# NACEP Webinar:

# From Get Your Move On to Strategic Marketing Tactics

## June 6, 2018

*advancing quality college courses for high school students*

# From Get Your Move On to Strategic Marketing Tactics

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# I. Introductions –

Technical College System of Georgia – 22 Technical, 2 year colleges

# II. Agenda

A. From *Move On When Ready* to Dual Enrollment
B. Traditional vs Digital
C. Rich Data Information
D. Marketing Strategies
E. Pulling It All Together

# From *Move On When Ready* to Dual Enrollment

**MOWR**
MOVE ON WHEN READY @ TCSG

7/2015 → 8/2017

**DUAL ENROLLMENT**
@ TECHNICAL COLLEGE SYSTEM OF GEORGIA

- Hired a Marketing Specialist
- Developed Logo
- Website – MOWRGA.edu
- Flyers, Folders, Brochures
- Some Facebook
- Swag
- 3 Videos with Airplay
- All 22 Colleges changed to MOWR Logo
- Tag line – *Get Your Move On!*

- New Logo
- Tag Line: Double the Credit
  Half the Time
  Zero the Tuition
- ??????

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Traditional
Marketing
&
Digital
Marketing

# SEC Football

# **Need for Strategy**

Challenge of Reaching our prospective students

- They are everywhere

- Tactics that worked 10 years ago no longer apply

- Pressure to increase enrollment

- Competition

# Are You On Target?

# Marketing/PR Survey: What Did We Learn?

# Strategic Marketing Summits

- What do colleges need?

- How can we better get the message out?

- What is the best use of resources: time, staff, money?

# Demographic Opportunities

- Transition Students
- Reverse Transition Students
- Dual Enrollment (parents, students, etc.)
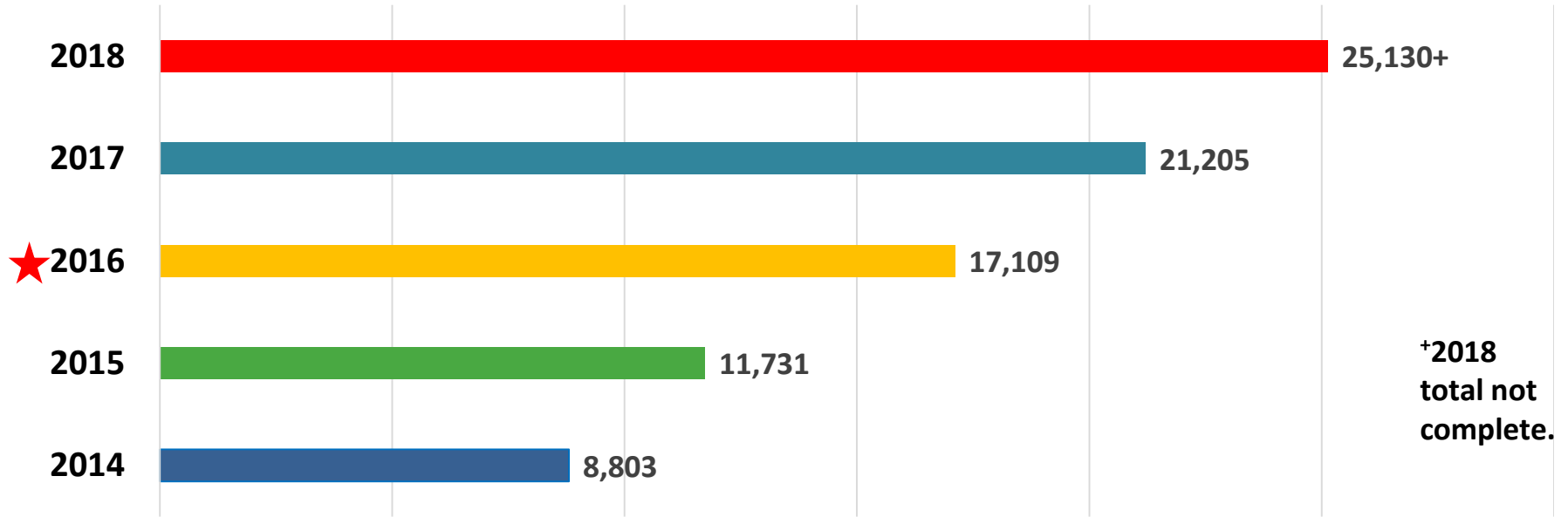- Specific Programs
- Geo-Fencing
- Others?

# Who Are Our DE Students?
# Are We Reaching Our Goals?
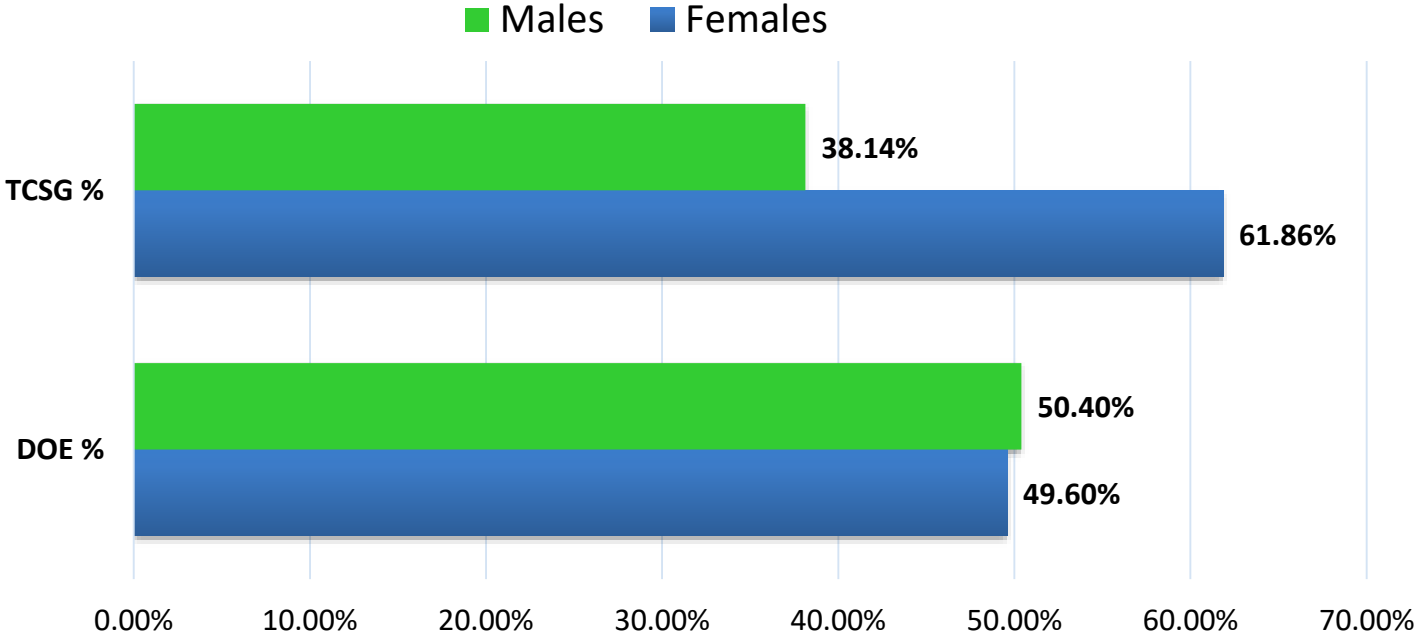
DUAL
ENROLLMENT
@ TECHNICAL COLLEGE SYSTEM OF GEORGIA

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DUAL
ENROLLMENT
@ TECHNICAL COLLEGE SYSTEM OF GEORGIA

| Year | Enrollment |
|------|-----------|
| 2018 | 25,130+ |
| 2017 | 21,205 |
| ★ 2016 | 17,109 |
| 2015 | 11,731 |
| 2014 | 8,803 |

+2018 total not complete.

★ 1st full year of free DE funding

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# TCSG Statewide Dual Enrollment by Gender

Males   Females

TCSG %
- Males: 38.14%
- Females: 61.86%

DOE %
- Males: 50.40%
- Females: 49.60%

0.00%   10.00%   20.00%   30.00%   40.00%   50.00%   60.00%   70.00%

Statewide, for the past 10 years, females were more than likely to participate than males.
-GOSA 2017

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# TCSG Statewide Dual Enrollment by Race

■ TCSG %    ■ DOE %

**Native American**
- 0.30%
- 0.20%

**White**
- 56.32%
- 41.97%

**Hispanic/Latino**
- 9.20%
- 13.53%

**Black/African American**
- 27.50%
- 37.20%

**Asian/Pacific Islander**
- 4.13%
- 4.10%

**Multi/ Unknown**
- 2.51%
- 3%

0%   10%   20%   30%   40%   50%   60%

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# Fall 2017
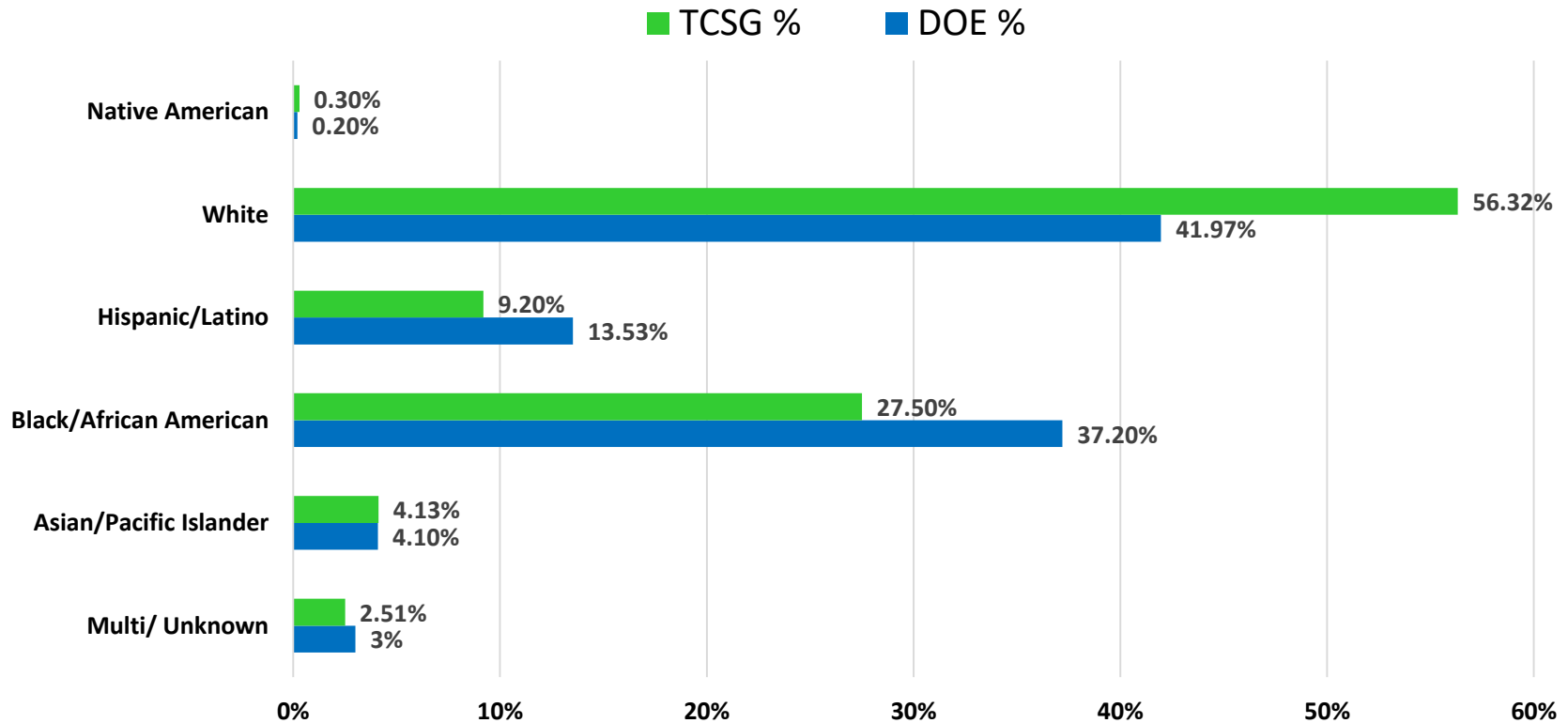
For each Colleges Service Delivery Area, we compared:

College's DE students data

vs.

GaDOE-FTE Data

# College A: Females - DOE vs. Dual Enrollment



Legend: DOE (dark red), TCSG (dark blue)

| Race/Ethnicity | DOE | TCSG |
|---|---|---|
| Hispanic/Latino | 6% | 5% |
| Native American | 0% | 0% |
| Asian | 2% | 1% |
| African American | 51% | 44% |
| Pacific Islander | 0% | 0% |
| White | 37% | 41% |
| Multi/Unknown | 3% | 3% |

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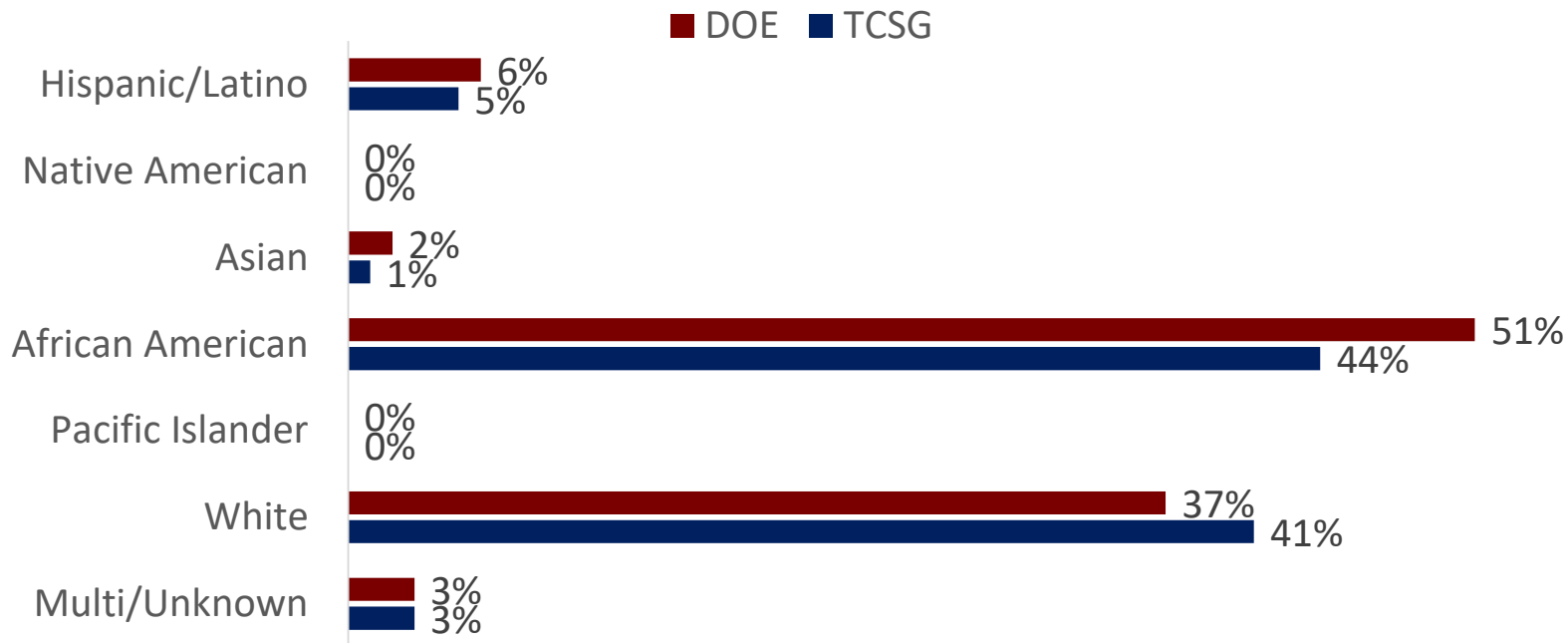
# College A:  Males - DOE vs. Dual Enrollment

■ DOE  ■ TCSG

**Hispanic/Latino**
- DOE: 6%
- TCSG: 4%

**Native American**
- DOE: 0%
- TCSG: 0%

**Asian**
- DOE: 2%
- TCSG: 2%

**African American**
- DOE: 49%
- TCSG: 26%

**Pacific Islander**
- DOE: 0%
- TCSG: 1%

**White**
- DOE: 39%
- TCSG: 63%

**Multi/Unknown**
- DOE: 3%
- TCSG: 3%

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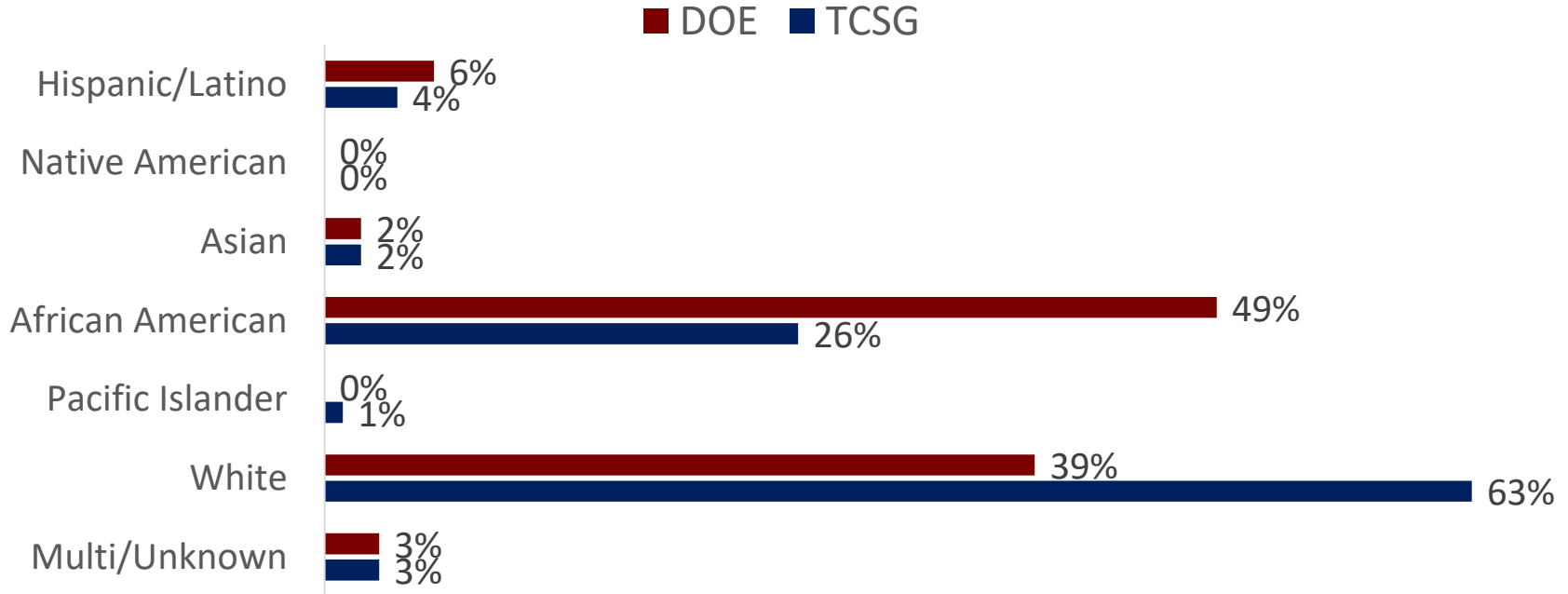
# College B: Males - DOE vs. Dual Enrollment



Legend: DOE (green), TCSG (blue)

| Race/Ethnicity | DOE | TCSG |
|---|---|---|
| Hispanic/Latino | 5% | 1% |
| Native American | 0.20% | 0.00% |
| Asian | 2.00% | 0.00% |
| African American | 48% | 41% |
| Pacific Islander | 0.60% | 0% |
| White | 39% | 55% |
| Multi/Unknown | 6% | 3% |

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# Market Penetration Rate Fall 2017
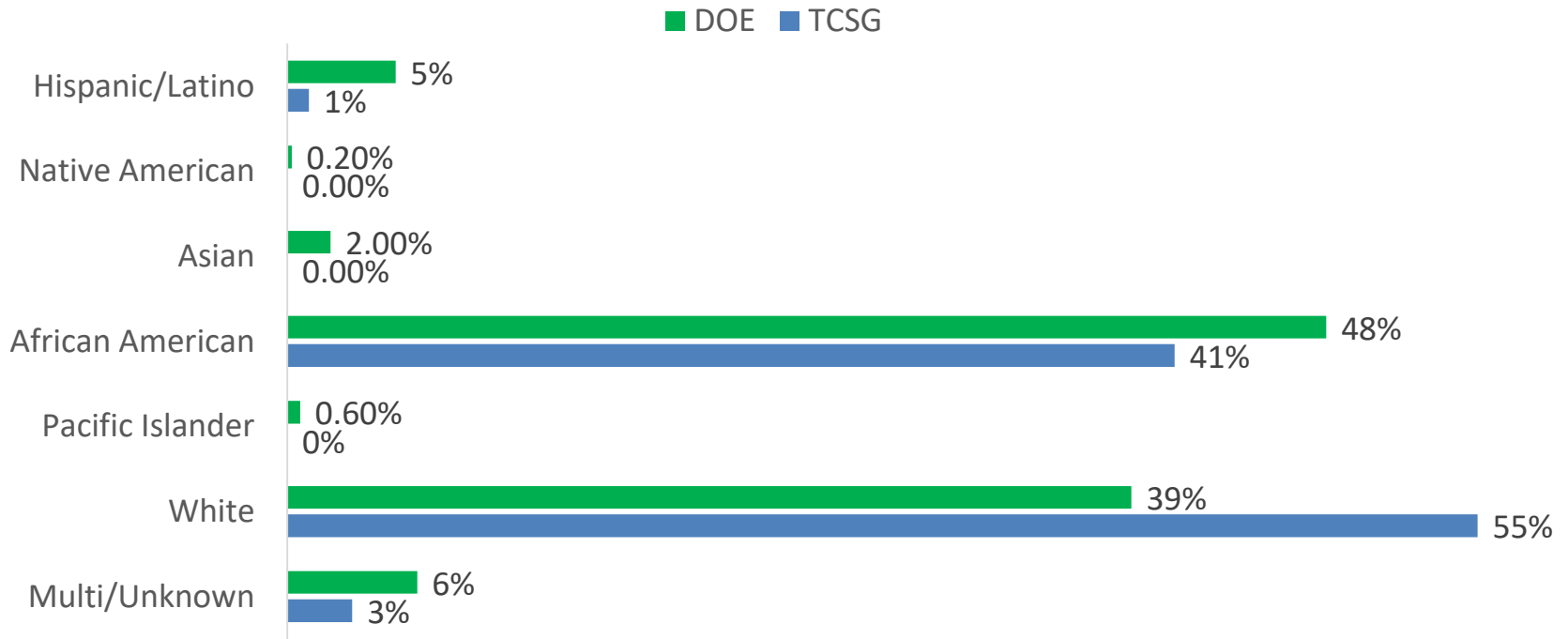
| CR1849 College | GDOE: Total HS Enrollment (Fall, 2018-1) | TES0289: Undup. HS Enrollment in TCs (Fall, 201812) | % MOWR HS Penetration |
|---|---|---|---|
| | Official - Use This | Official - Use This | Official - Use This |
| Albany | 6,723 | 461 | 6.86% |
| Athens | 16,232 | 560 | 3.45% |
| Atlanta | 42,882 | 212 | 0.49% |
| Augusta | 19,462 | 409 | 2.10% |
| Central Georgia | 21,917 | 1,401 | 6.39% |
| Chattahoochee | 68,596 | 1,453 | 2.12% |
| Coastal Pines | 15,934 | 1,476 | 9.26% |
| Columbus | 11,577 | 431 | 3.72% |
| Georgia Northwestern | 26,386 | 1,740 | 6.59% |
| Georgia Piedmont | 41,313 | 936 | 2.27% |
| Gwinnett | 74,577 | 1,163 | 1.56% |
| Lanier | 37,747 | 624 | 1.65% |
| North Georgia | 8,035 | 457 | 5.69% |
| Oconee Fall Line | 7,879 | 327 | 4.15% |
| Ogeechee | 4,036 | 287 | 7.11% |
| Savannah | 18,215 | 444 | 2.44% |
| South Georgia | 4,107 | 330 | 8.04% |
| Southeastern | 5,410 | 450 | 8.32% |
| Southern Crescent | 28,918 | 851 | 2.94% |
| Southern Regional | 10,561 | 1,405 | 13.30% |
| West Georgia | 28,049 | 1,475 | 5.26% |
| Wiregrass | 12,143 | 1,480 | 12.19% |
| Statewide (Unspecified SDA) | 8,454 | - | N/A |
| Grand Total | 519,153 | 18,372 | 3.54% |

The **market penetration rate** is the percentage of the enrolled students (Dual Enrollment) compared to the student population in an SDA that exists in the time period under study.

Your piece of the pie

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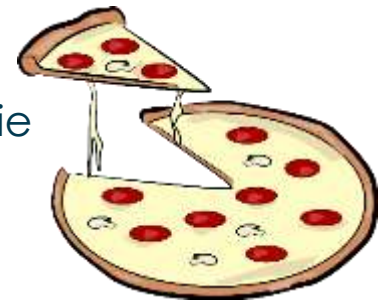
# DE Transition Students:

## HS to College Conversion Rates –
## 2017 graduation year to AY2018

| College | 2017 DOE Public High School Graduates coded 'H' at the college at any point in history | Enrolled at the same College in AY 2018 | College Rate | Enrolled at any TCSG College in AY 2018 | System Rate |
|---|---|---|---|---|---|
| Overall - Total | 10,796 | 1,569 | 14.5% | 1,757 | 16.3% |

**We looked at in more detail:**

- Demographics of each college

- Audience research (prospects & influencers)

- Tactics to reach each audience

# AUDIENCE RESEARCH: DEMOGRAPHICS, 35 COUNTY FOOTPRINT

**AGE**

| Age | Count | % |
|---|---|---|
| 18-24 | 118,004 | 15% |
| 25-34 | 132,337 | 17% |
| 35-54 | 259,709 | 33% |
| Median Age | 45 | N/A |

**EDUCATION**

| Education | Count | % |
|---|---|---|
| < HS Grad | 179,519 | 23% |
| HS Grad | 274,148 | 35% |
| < 1 Year of College | 63,628 | 8% |
| 2 Year Degree | 67,777 | 9% |
| 4 Year Degree | 73,086 | 9% |
| Post Grad + | 35,543 | 4% |

**GENDER**

Male: 49% (386,404)          Female: 51% (405,155)

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# AUDIENCE RESEARCH: DEMOGRAPHICS, 35 COUNTY FOOTPRINT

## ETHNICITY

| Race | Count | % |
| --- | --- | --- |
| White | 442,034 | 54% |
| African American | 305,442 | 37% |
| Hispanic | 34,375 | 4% |
| Asian | 21,862 | 3% |
| All Other | 15,831 | 2% |

## INCOME

| HH Income | Count | % |
| --- | --- | --- |
| < $25k | 221,466 | 28% |
| $25k - $50k | 218,834 | 28% |
| $50k - $75k | 133,565 | 17% |
| $75k - $100k | 115,265 | 15% |
| $100k+ | 102,429 | 13% |
| Median Income | $45,200 | N/A |

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# WHAT IS INDEXING?

An **index** is a way of compiling one score from a variety of questions or statements that represents a belief, feeling or attitude for a population group.

For this research, 100 represents the average adult 18+. Any index below 100 means someone is less likely to engage with specific media /lifestyle habits and any index above 100 means someone is more likely to engage with specific media/lifestyle habits.
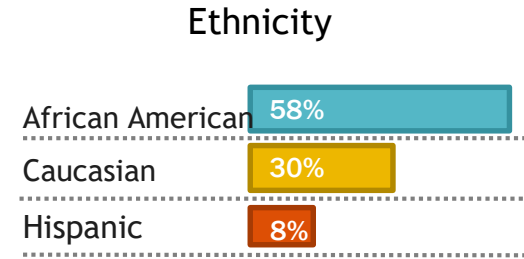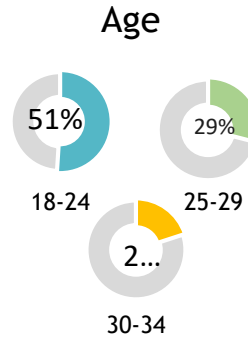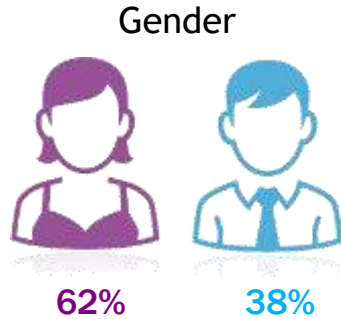
X

← % Less likely    100    % More likely →
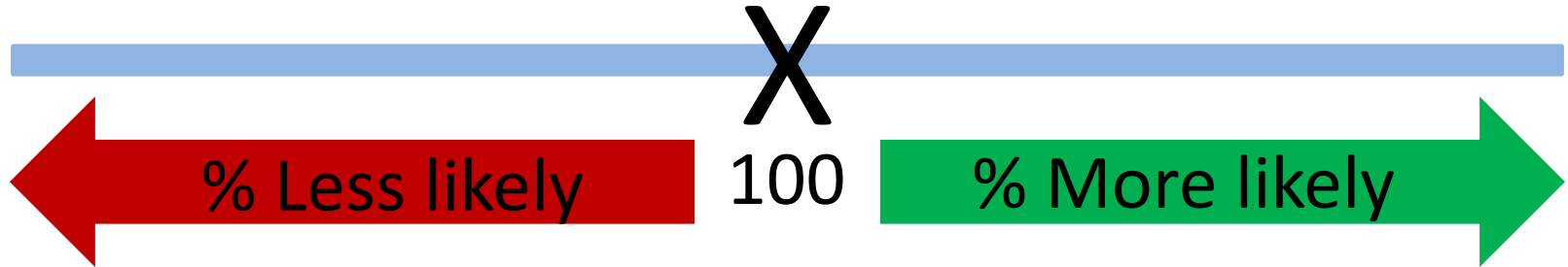
# AUDIENCE RESEARCH:
# MEDIA USE (past 7 days)

| | A18-24 | A25-34 | A35-54 |
|---|---|---|---|
| TV | 95 | 96 | 100 |
| Web | 106 | 109 | 109 |
| Social | 118 | 124 | 114 |
| Mobile | 110 | 116 | 118 |
| Radio | 87 | 99 | 109 |
| Newspaper | 29 | 63 | 119 |

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# DEMOGRAPHIC TARGETS

# ABOUT PROSPECTIVE STUDENTS 18-34

## Gender
62%  38%

## Age
51% 18-24

29% 25-29

2... 30-34

## Ethnicity
African American 58%

Caucasian 30%

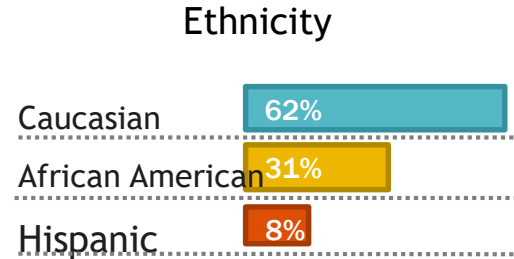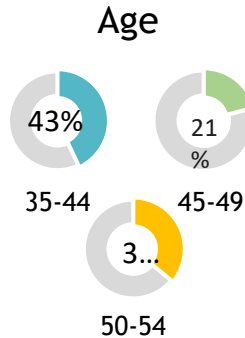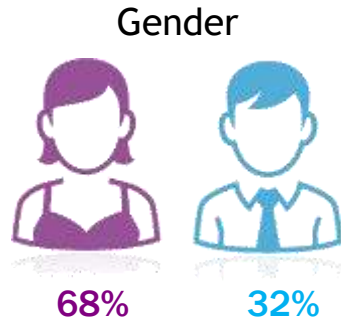Hispanic 8%

- 45% have at least one child at home
- 36% spend 20+ hours per week online
- 65% watch digital video clips regularly
- 44% are HS graduates

- 98% access the internet monthly
- 98% own a smartphone
- 92% use social media
- 24% have some college experience; less than 10% have graduated

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# PROSPECTIVE STUDENTS SOCIAL MEDIA USAGE BY AGE

Measured by Index

| | 18-24 | 25-29 | 30-34 |
|---|---|---|---|
| Facebook | 128 | 129 | 131 |
| YouTube | 154 | 156 | 157 |
| Instagram | 211 | 196 | 147 |
| Snapchat | 303 | 220 | 126 |
| Twitter | 148 | 284 | 141 |

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# ABOUT INFLUENCERS

## Gender

68%  32%

## Age

43% (35-44)

21% (45-49)

3... (50-54)

## Ethnicity

| | |
|---|---|
| Caucasian | 62% |
| African American | 31% |
| Hispanic | 8% |

- 71% have a household size of 3+ people

- 24% spend 20+ hours per week online

- 49% watch digital video clips regularly

- Nearly 1 in 3 have children ages 12-17 living with them at home

- 97% access the internet monthly

- 96% own a smartphone

- 87% use social media

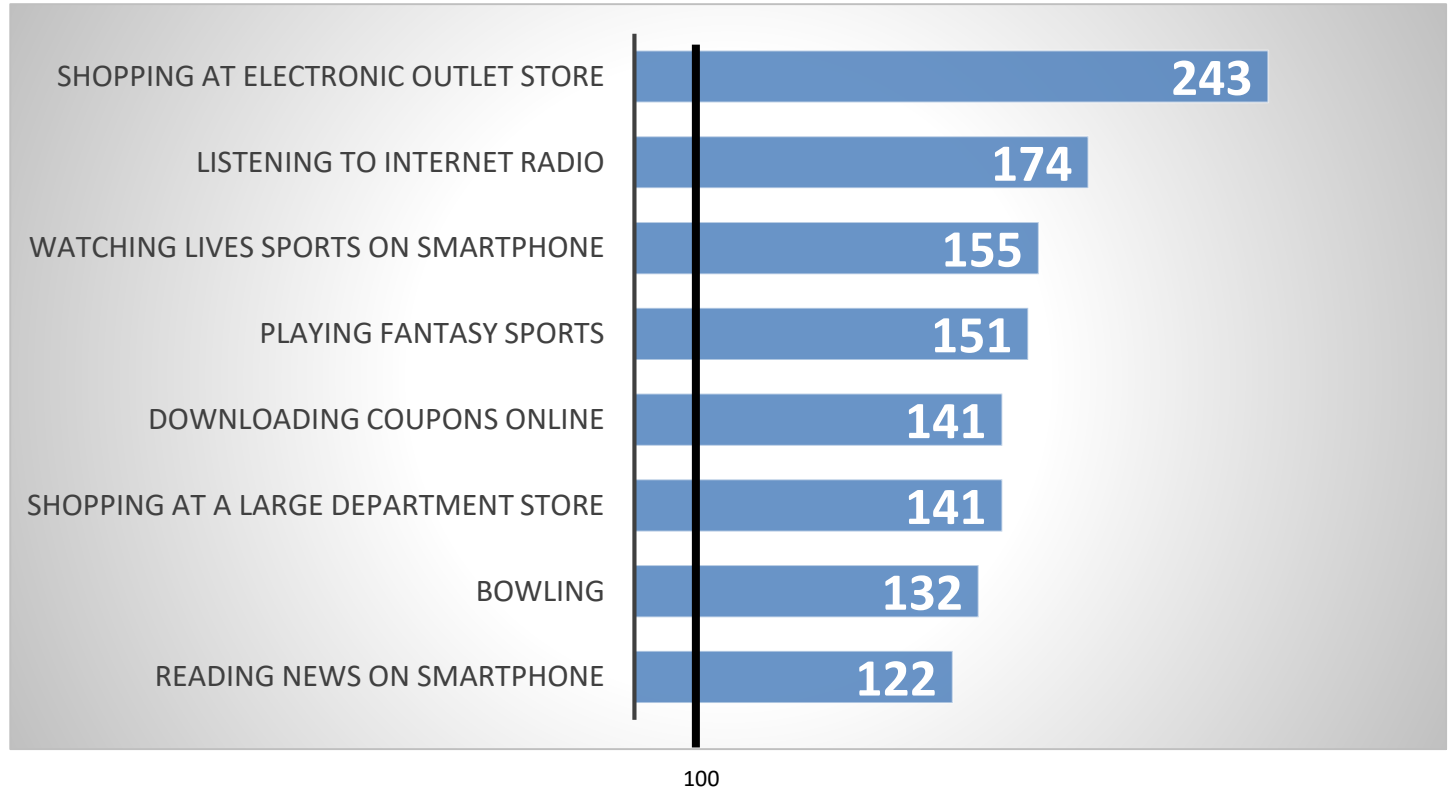- Nearly 1 in 5 have BA degree, yet the majority (28%) only have a HS diploma

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# WHERE TO REACH INFLUENCERS

| Venue | Index |
|---|---|
| NASCAR RACE | 178 |
| ANY MUSEUM | 152 |
| ANY ARENA EVENT | 141 |
| AQUARIUM | 135 |
| MUSIC CONCERT | 130 |
| CIRCUS | 126 |
| JOB FAIR | 124 |
| COMEDY CLUB | 112 |

100
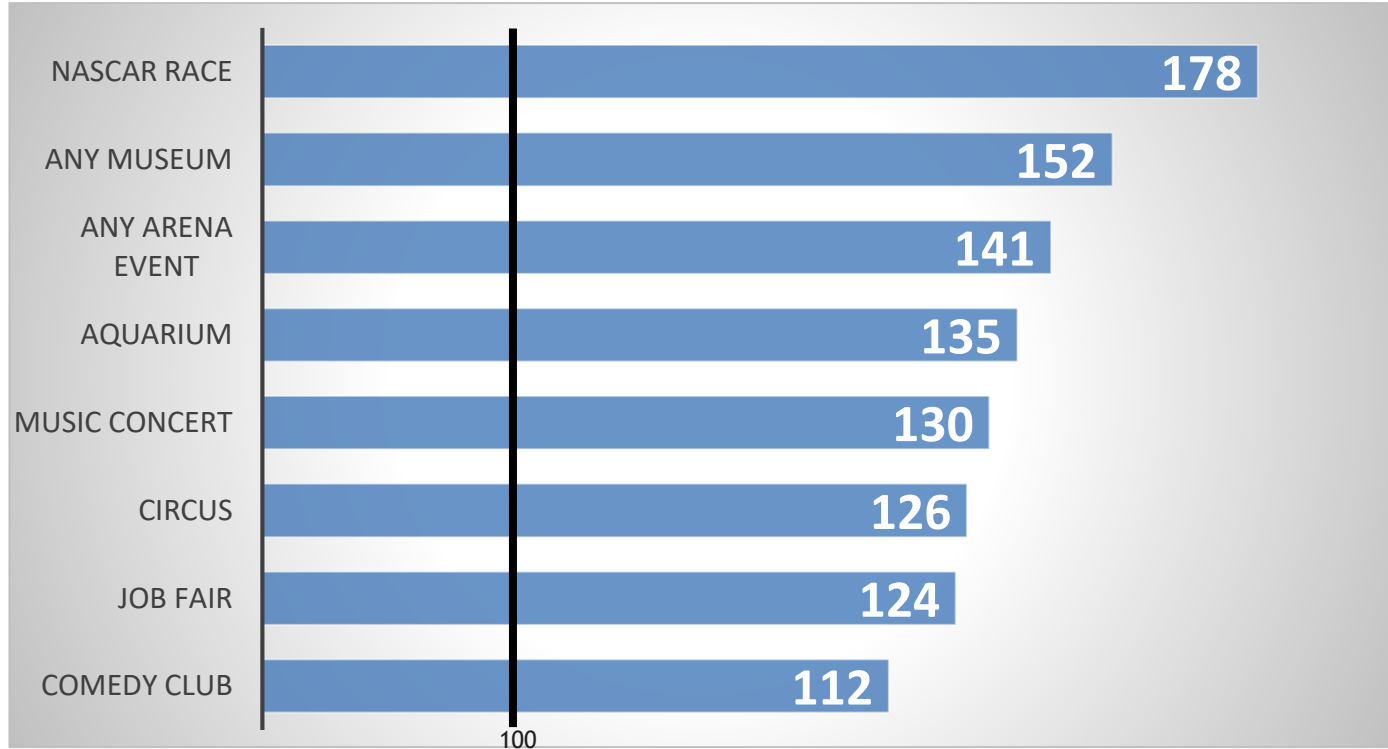
How to read index: Influencers are 78% more likely to attend a NASCAR race than the average adult.

100 = Market Average

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# HOW TO REACH INFLUENCERS

| | |
|---|---|
| SHOPPING AT ELECTRONIC OUTLET STORE | 243 |
| LISTENING TO INTERNET RADIO | 174 |
| WATCHING LIVES SPORTS ON SMARTPHONE | 155 |
| PLAYING FANTASY SPORTS | 151 |
| DOWNLOADING COUPONS ONLINE | 141 |
| SHOPPING AT A LARGE DEPARTMENT STORE | 141 |
| BOWLING | 132 |
| READING NEWS ON SMARTPHONE | 122 |

100

How to read index: Influencers are 1.4X more likely to shop at an electronic outlet store than the average adult.

100 = Market Average

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# INFLUENCER SOCIAL MEDIA USAGE BY AGE

Measured by Index

|  | 35-44 | 45-49 | 50-54 |
|---|---|---|---|
| Facebook | 116 | 114 | 95 |
| YouTube | 104 | 133 | 91 |
| Instagram | 108 | 131 | 67 |
| Snapchat | 75 | 79 | 34 |
| twitter | 91 | 103 | 120 |

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# TACTICS TO REACH PROSPECTS & INFLUENCERS

- Pre-roll & other video advertising to target those that watch digital video clips

- Geo targeted display ads in those zip codes with high concentrations of prospects and their or influencers

- Social media advertising on SnapChat, Instagram and Facebook

- Geo fence areas such as job fairs, health expos, shopping malls, etc.

- Retarget those searching for jobs and colleges or financial aid online

- Mobile app targeting to reach those dating/gaming online, using apps to pay bills/order fast food, etc.

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# CAMPAIGN: HIGH FUNNEL

Everything works in harmony. The goal of the CMG omni-channel solution is to be present regardless of where a prospective student/parent is moving through the path to enrollment.  The CMG solution is designed to gather insights while converting potential students from awareness to enrollment at the lowest cost per acquisition.

**Awareness**

**Consideration**

**Decision**
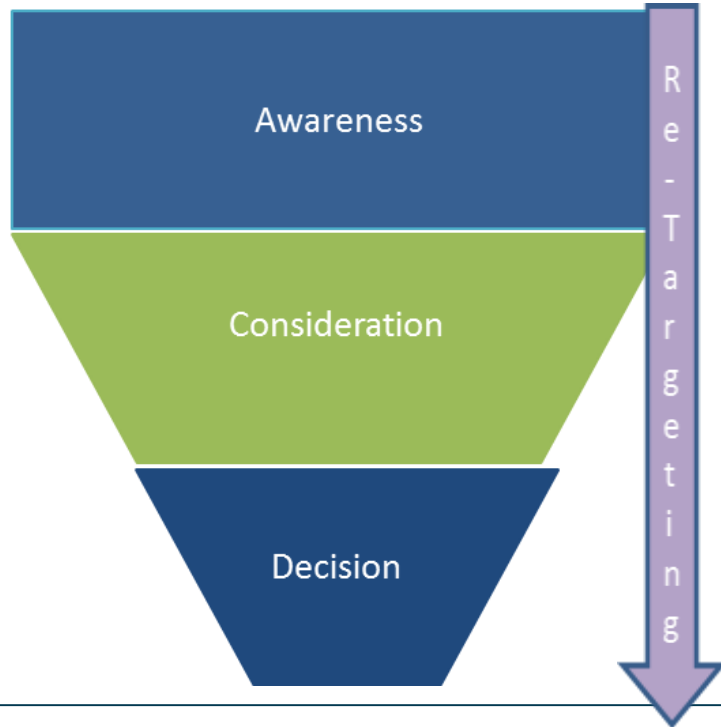
Re-Targeting

**Targeted Digital Display:**
- Audience Targeting
- Mobile GeoFencing
- MundoHispanico.com
- Eblasts

**Social Media**
- Facebook & Instagram
- Trueview

*SEM/PPC*
- *Google AdWords/Bing/Yahoo*

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# RESULTS: ONLINE DISPLAY
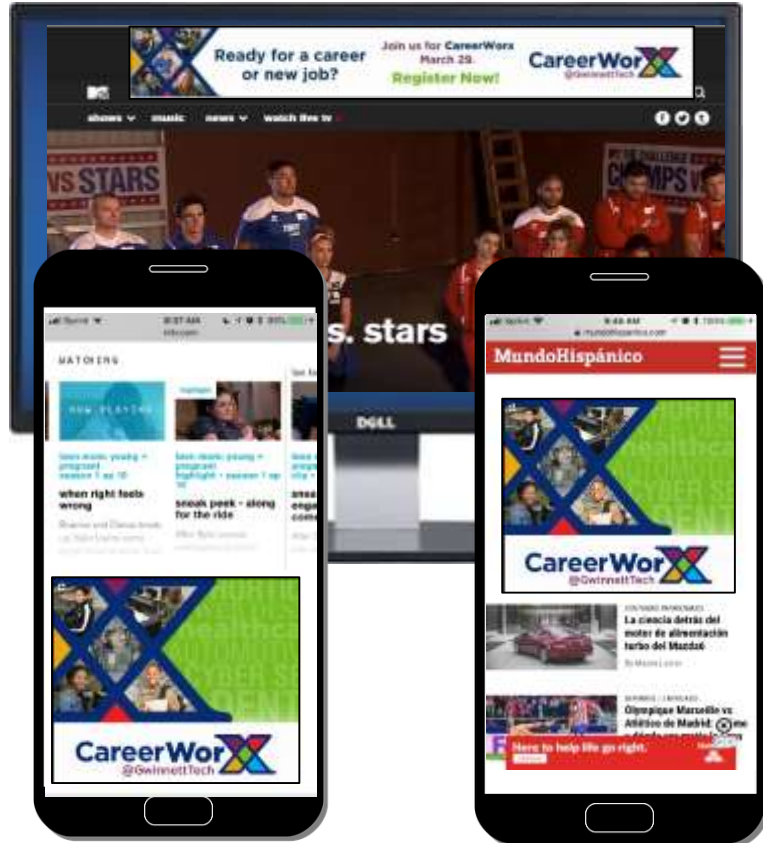


**AUDIENCE EXTENSION**
- Audience targeting: Adults 18-34; Adults 18-34 kids in HH; Mobile geofence, Eblast, retargeting

- 665k impressions; .14% CTR; Typical campaign drives 3-5x traffic from view through pixel

**MUNDOHISPANICO.COM**
- 366k imps; CTR .14%

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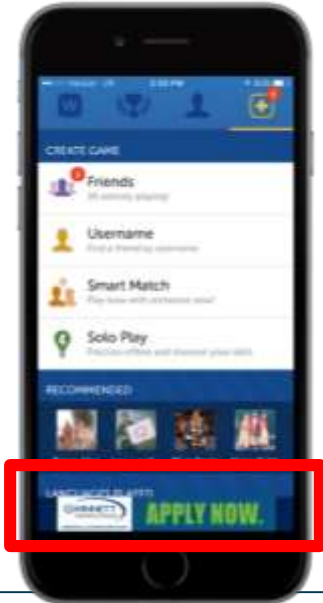
# GEO-FENCING

Serve display ads on mobile devices based on location (schools, shopping malls), time of day, events (GHSA football championship games at MB Stadium), and more.
Ads serve within internet browser (Safari) or within apps (Chrome, gaming, weather, etc.)



Event Driven Campaigns

In Market Locations

# ONE COLLEGE'S RESULTS: EBLAST



- Flight dates: March 19 & March 21, 2018

- Targeted adults 18-54 with kids in HH,

- 31k emails delivered, 2495 opens, 239 clicks to website, open rate 7.69%

# ONE COLLEGE'S RESULTS : SOCIAL MEDIA



- Audience targeting:
Adults 18-34 HS/some college; Adults 18-54 kids in HH; Veterans

- 73k unique audience reach; 351k impressions; .35% CTR; 252 post engagements

"Join us for CareerWorx.  Meet faculty and check out our 140+ programs and student services that can lead to a rewarding job and great career.
Ideal for families with students in grades 8-12"

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# ONE COLLEGE'S RESULTS: TRUEVIEW
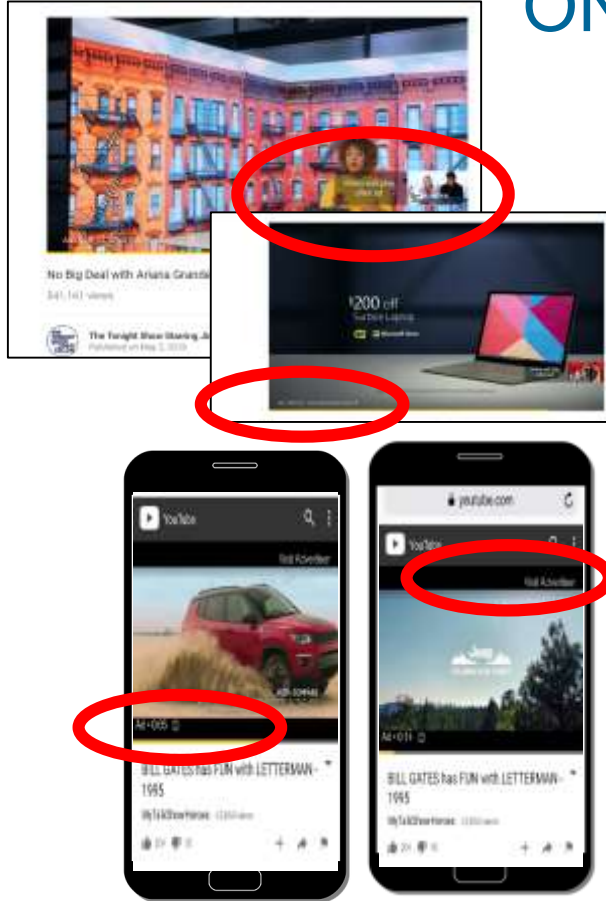


- Flight dates: March 19-29, 2018

- Top performing video (based on interest of going back to school/education, etc. play through rate was 49.58 percent*
  *Play through rate = viewed entire video*

- 43k impressions were delivered on mobile devices (58 percent)

- Mobile video views had a .21 percent click through rate versus .02 percent on desktop/laptop devices

# Search Engine Marketing (SEM)
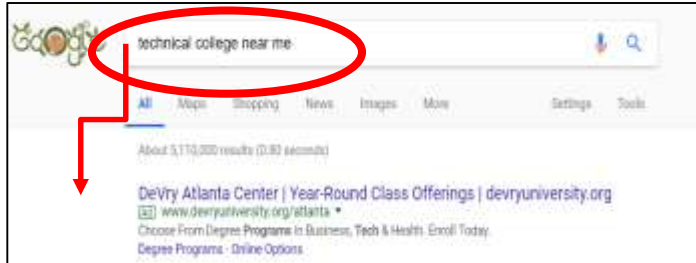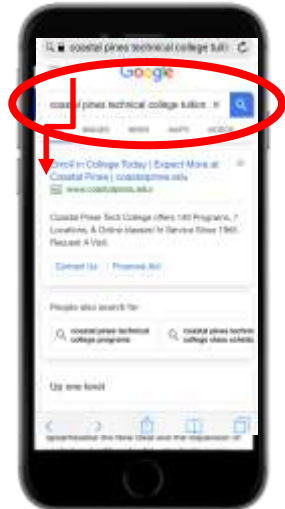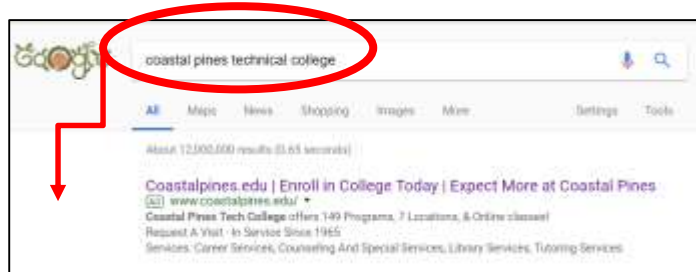


- More than 200k monthly searches for TCSG related keywords (statewide)

- Impressions are free, only pay when someone clicks on the ad

- More mobile searches than desktop searches

- Education is a competitive landscape

- Closes loop on prospects: Those in retargeting pool & those with an immediate need

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# THE RESULTS

- More than **1057 prospective students and their families**
- 282 from Gwinnett County Public Schools
- **Resulting in 96 completed on the spot applications**

- March saw a 22.3% increase in **direct new user traffic**
- **A** 3.45% increase in **overall new users** in on college website

- April saw a 13 percent increase in **direct new user traffic**
- A 6.52% increase in **overall new users** to the website

College will host it's second CareerWorx.  The strategy will remain the same, except for the addition of
- SnapChat to the social media portion of the campaign,
- A filter set to serve seven days prior to the event to "Snapchatterers" that enter the designated fence around the campus,

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# VIDEO: A POWERFUL ADVERTISING TOOL



- Research indicates we remember 95% of a message that is watched versus 10% when read.
- Users recall 6x more information from video than from text.
- 65% of all people are visual learners; .60 seconds of video is equivalent to 1.8M words.
- Consumers are 27x more likely to click on an online video than a standard banner ad.
- A positive experience with video can increase purchase intent by 97% and brand association by 139%.

# TARGETED DIGITAL DISPLAY

**GOAL: INCREASE AWARENESS OF COLLEGE PROGRAMS**

- Audience & Mobile app targeting High School Students, Parents, Influencers

- Mobile geofencing (HS graduations; locations prospects can be found

- Behavior/Context (jump start on college, save time, same money, etc.)

- Search Retargeting (based on common search terms)

- General Retargeting

# SOCIAL MEDIA: FACEBOOK, INSTAGRAM & SNAPCHAT



**FACEBOOK & INSTAGRAM GOAL: AWARENESS** -driving as much traffic to website to learn more as possible and building RT pool which will drive consideration over time.

- Audience targeting 13-17, Parents and influencers

- Audience targeting by males/females

- A/B testing creative to see what resonates (ie: flexible class schedules, length of time to degree, diploma, certificate, earn more, etc.)

**SNAPCHAT GOAL:AWARENESS** -driving as much traffic to website to learn more as possible and building RT pool which will drive consideration over time.
- Each HS in service area during last week of classes
- Each HS graduation in May

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Transform your ideas into reality.

# Bennett Graphics

# Variable Data & Variable Images

- Bennett Graphics (BG) can change your message and change your photo at no extra cost.

- Pieces can be as unique as the students we're trying to reach for what we spend now.

- As we learn more, we can communicate more intimately. BG can send students to each of our school websites.

- BG can be very personal.

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# Putting a plan in place : Case Studies

## College A

- Changed Marketing Strategies in AY16

- Results?

## College B

- Reviewed Old Tactics
- Reviewed dollars spent
- Developed a Strategic Marketing Plan
- Redirected Resources

# **College A-** FY18

99% of overall marketing budget went digital in AY16/17

- 10-20% Application increases in Dual Enrollment

- 11% overall enrollment increase from 10,071 → 11,174 students

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# College B - FY19 Plan

**What are 3-5 programs of study that are high priority?**

- Air Conditioning Technology
- Electronics Technology
- Paralegal Studies
- Associates Degree in Education
- Neuromuscular Massage Therapy

**What are 3-5 demographic targets that you would like to reach?**

- African American Males (currently low numbers)
- Latino Males (currently low numbers)
- Black Females (especially in healthcare)

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# College B - FY19 Plan

## Areas of Opportunity

– Increase Dual Enrollment

– Promote Associate of Science Nursing Program (New)

– Transition Students (Dual Enrollment to Traditional Programs of Study)

– Manufacturing Jobs Available

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# College B: Budget from AY18 to......

$63,560 – Billboards

$40,850 – Newspapers

$38,162 – Television

$32,189 – Radio

$31,550 – "Other"

$30,743 – Sponsorships

$10,887 - Pandora

$4,975 – Movie Theatre

**12 months:**

**$211,286 - Traditional**

**$    2,088 – Social Media**

**$          0 – Digital Media**

**$213,374 Total Budget Spent**

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# College B: New Targeted Budget FY19

- Budgeted $130,000 over 13.5 months
- Developed tactics
  - Geo-Fence High School Graduations
  - Incomplete Applications
  - Brand Development
  - Social Media

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# **Putting It All Together**



- College plan, realistic, measurable, etc.

- Prioritize your list

- Develop a Marketing Strategy for your college (Use the funnel)

- Review your Budget, where should you make changes?

- Develop action items and follow-up opportunities

- Track your Data


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# QUESTIONS?

**THANK YOU!**

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**Future NACEP Webinars and Events:**

**June 19:** NACEP Accreditation Mini-Series Webinar Program Evaluation Standards.

**June 21:** Continuous Improvement Continuously: Ensuring your Partnership is Achieving your Goals Webinar.

**August 2:** Jobs for the Future and NACEP Joint Event in Providence, RI.

**August 6-7:** Summer Accreditation Institute in Madison, WI.

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