

# Promoting Programs... What have you Tried?

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# Case Study

Debbie is worried about the decreasing number of students in her class. She loves what she teaches and really thinks it offers great employment opportunities for students. After discussing it with her Dean, she is thinking about embarking on a full-blown marketing campaign to promote her department/program. She was excited by the idea, but when she asked about budget, she was dismayed by the response of:

“You will need to do it with almost no money, you know how things are being cut!”.

Debbie began to research "getting the word out" both on-campus and off, but did not find a lot of information. She talked with a few other instructors and program chairs in her area and learned that even those whose program had been around a while (and seemed to always have full classes), were interested in re-thinking their marketing efforts, She often heard:

- Students just are not the same anymore
- I don't know how to get them interested
- I am not sure how to be sure I am touching all the bases and making enough noise.

# Case Study... Part 2

She also read articles that confirm that

- The education sector has changed significantly over the last couple of decades. Changes in funding models have resulted in a more consumer-led market and student expectations are increasing.
- A web site is now considered "a little gem from the past." (A frightening thought, since many of us just got our web sites up or are still working on getting there). Remember – this is an on-going process! Once you've done some promotional work it doesn't stop there.
- A 2012 Senate investigation found that 15 of the largest for-profit colleges received 86 percent of their revenue from federal student aid programs, and spent 23 percent of their budgets, \$3.7 billion dollars, on some form of recruitment. By comparison, nonprofit colleges spent less than a percent of their revenue on marketing, according to the investigation.

Based on all of this work – Debbie felt even more overwhelmed. She decided to focus back on instruction, and simply hope for the best as far as enrollment.

# Case Study Discussion

- ▶ What are key areas Debbie needs to address?
- ▶ What resources is Debbie not seeing?
- ▶ What is working in other programs?
- ▶ Does she need to revamp her program?
- ▶ What research can Debbie do to give her better information to move in the most appropriate direction?
- ▶ What changes is Debbie willing to make to improve her program and gain more students?

# Discussion Questions

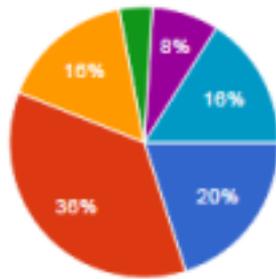
What are Barriers you have in your program that you need to overcome ?



# Discussion Questions

## How did your current students find you?

How did you learn about Human Services Program at SCC?



|                                  |   |     |
|----------------------------------|---|-----|
| Website/Internet                 | 5 | 20% |
| Another adviser or staff at SCC  | 9 | 36% |
| Friends/family                   | 4 | 16% |
| Professional Workplace           | 1 | 4%  |
| Mental Health or Recovery Center | 2 | 8%  |
| Other                            | 4 | 16% |

# Discussion Questions

Who is your Target Audience?





# Free Community Activities

Based on all your information and research -Search for free opportunities that communicate the way your target audience receives and reduces overall barriers.

- ▶ Fairs
- ▶ Events that attract your target audience
- ▶ Flyers
- ▶ Facebook campaigns
- ▶ Go to job fairs - host a table with a brochure about your program

# Access SCC resources



- ▶ Change up your website, add pictures
- ▶ Create a facebook/twitter feed/Instagram account
- ▶ Create a video and put it on your youtube channel
- ▶ Ask the college to help you create a video
- ▶ Print more flyers through SCC printing
- ▶ Host a community event that attracts people to the college and your program
- ▶ Create a new brochure
- ▶ Create a bulletin board in a common area

<https://www.youtube.com/watch?v=HasVevJomRw>

# Your Take Away...

What is one thing you can take away today to improve your marketing of your program ?

Commit to making one change this semester... What is your **ONE THING** you are going to implement?