

Continuing & Noncredit Education:

The Tip of the Spear for Colleges

Pamela Cox-Otto, Ph.D. – CEO

digital

The Environment

(We live in)

Environment

WHAT IS...

- Enrollment at MOST Community Colleges is sliding
- The recession drained our Working Adult market
- We took on more jobs during the recession and we are a “teensy” bit tired
- Course duplication limits hurt noncredit FTEs
- Noncredit has typically taken a backseat to credit
- Don't get me started on K-12 Adult Ed

Environment

WHAT WILL BE...

WINNERS and LOSERS in the Market

- Schools that **fully** integrate and balance Transfer... CTE... and Noncredit offerings will do better
- Colleges that never leave the public's top-of-mind will do better (With good things...😊)

Why I Love California's Two-Year College

A Bit About Me and Mine

Pamela Cox-Otto, Ph.D.

- Former Television News Reporter & 60 Minutes Researcher (KVIQ, KSBW, KXTV, KCBS)
- Former PIO at Rio Hondo College (Whittier, CA)
- B.A. – Humboldt State
- M.A. – Long Beach State
- Ph.D. – University of Minnesota in Web-Based Persuasion at 2-year colleges
- Faculty at Rio Hondo Community College, Viterbo University & University of Minnesota, Twin Cities
- VP of Advancement, at Western Wisconsin Technical College

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- For 20 years.... Working with two-year colleges ONLY
- All staff have 2-year college experience
- We mix academic research with pragmatic marketing
- Boutique....

What We Do

- Two-Year College Focus
 - Research
 - Communications Counsel
 - Video
 - Print Design
 - Web
 - Media Buying
 - Education & Training
- Generational Messaging Experts

What You Are to Your College & Community

To Your Community

The Good

- THE Educational Point of Entry for the Unsure
- For New Immigrants
- New Citizens
- Lower Barriers
- Lower Cost
- More Learning... Less Judgment

To Your Community

The Bad

- Not a Darned Thing....
- Except (Possibly) Inconsistency of Offerings Over Time
- No Subscription Vehicles
- How Would You Be the *Netflix* of Community Education?

To Your College

The Good

- Opportunistic
- Entrepreneurial
- Responsive
- Feed the Credit Side....
- And if Supported... Could be FED by the Credit Side. (Stop-Outs)

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To Your College

The Bad

- Volatile Enrollment
- Hodgepodge Department of Programs and Services
- High Maintenance to Bring Content, Faculty, Facilities and Students Together in an Endless Dance

What Works Against You

The College Calendar

Semester Thinking

The Academic Culture

Deep Deep Thinking

The Need to Grade

Nice Idea... C+

The Need for Perfection

Ignore Pareto

- 1. The Call to Be a Change Agent**
- 2. Ways We Work Too Hard**

The Call to Be a Change Agent

**Or 5 Trends that COULD
Impact Your Offerings**

1. Women are Energized



1 Million on the Mall –
A Historic Gathering Worldwide

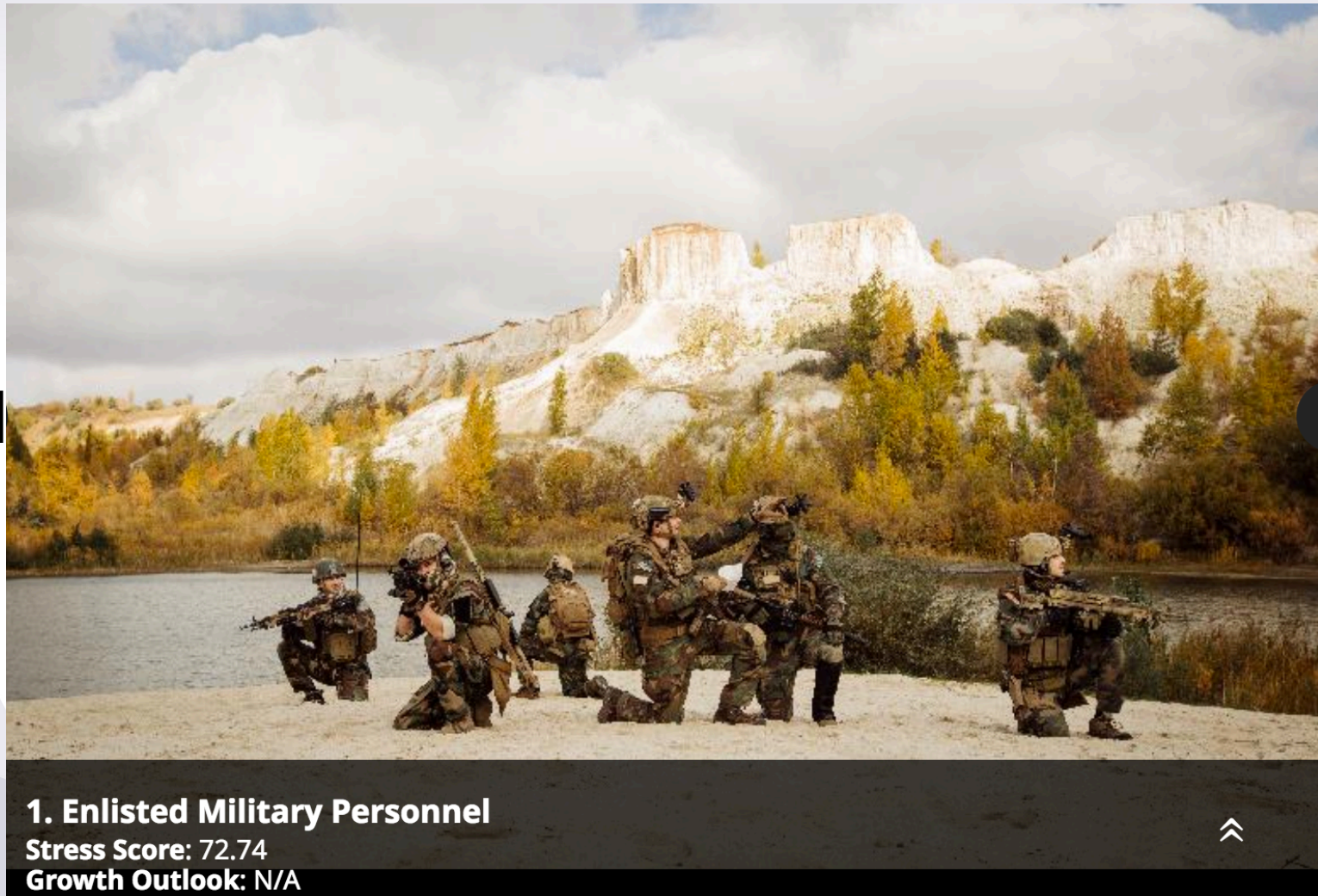
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1. What If...

- You offered classes in Civic Engagement
- How to run for office
- How to be a change agent
- How to identify Fake News
- Critical thinking in a time with no time

2. Everyone is STRESSED

N

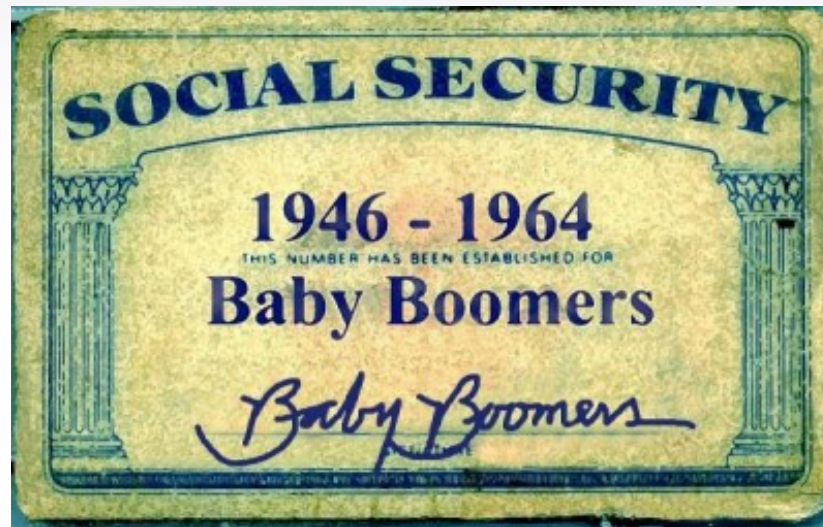


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2. What If...

- You Offered Classes In:
 - Digital Detox
 - Mindfulness
 - Coping with Aging (Habit)
 - Widow Courses
 - Mute Buttons
 - Package Courses (Pre-Pay/Subscription)

3. Two Generations Are On the Cusp. The Largest Is...



- Finally retiring in significant numbers
- Huge trend is preservation of history
- Theirs, Yours, Their Community

3. What if

- You began to teach history of your community, people... as a living thing
- *Lyft* Driver...and Chicano Studies
- Connect people to their immigrant pasts

3. Even Traditional Brands Are Seeing the Need



4. Short Attention and the Need for Depth



- Canadian study of 2,000
- Goldfish have a 9-second span
- We have 8 seconds

4. What If...

You Offered Current Event Series:

Climate Change

Causes of Terrorism

Voter Fraud

Make Them Available Online

YouTube

Vimeo

PLN

4. Kid Entrepreneurs Are Here

- Businesses That...
 - Run Food Pantries
 - Distribute Coats to Homeless
 - Walk Dogs
 - Encourage Fitness and Afternoon Activities
 - Clothes Exchange
 - Skateboard Company
 - Recycling Games

Under-15
Business-
persons



4. What If...

- You went after the elementary and middle school entrepreneurs:

Creative Ideas

Managing Money

Helping Others

Serving Your Community

Created Children's Business Fair

You are PRE- PRE- PRE- College Recruiting

5. Neither Are Senior Entrepreneurs

Mugby Junction

10. Houston, TX

9. Omaha, NE

8. Austin, TX

7. Minneapolis, MN

6. Seattle, WA

4. Oklahoma, OK

3. Raleigh, NC

2. Atlanta, GA

1. Tulsa, OK

NEARING RETIREMENT? THINK!
Learn how SBA supports encore entrepreneurs



ABOUT US

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5. What If...

- You Offered Classes In:
 - Controlling Your Retirement Through Entrepreneurship
 - Creative Ideas
 - Managing Money
 - Helping Others
 - Serving Your Community
 - Created Children's Business Fair

You Are Serving One of the Largest Blocks of
Public Will

2. Some Things You Should Know So You Don't Kill Yourself

Holistic Campaign

Visual Market Plan

At the Macro Level

Fall 2015 - Spring 2016
MARKETING PLAN



Plan Overview

1. The core idea of the plan is to have interlocking mini-plans that focus on individual critical audiences, which together comprise a larger plan.
 2. Planning involves both the College and Interact, and consists of an analysis of the recently concluded campaign, an assessment of new needs and new audiences, and the development of a campaign for the next fiscal year.
 3. Decision points are time-critical periods in which College leadership provides program marketing priorities, so that they can be integrated into the marketing plan.
 4. The campaigns are timed so as to ensue during the final two weeks prior to the start of the semester.
 5. The campaigns are timed so as to "drop out" around major holidays, when advertising time is expensive and focus on education is minimal.
 6. Drop-out times are for advertising, not emails or direct mail, which have minimal or manageable costs.
 7. Each mini-campaign is numbered from earliest to latest start... and when all dates are the same, from top to bottom.
 8. The College's public relations department should produce news releases that support the core marketing campaign.
 9. The Fall campaign is the longest and most expensive. Winter is shorter and cheaper, and Spring is the shortest and cheapest.
- This plan is our optimal theoretical plan. Shifts will occur due to the intervention of printers, buyers, mentors and other details of marketing life. If cutting for **budget** purposes: Shorten the media push and end a week prior to the start of the new semester. If cutting for **staffing** and **time** purposes: Hand off the high school effort to outreach, and shorten the length of the current student/unique audience and program marketing campaigns, so fewer emails are required.
- If looking to add something critical: Work with Student Services to write emails prior to the tuition payment deadline, so more students pay prior to being dropped. Also, write follow-up emails, encouraging them to re-register. Send emails, if Student Services cannot engage.

Notes:

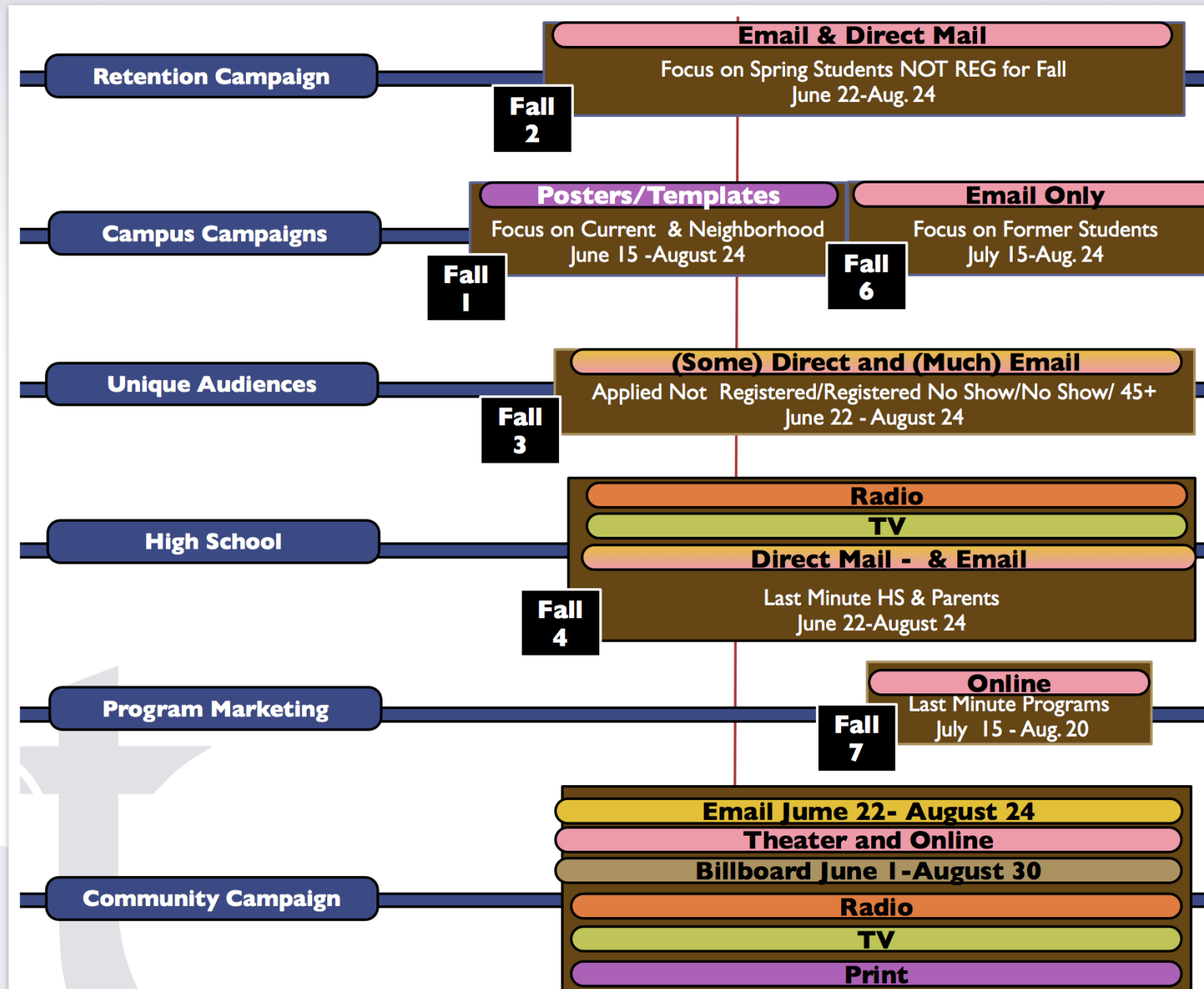
1. Each Semester is Color Coded
2. Your Campaign(s) should be color coded
3. The goal is to set up flights that, once created, are front-loaded for easy implementation and management



Created for Seattle Central College by Pamela Cox-Otto, Ph.D.

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...And Target Audience



But There Is An Issue

1. Noncredit mostly does their own Marketing
2. They do not have the budget of Credit Marketing
3. More diverse population to reach
4. No program pull... so you recruit OVER AND OVER AGAIN

One noncredit program head told me...
I'm on my own

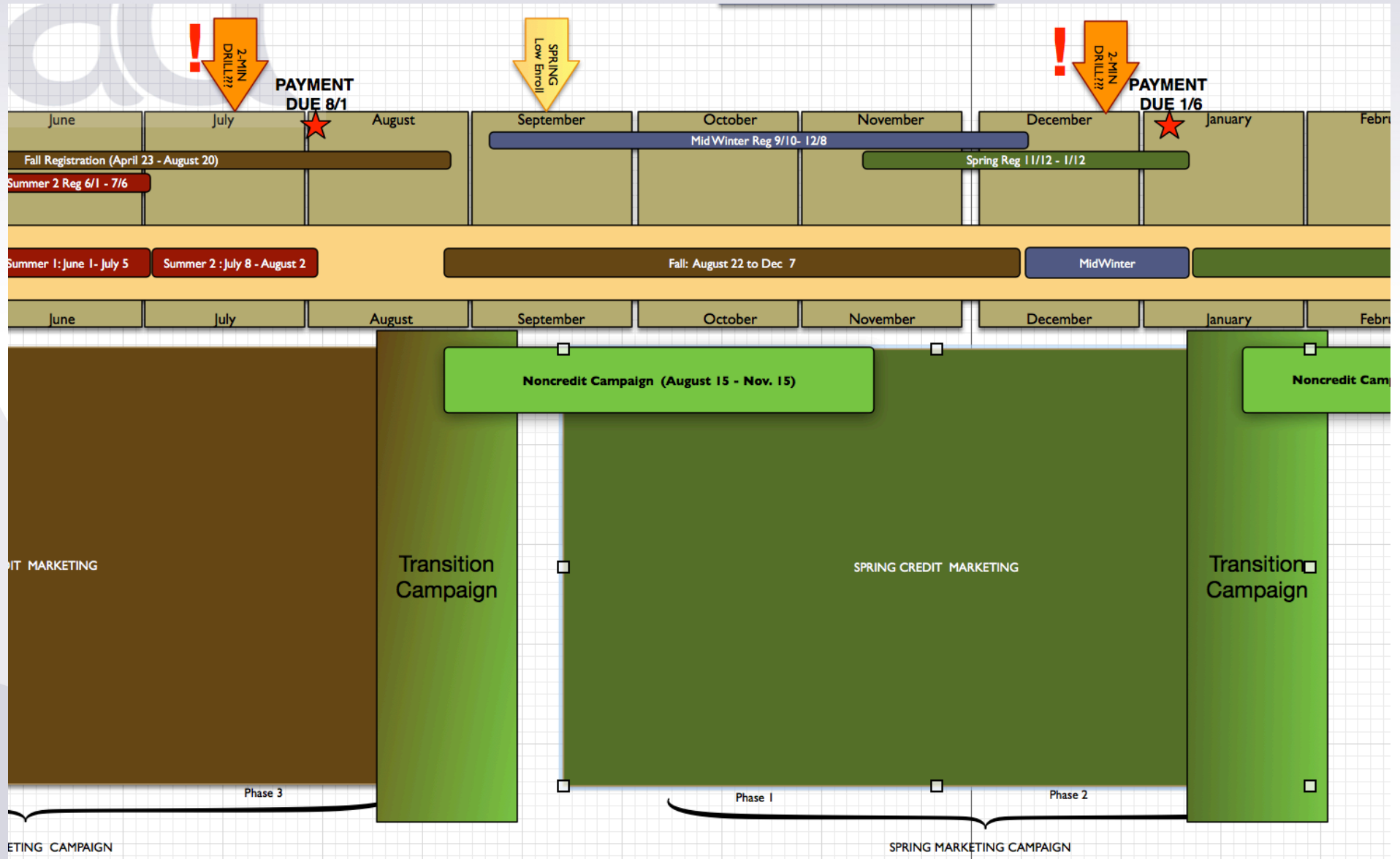
You Have Strengths

1. More on-ramps to classes after CREDIT has closed
2. Lower commitment threshold
3. Fewer obstacles (Step Forward)
4. No program pull... so you **MUST** recruit over and over again

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HOLISTIC MARKETING



HOLISTIC MARKETING

1. Your College is never silent
2. Credit prepares people for noncredit and vice versa
3. Options for students who missed the credit window
4. Develop a transition plan from noncredit to credit

What Works In Reaching Your Community

Real-Time Media Preferences

Knowing EXACTLY
How to Reach your Community



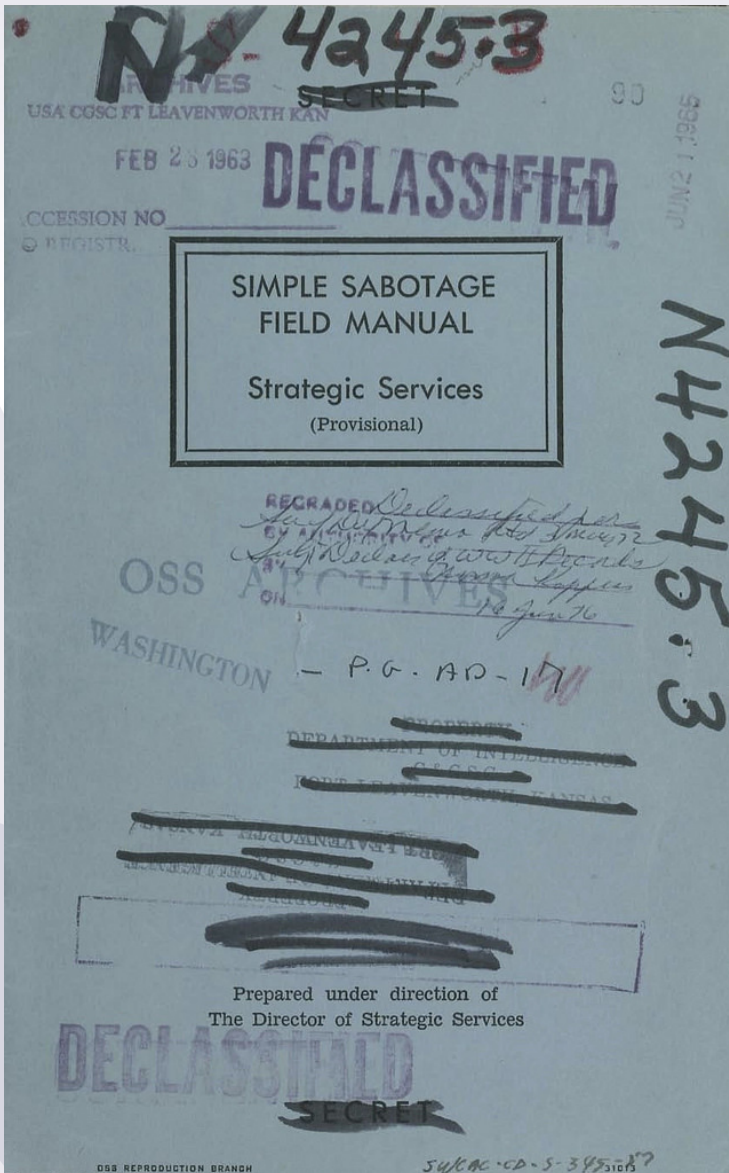
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There Are Two LIES
That Most Colleges
Tell Themselves... And
They Get In Our Way

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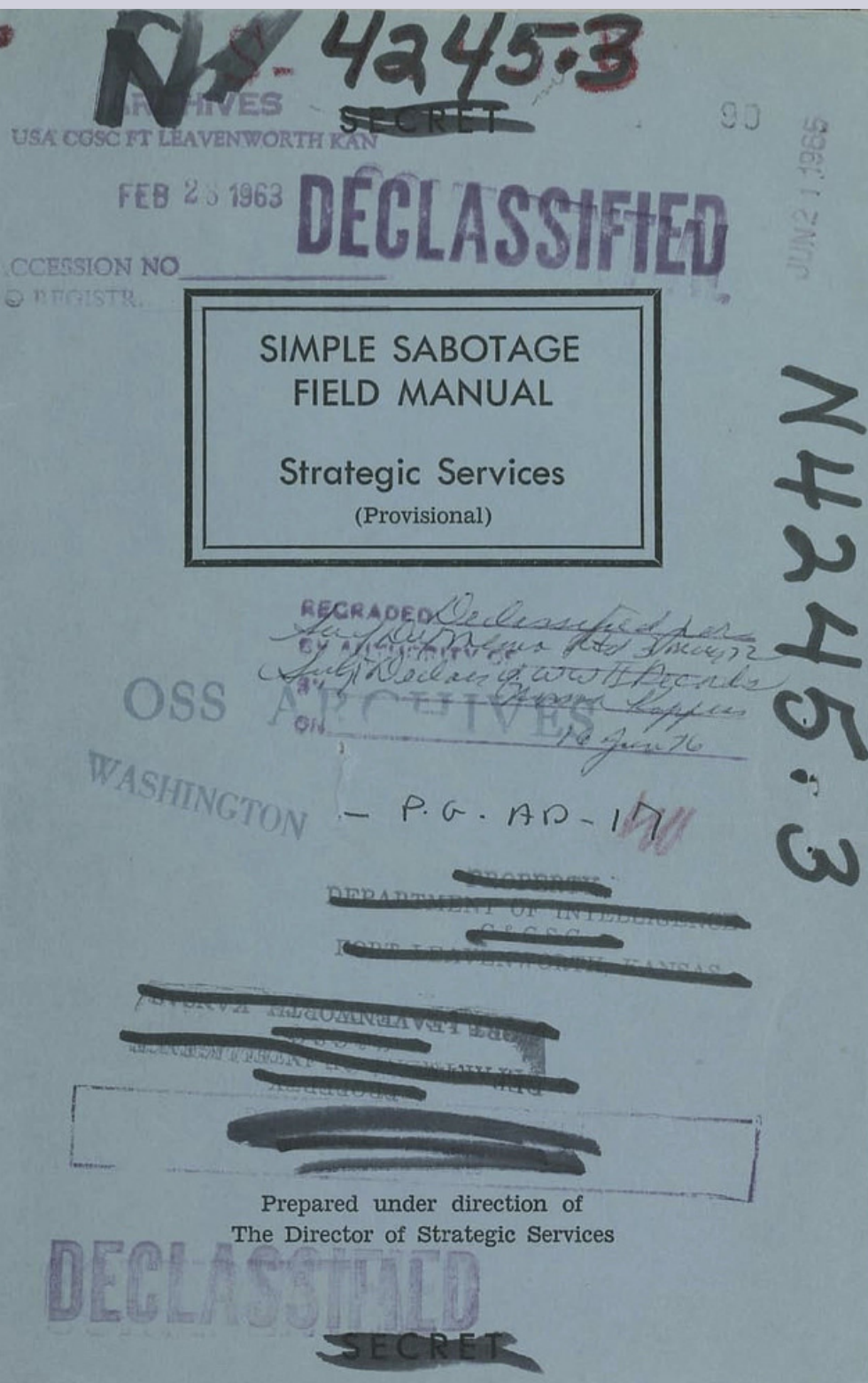
A black and white portrait of a man in a military uniform, likely a general, sitting at a desk with his arms crossed. He is wearing a light-colored uniform jacket with epaulettes and a name tag. Behind him is a large globe and bookshelves filled with books.

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OSS Predated the CIA

In WWII,
They Wrote the Manual of
“Dirty Tricks”
to
Sabotage the Germans



DECLASSIFIED

The Field Manual Of Simple Sabotage

1963

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They Recommended

- Anyone Can Sabotage
 - The Best Are Middle Management

How?

They Recommended

Effective Tips:

"3. Organizations and Conferences:

When possible, refer all matters to committees for "further study and consideration." Attempt to make the committees as large and bureaucratic as possible. Hold conferences when there is more critical work to be done."

BIG LIE #1:
Committees Produce Great Results
After
“Further Study and Consideration”

Brainstorming is an exercise in
groupthink.

BIG LIE #2:

The “product excellence”
lie

Being GOOD or GREAT
Will Save You.

Our Faculty are Excellent...
Our Programs are Strong...
Our Community is Loyal...

This is an anomaly, due to
EXTERNAL factors
We Will Rise Again!!!

Don't Get Me Wrong... It Doesn't Hurt.

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Tell That To...



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Great People, Great Products...

...ARE CRUSHED ALL THE TIME!

Strong, determined, committed
competitors ...

Crush complacent people, products and
services... Every. Freaking. Day.

Don't be complacent, just because
you're good.



So....
To Put it Simply

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So, to Put it Simply...

1. You do the work of the angels (Accessibility²)
2. You are the point of contact for education in your community (whether or not credit sees you that way)
3. You have the ability – the responsibility – to bring knowledge AND wisdom to our communities by your program choices
4. You are part of the ever-present service message to your community
5. This is NOT the time for “rinse-and-repeat”
6. Don’t lie to yourself and think you have time or excellence on your side.

Don't Lie to Yourself...

Committees are where ideas go to die.

Being good or great is a *start*, but it won't save you if the competition outdoes you.

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A Simple Story of the Missed Opportunity for Change...

My PowerPoint... Pipeline...
Charts... Forms...
Are Yours for the Asking.

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George S. Patton on Planning

*A good plan, violently executed now, is better than
a perfect plan executed next week.*

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