



NATIONAL ALLIANCE OF  
**CONCURRENT ENROLLMENT**  
PARTNERSHIPS

# **Empower Students: Marketing Concurrent Enrollment Student Voice and Outreach**

**July 20, 2017**

*advancing quality college courses for high school students*

# Presenters



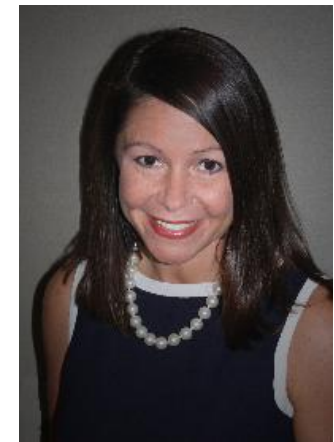
Dr. Brandon Protas  
Community College  
of Denver (CO)



Angela Hobby  
Wiregrass Georgia  
Technical College (GA)



Rosemary Sirmans  
Wiregrass Georgia  
Technical College (GA)

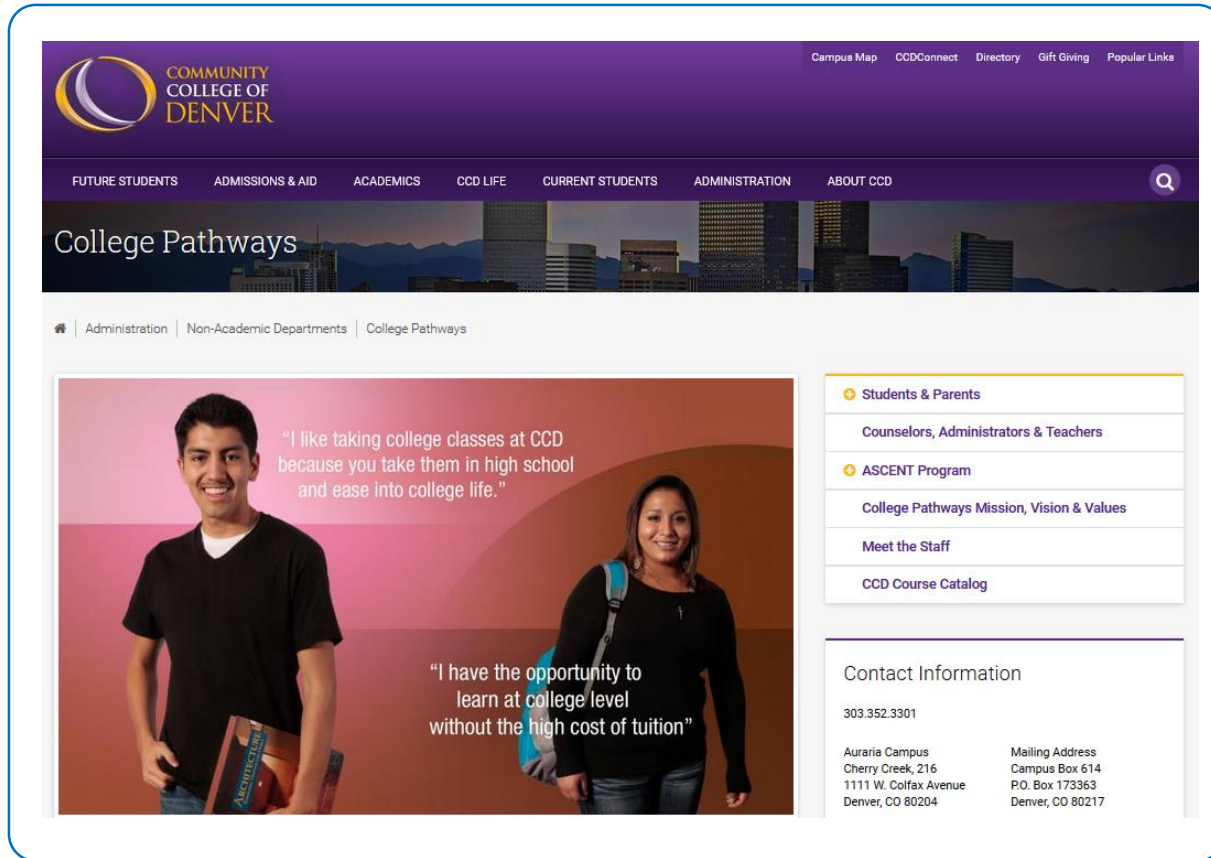


Brooke Jaramillo  
Wiregrass Georgia  
Technical College (GA)



# COMMUNITY COLLEGE OF DENVER WEBSITE & RESOURCES

## Student Voice in Concurrent Enrollment Marketing



The screenshot displays the Community College of Denver website's 'College Pathways' page. The header features the college's logo and navigation links such as 'Campus Map', 'CCDConnect', 'Directory', 'Gift Giving', and 'Popular Links'. A secondary navigation bar includes 'FUTURE STUDENTS', 'ADMISSIONS & AID', 'ACADEMICS', 'CCD LIFE', 'CURRENT STUDENTS', 'ADMINISTRATION', and 'ABOUT CCD'. The main content area is titled 'College Pathways' and includes a breadcrumb trail: 'Administration | Non-Academic Departments | College Pathways'. A large banner image shows two students with their testimonial: 'I like taking college classes at CCD because you take them in high school and ease into college life.' Below this, another student testimonial reads: 'I have the opportunity to learn at college level without the high cost of tuition'. A right-hand sidebar contains a menu with items like 'Students & Parents', 'Counselors, Administrators & Teachers', 'ASCENT Program', 'College Pathways Mission, Vision & Values', 'Meet the Staff', and 'CCD Course Catalog'. At the bottom of the sidebar, contact information is provided, including the phone number 303.352.3301 and mailing addresses for the Auraria Campus and Cherry Creek.




COMMUNITY  
COLLEGE OF  
DENVER

[www.ccd.edu/college-pathways](http://www.ccd.edu/college-pathways)

[brandon.protas@ccd.edu](mailto:brandon.protas@ccd.edu) 303-352-3305


# HISTORY: Student Voice in Concurrent Enrollment Marketing

Charting the Course: Navigating the Future of Concurrent Enrollment



Mystic, CT

October 23 -25



National Alliance of  
Concurrent Enrollment  
Partnerships Conference

2011

Hosted by UConn Early College Experience  
University of Connecticut



Zach Hoffman  
Unity High School  
Parkland Dual Credit Student



**DUAL CREDIT @ PARKLAND**

## Target Audiences

- High School Counselors
- Principals and Superintendents
- Teachers
- Students
- Parents

## Multiple Uses

- Student Voice
- Thank You / Recognition
- Posters
- Website
- Presentations

# HISTORY: Student Voice in Concurrent Enrollment Marketing



**NATIONAL ALLIANCE OF CONCURRENT ENROLLMENT PARTNERSHIPS**

[About NACEP »](#) | [Membership »](#) | [Accreditation »](#) | [Research & Policy »](#) | [Events »](#) | [News »](#)

## ENTER OUR CONFERENCE MARKETING COMPETITION

May 26, 2015 by Kimberly Mobley 0 Comment

Are you proud of posters and other communications pieces that your program uses to highlight concurrent enrollment opportunities?

Join the marketing poster competition at the NACEP 2015 conference today!

Materials featuring your institution's concurrent enrollment programs can include:

- Posters
- Brochures
- Other creative marketing materials

Top finalists will be prominently displayed at the NACEP national conference.




## ENTER OUR CONFERENCE MARKETING COMPETITION

Are you proud of posters and other communications pieces that your program uses to highlight concurrent enrollment opportunities? Join the marketing poster competition at the NACEP 2015 conference today! Materials featuring your institution's concurrent enrollment programs can include

# FOCUS GROUPS: Student Voice in Concurrent Enrollment Marketing

## Focus Group Questions

1.	What elements of each poster would make you <b>more</b> interested in asking a school counselor about Concurrent Enrollment?
2.	What elements of each poster would make you <b>less</b> interested in asking a school counselor about Concurrent Enrollment?
<p>Base knowledge? Give information on <b>Concurrent Enrollment</b> (College classes, rigor) Answer any student questions</p> 	
3.	What elements of a poster <b>need to be included</b> to capture students' interest in <b>Concurrent Enrollment</b> ?
<p>Base knowledge? Give information on <b>ASCENT</b> (HS grad requirements, 12 college credits, college ready) Answer any student questions</p>	
4.	What elements of a poster <b>need to be included</b> to capture students' interest in <b>ASCENT</b> ?
5.	What elements of a poster <b>need to be included</b> to capture students' interest in <b>saving time</b> for a Certificate, Associates Degree or transfer?
<p>Base knowledge? Give information on <b>Costs</b> (\$7,970 / \$27,677) Answer any student questions</p>	
6.	What elements of a poster <b>need to be included</b> to capture students interest in <b>amount of money they can save</b>
Anything else.....?	

- Focus group with CE students
- Initial & Follow up meetings
- Input on text and images
- Nuance message for ALL students
- Less is more, connect to schools

# POSTERS: Student Voice in Concurrent Enrollment Marketing

**CONCURRENT ENROLLMENT**

**take college classes in high school**

Little or NO COST!  
Finish college SOONER!  
Open to EVERYONE!

FOR MORE INFORMATION, TALK TO YOUR HIGH SCHOOL COUNSELOR TODAY.

Sponsored by

**ASCENT**  
FIRST YEAR COLLEGE PROGRAM  
TUITION FREE!  
5th Year High School Program at Community College of Denver (CCD)

**This could be you**

save time & money  
Everyone can participate, yes EVERYONE including YOU!

Must have met your high school graduation requirements, earned at least 12 college credits and be considered college ready to apply.

FOR MORE INFORMATION, TALK TO YOUR HIGH SCHOOL COUNSELOR TODAY.

Sponsored by

**INSCRIPCIÓN SIMULTÁNEA**

**CONCURRENT ENROLLMENT**

**take college classes in high school**

**Hable con su consejero de la escuela secundaria para obtener más información.**

**TALK TO YOUR SCHOOL COUNSELOR TO LEARN MORE.**

Through Concurrent Enrollment, students have the opportunity to take Community College of Denver classes while they are still in high school.

- Classes are offered on high school campuses and at the Aurora campus.
- Little or no cost to participate!
- Earn both high school and college credits.
- Participate in **ASCENT** – the first year college/fifth year high school program that pays the cost of tuition at CCD.

To qualify for **ASCENT**, students must meet their high school graduation requirements, earn at least twelve college credits, and place into college-level coursework by the end of their senior year in high school.

Sponsored by

- College / District logos
- Shared printing / framing costs
- One set for each HS served

# ROUND TWO: Student Voice in Concurrent Enrollment Marketing



- Student photo shoots & quotes
- Schools chose students
- Students reflect diversity served
- Students see peers they know
- Schools with ↑ # or % of CE
- 5 schools, 19 posters
- Formal presentation to schools
- Foam core mounted
- College / District logos



# MULTIPLE USES: Student Voice in Concurrent Enrollment Marketing

← Composite Posters & Fact Sheets ↓

When I enrolled at CCD I knew I would have a brighter, better future and it is happening now!

Success is not given, success is not easy. Success is dedication. You will never reach your destination by giving up.

Concurrent enrollment offers students a glimpse of college and the real world.

The path to being successful starts with making the best choices. My choice was entering a school like CCD

**TAKE COLLEGE CLASSES IN HIGH SCHOOL**

At CCD I have the opportunity to learn at college level without the expensive cost of tuition.

Taking college classes at CCD prepares me for a brighter future & I get the full college experience.

Concurrent enrollment is important to me because college courses are free and credits transfer to a four year university.

**AT COMMUNITY COLLEGE OF DENVER**

For more information, talk to your high school counselor today!

## COMMUNITY COLLEGE OF DENVER CONCURRENT ENROLLMENT AT A GLANCE

When I enrolled at CCD I knew I would have a brighter, better future and it is happening now!

I want to thank my high school for the opportunity concurrent enrollment provides me.

Concurrent enrollment is important to me because college courses are free and credits transfer to a four year university.

At CCD I have the opportunity to learn at college level without the expensive cost of tuition.

### CONCURRENT ENROLLMENT 30 15-2016

- More than 2,200 students participated in Concurrent Enrollment and ASCENT at CCD.
- High school students took more than 16,000 credits and saved more than \$2.1 million in tuition, (Source: CCD, Institutional Research & Planning Office)
- Concurrent Enrollment has been more than doubled since 2010.

### CONCURRENT ENROLLMENT (CE)

- We have one-year certificate programs or two-year associate degrees that can lead students to the completion of the first two years of a four-year college degree.
- Small classes – on average 25 students per class – create a learning environment that makes success easier.
- Courses are conveniently offered on high school campuses and at the Aurora campus.
- CCD is committed to ensuring that the rigor and quality of concurrent enrollment instruction is maintained to match the standards of all CCD institutions.

### ASCENT PROGRAM

The ASCENT program allows students to complete a year of college while enrolled in a 4th year of high school. To qualify for the ASCENT program, a high school student needs to have earned at least twelve college credits (developmental education does not count) and be "college ready" (meaning that they last into college level coursework).

### POST-ASCENT SCHOLARSHIPS

CCD also has scholarships available specifically for students who have completed their ASCENT year, to support them in achieving their degree.

### CONTRACT USE

When you're ready to take the next step, contact College Pathways.  
Dr. Brandon Probst  
Director of College Pathways  
938-352-1506  
brandon.probst@ccd.edu  
CCD.edu/CollegePathways

### INFORMATION ON PARTICIPATING SCHOOLS FOR CONCURRENT ENROLLMENT PROGRAMS IS AVAILABLE FROM OUR WEBSITE: [www.ccd.edu/concurrent-enrollment](http://www.ccd.edu/concurrent-enrollment). CONCURRENT ENROLLMENT PROGRAMS ARE AVAILABLE AT THE FOLLOWING SCHOOLS: AURORA, BOULDER, COLO, COLO SPRING, DENVER, DENVER WEST, FORT COLLINS, GREEKWOOD, HIGHLAND, JENNIFER, LONGMONT, NORTHERN PLAINS, PUEBLO, SHERIDAN, WINDSOR. PARTICIPATING SCHOOLS MAY VARY BY DISTRICT AND YEAR. PARTICIPATING SCHOOLS MAY VARY BY DISTRICT AND YEAR. PARTICIPATING SCHOOLS MAY VARY BY DISTRICT AND YEAR.

GRADE	NUMBER OF STUDENTS
A	1500
B	1200
C	1000
D	800
E	600
F	400

## COMMUNITY COLLEGE OF DENVER CONCURRENT ENROLLMENT STUDENT STORIES

### TAKE COLLEGE CLASSES IN HIGH SCHOOL

College classes are important to me because I gain knowledge. I look forward to a better life.

The path to being successful starts with making the best choices. My choice was entering a school like CCD.

I experience the college environment at CCD & feel confident & better prepared for what's to come.

### POET

Poet attends a local online high school and she started attending Community College of Denver her sophomore year. Poet's high school enrolled her early because of her high maturity level and academic ability. Her goal was to complete her high school requirements and college credits toward general studies courses. Poet will have 60 credits toward an Associate of General Studies by the time she graduates from high school. Her plan is to transfer to a four-year college to study graphic design or something in the Fine Arts area. She has also received membership into the Phi Theta Kappa National Honor Society.

### YESSERNA

Yasserla was a teen mother who thought her only option was to quit school when she found out she was pregnant. Through extensive class management and support from Community College of Denver (CCD) and from her high school staff, she continued attending high school and CCD. She opted to pursue the 5th year program at her high school and at CCD to complete her Associate of Arts degree. She earned 80 credits through the concurrent enrollment program. Yasserla transferred to Metropolitan State University of Denver after completing her Associate degree at CCD. She completed her Bachelor degree in Social Work and is pursuing her dream to assist other teen mothers.

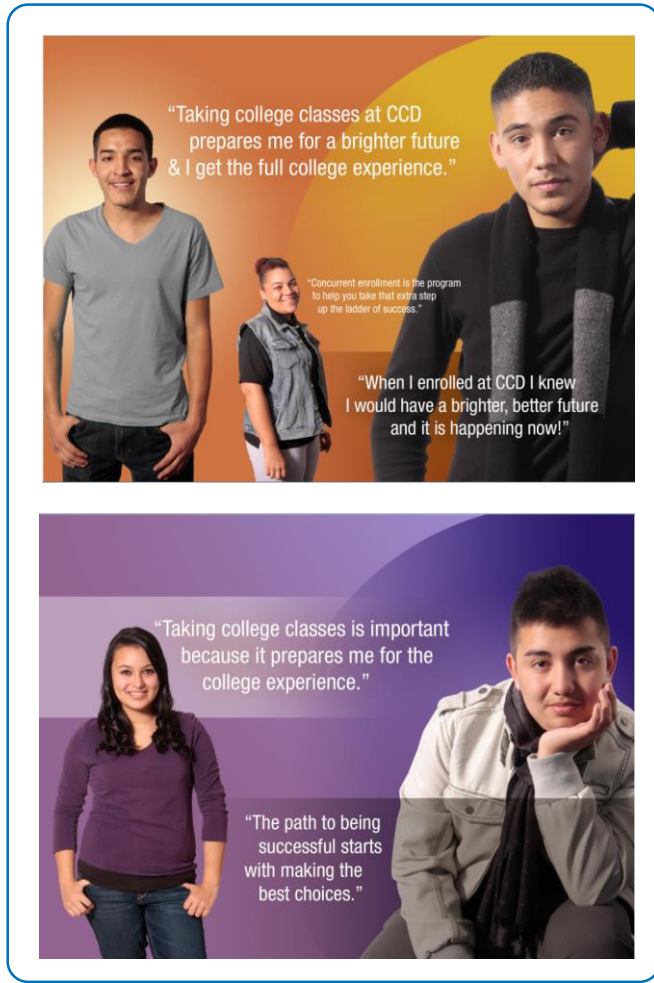
### EVAN

Evan attended and graduated from Community College of Denver and from his high school with an Associate of Arts degree. He completed 80 concurrent enrollment credits with Community College of Denver. He attended the University of Denver for a dual degree program. In Spring 2014, he earned his Bachelor and Master degrees in Accounting by the time he was 21 years old.

COMMUNITY COLLEGE OF DENVER  
CCD.edu/CollegePathways  
303-556-2600

Information on participating schools for concurrent enrollment programs is available from our website: [www.ccd.edu/concurrent-enrollment](http://www.ccd.edu/concurrent-enrollment). CONCURRENT ENROLLMENT PROGRAMS ARE AVAILABLE AT THE FOLLOWING SCHOOLS: AURORA, BOULDER, COLO, COLO SPRING, DENVER, DENVER WEST, FORT COLLINS, GREEKWOOD, HIGHLAND, JENNIFER, LONGMONT, NORTHERN PLAINS, PUEBLO, SHERIDAN, WINDSOR. PARTICIPATING SCHOOLS MAY VARY BY DISTRICT AND YEAR. PARTICIPATING SCHOOLS MAY VARY BY DISTRICT AND YEAR. PARTICIPATING SCHOOLS MAY VARY BY DISTRICT AND YEAR.

# MULTIPLE USES: Student Voice in Concurrent Enrollment Marketing



← Web Graphics  
&  
PD Invites →

The collage consists of eight small graphics arranged in a 2x4 grid. The top row includes: a student testimonial about making choices, the text "TAKE COLLEGE CLASSES IN HIGH SCHOOL", a student testimonial about concurrent enrollment, and a student testimonial about the ease of transitioning to college. The bottom row includes: a testimonial about success through dedication, a testimonial about a brighter future, the text "AT COMMUNITY COLLEGE OF DENVER", and a testimonial about credit transfer. Below the grid is a large blue event invite for "Wednesday, September 7th 4:00-6:00" and "Thursday, January 26th 4:00-6:00" for "Community College of Denver Professional Development for Concurrent Enrollment Instructors". The invite includes the college logo, a list of topics (Concurrent Enrollment Orientation, Breakout sessions, and Discipline-specific professional development), the location (Community College of Denver Confluence Building), and contact information (Light refreshments will be provided; for more information, please contact [brandon.protas@ccd.edu](mailto:brandon.protas@ccd.edu)).

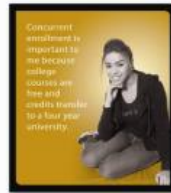
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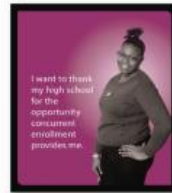
CCD Tile.jpg



Take College Classes Tile.jpg



Tile 1.jpg



Tile 2.jpg



Tile 3.jpg



Tile 4.jpg



Tile 5.jpg



Tile 6.jpg



Tile 7.jpg



Tile 8.jpg



Tile 9.jpg



Tile 10.jpg



Tile 11.jpg



Tile 12.jpg



Tile 13.jpg



Tile 14.jpg



Tile 15.jpg



Tile 16.jpg



Tile 17.jpg

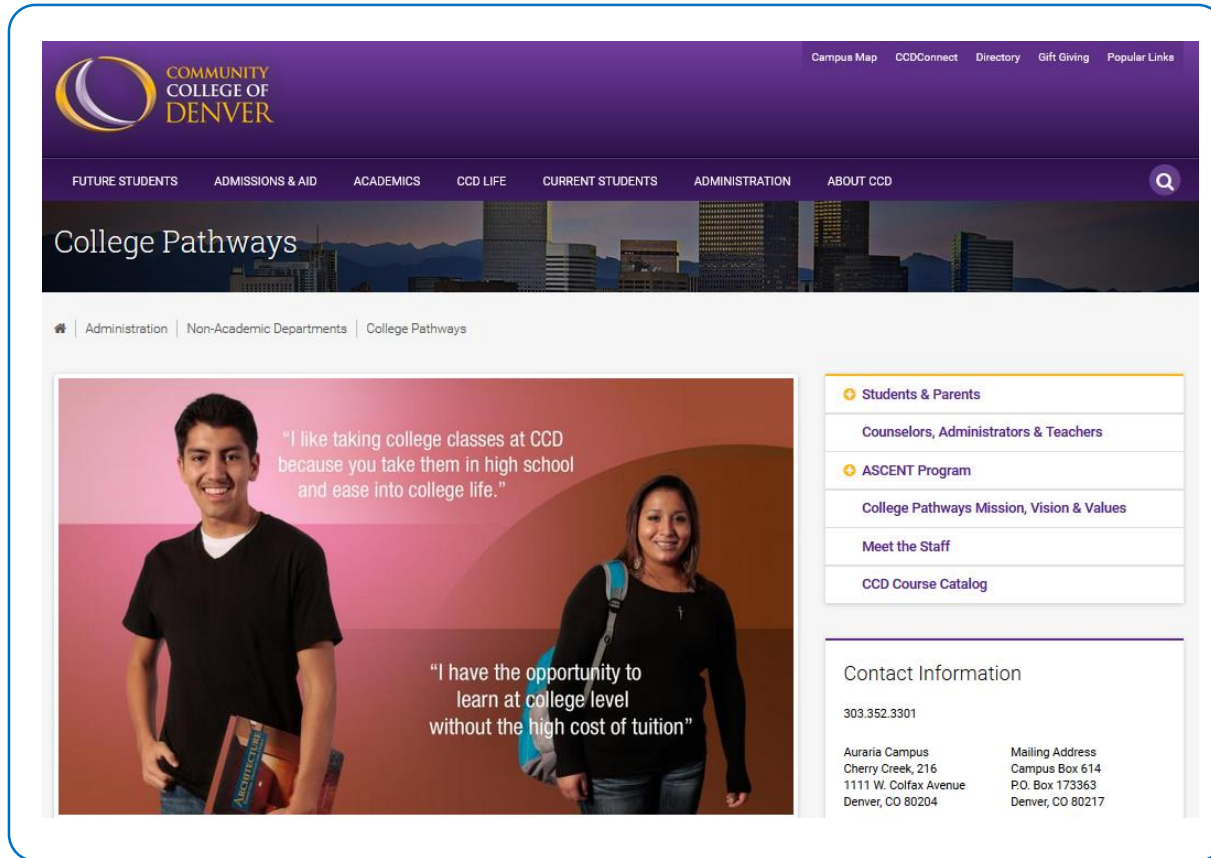


Tile 18.jpg

Scrolling Tiles in PowerPoint as splash pages before starting

# COMMUNITY COLLEGE OF DENVER WEBSITE & RESOURCES

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[brandon.protas@ccd.edu](mailto:brandon.protas@ccd.edu) 303-352-3305

# MARKETING TO GENERATION Z

Wiregrass Move On When Ready



**WIREFRASS**  
GEORGIA TECHNICAL COLLEGE®

**MOWR**

MOVE ON WHEN READY @WIREFRASS

# Generation Z Kids

## Totally Social & Extremely Technical

- ▶ Have been exposed to an unprecedented amount of technology
- ▶ Cell phones, iPods, Instagram, SnapChat = LIFE
- ▶ Would rather chat/message than speak in person or on the phone
- ▶ Love videos and YouTube
- ▶ Prefer pictures to text
- ▶ More likely to turn “hobbies” into “jobs”



### Sources:

<https://www.popsugar.com/career/What-Generation-Z-40064775>

<https://www.curalate.com/blog/marketing-gen-z/>

<https://www.forbes.com/sites/causeintegration/2016/11/28/get-ready-for-generation-z/#2ddb95322204>

# MOWR Videos- YouTube, TV, Facebook, Athletic Events

## MOWR Video #1



# MOWR Videos-YouTube, TV, Facebook, Athletic Events

MOWR Video #2

MOWR Video #3



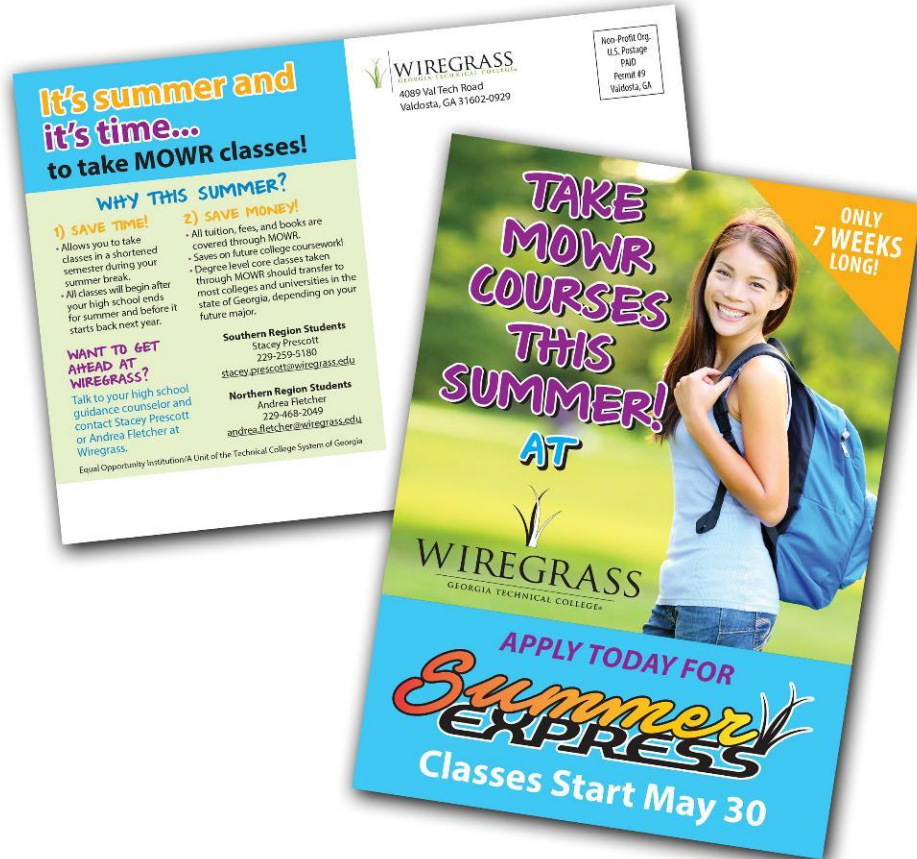




# Letters



# Postcard Mailers





# Sporting Events and Ads



High School Students—  
**It's time... to earn college credits!**  
www.wiregrass.edu

There is no cost to you for MOWR courses or occupational classes taken in high school. Most core classes transfer to the University System and Technical College System of Georgia, depending on your major. Talk to your high school counselor or a Wiregrass High School Coordinator today!

Parents saved over \$2 million in college tuition in 2015-2016!

"MOWR classes will help my future, save me time, stress, and money!"  
—Abigail Blanchett, Irwin County High School 11th grader, MOWR student, and soccer player for the Indians

Follow us at:  
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y  
v

Ben Hill-Irwin Campus  
667 Perry House Road  
Forsyth, GA 31750  
229-468-2000

WIREGRASS GEORGIA TECHNICAL COLLEGE  
MOWR MOVE ON WHEN READY @ WIREGRASS

An advertisement for MOWR (Move On When Ready) featuring a young woman in a black soccer jersey with the number 10, holding a soccer ball. The background is a blurred soccer field.

High school students taking MOWR courses with Wiregrass last year...  
**SAVED \$3,009,366 in tuition & fees**  
**EARNED 16,830 college credits**

Double the credit.  
Half the time.  
Zero the tuition.

Ben Hill-Irwin Campus  
229-468-2000  
667 Perry House Road  
Forsyth, GA 31750

To learn more about MOWR, talk to your high school counselor or a Wiregrass High School Coordinator today!  
wiregrass.edu

WIREGRASS GEORGIA TECHNICAL COLLEGE  
MOWR MOVE ON WHEN READY @ WIREGRASS

An advertisement for MOWR (Move On When Ready) featuring a close-up of a football. The text is overlaid on the football.

# Social Media Ads



# Contact Information

## **Angela Hobby**

Vice President for Enrollment  
Management

(229) 333-5365

[angela.hobby@wiregrass.edu](mailto:angela.hobby@wiregrass.edu)

## **Rosemary Sirmans**

Marketing Specialist

(229) 333-2100 ext: 5367

[rosemary.sirmans@wiregrass.edu](mailto:rosemary.sirmans@wiregrass.edu)

## **Brooke Jaramillo**

Director of Recruitment  
and High School Services

(229) 333-2100 ext. 6163

[brooke.jaramillo@wiregrass.edu](mailto:brooke.jaramillo@wiregrass.edu)





## Future NACEP Webinars and Events:

**July 24<sup>th</sup>:** Discovery Series- Community College of Philadelphia Dual Enrollment Pathways – Advance at College, Advance College Experience (ACE) and Gateway to College Programs (W)

**August 3<sup>rd</sup>:** Accreditation Reality: Successful Small Programs (W)

**August 10<sup>th</sup>:** Advising Series-Put Me In Coach! Helping Parents and Students Understand their Roles in the Big Game (W)

**August 22<sup>nd</sup>:** Discovery Series- Portland State University Senior Inquiry Model (W)

**September 6<sup>th</sup>:** The Large Program Guide-Impact, Management, Success (W)

**September 21<sup>st</sup>:** Connecting Spaces-Developing Collaborative Curricula between High School and College English Teachers (W)

