

HOW TO KEEP Community College Students in Your Pipeline

6 Ways to Market to Generation Z

Today's students are bombarded with marketing messages from all angles. Despite using many channels, community colleges still struggle to get their messages across. To win new enrollments, community colleges should align their services to the goals of today's Generation Z students.

"College is not for me"

These students have been deemed "non-college-going" in high school and are nearly invisible to their local community colleges. To engage them, expand access and remove enrollment barriers.

MARKETING APPROACH

- Expanded Dual-Enrollment Eligibility**
Partner with local school districts to make dual enrollment an option for all students

- Just-in-Time Counseling Interventions**
Identify students who have likely been under-served in high school for college counseling and plan targeted interventions during the spring

- Automatic, Application-Free Admission Process**
Ease the application burden by automating the admission process

IMPLEMENTATION TIPS

- › Pick courses such as Communication, which are useful for all students, regardless of their post-high school destinations
- › Match delivery to student schedules via an online or hybrid course

- › Invite students who have not yet applied to attend a school-day spring enrollment intensive
- › Host an after-school parent and senior financial aid workshop

- › In partnership with local high school districts, create a parental consent form that gives the college and high school access to key student information

"I have many college options"

These students have not considered that a community college can provide them with educational quality and value. To engage them, highlight how you can meet their educational and career goals through quality experiences in a personalized way.

MARKETING APPROACH

- Experiential College Visits**
Transform your college visit into a personalized, visionary experience

- Student Goal-Aligned Marketing**
Appeal directly to students' long-term goals by marketing on transfer pathways

- Personalized Dual-Enrollment Outreach**
Engage current dual-enrollment students with goal-aligned email campaigns

IMPLEMENTATION TIPS

- › Focus on experiences that put students at the center (student-only discussion panels, "how I got here" student testimonials) to show alignment with student needs

- › Use counselor training days to equip high school counselors with a deep knowledge of transfer that they communicate to students

- › Survey current students to learn about their goals and interests
- › Use knowledge gained to craft a personalized email that matches college resources with stated student preferences

Tighten Your Messaging to Secure Enrollment



Digital Campaigns and Traditional Print Marketing

Generation Z is used to receiving "personalized" content from companies through all digital channels. To optimize marketing campaigns, strive for authenticity.

ENGAGING TEXT CAMPAIGNS:

- › Are personalized but short and to the point
- › Give the student an ability to opt out
- › Arrive frequently, hitting students' phones around 2-5 times per month

EMAIL AND PRINT CAMPAIGNS:

- › Point to resources that match stated student needs
- › Lead with program pathways and student goals
- › Provide clear, "clickable" next steps



In-Person Interactions

While members of Generation Z are digital natives, they crave genuine, in-person conversations. To optimize face-to-face conversations, provide students with an opportunity to form meaningful campus connections.

ENGAGING IN-PERSON INTERACTIONS:

- › Promote peer-to-peer networking
- › Provide a safe outlet for students to voice questions and concerns
- › Avoid procedural matters and highlight interactive opportunities