

Mitigating the Impact of the 2026-2027 Enrollment Cliff

Strategic Marketing Solutions for Community Colleges

October | 2024

Presenter

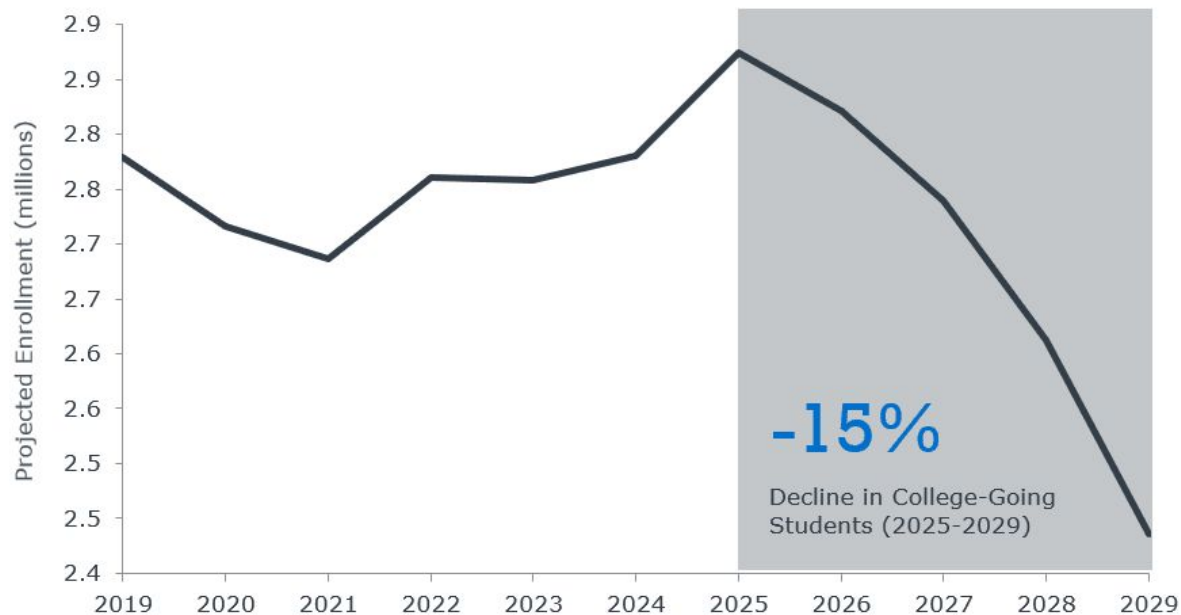
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Enrollment Projected to Drop Sharply After 2025

Forecasted Number of College-Going Students in the U.S. (millions), by Year of High School Graduation

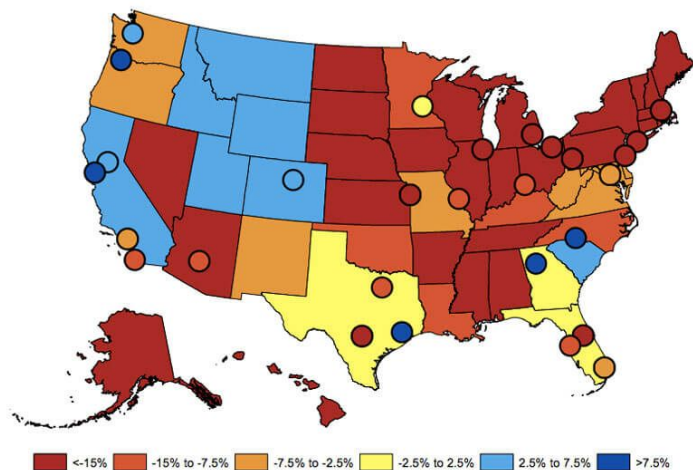


~3.5M

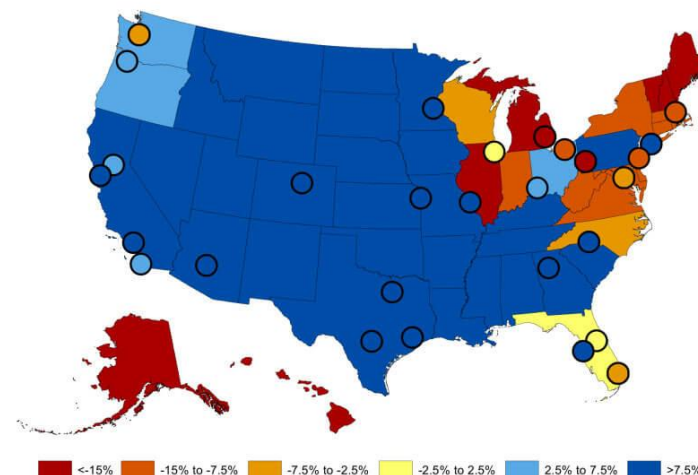
Peak of high-school
graduates sometime
near 2025.

(The Chronicle of Higher Education, 2024)

Regional four-year college enrollment between 2012 and 2029



Elite four-year college enrollment between 2012 and 2029



Today

Successfully targeting non-traditional students and new target markets

Expanding online program enrollment

Expanding community and employer relationships

Enhancing dual enrollment conversion

Capitalizing on existing student data



**Successfully targeting
non-traditional students
and new target markets**

~37M

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

(NSC, 2024)

+9%

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

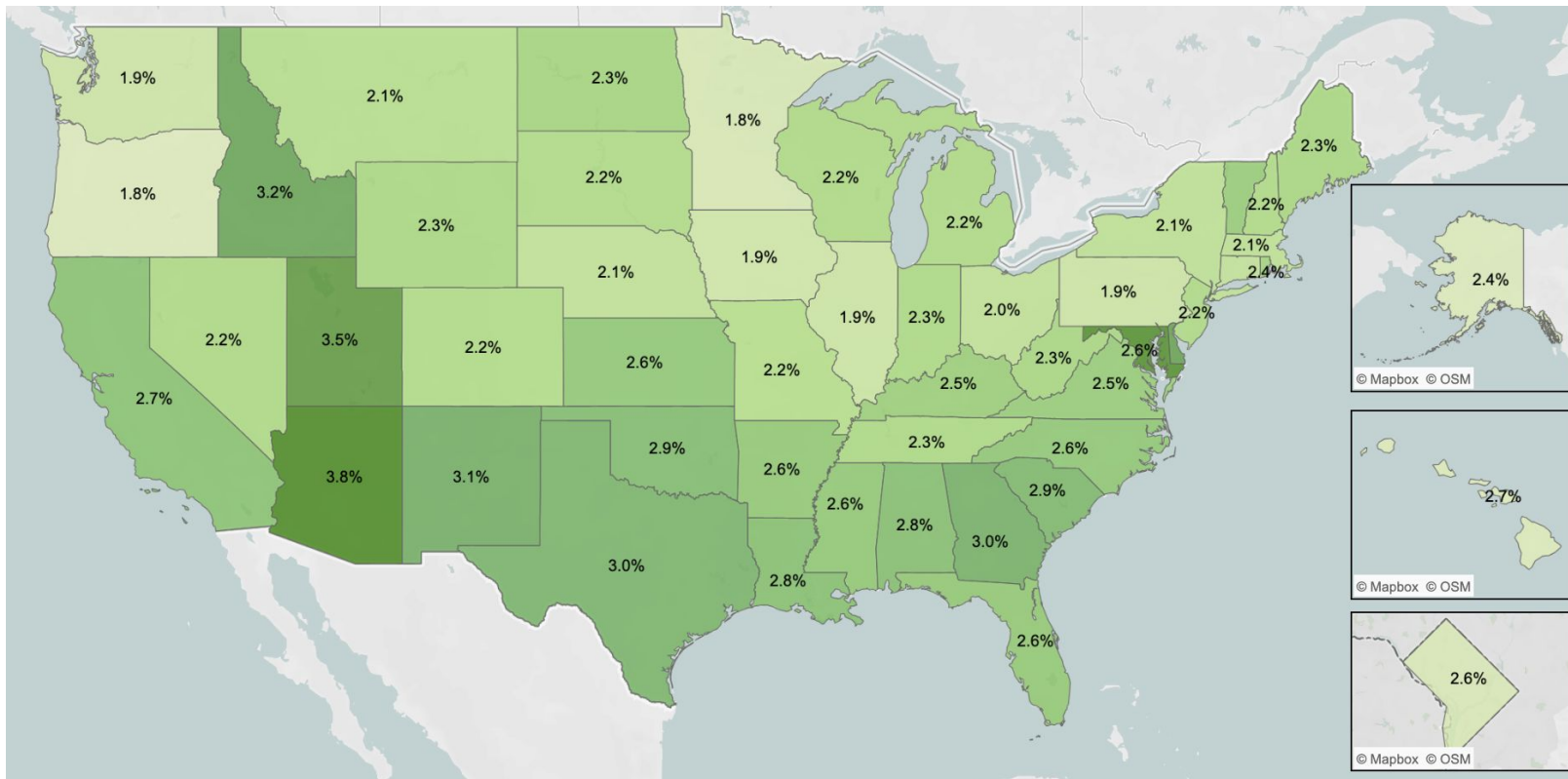
(NSC, 2024)

52.6%

SCNC re-enrollees
returned to the same
school.

(NSC, 2024)

Re-Enrollment Rates by State



Audience Development & Targeting



- ★ Audience-centric approach
- ★ Persona building
- ★ Your Data

Traits of an Adult Learner

DEMOGRAPHICS

- Typically 25-54 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
- Increase earning potential
- Job market changes

BEHAVIORAL TRAITS

- Desire flexible learning
- Often need additional student support to help them navigate their college journey
- The decision to enroll is often influenced by cost, time commitment, and return on investment (ROI)

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

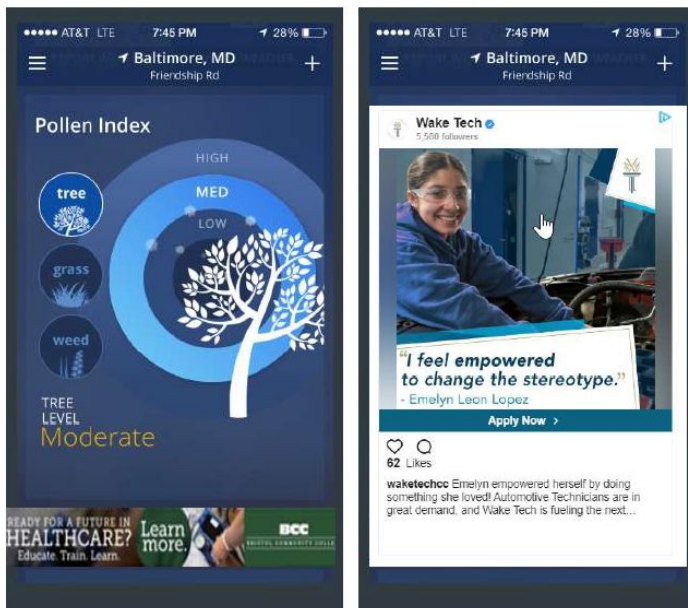
Channel/External Data

- + 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

The Power of Programmatic



- + Provides the broadest access to your audience.
- + Go beyond demographic data:
 - + Thousands of 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 (e.g., desktops, laptops, tablets, mobile devices, Connected TV).

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

LinkedIn Conversation Ads

...

✎

My Connections

InMail

Starred

Kevin Edwards

Director of Admissions

...

☆

Hi Carly!

My name is Kevin Edwards, and I'm the Director of Admissions at Columbus State Community College.

Health care jobs are growing fast—central Ohio needs nurses, surgical technicians, respiratory therapists and more.

Our programs prepare you for rewarding, well-paid career in health care so you can improve your life and the lives of others. You'll be able to choose from several areas:

- Nursing and patient care
- Healthcare technology
- Healthcare management

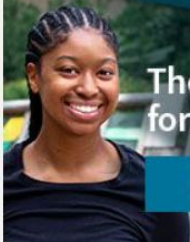
Sound like this is for you? Choose an option below to learn more.

Request information

Tell me more first

COLUMBUS STATE

COMMUNITY COLLEGE



The smart choice for what's next.

Learn More

About Accessibility Help Center

Privacy & Terms Ad Choices Advertising

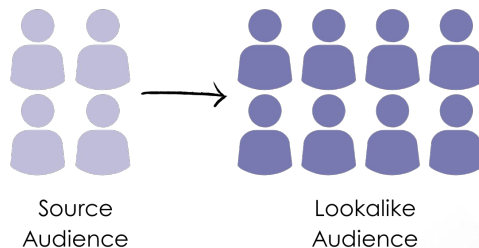
Business Services Get the LinkedIn app More

LinkedIn

LinkedIn Corporation © 2024

Lookalike Audiences

- **Target Efficiency:** Reach prospective students similar to current enrollees
- **Cost Savings:** Focus budget on likely-to-convert audiences
- **Higher Conversions:** Boost engagement and application rates
- **Regional Scalability:** Expand outreach within your service area
- **Enhanced Personalization:** Tailor content to resonate with target demographics
- **Data-Driven Insights:** Leverage existing student data to optimize campaigns



Key Messages in Lookalike Audience Campaigns



Snapchat

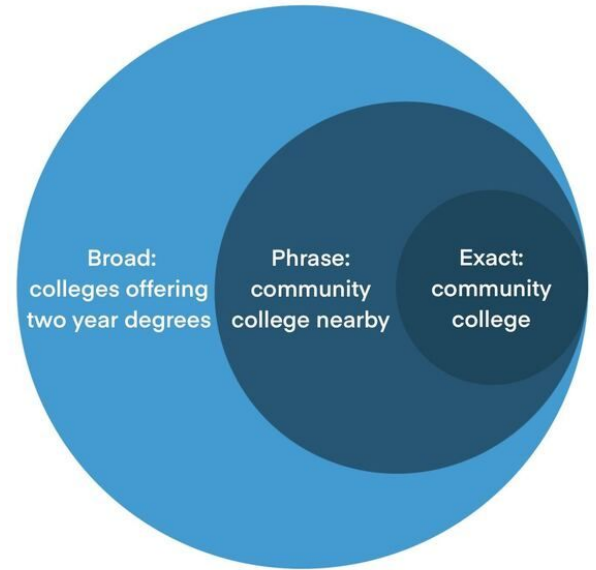


- **Student Success Stories:** Showcase how current students have succeeded in completing stackable credentials, transitioning to jobs, or advancing in their careers.
- **Career-Relevant Education:** Emphasize programs that align with in-demand industries, showing that the current student population has seen success in these fields.
- **Flexible Learning Options:** Highlight online, hybrid, or flexible class formats to attract adult learners or working professionals.
- **Financial Aid and Support:** Promote the availability of financial aid and scholarships for stackable credentials, reducing perceived financial barriers for potential students.

Keywords: The Backbone of PPC

Keywords are relevant words or phrases added to a campaign that capture the intent and meaning of your prospective students' searches.

- Google's **Keyword Planner** provides historical and forecasted data to identify relevant keywords.
- Different **match types** give you control over how closely a search must match your keywords.
- **Negative keywords** ensure that your ads don't show on irrelevant searches.



Matching search terms for the keyword *community college*

PPC - Responsive Search Ads

Responsive search ads allow you to provide multiple headlines and descriptions, which Google will dynamically combine to best match copy to each user.

The diagram illustrates the components of a Responsive Search Ad. It shows a box containing the following elements:

- Sponsored**: The status of the ad.
- College Name**: The advertiser's name.
- Display URL**: The URL shown to users, represented by a breadcrumb trail: <https://www.example.edu> > adults > finish-degree > ⋮
- Headlines**: The main text of the ad, shown as "Finish Your Degree Online | Transfer up to 50 Credits".
- Descriptions**: The supporting text of the ad, shown as "Our Degrees & Certificates Are Flexible - Evening, Weekend, Hybrid, & Online Options. Over 10 Majors, 8 Grad Programs, and 20 Certificates to Advance Your Career. Scholarships Available. Degree programs: Accounting, Business, Information Technology, Management, Psychology... Admissions FAQs · Financial Aid · Degrees & Certificates · Apply Today".

Arrows on the left point from the labels to their corresponding parts in the ad box.

PPC Ads - Ad Extensions

Ad extensions provide supplemental information to help users make informed decisions and allow you to maximize your presence on the search engine results page.

Callout →
Structured Snippet →
Sitelinks →

Sponsored

College Name

<https://www.example.edu> › adults › finish-degree ⋮

Finish Your Degree Online | Transfer up to 50 Credits

Our Degrees & Certificates Are Flexible - Evening, Weekend, Hybrid, & Online Options. Over 10 Majors, 8 Grad Programs, and 20 Certificates to Advance Your Career. Scholarships Available.

Degree programs: Accounting, Business, Information Technology, Management, Psychology...

Admissions FAQs · Financial Aid · Degrees & Certificates · Apply Today



Expanding online program enrollment

- + Primarily online institutions (POIs) are increasingly a sector for Some College, No Credential re-enrollees.
- + In 2020, only 25% of continuing students and 19% of new students thought online courses were better quality, but now those numbers have risen to 37% and 29%, respectively.

Highlight Online Offerings

- + Many community colleges are continuing to offer at least half of their courses online in response to student demand.



A horizontal banner for Cowley College Online. On the left is a circular logo featuring a tiger's head. To its right, the text "NO ONLINE FEES & FLEXIBLE START DATES!" is displayed in white. Further right is a photograph of two young women looking at a laptop. To the right of the photo is an orange square with the text "ENROLL TODAY" in white. On the far right, the text "COWLEY COLLEGE ONLINE" is shown, with "COWLEY COLLEGE" in white and "ONLINE" in a larger, bold white font.

 **NO ONLINE
FEES & FLEXIBLE
START DATES!**

**ENROLL
TODAY**

**COWLEY
COLLEGE
ONLINE**



A vertical banner for Cowley College Online. At the top, the text "NO ONLINE FEES & FLEXIBLE START DATES!" is displayed in white. Below this is a photograph of two young women looking at a laptop. To the right of the photo is an orange square with the text "ENROLL TODAY" in white. At the bottom, the text "COWLEY COLLEGE ONLINE" is shown, with "COWLEY COLLEGE" in white and "ONLINE" in a larger, bold white font.

**NO
ONLINE
FEES &
FLEXIBLE
START DATES!**

**ENROLL
TODAY**

 **COWLEY COLLEGE
ONLINE**



For paid social media advertising, marketing departments most commonly utilize:

- Facebook (94%)
- LinkedIn (78%)
- Instagram (74%)
- Twitter (38%)
- YouTube (38%)
- TikTok (10%)

The most effective marketing channel:

- Paid search (24%)
- Google (24%)
- Email marketing (11%)
- Organic search (11%)



Expanding community and employer relationships

Expanding community and employer relationships

- **Offer Continuing Education and Professional Development Programs:** Upskilling Opportunities; Credentialing and Micro-Credentials
- **Increase Flexibility in Program Delivery:** Hybrid and Online Programs; Stackable Credentials
- **Develop Targeted Partnerships with Local Employers:** Tailored Training Programs; Employer Advisory Boards; Internships and Apprenticeships
- **Use Data to Identify Key Sectors and Employers:** Labor Market Analysis; Student and Employer Feedback

Applied Bachelor's Degrees & Hireability



- **High Job Placement:** 80-90% of graduates secure employment in their field within 6 months (CCBA).
- **Increased Earnings:** Graduates earn 30% more than those with an associate degree in the same field (AACCC).
- **Employer Demand:** 60% of employers value practical skills from applied bachelor's programs (NACE).
- **Program Growth:** 200% increase in community colleges offering applied bachelor's degrees in the last decade.



Jim Fong
Chief Research Officer
at UPCEA



"I am doing some research on the adult learner economics and seeing less and less disposable income which I think impacts whether or not a person seeks a degree in the future. They may however consider stackable credit certificates on their way to a master's degree. Ditto on undergraduate as well. What can further enhance this is noncredit to credit pathways."

















- Precise targeting to reach execs who are key decision makers in their organizations.
- Segment by Industry, Company Name or Size, or use your own data to model audiences.
- Rich reporting to help you gauge how your efforts are engaging your target audience.



LinkedIn's Advanced Targeting Options



 Company name	 Company industry	 Company size	 Job title
 Job function	 Job seniority	 Member schools	 Fields of study
 Degrees	 Member skills	 Member groups	 Member gender
 Member age	 Location		

Who is your target audience?

Include people who have **ANY** of the following attributes:

Job Functions

Accounting, Administrative, Business Development, Purchasing, Consulting, Entrepreneurship, Finance, Human Resources, Information Technology, Healthcare Services, Marketing, Operations, Media and Communication, Product Management, Quality Assurance, Sales, Support

AND also have **ANY** of the following attributes:

Degrees

Bachelor's Degree, Bachelor of Arts, Bachelor of Science, Bachelor of Business Administration

Who is your target audience?

Include people who have **ANY** of the following attributes:

Company (Current Jobs)

Microsoft, Intel Corporation, Cisco, Meta, Goldman Sachs, Google, Tesla, Amazon, Netflix, Spotify, Salesforce, HP, Twitter

OR Job Functions

Information Technology

AND also have **ANY** of the following attributes:

Member Traits

Job Seekers, Open to Education, Career Changers



Enhancing dual enrollment conversion



87%

Average High School
Graduation Rate
in the U.S.

(NCES, 2024)

1/3

Community college dual enrollment students returning for at least one term to the same community college in the first year after high school.

(CCRC, 2024)

While **36%** of dual enrollment students who enrolled in college within the first year after high school completed a bachelor's in four-years, only **28%** of low-income, **29%** of Black, and **25%** of Hispanic dual enrollees did so.

(CCRC, 2024)

Enhance Marketing and Outreach



Campaigns aimed at high school students, parents, and influencers.

Showcase the benefits of dual enrollment (cost savings, exposure to college-level coursework, accelerated degree completion).

Utilize addressable geofencing, geolocation targeting, social media, email newsletters, and local community events to reach potential dual enrollment students and their families.



Snapchat





Capitalizing on existing student data

5-25x

Industry cost estimates
of attracting a new
student verses retaining
an existing one.

Audience Targeting



Utilize your student data and analytics to understand who is most likely to be interested in stackable credentials.

Age: Mid-Career Professionals

Industry: Healthcare, IT, Manufacturing

Geographic Location: Target industry areas with high demand for particular industries



Implementation Timeline



Your Marketing Plan Checklist

☒ Enrollment, ROI, Campaign Goal Alignment

☒ Data Gathering and Research Execution

☒ Media Plan with Forecasted Performance Metrics

☒ Lead Gen and Conversion Focused Channel Strategy

☒ Campaign and Program Specific Landing Page or Microsite Development

☒ Creative, Messaging, and Ad Development

☒ Direct Integrations with Your CRM

☒ Custom Website Interactions Setup

☒ Pacing & Performance Reporting and Optimization



Questions?



Thank you!



claruscorporation.com
carnegiehighered.com