



NATIONAL ALLIANCE OF  
CONCURRENT ENROLLMENT  
PARTNERSHIPS

# Marketing Strategies to Build Concurrent Enrollment Programs

Colorado Concurrent Enrollment  
Professional Development Day

April 23, 2014 | Denver, Co

# CONSIDER YOUR AUDIENCE

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1. High School Counselors
2. Principals and Superintendents
3. Teachers
4. Students
5. Parents
6. Postsecondary Teachers and Department Chairs

# STRATEGIES & TOOLS

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1. Visits to the high schools
2. Poster students and video's
3. Recognition for achievement
4. Newsletter/Blog
5. Website/Social Media
6. What else?

# VISITS TO THE HIGH SCHOOLS

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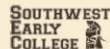
- How often?
- Who do you meet with?
- What do you say?

# STUDENT POSTERS



*"When I enrolled at CCD*  
**I KNEW I WOULD HAVE A BRIGHTER,  
BETTER FUTURE**  
*and it is happening now!"*

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



*"College classes are important to me because I gain more knowledge.*  
**I LOOK FORWARD TO A  
BETTER LIFE."**

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



# VIDEOS

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## PARKLAND COLLEGE

<https://www.youtube.com/watch?v=7LxMesg-6o8>

## BOISE STATE UNIVERSITY

<https://www.youtube.com/watch?v=iFO7B3ZHRaY>

## PUEBLO COMMUNITY COLLEGE

<https://www.youtube.com/watch?v=b9FODNr2vbl>

# RECOGNITION FOR ACHIEVEMENT

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- Certificates of achievement for schools who reach various levels of enrollment
- Student Recognition Banquet
- Annual Award for Exemplary Dual Credit High School
- Recognition dinner for dual credit teachers and counselors
- Scholarships

# WEBSITE

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- Do you have a website specific to your concurrent enrollment program?
- Is it easy to navigate?
- Does it have up-to-date relevant content?
- Does it answer the questions visitors want to know?

<http://www.slcc.edu/concurrentenrollment/students/index.aspx>





- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

**Tweet to CSCC Dual Enrollment**

- Who to follow** - Refresh - View all
- 
**New Tech Network** @newt...  
 Followed by AYPF and others
  - 
**WestEd** @WestEd
  - 
**Michael Collins** @mikejff  
 Followed by Adam Lowe a...
- Popular accounts · Find friends

**Trends** · Change

#edchat



## CSCC Dual Enrollment

@CSCC\_Dual

Earn college credit while in high school. Take classes at your high school or on a CSCC campus. Check out what may be available for you.

Cleveland, TN · clevelandstatecc.edu

TWEETS 78    FOLLOWING 7    FOLLOWERS 51

### Tweets

 **CSCC Dual Enrollment** @CSCC\_Dual · Apr 7  
 Deadline to take a summer dual enrollment class and use state dual lottery grant is May 1. Be sure to come talk to us before it's too late.  
 Expand    Reply    Retweet    Favorite    More

 **CSCC Dual Enrollment** @CSCC\_Dual · Mar 26  
 Summer and Fall Schedules are now online to start searching for Dual classes. Remember the web opens April 7 for registration.  
 Expand    Reply    Retweet    Favorite    More





McLean High School Band Timeline Recent

Liked

Create Page

Like · Comment · Share

repeated sounds work magic in our brains

Like · Comment · Share

Jessica Tang likes this.



Write a comment...



Recent

- 2014
- 2013
- 2012



McLean High School Band

12 hours ago

Students:

If you are interested in auditioning for Drum Major, we will have an interest meeting this Friday during Highlander Time. If you need a pass, see me in the morning.

We will select two drum majors from the candidate pool regardless of age - so three total including Kristine.

The audition will be on June 3rd after school.

If you are a freshman, you are welcomed to try out! There's no rule that a freshman can't be Drum Major, although we've never had that happen. Regardless, if nothing else, the experience of going through the process this year will make you much more prepared for next year.

Let me know if you have any questions.

Like · Comment · Share

2 people like this.



Hal Clark Tariq Masterson I expect you to be present



McLean High School Band shared a link.

April 18

Funny stuff!

http://www.buzzfeed.com/rachelzarrell/the-wildly-enthusiastic-stanford-cowbell-player-is-the-real



The Wildly Enthusiastic Stanford Cowbell Player Is The Real Star Of March Madness

Sponsored

Eden Roc Miami Beach

edenrocmiami



Oceanfront of Miami Beach, deluxe rooms & suites, ELLERRE iconic bar, 4 pools.

31,884 people like this

# DEALING WITH CONTENT

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- Newsletters
- Blogs
- Brochures
- Email Marketing

# OTHER METHODS

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What else have you used?



# TO CONSIDER...

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- Do not underestimate the importance of numbers and statistics when marketing concurrent enrollment.
- Take advantage of the natural competitiveness between high schools. It's not just in sports!
- Understand the nature of the individual high schools you are dealing with. One size does not fit all. Different approaches for different schools will be necessary.

# TO CONSIDER...

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- Learn who the power brokers, movers and shakers are.
- Learn about the politics of each school.
- Keep reminding people you exist. Everyone is busy...it's easy for them to forget about you.
- Be patient...slow, steady pressure.

# THANK YOU

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Got questions?

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