

# PREPARING FOR THE UNKNOWN: ENROLLMENT MARKETING IN 2020

**Cheryl Broom**  
**President, Interact Communications**

**interact**  
2-Year College Experts

## Interact Communications at a Glance

Founded in  
**1996**

Office locations in  
**Wisconsin, California  
& Maryland**



**20+** years  
in 2-year college  
marketing

**515+**

community and  
technical college clients  
combined experience

Experts in the diverse  
student experience,  
from **marketing**  
to **graduation**



**In-house**  
**research-driven team**  
specializing in industry  
customized products

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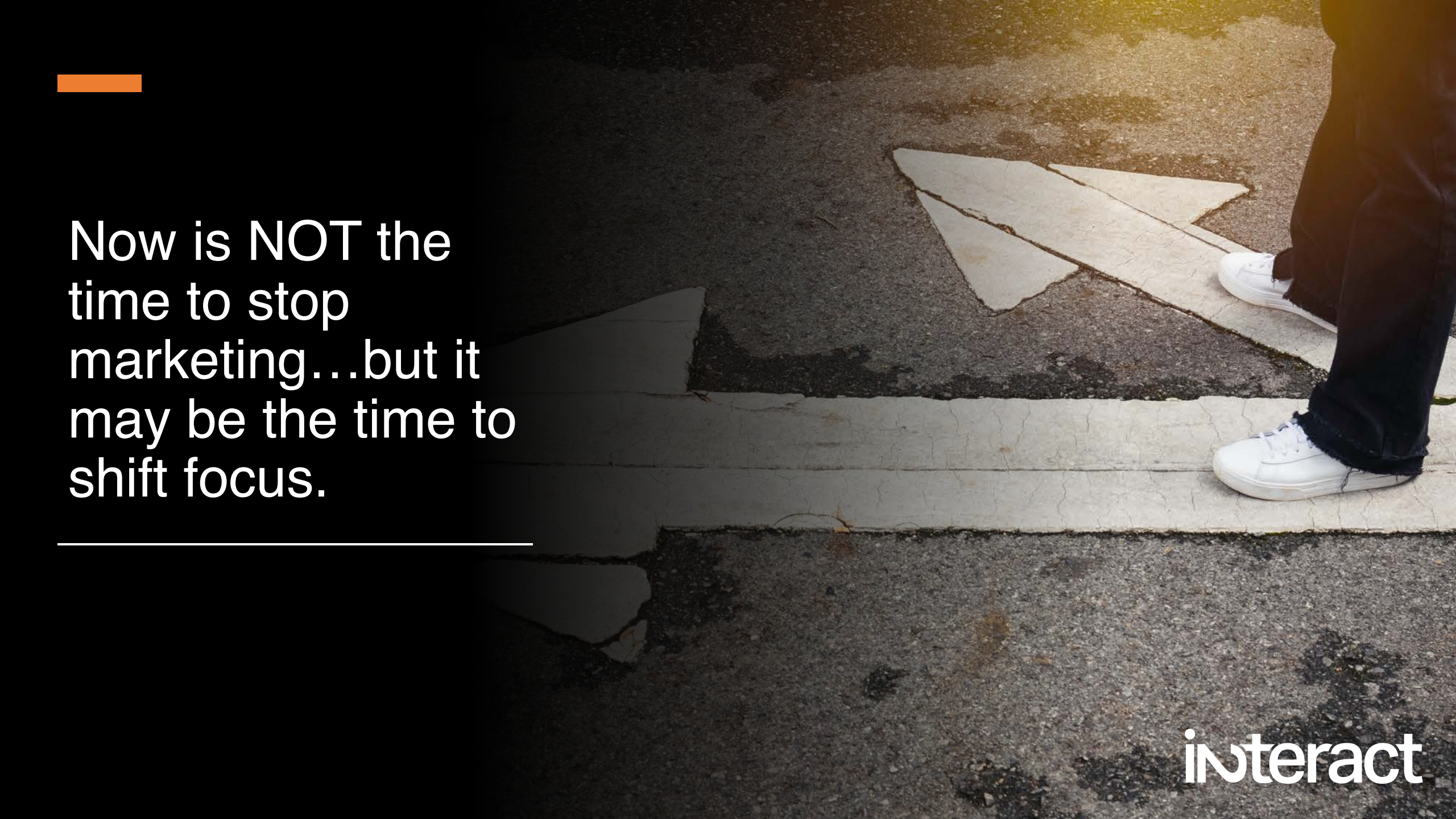
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# SCENARIO #1:

ENROLLMENT IS SKYROCKETING

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Now is NOT the  
time to stop  
marketing...but it  
may be the time to  
shift focus.

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# LOOK DEEPER THAN FTES AND HEADCOUNT

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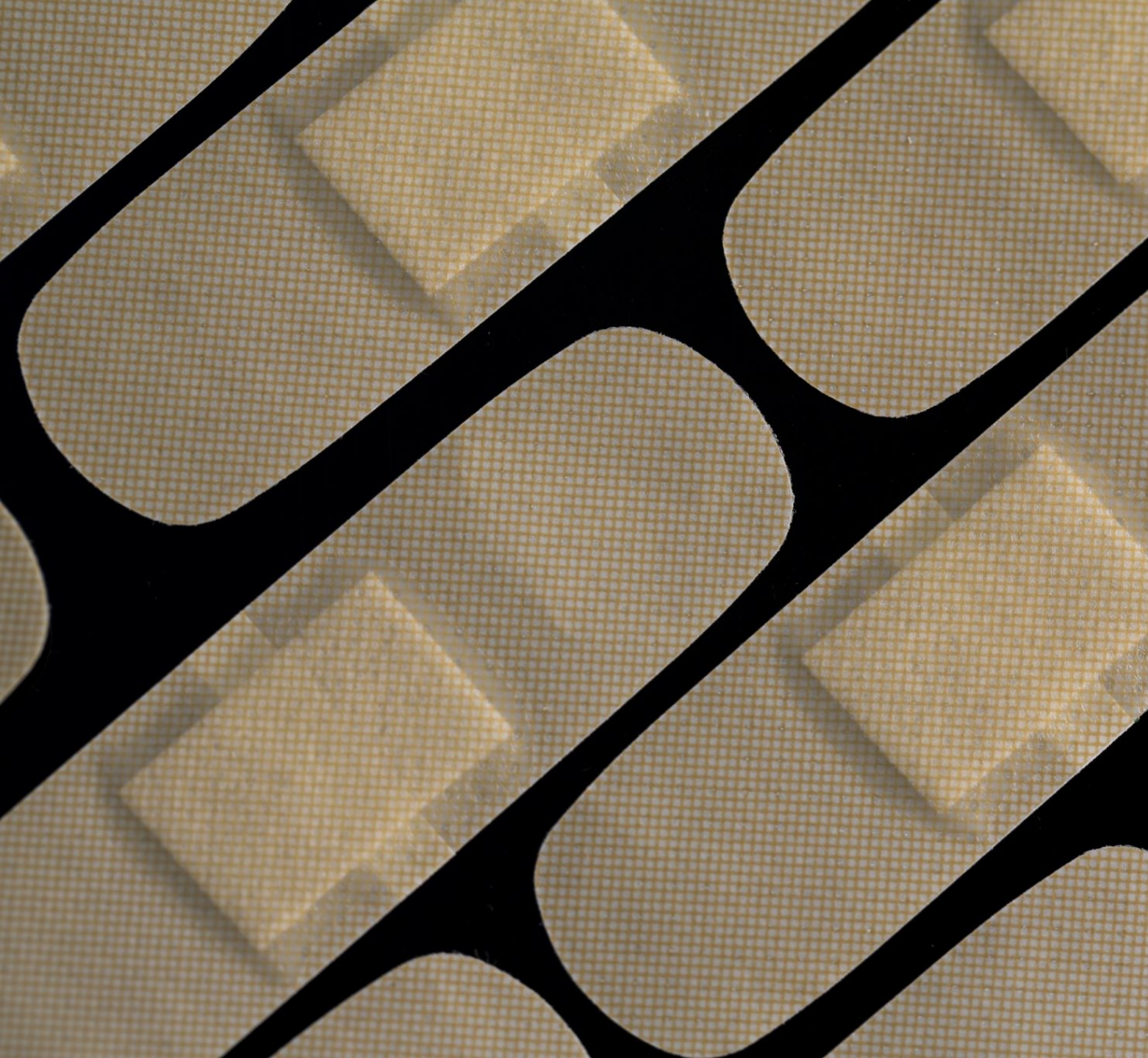
# FIRST... THE TRENDS

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**COVID-19 HAS UNCOVERED  
DEEP INEQUITY ISSUES &  
HAS PARTICULARLY  
IMPACTED  
PEOPLE OF COLOR**

**interact**



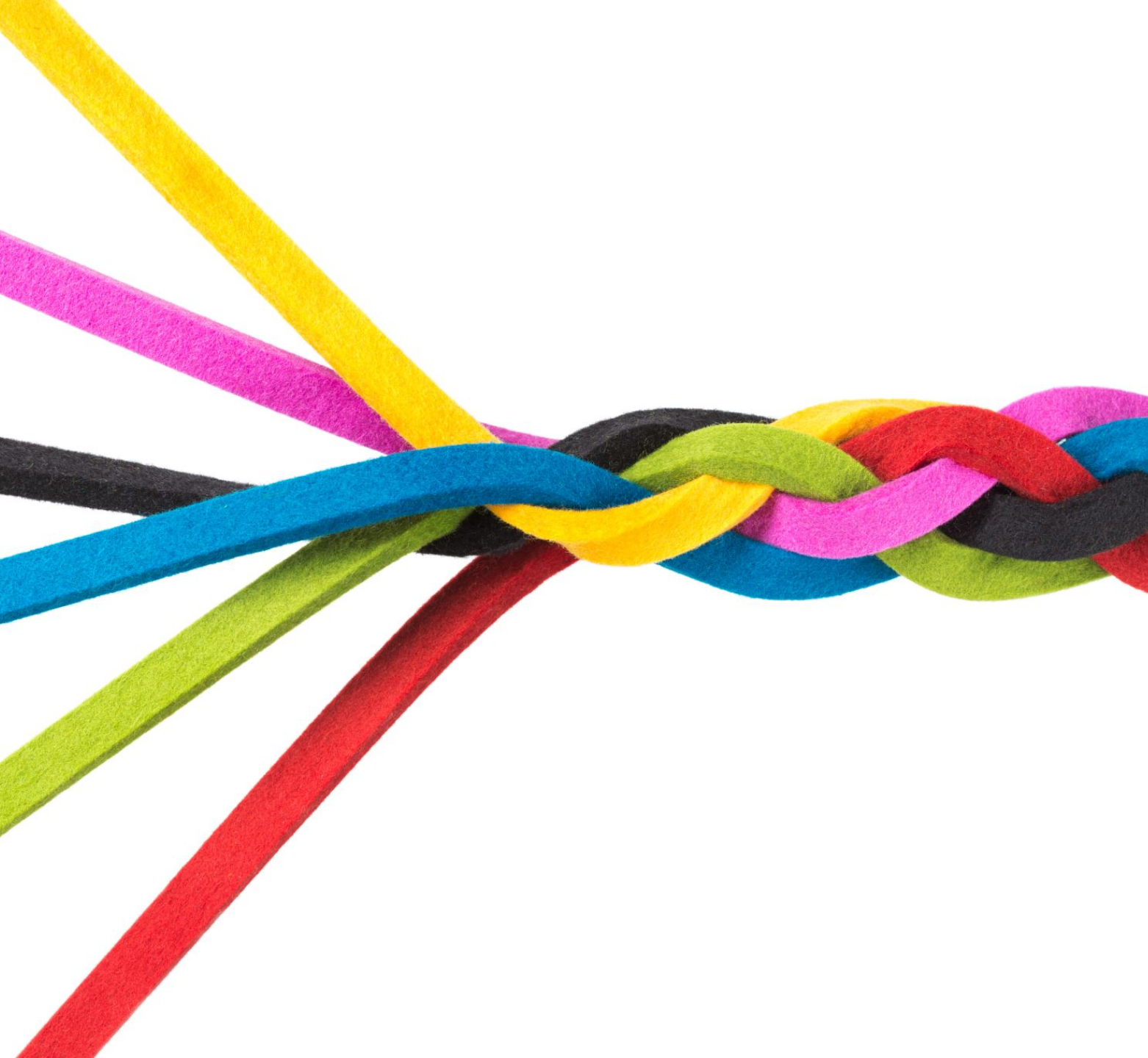


# Mental Health

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2-Year College Experts






—

PEOPLE  
NEED THE  
BASICS...  
QUICKLY

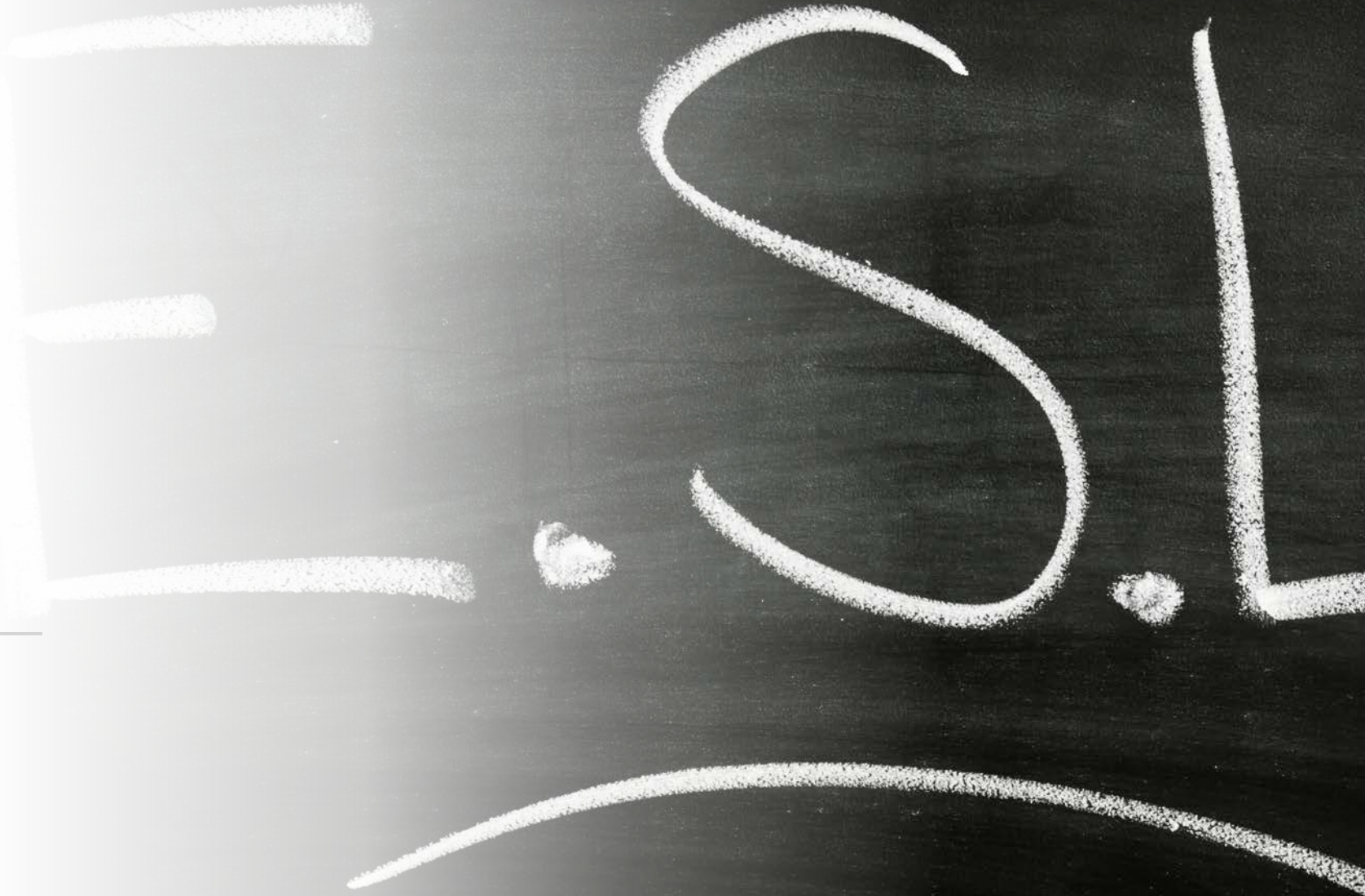
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Enrollment trends in primary, secondary, and postsecondary institutions suggest that the ESL student population is getting larger.

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“Now the economic toll of the coronavirus pandemic is giving microcredentials a burst of momentum. A lot of people will need more education to get back into the workforce, and they’ll need to get it quickly, at the lowest possible cost, and in subjects directly relevant to available jobs.”

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-WIRED

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Nationally, around a third of Americans have reported recent symptoms of anxiety and depression since late April. For comparison, in the first three months of 2019, just 11 percent of Americans reported these symptoms on a similar survey.

The trend is most striking among the youngest people in the CDC survey. **Upward of 46 percent of people ages 18-29 are feeling these mental health strains (the highest of any group in the survey).**



# Financial Aid

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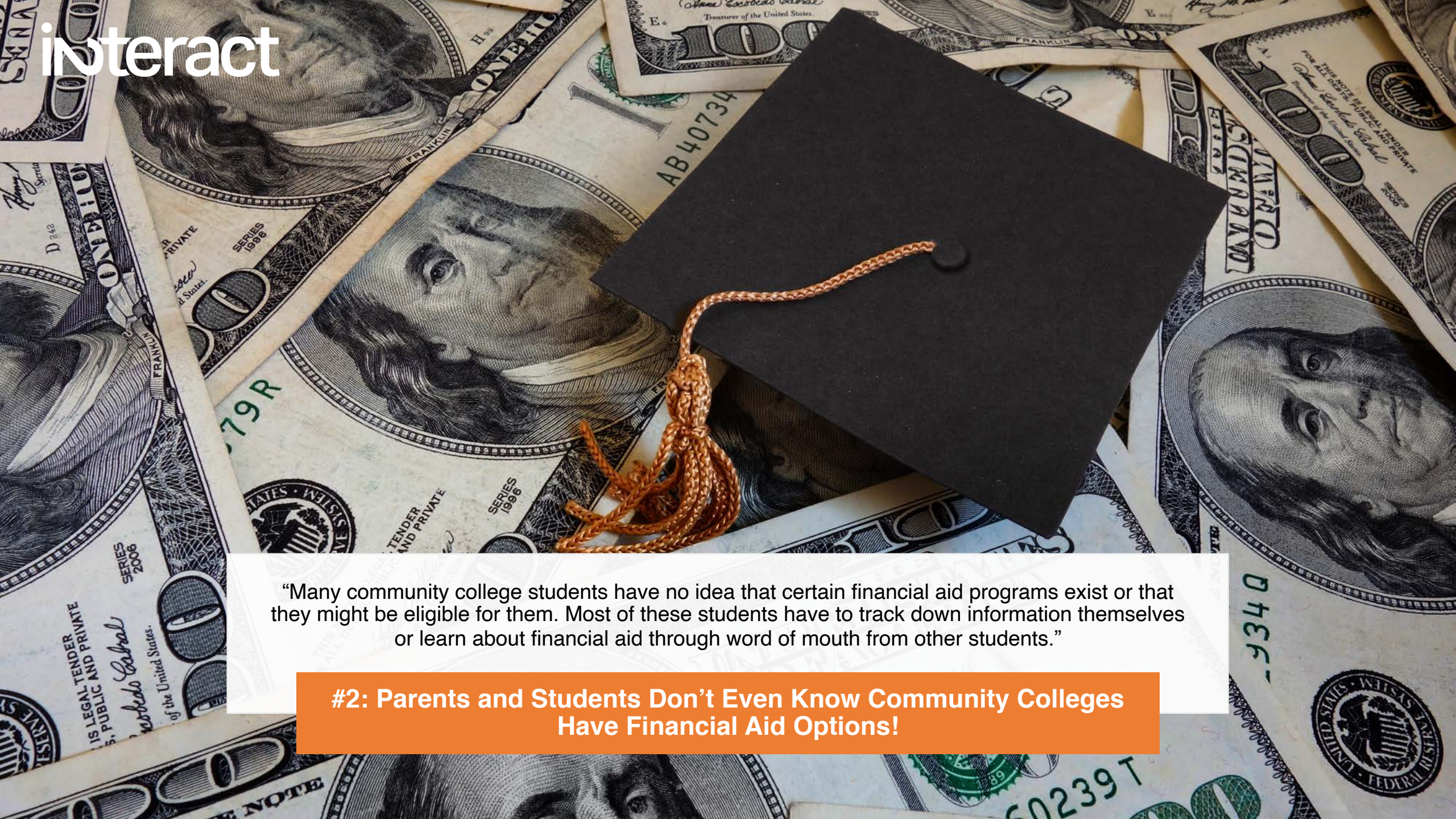
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For Black and African American students, the biggest barriers to attending community college are lack of financial support, knowledge about the availability of financial aid and, for those who are aware, self-disqualifying and assuming they will not be eligible for aid.

## **#1: Not Enough Information About Financial Aid**





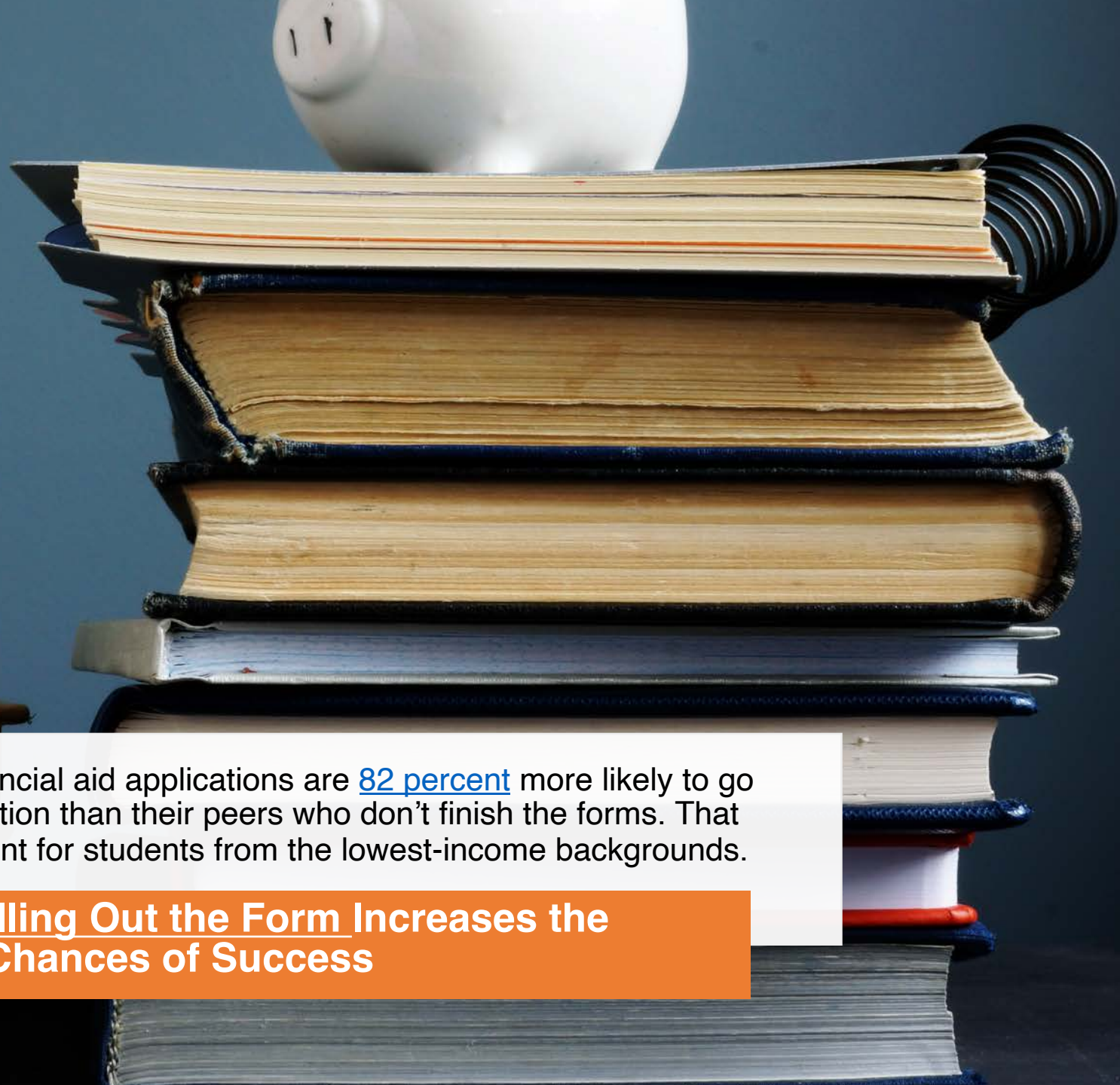
interact

“Many community college students have no idea that certain financial aid programs exist or that they might be eligible for them. Most of these students have to track down information themselves or learn about financial aid through word of mouth from other students.”

**#2: Parents and Students Don't Even Know Community Colleges Have Financial Aid Options!**



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Students who complete financial aid applications are [82 percent](#) more likely to go straight on to higher education than their peers who don't finish the forms. That number jumps to 127 percent for students from the lowest-income backgrounds.

**#3: Simply Filling Out the Form Increases the Chances of Success**



# COMPLETION

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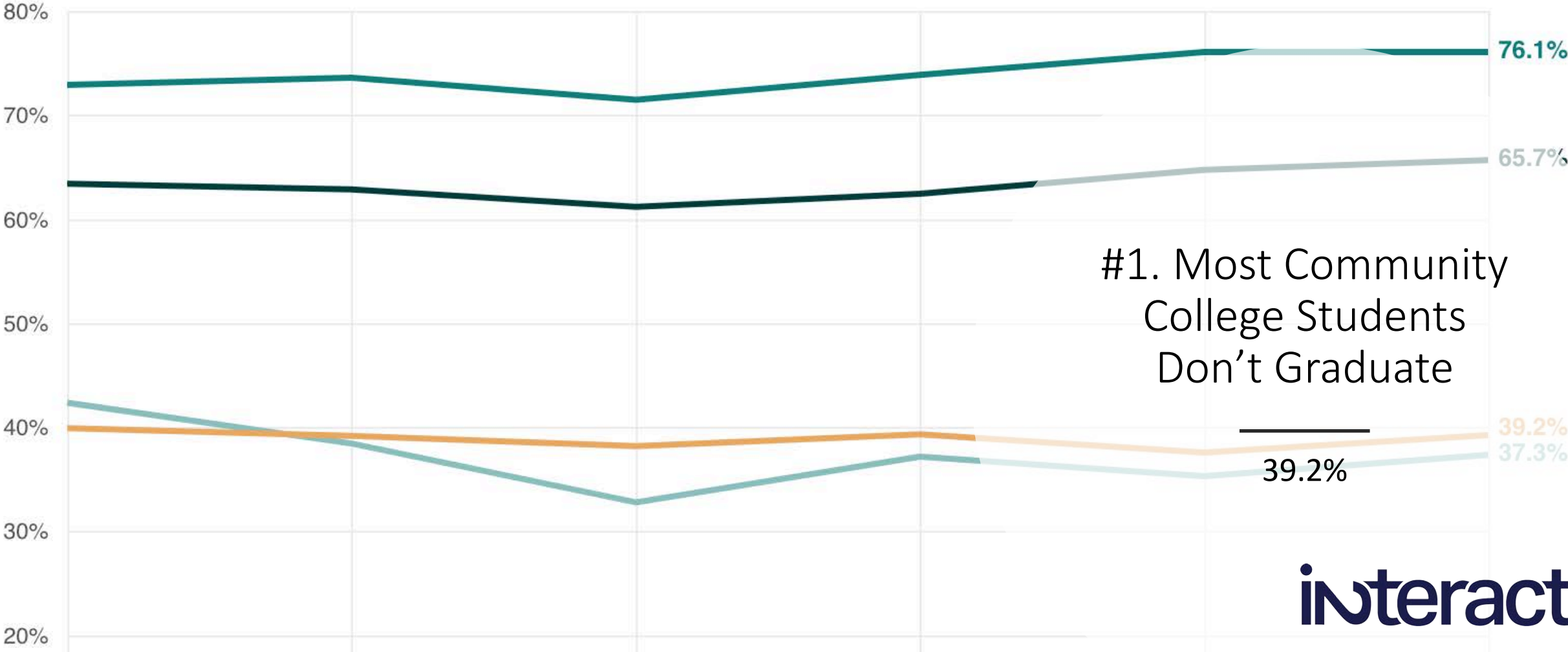
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# College Completion Rates Differ Among Sectors

Six-year completion rates for first-time, degree-seeking students. The most recent cohort began postsecondary studies in the fall of 2012.

■ Four-year public ■ Four-year private nonprofit ■ Four-year private for-profit ■ Two-year public



And...It's Worse for Part-Time Students

**Half of part-time students (51%) stopped out by the end of year six, nearly two times larger than full-time starters (26%). The stop-out rate has gone up for part-time starters over the past years, while data shows it is down for full-time counterparts.**

*National Student Clearing House*

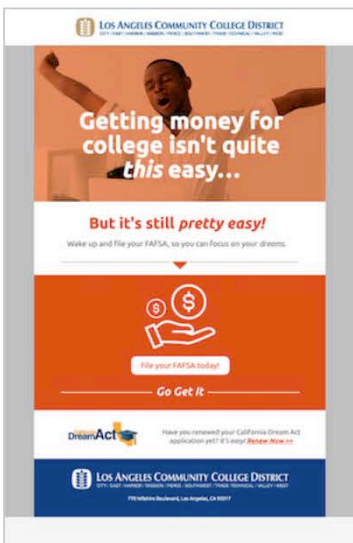
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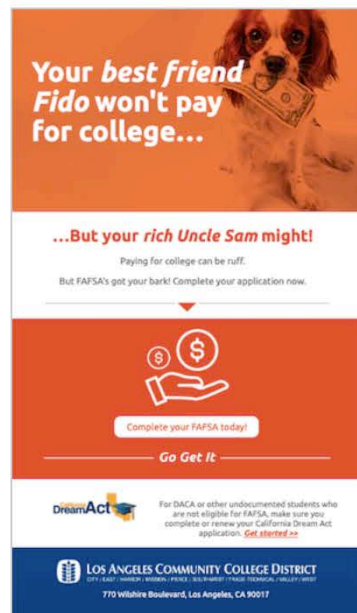


HERE'S WHERE  
YOU COME IN

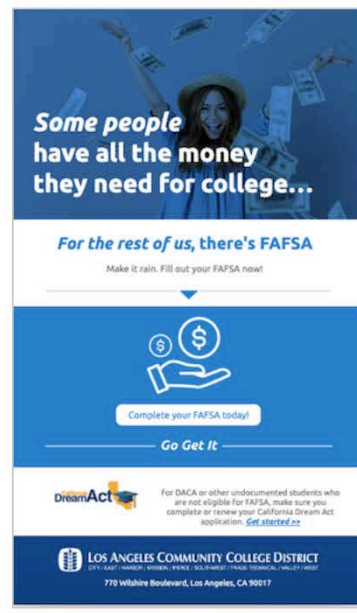
**interact**



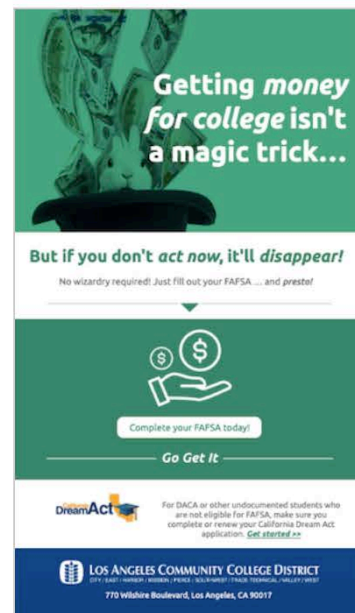
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Updated 1/16/19



email-10  
(png 189K)  
Updated 8/9/19

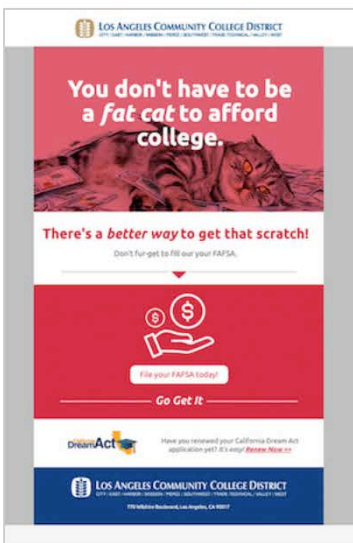


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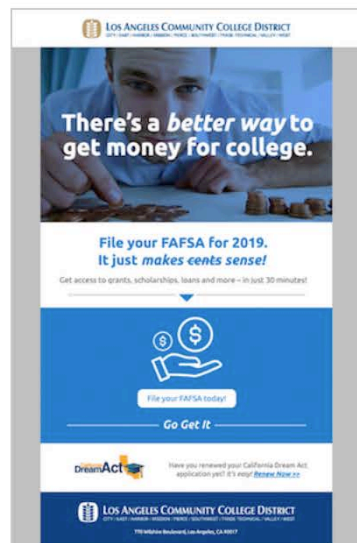


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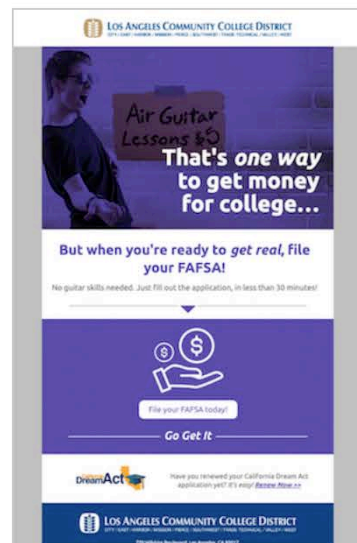
# 1. Financial Aid Campaigns



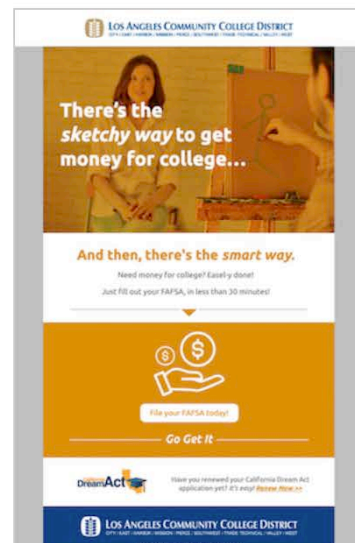
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Updated 1/16/19



email-3  
(jpg 365K)  
Updated 1/16/19



email-4  
(jpg 268K)  
Updated 1/16/19



email-5  
(jpg 311K)  
Updated 1/16/19





Building futures on a Sound foundation

Scholarships, Student Success Grants, real-time, need-based assistance so students focus on the future.

Making the Sound

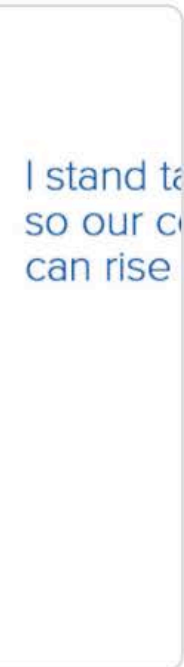
Ad sample 3.jpg

If you've got the will to move forward... We've got your back

Scholarships support students of all educational backgrounds and interests

Making the Sound

Ad sample 4.jpg



I'm not just making a donation. I'm making a difference

Making the Sound

Ad sample 9.jpg

"My grandmother gave me money to start college. Today, her scholarship supports her legacy."

I'm Making the Sound by honoring one's life and starting a new chapter

Making the Sound

Ad sample 10.jpg

## 2. Philanthropy/ Development Campaigns



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1702 CCC\_banners\_spanish\_300x250 (jpg 58K) Updated 5/8/20



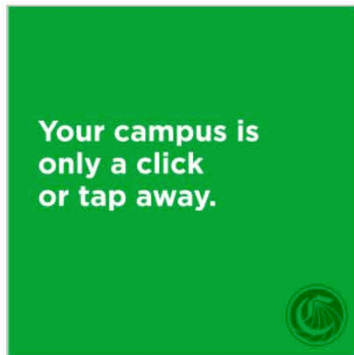
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\_banners\_spanish\_720x90 (jpg 69K) Updated 5/8/20



Click Tap Away-1080x1080-Frm-1 (jpg 847K) Updated 5/8/20



Click Tap Away-1080x1080-Frm-2 (jpg 868K) Updated 5/8/20



Click Tap Away-1080x1080-Frm-3 (jpg 152K) Updated 5/8/20



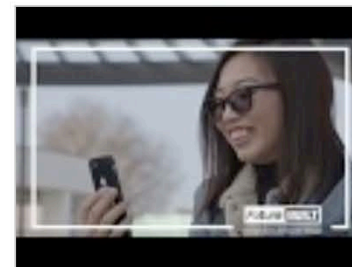
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College About Learning-1080x1080-Frm-2 (jpg 937K) Updated 5/8/20



College About Learning-1080x1080-Frm-3 (jpg 154K) Updated 5/8/20



On Line Learning

# 3. Mental Health Awareness Campaigns

**Interact**  
The College Store

Alana Villemez <alana.villemez@interact.com>

Orange County Future BUILT Completer Emails

Message

From: Alana Villemez <alana.villemez@interact.com>  
To: Alana Villemez <alana.villemez@interact.com>


Mon, Jul 15, 2019 at 11:08 AM

**EMAIL #1**

Forwarded message

From: Orange County Career Education <mentor@pursuitwise.com>  
Date: Mon, Jul 15, 2019 at 11:52 AM  
Subject: Text Message - Did you drop \$66,000? We found it for you!  
To: <alana.villemez@interact.com>

Orange County Community Colleges. Future BUILT.



**"Half-Built" isn't BUILT.**

**Future BUILT**

Complete your career education... earn \$66,000 or more!

All in for Fall. Register now!

**ORANGE COUNTY** Future BUILT  
CAREER EDUCATION

f @

California Community Colleges Career Education

1

Unsubscribe

This message was sent to alana.villemez@interact.com from mentor@pursuitwise.com

Orange County Career Education  
2503 N. Broadway  
Santa Ana, California 92706


**iContact**  
TRY IT FOR FREE!

**EMAIL #2**

Forwarded message

From: Orange County Career Education <mentor@pursuitwise.com>  
Date: Mon, Jul 15, 2019 at 11:52 AM  
Subject: Text Message - NOW is the time to complete your career education.  
To: <alana.villemez@interact.com>

Orange County Community Colleges. Future BUILT.



**Demand at Hand.**

**Future BUILT**

Opportunities are building for career-educated professionals.

- A Changing Workforce...By the end of next year, 65% of all jobs will require career-focused education beyond a high school diploma.
- An Expanding Economy...Orange County is projected to add more than 17,000 career-education requiring jobs annually over the next decade.
- A Living Wage...The average career education program graduate in Orange County earns \$66,000 annually, five years after attending.

Don't bail on your career education.

Register for Fall 2019!

2

# 4. Retention Campaigns

Register now!

**ORANGE COUNTY** Future BUILT  
CAREER EDUCATION

f @

California Community Colleges Career Education

Unsubscribe

This message was sent to alana.villemez@interact.com from mentor@pursuitwise.com

Orange County Career Education  
2503 N. Broadway  
Santa Ana, California 92706


**iContact**  
TRY IT FOR FREE!

**EMAIL #4**

Forwarded message

From: Orange County Career Education <mentor@pursuitwise.com>  
Date: Mon, Jul 15, 2019 at 11:56 AM  
Subject: Text Message - 50 many reasons to finish your Future BUILT career education...  
To: <alana.villemez@interact.com>

Orange County Community Colleges. Future BUILT.



**Built to Last.**

**Future BUILT**

Orange County.

- ADVANCE More...Today's employers are looking for professionals with tomorrow's skills.
- ADAPT More...O.C. industry is moving fast! Get in demand -- and stay there -- with a career program that's built for the future.

You've laid the foundation... Build on it!

Register now!

**ORANGE COUNTY** Future BUILT  
CAREER EDUCATION

f @

California Community Colleges Career Education

Unsubscribe

This message was sent to alana.villemez@interact.com from mentor@pursuitwise.com

Orange County Career Education  
2503 N. Broadway  
Santa Ana, California 92706

**iContact**  
TRY IT FOR FREE!

**interact**





Pump up your Shasta College schedule with an extra class this Fall.

We know You Can Handle *Just 1 MORE!*

[Register now at shastacollege.edu](https://shastacollege.edu)

There's still space available this Fall, in these exciting classes and more!

HUM-2. Humanities 2

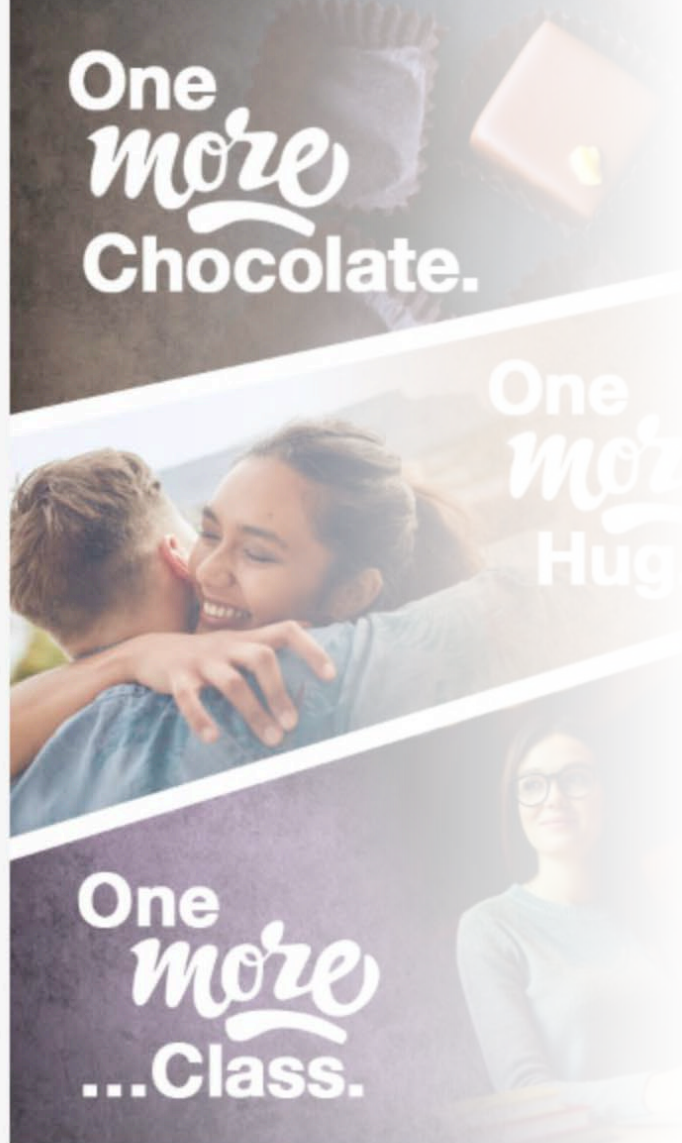
HUM-4. Humanities 4

HUM-70. Humanities 70

MATH-114. Math 114

MATH-260A. Math 260

MATH-260B. Math 260B



Good things get one MORE!

[Click to add a class.](#)

[Register now at shastacollege.edu](https://shastacollege.edu)

# 5. One More Class Campaigns

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columbia-email-stopout2  
(jpg 449K)  
Updated 2/8/16



columbia-email-stopout3  
(jpg 296K)  
Updated 2/8/16



columbia-email-stopout4  
(jpg 309K)  
Updated 2/8/16



columbia-email-stopout6  
(jpg 337K)  
Updated 2/8/16



columbia-postcard1  
(pdf 1M)  
Updated 2/8/16

# 6. Stop Out Campaigns





Inglés como segunda lengua, gratis, en línea.

Clases que te cambiarán la vida... y a tu conveniencia!



Sẵn sàng để phục vụ bạn

Miễn phí, tập trung vào việc học lớp tiếng Anh trực tuyến nhanh



Học tiếng Anh nhanh chóng...trực tuyến... và miễn phí.

Nhận chứng chỉ chỉ trong 6 tuần.

Các lớp học bắt đầu ngay bây giờ.

 SANTA ANA COLLEGE



Học tiếng Anh là ngôn ngữ thứ hai trực tuyến miễn phí.

Các lớp trực tuyến này rất thuận tiện và sẽ thay đổi đời sống của bạn.

Các lớp học bắt đầu ngay bây giờ.

 SANTA ANA COLLEGE

Clases empiezan ahora.

 SANTA ANA COLLEGE

Một thiết kế cuộc sống

Lớp học là ngôn ngữ trực tuyến

# 7. Sell Your NonCredit Programs

Short-Term Certifications

ESL

Citizenship

Parenting

**interact**



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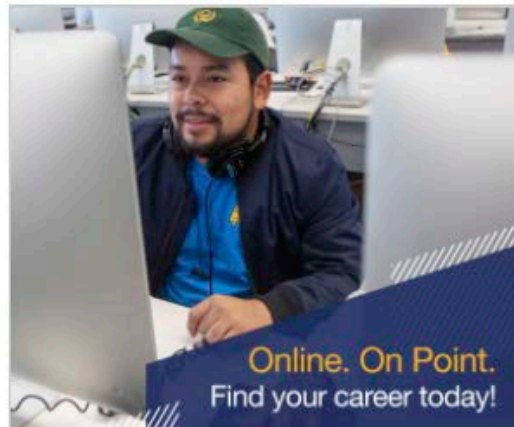
# 8. Focus on Career Education and Vocational Programs

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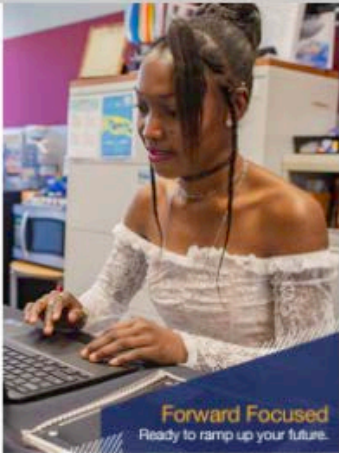
CLICK NOW! NORCO COLLEGE READY career education

Inland\_Norco\_Digital-Social1\_320x480  
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Updated 6/3/20



NORCO COLLEGE READY career education

Inland\_Norco\_Digital-Social1\_Instagram  
(jpg 640K)  
Updated 6/3/20



CLICK NOW! NORCO COLLEGE READY career education

Inland\_Norco\_Digital-Social2\_320x480  
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Updated 6/3/20



NORCO COLLEGE READY career education

Inland\_Norco\_Digital-Social2\_Instagram  
(jpg 827K)  
Updated 6/3/20



# **Make Sure Your Leaders are Thinking Long-Term**

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“Ten percent of high school seniors planning to attend a four-year college or university before the pandemic now say they’re going to do something else. But high school graduates who put off college often end up never going.”

*-The Hechinger Report*





“From high school graduation out toward college, we’re seeing Covid make it even less likely that low-income, first-generation students of color do what we hope they will, which is get a bachelor’s degree.”

-Liane Hypolite, assistant professor, California State Polytechnic University, Pomona.

# What we can learn from the last recession.

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1. People Flooded to Community Colleges
  2. Marketing Budgets Were Slashed or Eliminated...Our Story Wasn't Told for YEARS
  3. The Economy Improved and Enrollments Dropped
  4. Colleges STILL Haven't Recovered
-





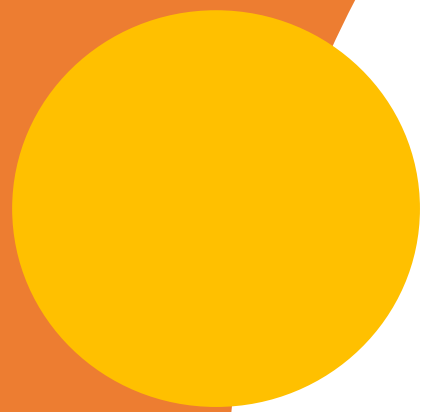
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## SCENARIO #2:

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**ENROLLMENT IS DOWN...OR  
EVEN PLUMMETING**

**interact**



# HERE'S WHAT WE KNOW

**interact**

interact



They are Out There...

Waiting for You!



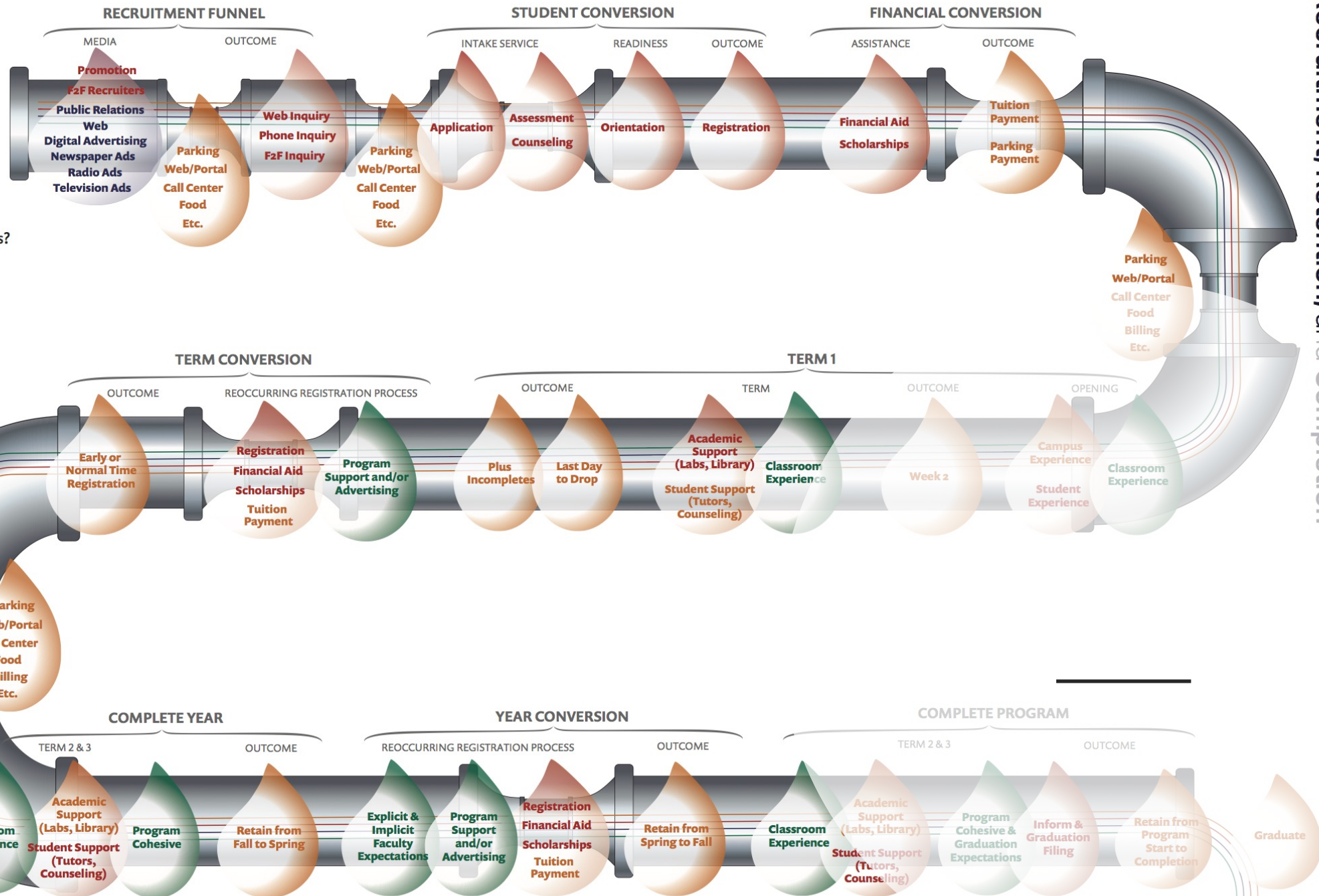


Between 10 and 20 percent of high school seniors who are admitted to college and intend to go don't make it to the first day of school...and that number is MUCH higher for community colleges.

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- Step 1  
Where are you losing students?
- Step 2  
Why are you losing them at the locus?
- Step 3  
What are the internal processes that can impact that decision?



Key



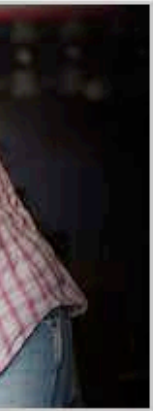


# You are Sitting on a Goldmine of Data

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facebook2  
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Updated 5/7/19



facebook6  
(jpg 322K)  
Updated 5/7/19



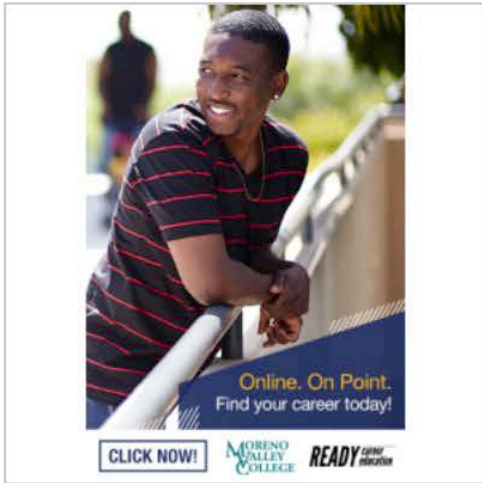
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# 1. Target College-Intending Students

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Updated 6/3/20



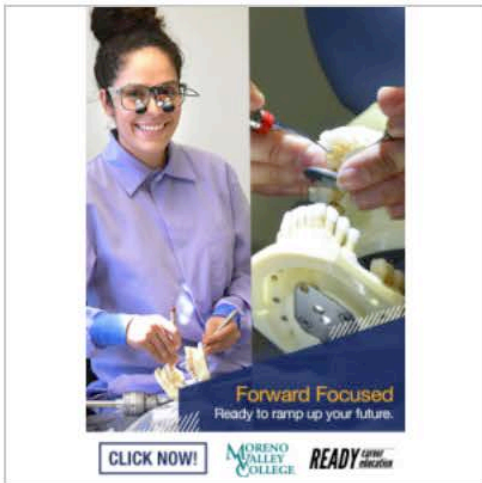
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Updated 6/3/20



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Updated 6/3/20



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Updated 6/3/20



Inland\_Moreno-Vallye\_Digital-Social2\_Instagram  
(jpg 722K)  
Updated 6/3/20

## 2. Freeze Summer Melt





Looking for a paycheck-boosting college degree without the college debt?

**I'M READY**

Your WLAC degree is **IN DEMAND!**

**I'M READY**

A convenient class schedule that won't cramp your style?

**I'M READY**

"I could've gone to USC... but at West, I'm getting training for the same job for 3 to 4 times less!"  
- My student

**I'M READY**

An in-demand degree... Right on schedule.

**I'M READY**

**West** Enroll Now at WLAC!

"I could've gone to USC... but at West, I'm getting training for the same job for 3 to 4 times less!"  
- My student

**I'M READY**

**West** Enroll Now at WLAC!

Your **BOLDER** future starts at WLAC!

**I'M READY**

**West** Enroll Now at WLAC!

Online On Campus I'm Read

**I'M READY**

**West** Enroll Now at WLAC!

# 3. Focus on Former Applicants through the Funnel



# Best Practices:

- Be Targeted
- Tell Stories
- Show Success
- Be Purposeful with Tactics
- Invest in Research, If You Can



MEDIA  
PREFS

by interact

# ENROLLMENT MARKETING IN 2020

*Email*

*[info@interactcom.com](mailto:info@interactcom.com)*

*to connect with our  
team of experts.*

[news.interactcom.com](https://news.interactcom.com)

Cheryl Broom, M.A., President, [cheryl.broom@interactcom.com](mailto:cheryl.broom@interactcom.com)

Mary De Luca, M.A., Vice President, [m.deluca@interactcom.com](mailto:m.deluca@interactcom.com)

Chris Walker, Vice President, [chris.walker@interactcom.com](mailto:chris.walker@interactcom.com)

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2-Year College Experts

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2-Year College Experts



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Tube



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2yearexperts.com