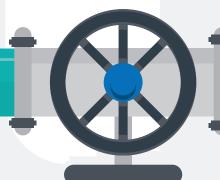
HOW TO KEEP

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

IMPLEMENTATION TIPS



Expanded Dual-Enrollment Eligibility

Partner with local school districts to make dual enrollment an option for all students

- > 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



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

- > 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



Automatic, Application-Free Admission Process

Ease the application burden by automating the admission process > 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

IMPLEMENTATION TIPS



Experiential **College Visits**

Transform your college visit into a personalized, visionary experience > Focus on experiences that put students at the center (studentonly discussion panels, "how I got here" student testimonials) to show alignment with student needs



Student Goal-Aligned Marketing

Appeal directly to students' long-term goals by marketing on transfer pathways

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



Personalized Dual-**Enrollment Outreach**

Engage current dual-enrollment students with goal-aligned email campaigns

- > 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

