

10X YOUR CE PROGRAM

How to effectively reach and influence your target market

10X

Adjusting your thinking to accomplish things previous thought to be impossible

STEP 0:

DECIMATE THE WORD ***CAN'T*** FROM YOUR VOCABULARY

The defining factor is never **resources**; it's **resourcefulness**.

- Tony Robbins

STEP 1:

FIGURE OUT WHAT YOU ARE TRYING TO ACCOMPLISH

Describe in detail what results you expect to see as a product of your program. **Why do you care and why do you believe that is possible?**

To create a transformative college experience that develops in high school students the skills they need to seamlessly transition into, and be successful in, college after high school.

STEP 2:

FIGURE OUT WHO YOUR CUSTOMERS ARE

Given what you are trying to accomplish, who will ultimately benefit from the results of your program?

Motivated and academically prepared high school students.

STEP 3:

FIGURE OUT WHAT YOUR CUSTOMERS ACTUALLY WANT

What do your customers believe they want with regard to the product or service you are providing? Don't cheat yourself by assuming . . . ASK THEM until you start hearing the same answers over and over again.

Be with my friends

Save money

Save time

Get a good job

Challenge myself

Have fun

What motivated you to take concurrent enrollment classes?

What barriers might have prevented other students from taking CE classes?

Do you have suggestions on how we can encourage other students to take CE classes?

Did you experience any difficulties or frustrations in connection with your concurrent enrollment classes? If yes, please describe? Was there anything you tried to do to alleviate this difficulty or frustration? What could your high school or the SLCC Concurrent Enrollment office have done to help?

STEP 4:

FIGURE OUT WHAT YOU NEED TO BUILD OR CREATE TO ACCOMPLISH
WHATEVER IT IS YOU ARE TRYING TO ACCOMPLISH

Now, in order to make your vision in Step 1 a reality, what do you need to create to make that happen? How will you get your customer from point A (they don't know about you or your service) to point B (they reap the rewards of your product or service)?

Academic Planning Pipeline: Orientation leads to academic planning leads to group advising leads to one on one advising leads to a robust academic plan.

Classroom Experience: Teachers who teach kids how to navigate challenges and failures, and who teach kids to fish instead of giving them a fish, and who push them toward the academic planning pipeline.

Culture: A culture that buys into our mission and vision from students to HS administrators to SLCC academic departments

STEP 5:

FIGURE OUT HOW TO MAKE YOUR MESSAGE RELEVANT ENOUGH
TO YOUR CUSTOMERS THAT THEY ACTUALLY LISTEN

How can you take what your customers think they want from Step 3 and lace that into your messaging and product so that it becomes more attractive and relevant to them? For example; I want students to have a transformative college experience that helps them to be successful in life. They want to save money. How do I lace the idea of saving money into the message that my service is a transformative experience so that they find my message relevant to them?

Maximize your time and money savings by meeting with an advisor to assure you don't make the same mistakes your peers are making that could damage your financial aid opportunities and cost you time and money.

The challenge of college is a lot easier when you're going through that challenge with your best friends. Start college today by taking concurrent enrollment classes in your high school.

STEP 6:

FIGURE OUT HOW TO STRATEGICALLY MARKET TO YOUR CUSTOMERS
SO THAT YOU GET THE HIGHEST RETURN ON YOUR INVESTMENT

List (1) the different communication channels that you will experiment with to reach your customers, (2) the strategies you will employ within each of those channels, (3) how you will measure or know whether or not they are effective, and (4) the variations you will try with each channel. It's a good idea to talk to your customers and find out what they use and what they prefer, but don't limit yourself to those. BE CREATIVE but measure what you are doing so you don't continually waste money on useless SWAG or posters.

Games/Contests

Direct Mail

Social Media

Email Marketing

Events

Student Ambassadors

Peer Networking

Teacher Influence

Parents & Guardians

Posters

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