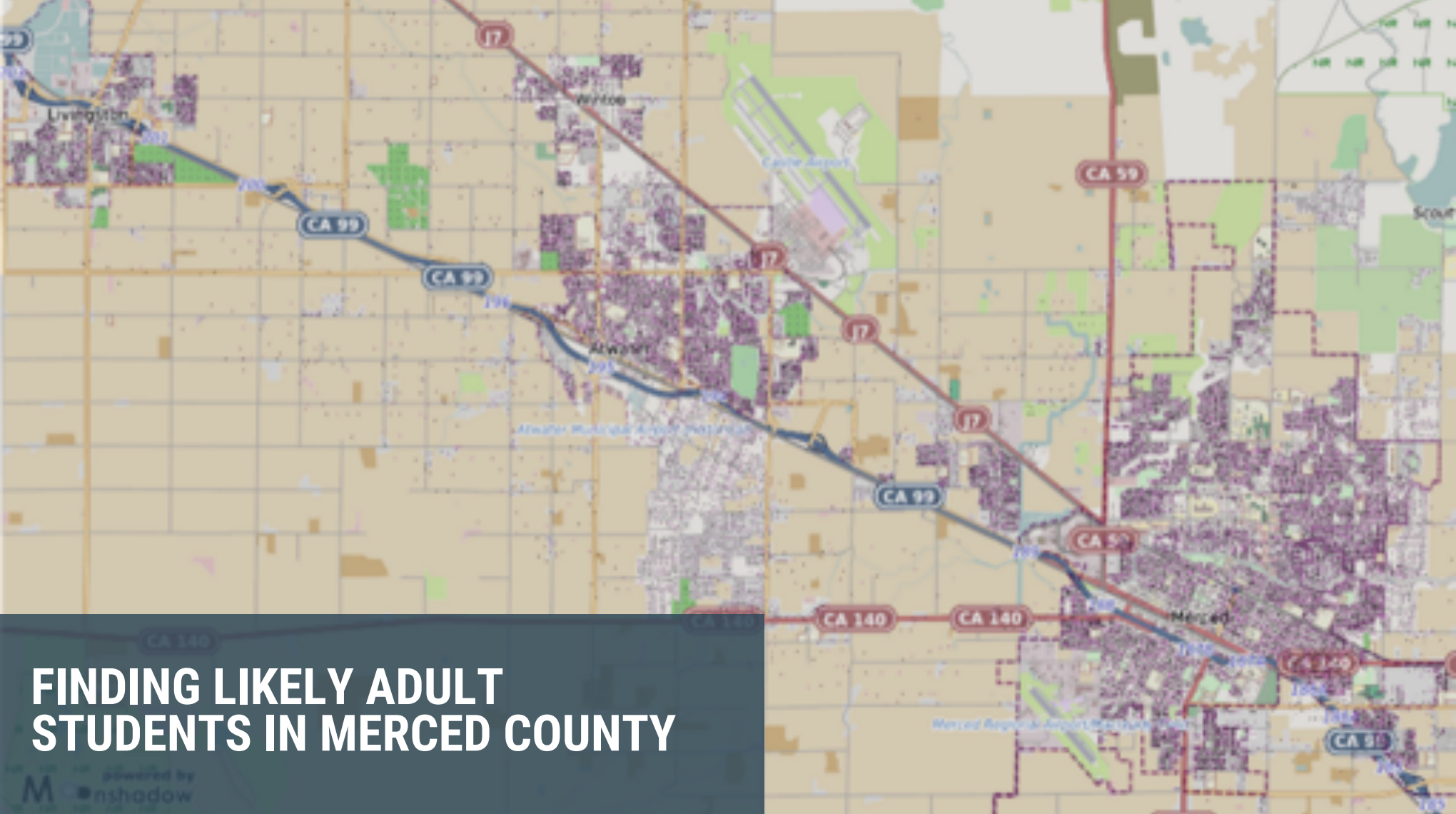
FINDING ADULT LEARNERS IS HARD

THERE IS NO CENTRAL PLACE WHERE POTENTIAL ADULT STUDENTS GATHER

OUTDOOR, RADIO AND TV ADS ARE EXPENSIVE AND NOT TARGETED

ADULTS COMMUNICATE DIFFERENTLY THAN TRADITIONAL STUDENTS

Merced College is pioneering
“person-level modeling” to help
build their adult student pipeline



FINDING LIKELY ADULT STUDENTS IN MERCED COUNTY

HOW PERSON-LEVEL MODELING WORKS

1. Survey
2. Model
3. Score
4. Target



1. SURVEY

We asked California adults across the state about their intent to continue their education



Sample Survey Questions:

Are you considering enrolling in any education or training programs in the next two years?

Which type of program are you most likely to enroll in (certificate, Associate's degree program, boot camp)?

Interest in online and blended courses

2. MODEL

All survey responses are *linked* to hundreds of additional data points, so that we can model *enrollment probability* by program and delivery mode



Sample Data Points:

Age
Ethnicity
Estimated Income
Primary language

Years of education completed
Address, email, phone, device IDs
Occupation
Veterans status

3. SCORE

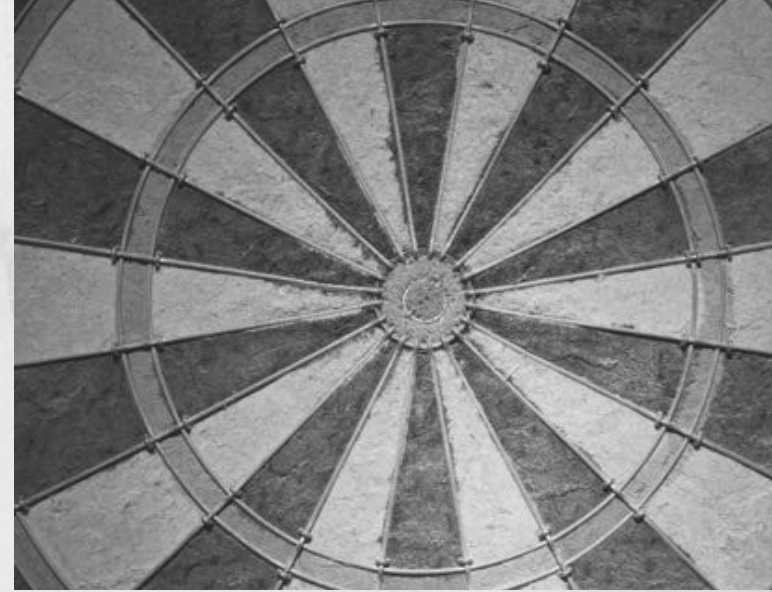
We then apply the model to score adults in Merced County on their intent for continuing education and their affinity for community college.

Scoring Breakdown:

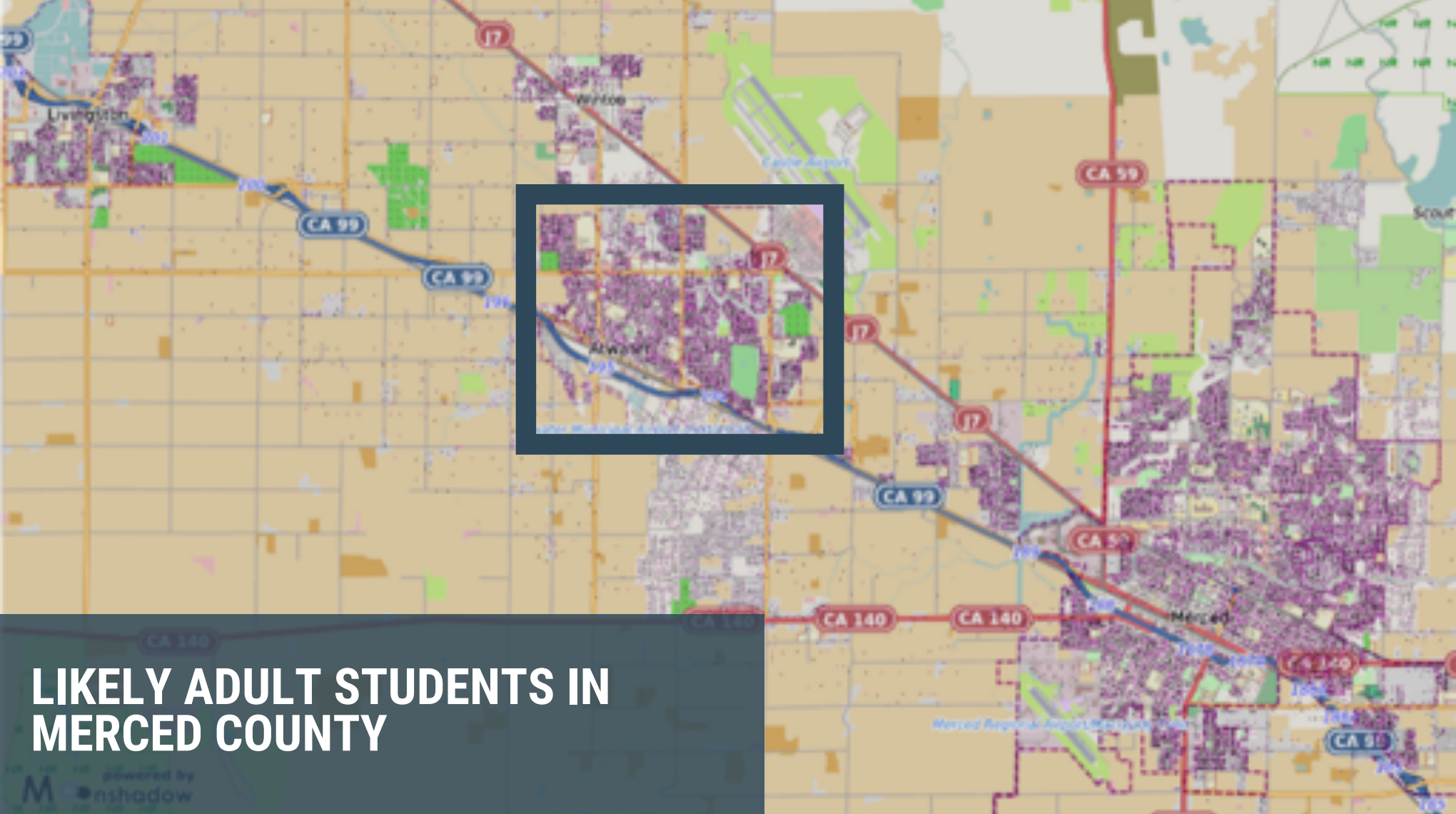
		Intent		
		Low	Medium	High
Affinity	Low	1	2	3
	Medium	2	4	6
	High	3	6	9

4. TARGET

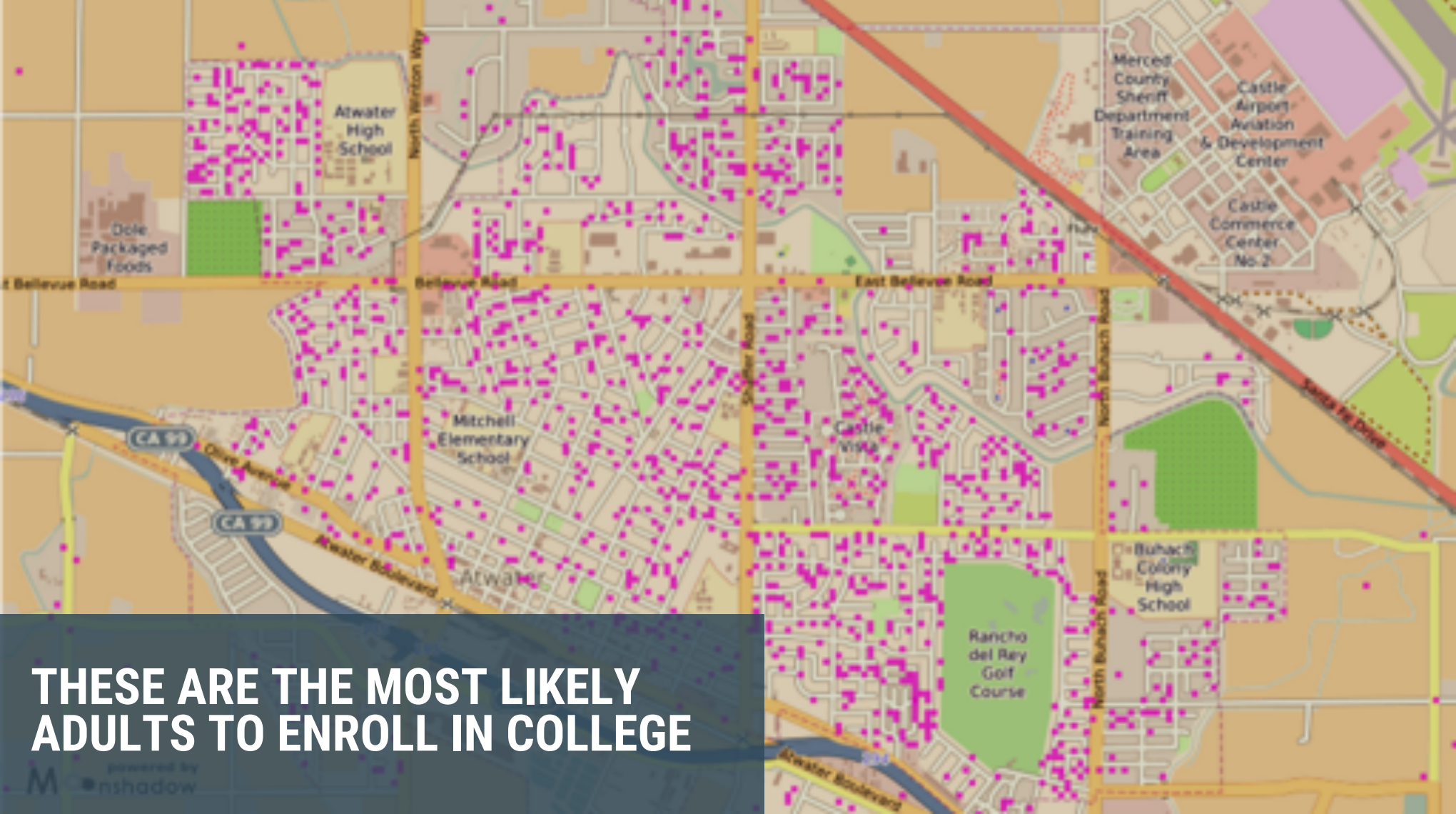
Finally, we will use *intent* and *affinity* scores to locate the Merced County adults who are *most likely* to enroll in community college.



Now let's get back to our Merced County map...

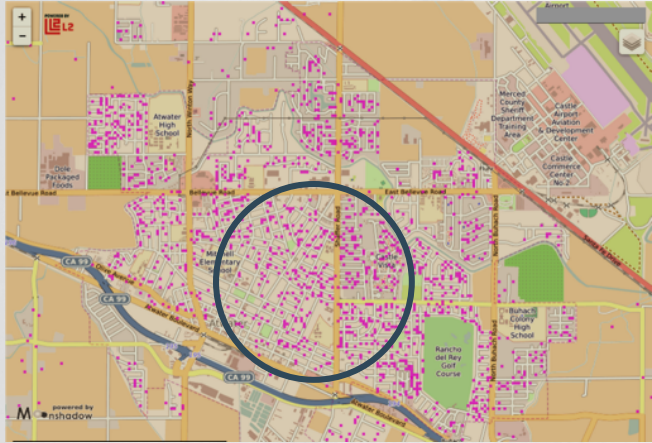


LIKELY ADULT STUDENTS IN MERCED COUNTY



**THESE ARE THE MOST LIKELY
ADULTS TO ENROLL IN COLLEGE**

MARKETING WORKFLOW



SELECT
TARGET
SEGMENTS

LALCA539184343
LALCA486307773
LALCA528564618
LALCA471199785
LALCA471044276
LALCA515807296
LALCA527907506
LALCA482807212
LALCA538037979
LALCA495036528



RUN MARKETING
CAMPAIGNS
EMAIL
PHONE
DIRECT-MAIL
DIGITAL
TV

DOWNLOAD LISTS
AND IMPORT TO
YOUR DIGITAL
MARKETING
PLATFORM

New Marketing Strategies



MERCED COLLEGE

WWW.MCCD.EDU/APPLY | 209-384-6000

ATTEND ONE-YEAR FOR FREE
AS A FIRST-TIME FULL-TIME STUDENT

- 800+ Courses to Explore
- 100+ Certificates and Programs to Pursue
- 15,000+ New Friends to Make
- 57+ Sports Teams and Clubs
- Infinite Opportunities to Make Memories



MERCED COLLEGE

Get into the Job Market Faster

Flexible Options for Working and Single Parents

- Robust Online Offerings
- Evening and Weekend Classes
- Fast - Track Programs
- Robust Online
- mccd.edu/apply

New Marketing Strategies



A flyer for Merced College featuring a photo of two smiling students, a young woman and a young man. The flyer has a dark blue header with the college logo on the left, the website www.mccd.edu/apply and phone number 209-384-6000 on the right, and the text "ATTEND ONE-YEAR FOR FREE AS A FIRST-TIME FULL-TIME STUDENT" in the center. Below the header, a vertical line with dots connects to a list of benefits in white and blue boxes.

MERCED COLLEGE | [WWW.MCCD.EDU/APPLY](http://www.mccd.edu/apply) | 209-384-6000

ATTEND ONE-YEAR FOR FREE
AS A FIRST-TIME FULL-TIME STUDENT

- 800+ Courses to Explore
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- 15,000+ New Friends to Make
- 57+ Sports Teams and Clubs
- Infinite Opportunities to Make Memories



A flyer for the Welding Technology Certificate at Merced College. It features a photo of a welder working with bright sparks. The flyer has a dark blue header with the college logo on the left, the title "Welding Technology Certificate" on the right, and the text "FAST TRACK COMPLETE IN ONE SEMESTER" in the center. Below the header, a vertical line with dots connects to a list of benefits in white and blue boxes.

MERCED COLLEGE | **Welding Technology Certificate**

FAST TRACK
COMPLETE IN ONE SEMESTER

- High Demand Job
- AWS National Certification
- Competitive Pay
- Two Years Free Tuition
- mccd.edu/apply

KEY BENEFITS OF PERSON-LEVEL MODELING

Better Understand Who You're Serving and Who Needs You

Interest and Intent and predictive attitudinal measures

Age, gender, race/ethnicity, income, education, location

Reach Real Individual Prospects – Not Just Demographics

Gauge interest & intent before they apply

Proactive vs. Reactive

Market on a 1:1 Basis

Customize messages for individuals not groups

Use detailed demographics and location for specificity



