



CLARUS
A CARNEGIE COMPANY

Boosting Adult Learner Enrollment at Community Colleges

STRATEGIES FOR ENROLLMENT MARKETING SUCCESS

September | 2024

A Few Starting Details

- + 45 minute webinar + 15 minutes for questions and answers
- + Chat and ask questions through the Zoom Control Panel
- + Check your inbox for the webinar recording and slide deck
- + Complete the post-webinar survey

Presenter

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Today's Agenda

Introduction to the SCNC Population

Identifying and Engaging Adult Learners

Building + Engaging Your Adult Learner Audience

Measuring and Optimizing ROI

Seas of Change

As higher education faces new demographic realities of fewer traditional age students, re-engaging with the adult and SCNC population has never been more crucial.

~37M

18-64 year olds with
Some College, No
Credential (SCNC).

+9%

SCNC student
re-enrollment
increase in the
2023 academic
year.

- + Primarily online institutions (POIs) are increasingly a sector for re-enrollees.
- + Many community colleges are continuing to offer at least half of their courses online in response to student demand.

42%

Of those pursuing
online education
are 30 or older.

The SCNC population continues to be less White and more male than the overall undergraduate population. Recent Stopouts, however, continue to be younger and more female than the overall SCNC population.

Figure 3. Race/Ethnicity Composition of the SCNC Population (entering college in 2013 or later) and the Undergraduate Population in the 2022-23 Academic Year

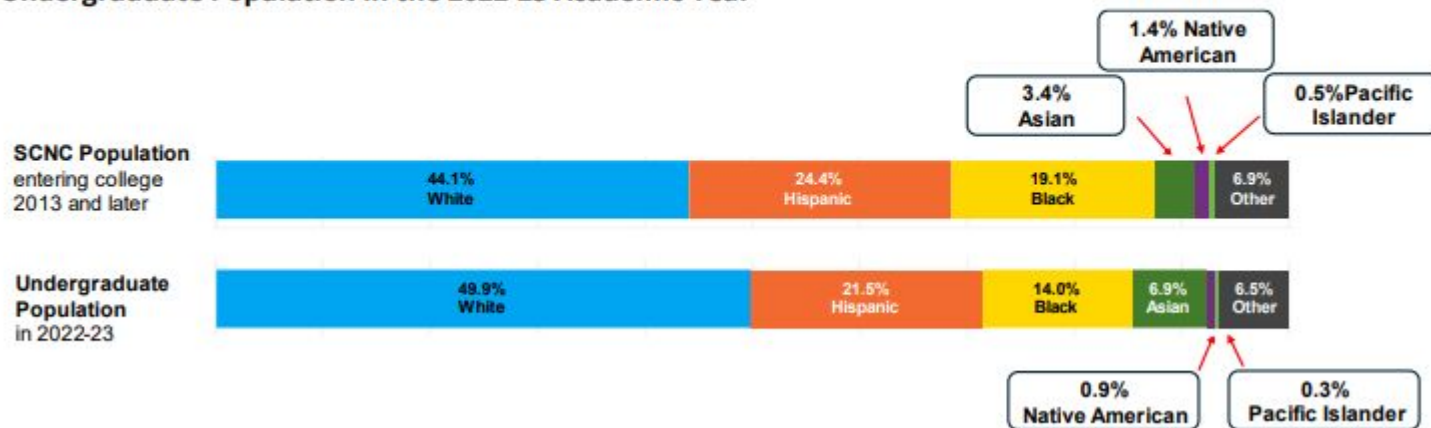


Figure 4. Gender Composition of the SCNC Population (entering college in 2013 or later) and the Undergraduate Population in the 2022-23 Academic Year



Figure 2. Annual Change in Recent Stopout Population by Sector of Last Enrollment

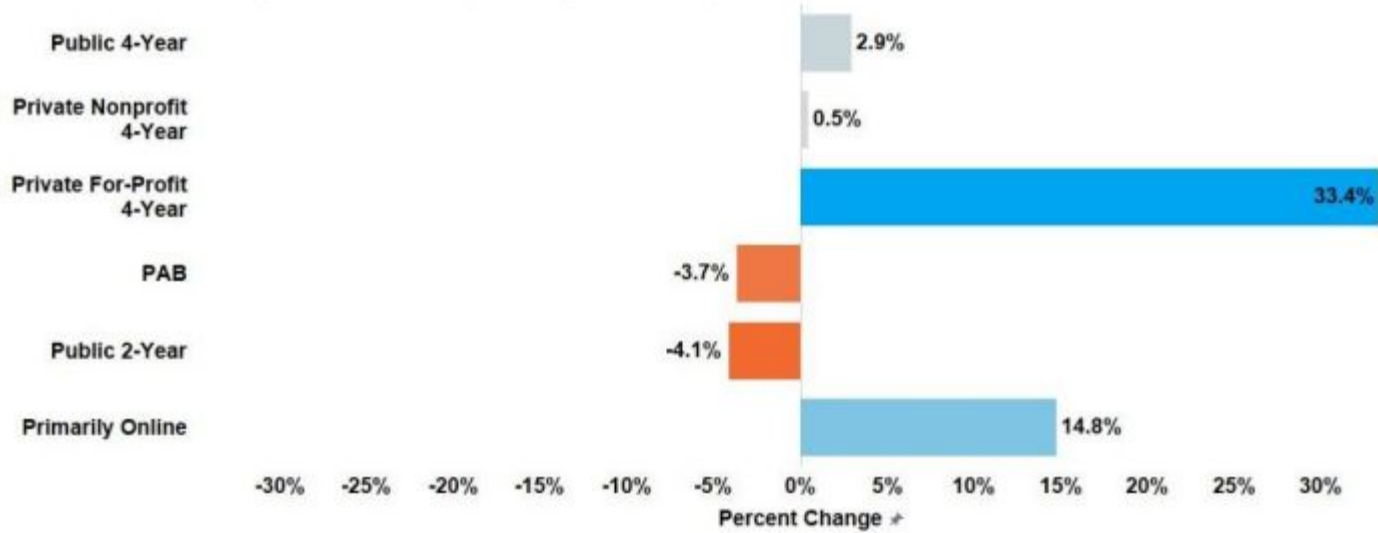
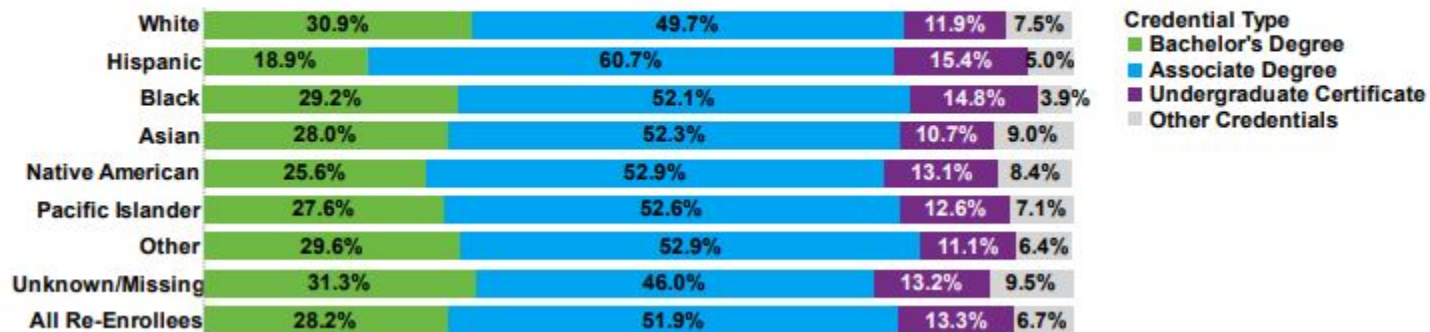


Figure 5. Credential Type of Re-Enrollment Program by Race/Ethnicity, Re-Enrollees in the 2022-23 Academic Year



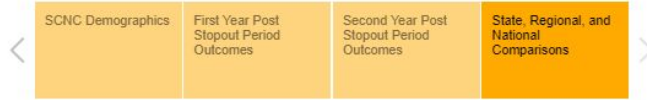
Benefits

Re-engaging with the SCNC population benefits states, colleges, and SCNC students

- **States:** Accelerates workforce development and makes state economies more competitive.
- **Colleges:**
 - SCNC students helps address enrollment shortfalls of the demographic cliff
 - Increases enrollment of students of all backgrounds
- **SCNC students:** Allows them to realize social and economic mobility and/or start/advance their careers.

Some College, No Credential Student Outcomes

2024 Report for the Nation and the States

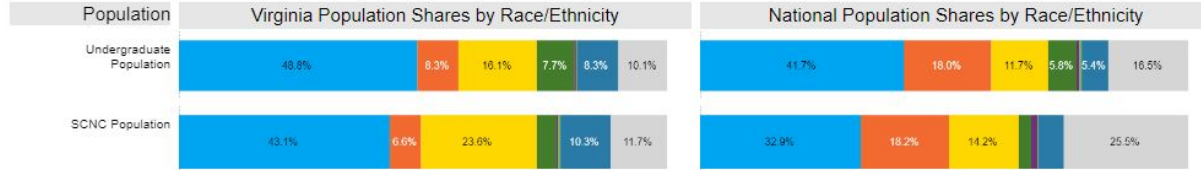


How Does the SCNC Population Compare Between Virginia and the Nation?

Select States/Regions: Region 1 Region 2

Select Population Breakdowns: Demographic Category Potential Completers? Recent Stopouts?

White
 Hispanic
 Black
 Asian
 Native American
 Pacific Islander
 Other
 Unknown/Missing



NSC Data Dashboard



Identifying and Engaging Adult Learners

Traits of an Adult Learner

DEMOGRAPHICS

- Typically 25-44 years old
- Working, looking for career advancement or skill enhancement
- SCNC
- Have a degree but are seeking additional qualifications

MOTIVATIONS

- Improving job prospects
- Career changers
- Complete unfinished education
- Financial need
- Job market changes

BEHAVIORAL TRAITS

- Desire flexible learning
- Comfortable with digital tools and online learning platforms but may need support to navigate them.
- The decision to enroll is often influenced by cost, time commitment, and return on investment (ROI).

Emphasize Flexibility

Message: “Balance your education with work and family life.”

Why: Adult learners often juggle multiple responsibilities. Highlight evening, weekend, and online classes that fit their schedule.

Offer Reassurance + Support

Message: “You’re not alone. Get the support you need to succeed.”

Why: Returning to school can be intimidating for adults. Reassure them with messaging that highlights available resources, such as academic advising, tutoring, career counseling, and student support services.

Communicate Ease of Enrollment



Message: “Getting started is easy. Apply today and take the first step towards your future.”

Why: Simplify the enrollment process in your messaging, reducing perceived barriers. Provide clear steps and ease to get started.

Audience Tailored Messaging



For Career Changers: “Ready for a new career? Start here.”

For Parents: “Set an example for your kids and achieve your dreams.”

For Veterans: “Transition to civilian life with education and career support.”



Building Your Adult Learner Audience

Audience Development & Targeting



Your Data

- + Your Historical Student Enrollment Data
- + Defining Your Audience and Its Characteristics (working with faculty)
- + Your Google Analytics and Google Search Console

Channel/External Data

- + DV360 signals/audience building
- + Google Keyword Planner
- + LinkedIn and Meta's audience builders
- + AudioGo and Spotify audience data
- + SEMRush, Screaming Frog, Answer the Public

Partner Data

- + CollegeAPP
- + AudienceDesigner by Semcasting (ADS)
- + Simpli.fi Audience Builder
- + WebID Audience Development
- + Carnegie Clarity Audience Development

52.6%

SCNC re-enrollees
returned to the
same school.

Personal Level Data on 249+ Million Adults



College  **APP**
The Adult Prospect Pipeline

Data fields include:


- Detailed person-level demographics
- Home address
- Phone number
- Children in household
- Household finances
- Veterans in household

Over 650 demographic and behavior data points



What CollegeAPP Predicts

CollegeAPP Models:

- Intent to Enroll
- Institutional Preference
- Instructional Modality Preference
- Job Seeking Intent
- Education Attainment

▼ CollegeAPP Education Attainment 

▼ 1. Education Level

  ▲

1 High School and Less


2 Some College, No Degree

3 Bachelor's Degree

4 Advanced Degree

Program Interest Models:

- Business/MBA Interest
- Healthcare/Health Sciences Interest
- STEM/IT/Cyber Interest

▼ CollegeAPP+ 

▶ Business/MBA Interest Score Range

▶ Business/MBA Interest Score Score

▶ Healthcare/Health Sciences Interest Score Range

▶ Healthcare/Health Sciences Interest Score Score

▶ STEM/IT/Cyber Interest Score Range

▶ STEM/IT/Cyber Interest Score Score



CollegeAPP Partner Benefit from Using Intent to Enroll Models



Community and Technical Colleges

Average Engagement Rate

11%

vs.

Industry average of 0.8%

Engagement Rate = Unique Clicks / Reach

Average Cost-Per-Click

\$0.43

vs.

Industry average of \$2.11

*Through 6/21/2024



Growing
emphasis on

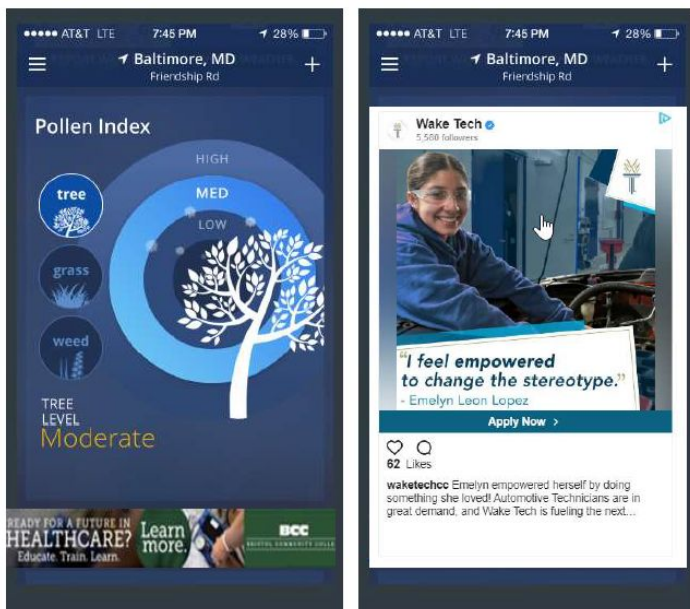
Personalization

Segmented List Management Best Practices



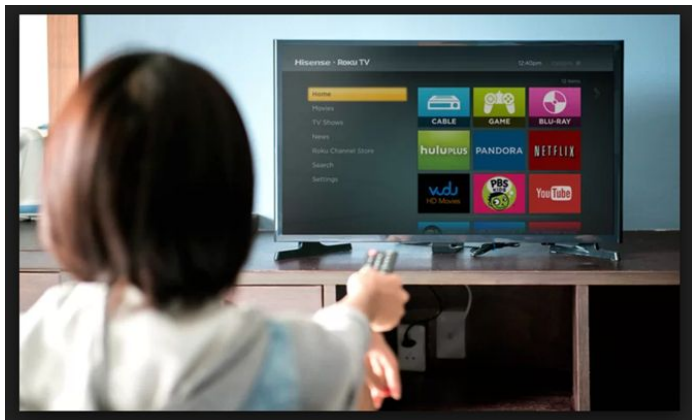
- Develop and manage segmented lists for precise outreach.
- Personalize marketing campaigns through segmentation.
- Align your enrollment strategy with a good user experience.

The Power of Programmatic



- + Provides the broadest access to your audience.
- + Go beyond demographic data:
 - + Over 3,738 lifestyle categories (e.g., sports, pets, food & drink, parenting, hobbies)
- + Real Time Bidding (RTB) allows us to target an individual when and where they have an interest
 - + Ads appear in apps and websites that accept advertising
- + Ad placement across digital devices (desktops, laptops, tablets, mobile devices, Connected TV)
 - + **Access to 1.3+ Billion Unique Devices**

Connected TV



- + Consumers are cord cuttings in favor of Smart TVs, Streaming, and Set Top Boxes (Apple TV, Play Stations).
- + Video Ads are more engaging and this tactic allows for more advanced targeting.
- + Target based on behavioral and demographic characteristics matching your target audience.
- + ZTV is competitively priced with linear TV and offers zip code targeting with the ability to layer age, gender, and household income demographics.



- + Interest-Based Targeting
- + Behavioral Targeting
- + Retargeting

Meta's Advanced Targeting Options

Detailed targeting

Include people who match ⓘ

Q Add demographics, interests or behaviors

Demographics

- Education
- Financial
- Life events
- Parents
- Relationship
- Work

Interests

- Business and industry
- Entertainment (leisure)
- Family and relationships
- Fitness and wellness (fitness)
- Food and drink (consumables)
- Hobbies and activities
- Shopping and fashion

Detailed targeting [Edit](#)

People who match:

- Interests: Occupational Safety and Health Administration, Veterans Health Administration or Society for Public Health Education
- School: Social Work
- Field of study: Social Work, Public health, Medical research or Social Work/Sociology
- Employers: Social Work or Public health
- Job title: Social Work, Social Worker Assistant, Clinical Social Worker or Licensed Social Worker
- Industry: Community and Social Services

Focus Marketing Where These Audiences Are



Snapchat

- + **Locations**
 - Ability to target at a zip code level
- + **Demographics**
 - Incorporate age range, gender, education, income, and marital and parental status



- + **Utilize Keyword Targeting**
 - Serve ads directly on the TikTok search results page placement
- + **TikTok Rich Content Lead Forms**
 - Instant Form template for creating informative and engaging lead forms.

Snapchat's Advanced Demographics

Advanced demographics ⓘ

✓ Experian: Education (Some College)

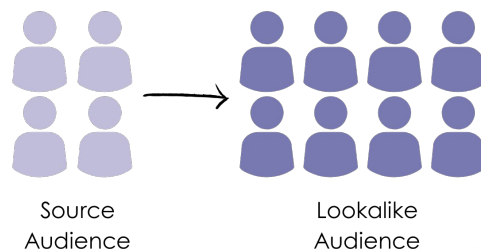
Select category

- College Graduates
- ▼ Experian
 - Education (Bachelor Degree)
 - Education (Graduate Degree)
 - Education (High School Diploma)
 - Education (Some College)
 - Education (Some High School)

Au

Lookalike Audiences

- **Reach New High-Potential Prospects:** Target new prospective students who mirror your existing audiences, significantly expanding your reach.
- **Boost Engagement with Targeted Ads:** Show ads only to those most likely to interact with them, maximizing relevance and user interest.
- **Drive Conversions & ROI:** Optimize ad spend by reaching users more likely to convert, leading to a significant return on investment.
- **Fuel Awareness + Brand Affinity:** Expand your prospective student base by targeting audiences similar to your existing students, boosting awareness and fostering brand affinity.



PPC

Google

finish my degree



- Show PPC ads when prospective students search on Google for terms like "complete my degree" or "returning to finish my degree."
- Ability to customize campaigns for targeted messaging, driving immediate traffic to program pages



Measuring and Optimizing Your ROI

Campaign Tracking and Optimization

Our live dashboard reports provide a highly visual presentation of the metrics that matter in your campaigns.

AWARENESS METRICS

Total impressions, average impressions per day, and cost per impression give you a sense of reach.

INQUIRY METRICS

Total actions and cost-per-action (CPA) numbers show you how many people decided to engage.

KEY PERFORMANCE INDICATORS

Presented by device, these metrics show how effective your campaigns are based on different technology tools that your audiences are using.



CUSTOMIZABLE DATE RANGES

You can view the performance of your campaigns for any periods of time that campaigns are running.

CLICK METRICS

We provide full visibility into the number of clicks, click-through rates (CTR) and cost per clicks (CPC).

BOTTOM-LINE RETURN ON INVESTMENT

Our reports show you your ultimate ROI for each campaign.

Enrollment Matching

- Our ability to provide the College with a return on investment (ROI) using the cost of the campaign vs the amount of dollars received per enrolled credit hour.
- At the conclusion of a geofence list/funnel campaign, if the College provides us with a file of students who enrolled during the advertising period, CLARUS will compare this enrollee file with the original list used in the campaign to identify and match the enrollees to the names and/or addresses of those who received our ads.



Questions?

Thank you!



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