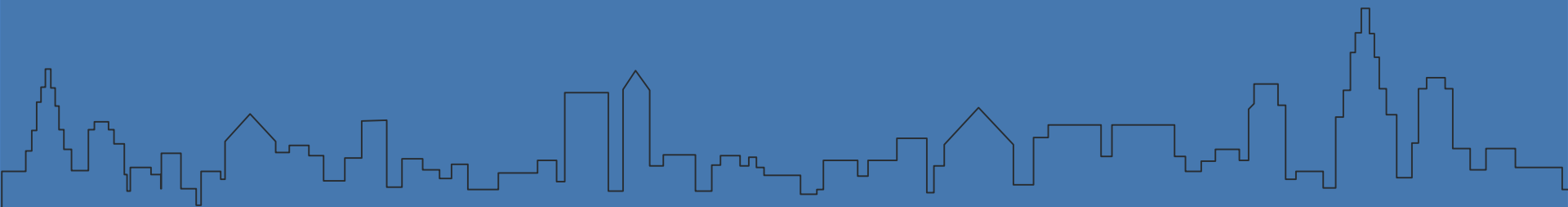




THE CHANGE LEADER, INC

Transforming Organizations

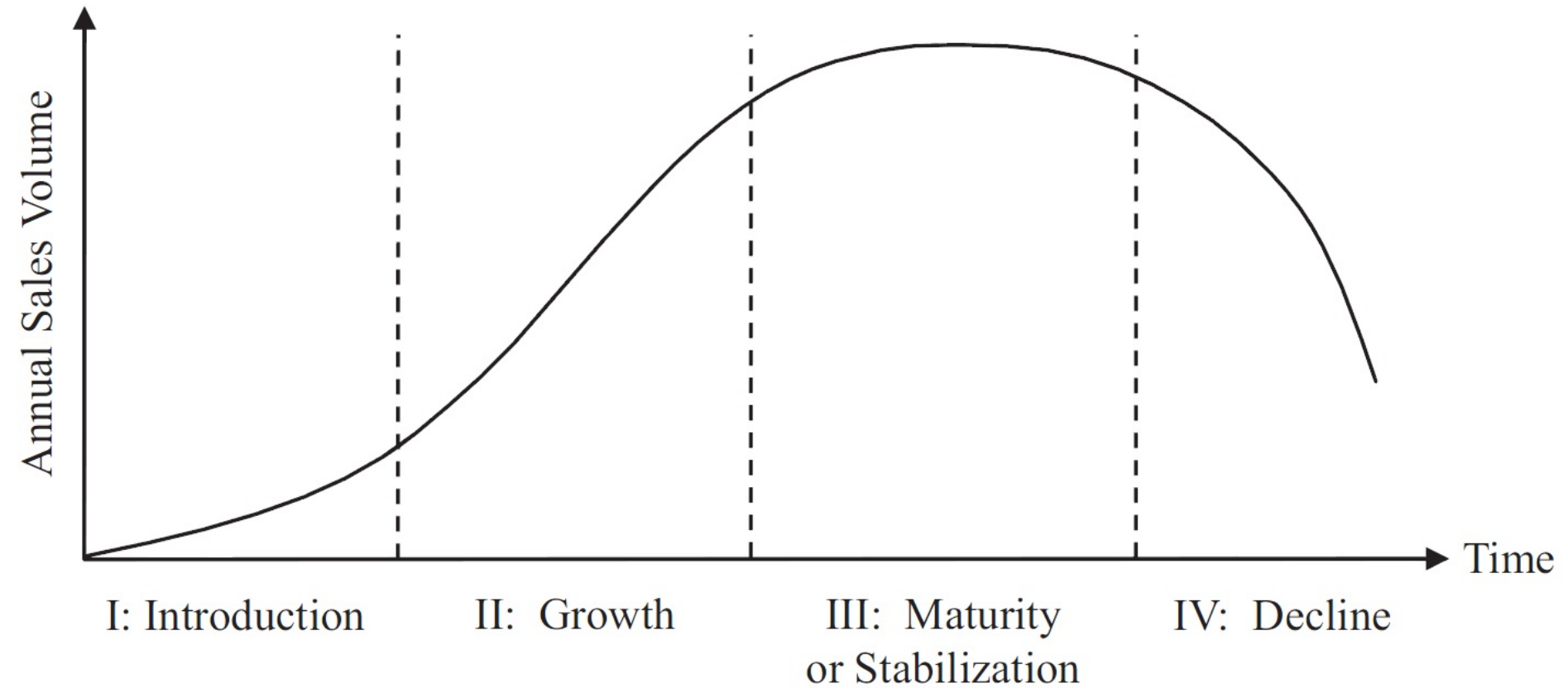
Creating Marketing Strategies to Grow Enrollment



TCL's holistic solutions



Market life cycle



Welcome to the new normal

- Mature / declining markets for higher ed
- Numbers of traditional college age students is decreasing
- 40% of the 17.5 million undergrad students attend 2-year colleges
- Students (and parents) believe there is less value in higher ed
- 95% of all institutions look alike / teach the same subjects / have the same degrees and programs
- Distance from home has become a significant factor in college choice - median distance from home for students*
 - Publics: 18 miles
 - Private NPs: 46 miles
 - Community colleges: 8 miles

Education has become a commodity?

* Aslanian Market Research

Attracting traditional age students: The typical process

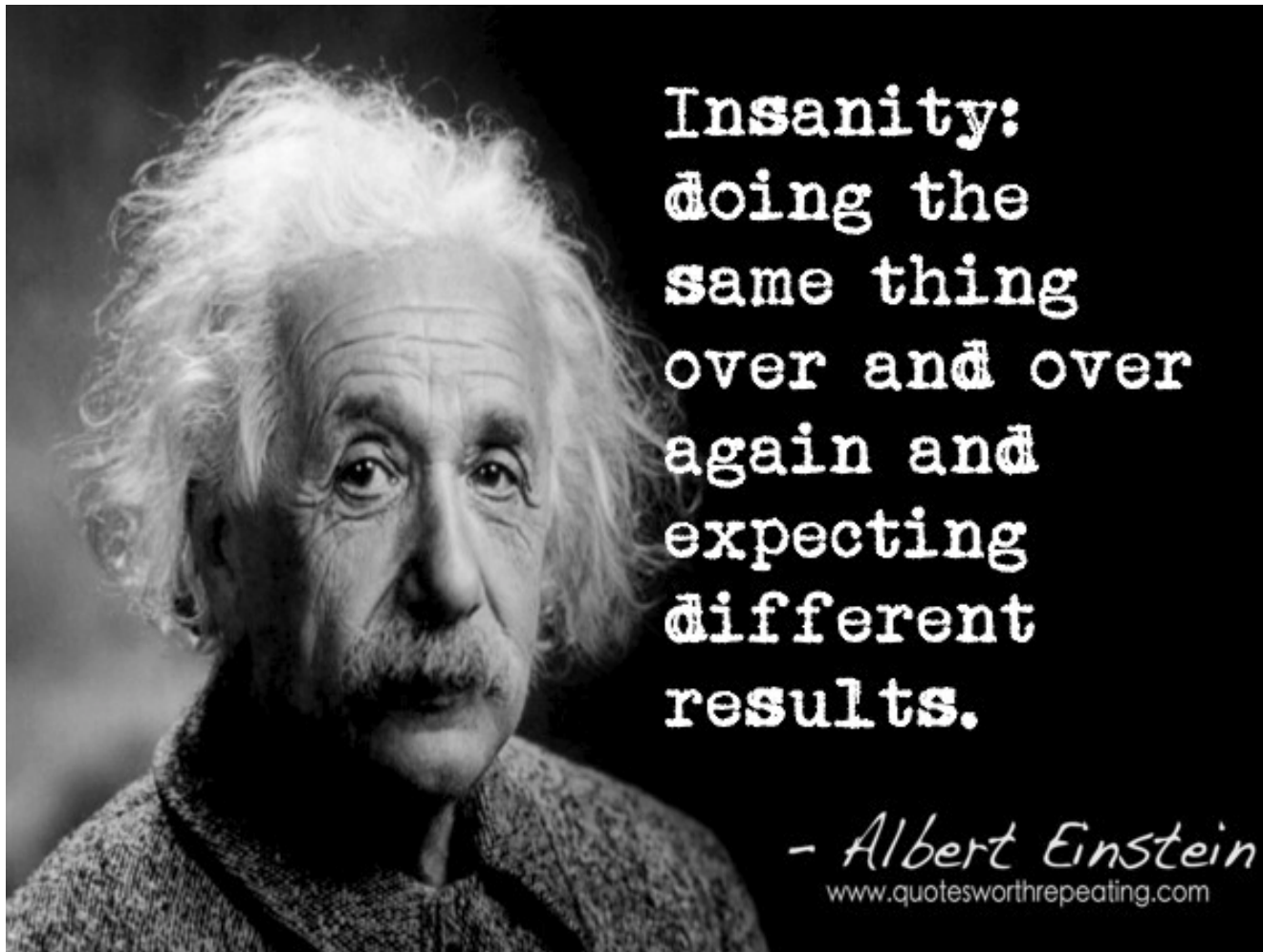
- Buy names of high school students from ACT, College Board
- Send email to list
- Send introductory letter in the mail
- Send a second email to list (usually about financial aid)
- Send a third email to the list (usually inviting them to campus)
- In each email, ask them to fill out the contact form
- Etc.

Attracting transfer students: The typical process

- Set up a monthly booth at local community colleges
- Put an ad in the community college newspaper
- Hold a transfer open house on campus at noon on a Wednesday
- After the open house, call all the students who attended (and leave a message on their voicemail because they didn't answer their phones)
- Send a follow-up brochure in the mail
- When they apply, wait six weeks to send them an acceptance letter

Attracting post-traditional (adult) students: The typical process

- Put up billboards on busy highways
- Take out ads in the local newspaper announcing your open house
- Buy names of people likely to be interested in college completion and send them letters
- Digital / SM advertising
- TV advertising



Insanity:
doing the
same thing
over and over
again and
expecting
different
results.

- Albert Einstein
www.quotesworthrepeating.com

Today's students are digitally savvy / digital natives

2008

- 0% had a smartphone
- 25% used social media
- The average adult spent 0 hours per day on mobile devices

2018

- 77% have a smart phone
- 69% use social media
- The average adult spends 4 hours per day on mobile devices

Source: Pew Research Center

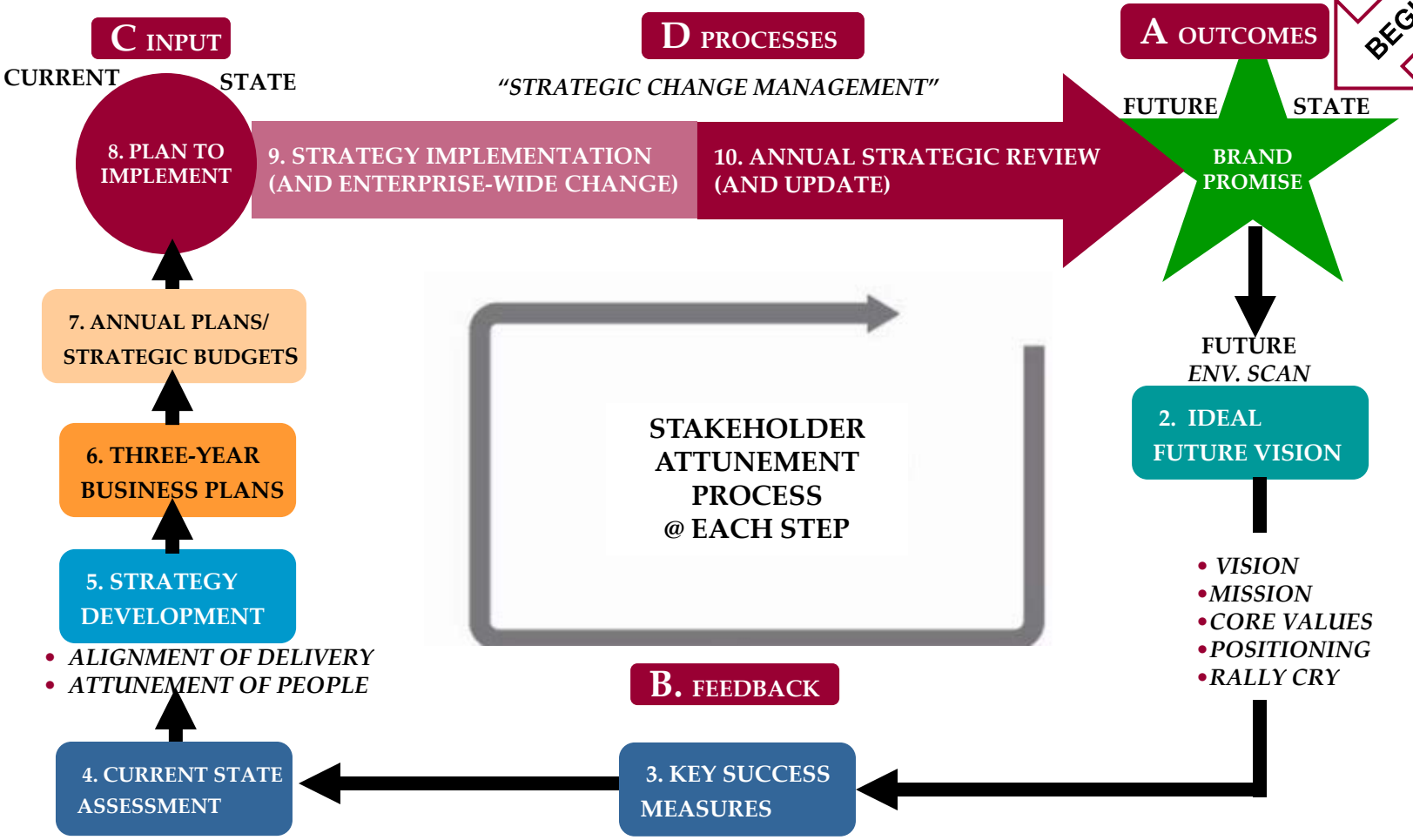
Implications

Reaching today's prospective college students has implications for:

- Brand promise / positioning (Who we are)
- Brand messaging (What we say)
- Marketing tactics (What we do)
- Staffing (Who we need)

Positioning / Brand Promise

TCL's holistic management system



Defining positioning / brand promise

- What is your mission?
- What makes your institution unique?
- Who is your “customer”?
- Who does your “customer” say you are?
- Why do student come to your institution?
- Why do faculty want to teach at your institution?

Positioning / brand promise

Also called Driving Force - Grand Strategy - Competitive Edge –
Competitive Advantage - Strategic Intent - Image - Reputation –
Identity - Value Proposition - Value – Brand Promise – Brand Identity

Positioning / Brand Promise

- Defines our Driving Force (s) as “the way we differentiate ourselves ” vs. the competition.
- Sometimes called “the mother of all Core Strategies ”
- It is the main way we achieve a sustained competitive advantage vs. the competition over time

Competitive advantage and positioning

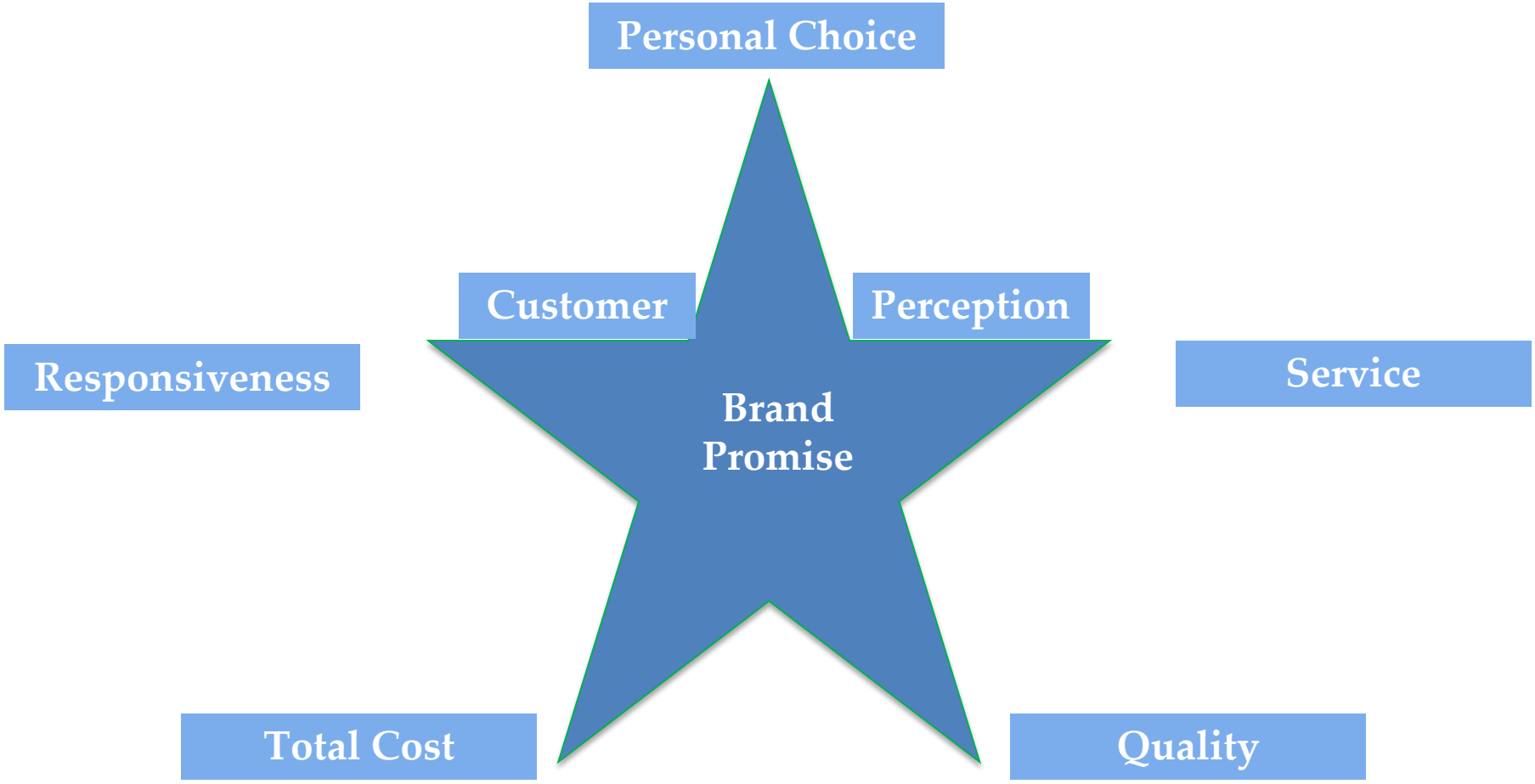
Positioning is answer the question, “What is one thing that:

- is unique, different and better about us
- in the eyes of the customer
- vs. the competition in the higher ed marketplace
- that has them hiring our graduates / wanting to attend our institution?

The Corollary

Can we be competitive in all the other customer wants?

Competitive advantage and positioning

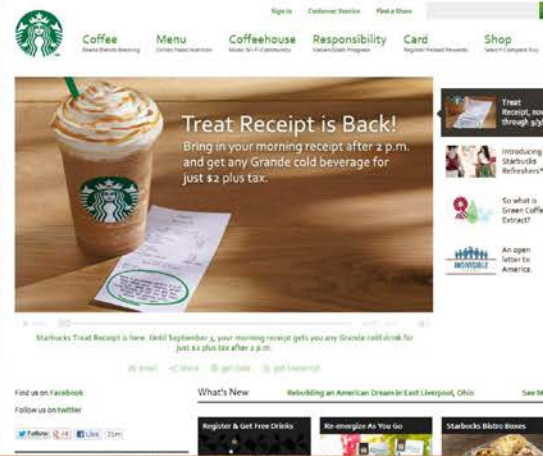


Defining brand promise

PACKAGING



WEBSITE



LOGO



STORE



ADVERTISEMENTS



ASSOCIATES

The importance of brand authenticity

- Your brand must reflect reality
- Nowhere to hide



Brand Messaging

Generations in the workplace

MILLENNIALS

EideBailly®	TRADITIONALIST	BABY BOOMER	GENERATION X	GENERATION Y	GENERATION Z
	1925 - 1945	1945 - 1965	1965 - 1980	1980 - 1995	1995 - 2010
INFLUENCES	Disciplinary Authority	Factual Experts	Practical Professionals	Experiential Peers	Creational Forums
LEARNING STYLE	Formal Instructive Military Style	Logical Structured Classroom	Casual Interactive Roundtable	Visual Multimodal Cafe	Active Engaging Lounge
TRAINING	Hierarchical Face-to-Face	Technical Data-Driven	Applicable Examples	Collaborative Stories	Interactive "Why" Driven
MARKETING	Trust Based Print & Radio	Brand Loyal Mass Media	Skeptical Targeted Channels	Accessibility Social Media	Brand Connection Conversational
COMMUNICATION	In Person	Phone Call	E-Mail	Text	Social Networks

Brand messaging

- Use simple messages that sound like people talk
 - Example: [Loyola Marymount University](#)
- Tell them what's in it for them (WIIFM)
 - Example: [DePaul University](#)
- Use lots of visuals
 - Example: [UNC School of the Arts](#)
- Tell stories to make an emotional connection
 - Example: [Oberlin College](#)
- Make it practical
 - What kind of job will I get?
 - Example: [American University](#)

Marketing Tactics

Digital advertising

Makes it possible to advertise without spending a lot of money

- It's very targeted
- It's very efficient
- It's easily measurable
 - You only pay for what you get

Types of digital advertising

- Paid search
 - Google Ad Words, etc.
- Display advertising
 - Static ads, dynamic ads, video ads
 - Remarketing
- Social media advertising
 - Ads
 - Native content

Marketing tactics – Some ideas

- Add digital advertising to the mix
 - Supplement search messages
 - Reach more prospective students
- Chat
- Add texting (but make sure they can opt out)
- Content marketing
- Make sure you can measure what you do
- Start with a pilot

Staffing

Staffing

- Digital advertising
 - Beyond social media
- Digital design capability
- Writers
- Content-first vs. organizational structure

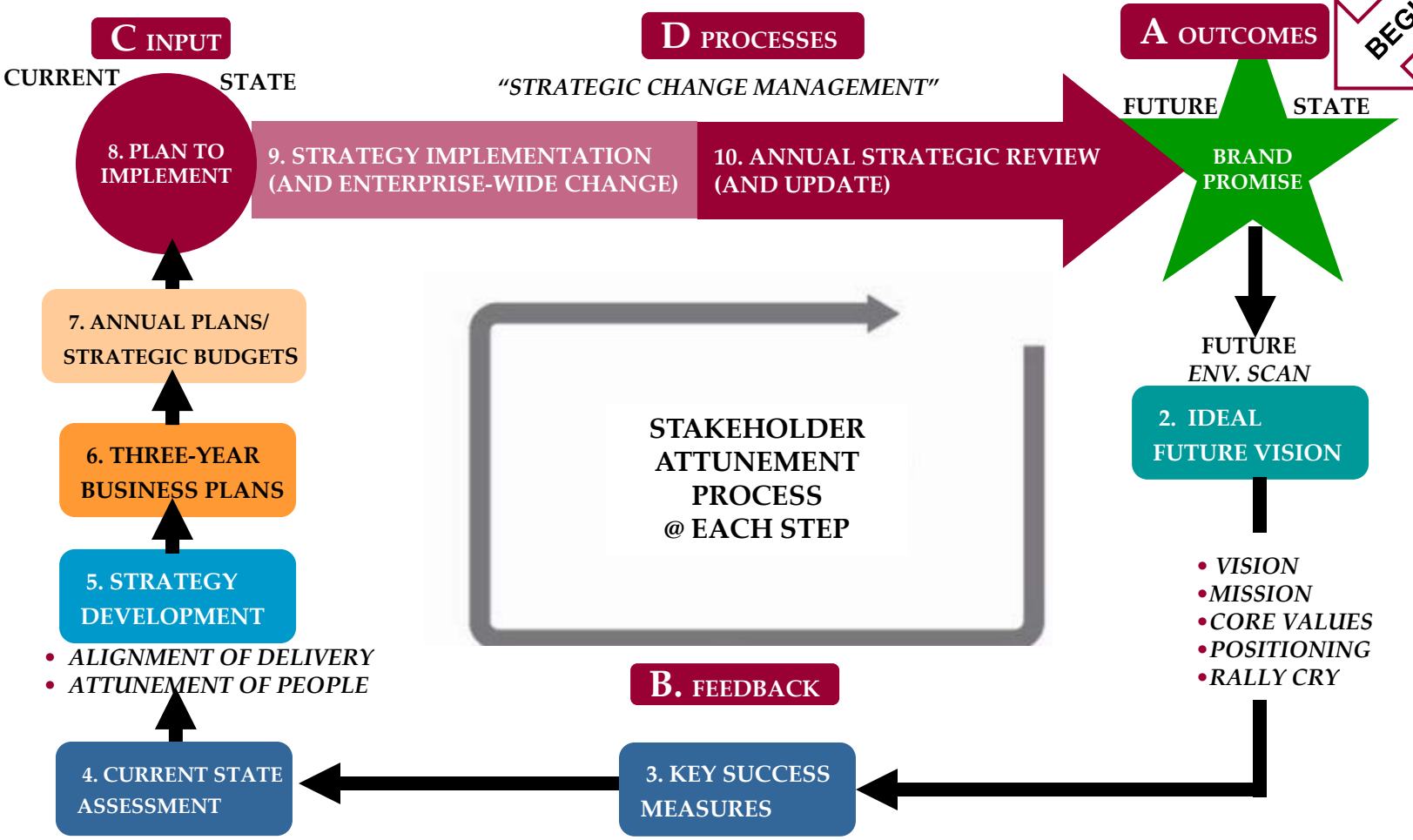
Wrapping Up

Wrapping up

Reaching today's prospective college students has implications for:

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- Brand messaging (What we say)
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- Staffing (Who we need)

TCL's holistic management system



Competitive advantage and positioning

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Questions?

Thank you for your participation

Drumm McNaughton, PhD

The Change Leader, Inc.

(505) 369-1159 (O)

(760) 740-0200 (M)

inquiry@thechangeleader.com

<http://thechangeleader.com>