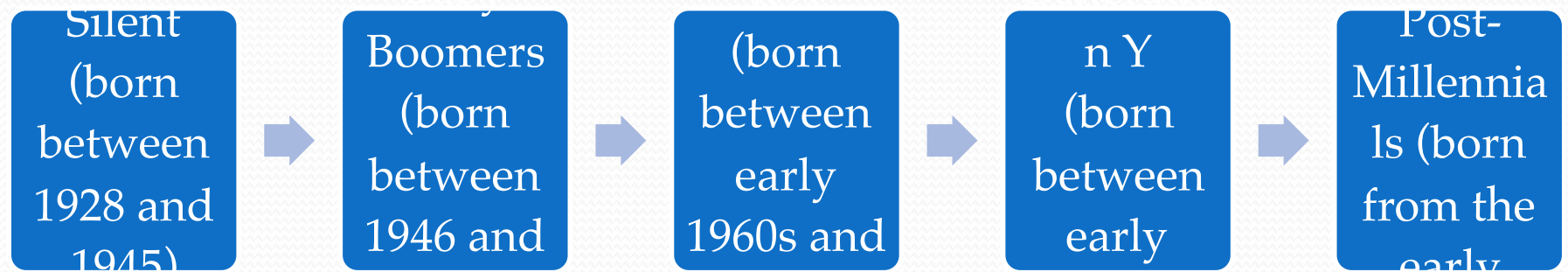




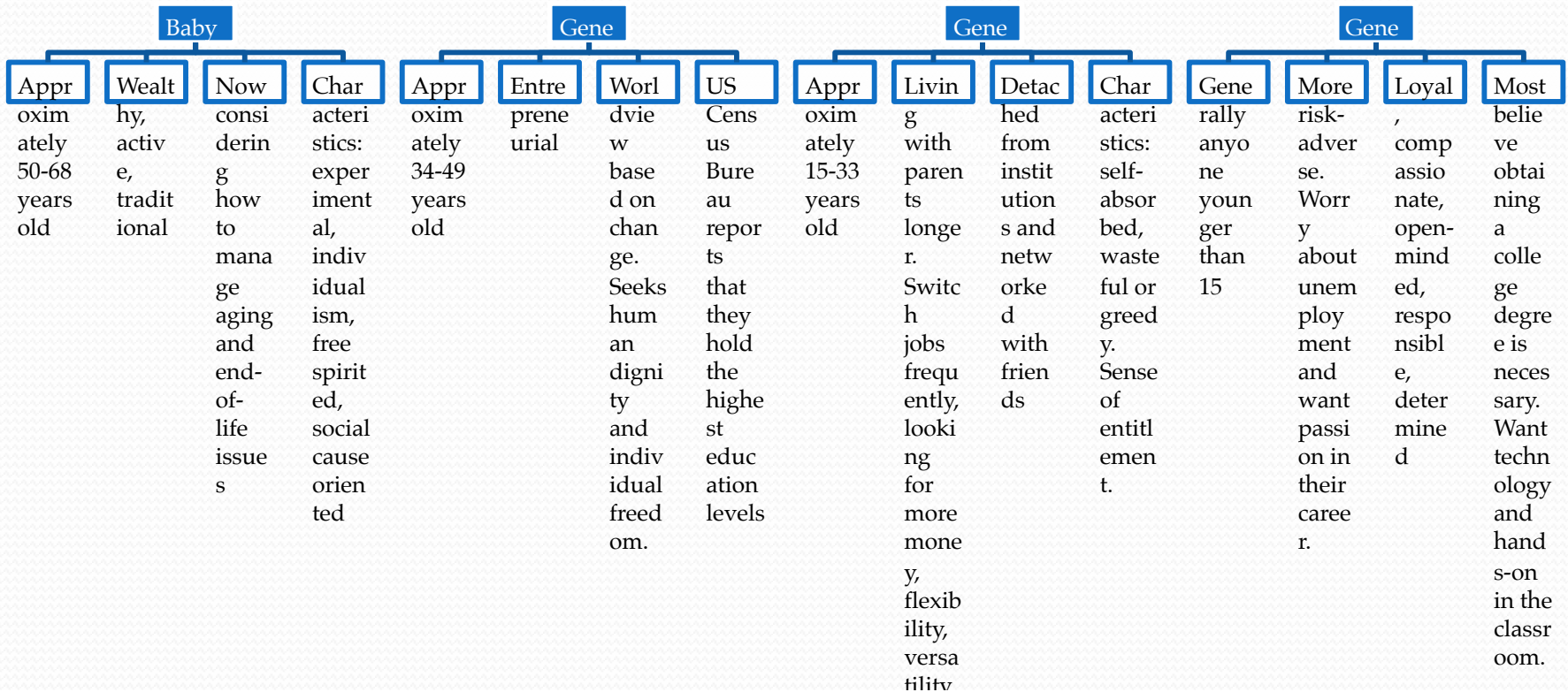
# MiraCosta College Community Education & Workforce Development

February 2016

# We are a multi-generational society!



# What does that mean?



# Who are our students?

## College for Kids/Youth Programs

- Generation Z (iGen, Post-Millennials)
- Parents (typically helicopter parents)

## Work Skill Programs

- Veterans & Spouses
- Unemployed/Underemployed

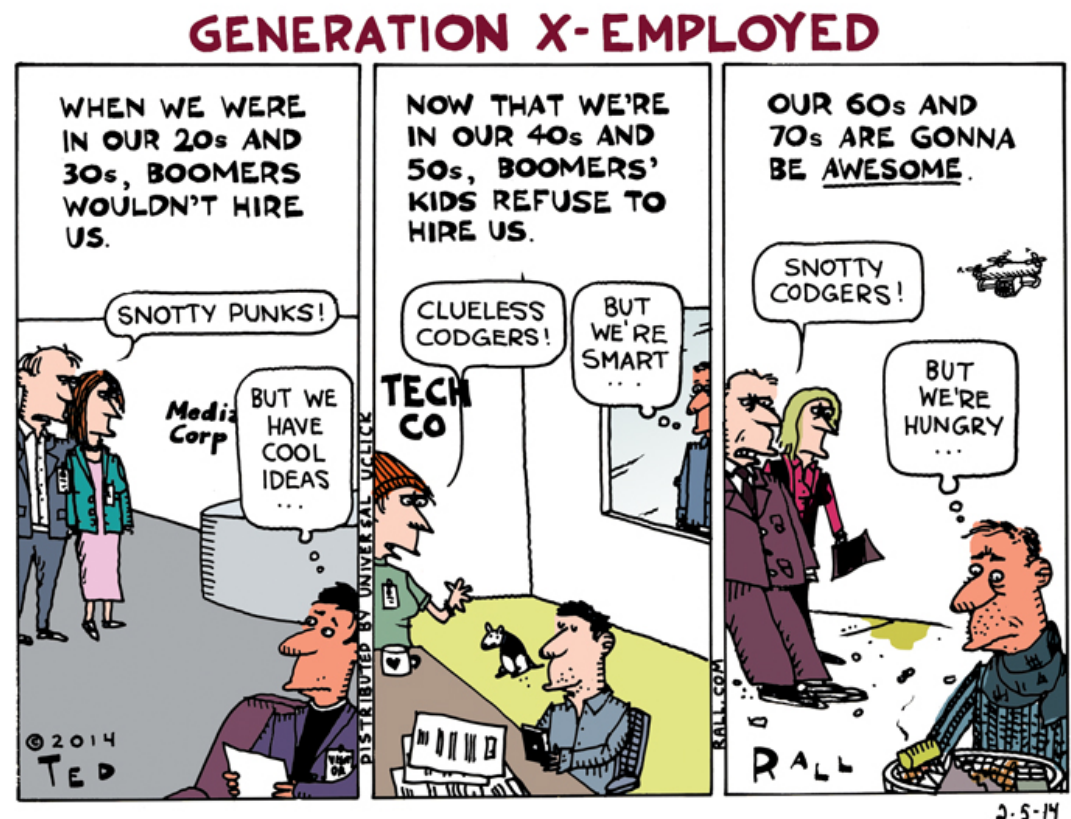
## Enrichment Courses & Excursions

- Baby Boomers
- Typically women
- Some Generation X

## Contract Training

- Multi-generational
- Selling to HR or boss

Others?



# How do we reach them?

## College for Kids/Youth Programs

- Bulletin
- Website
- Word of mouth
- Mass emails (Constant Contact)
- Facebook
- Flyers in schools
- Discounts to employees, multiple children, early enrollment

## Work Skill Programs

- Bulletin
- YouTube & Facebook
- Word of mouth
- Work with social service organizations, funding sources
- Outreach to industry
- Outreach to high schools, military bases
- Open house
- Tours every Friday
- New website coming...

## Enrichment Courses & Excursions

- Bulletin
- Mass emails (Constant Contact)
- Website
- Discounts to employees, for holidays

## Contract Training

- Flyers to companies
- Outreach





# What are we (MiraCosta) trying?

## This seems to work...

- Multiple bulletins with descriptions, pictures, etc.
- Mass emails (Constant Contact)
- Updated, easy to find and maneuver website
- Discounts to employees, multiple children, etc.
- Newspaper articles/ads
- Targeted YouTube videos
- Working with industry & industry organizations
- Working with our local career center
- Word of mouth
- Instructor marketing
- Lowering the cost of classes
- Answering phones and responding quickly



## What about student retention or repeat customers?

- Connecting students with industry
- Student services (access)
- Responsive administration
- Practical, hands-on instruction
- Great instructors who can work with a variety of student ages/experiences

## Marketing that didn't seem to work (or at least wasn't worth the time/effort)...

- Free Sample Saturday
- Casino Night Fundraiser
- Facebook & Twitter (most of the time)
- Too many emails
- Raffling off a prize for multiple enrollments
- Attending job fairs
- Website that hasn't been updated or is difficult to find

### We're not sure if this works...

- Open House
- Outreach to high schools
- Tours every Friday
- Working with social service organizations
- Referral discounts
- LinkedIn Groups

We seem to  
struggle with  
Generation X  
and Millennials

We seem to do  
well with  
Boomers and  
Silent

### MILLENNIALS AT A GLANCE<sup>14</sup>

23%  
Percent of  
population

22%  
Bachelor's  
degree or higher

2%  
Veterans

65%  
Employed

66%  
Never married

30%  
Living with  
a parent

81%  
On Facebook<sup>15</sup>

# What's quick and easy?

For your bulletin...

- Catchy class titles, good subheadings
- New and different classes
- Great instructors
- Previous student quotes
- Statistics
- Visual images & real class pictures

What other marketing efforts?

- Work with your PIO department for free advertising or see if your instructors can get an article published
- Connect with industry organizations to meet with large groups of people – speak at workshops, etc.
- Build your relationship with the local career center
- Have a student assistant or work study student help with social media
- Put your marketing materials out early (College for Kids)



Break into groups:

- Community Classes (older adults)
- College for Kids (parents / kids)
- Work Skill Programs (multi-generational)

1. Name 1-3 successful marketing things you're using.
2. Name 1-3 things that were NOT successful.
3. If you had more resources (money, staffing), what would you do?



**Thank you.  
Questions?**