

Staying on track

## CAHEA 2016 - Opening Session

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Brenda Harms, Ph.D.  
Harms Consulting



Thank you.

# Starting the Conversation

“The idea of ‘staying on track’ in the adult student market translates into an ongoing willingness to continue to evolve, expand, try new things, and learn”.

# Starting the Conversation

**Looking at our history.**

# Starting the Conversation

**Our history**

is our greatest asset

# Starting the Conversation

In today's Higher Education market there is no "steady state" we are moving forward or falling back.

We must keep putting down a new track!

# Quick Data on the Landscape

# Educational Attainment in the U.S.

US now ranks 12<sup>th</sup> among 36 developed nations for percentage of post-secondary degree holders.

*--The College Board*

In the US, by 2018 63% of all jobs will require post-secondary education.

*--Georgetown University Center on Education and the Workforce*



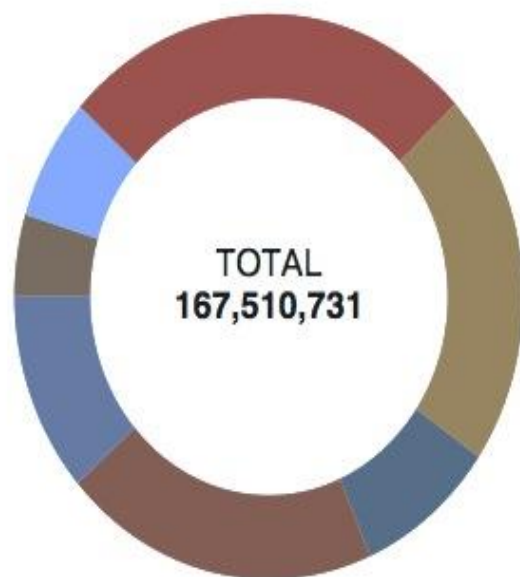
# Why Is Higher Education Attainment Needed?

- Higher education is the best insurance against unemployment.
  - At the height of our economic crisis overall unemployment rates were hovering around 10 percent, **only 4.5 percent of college graduates are unemployed**
- During the Great Recession of 2008-2010, four out of five jobs that were lost were held by Americans with a high school education or less

# Why Is Higher Education Attainment Needed?

- Education is essential for economic prosperity and career advancement.
  - Workers with a bachelor's degree enjoy an annual income **nearly \$20,000 higher** than workers who only have completed high school
- The economic recovery is being hindered by a lack of workers with the advanced skills and knowledge demanded in this economy

## Levels of education for United States residents, ages 25-64



Less than ninth grade	7,860,755	4.69%
Ninth to 12 <sup>th</sup> grade, no diploma	11,782,229	7.03%
High school graduate*	44,135,232	26.35%
Some college, no degree	36,011,451	21.50%
Associate degree	14,935,196	8.92%
Bachelor's degree	33,565,969	20.04%
Graduate or professional degree	19,219,899	11.47%

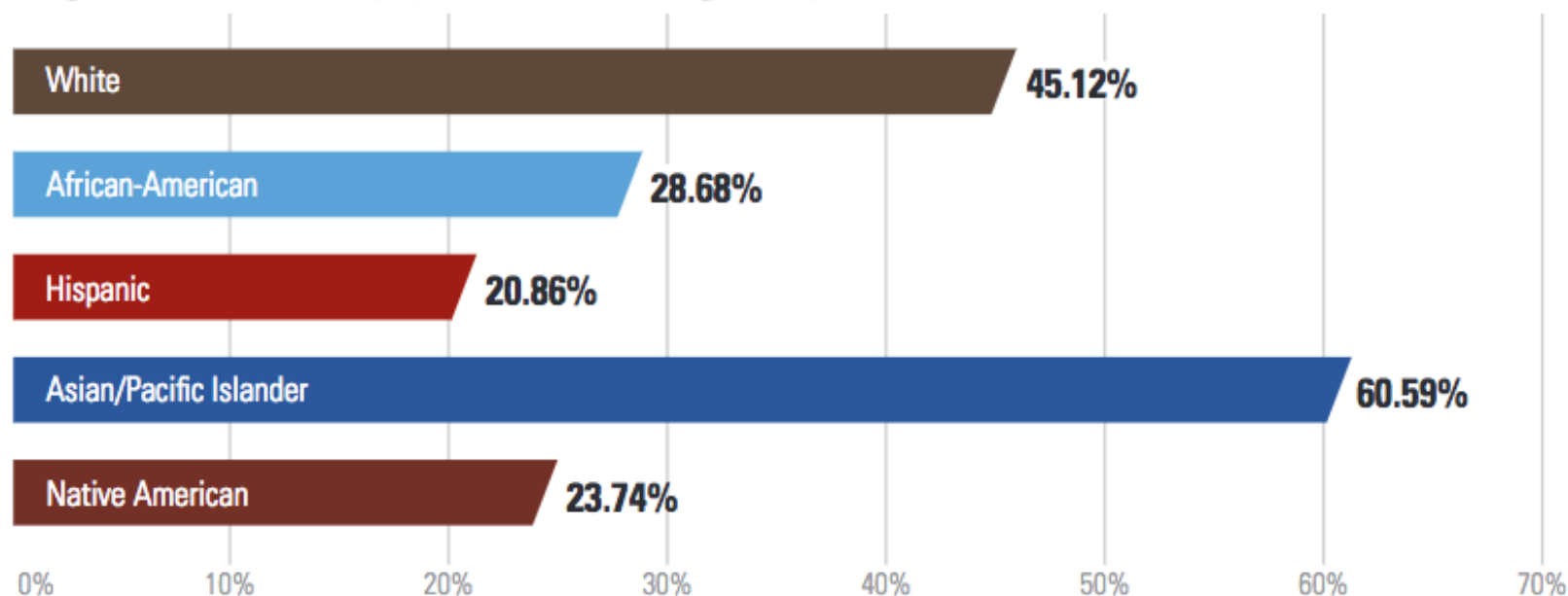
Estimated attainment of certificates:  
**4.9%**

\* including equivalency

Source: U.S. Census Bureau, 2014 American Community Survey

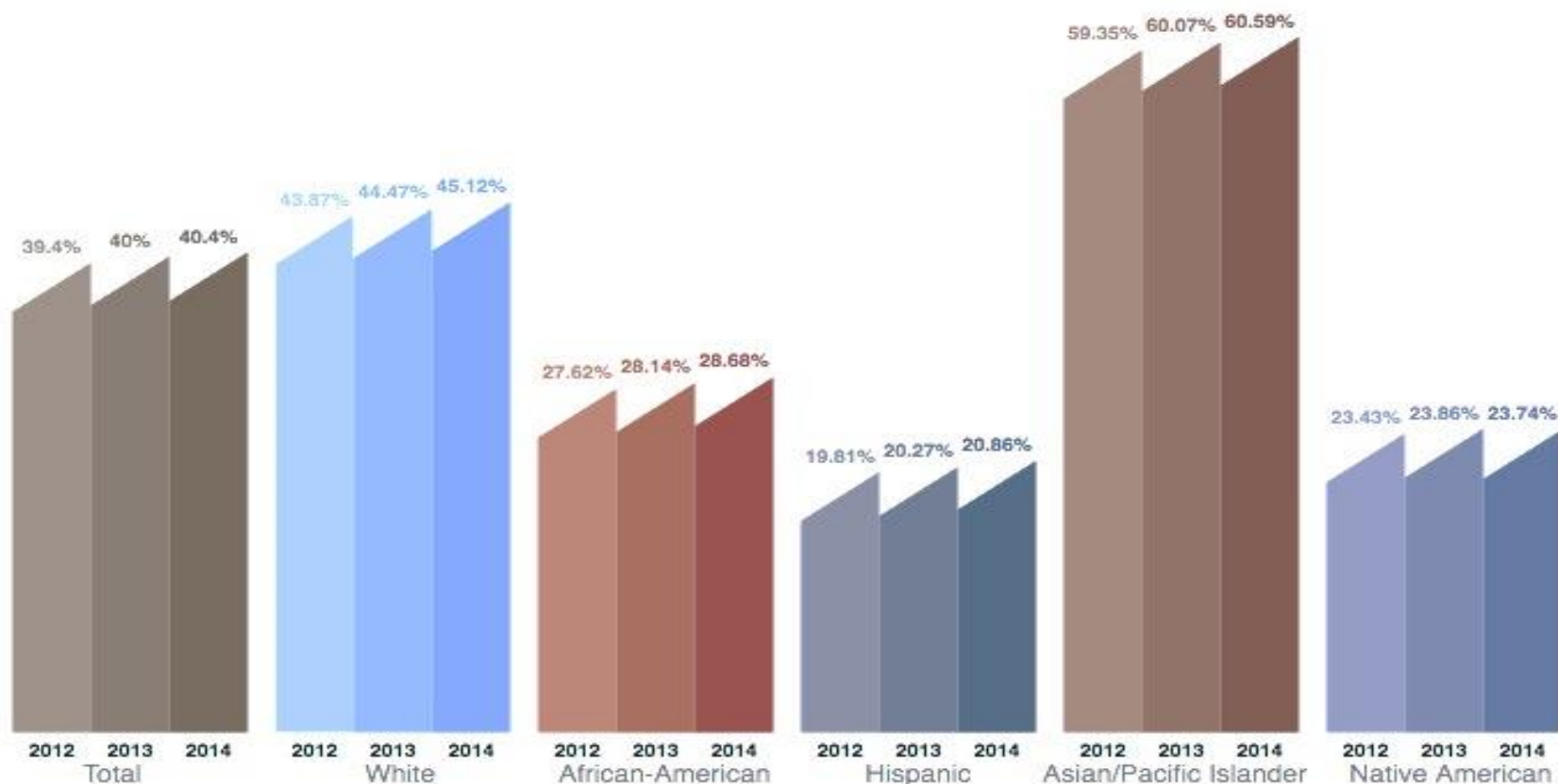
Note: The figure above is the estimated percentage of working-age Americans who have earned high-value postsecondary certificates. This percentage was derived by polling a nationally representative sample of men and women, ages 25-64. The survey was conducted by NORC at the University of Chicago, an independent research institution.

## Degree-attainment rates among United States residents (ages 25-64), by population group



Source: U.S. Census Bureau, 2012-14 American Community Survey, B16040, Etc.

## The trend in degree-attainment rates for United States residents (ages 25-64), by population group



Source: U.S. Census Bureau, American Community Survey PUMS Files

# 2012 Lumina Foundation Study – Public Opinion of Higher Education

- Nearly all Americans (97%) say **having a degree or certificate beyond high school** is at least somewhat important to a person's financial security
- Of Americans who do not have a postsecondary degree or certificate, the majority agree or strongly agree that they would **feel more secure in their job** and their financial future if they did have one

# 2012 Lumina Foundation Study – Public Opinion of Higher Education

About four in 10 (41%) Americans without a postsecondary degree or certificate say they have thought about going back to school to earn one within the last 12 months

# 2012 Lumina Foundation Study – Public Opinion of Higher Education

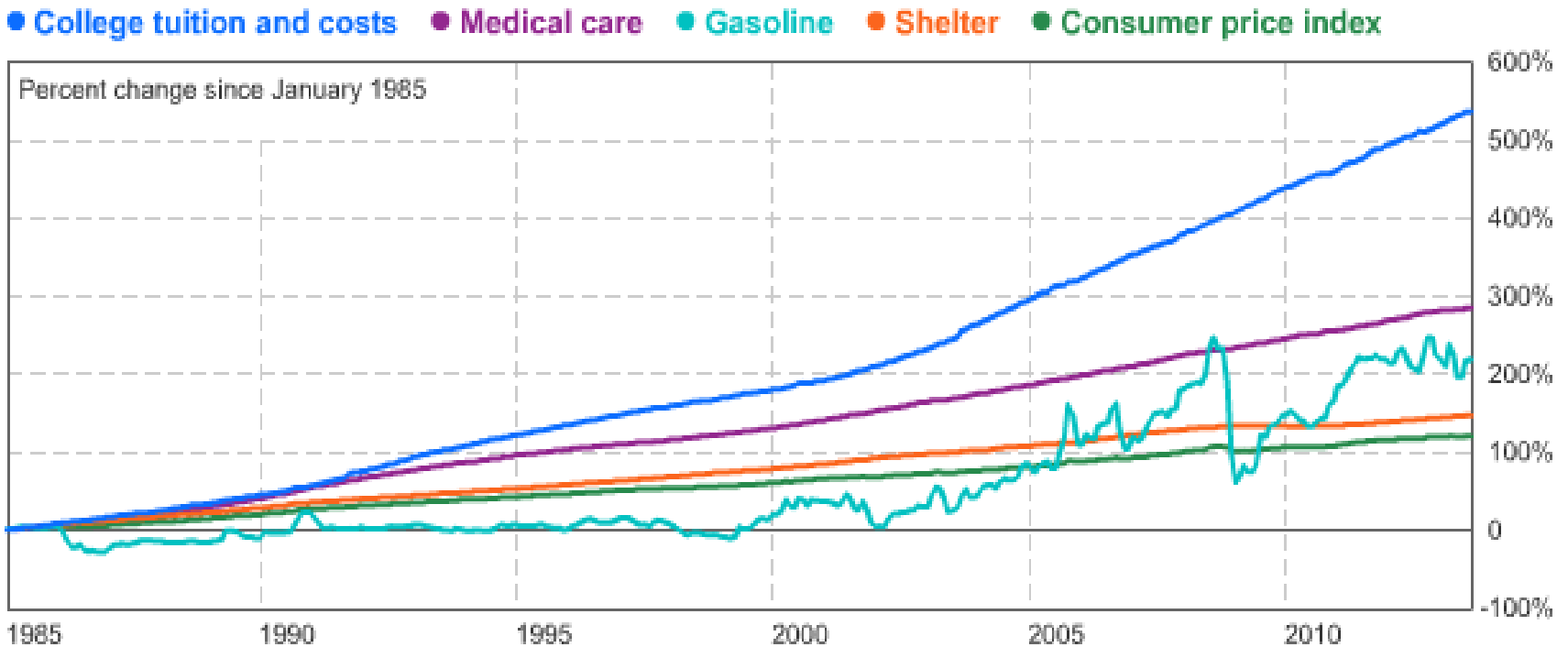
BUT only 26% of those interviewed believe  
higher education is affordable for everyone  
who needs it



# College Costs Surge 500% in U.S. Since 1985

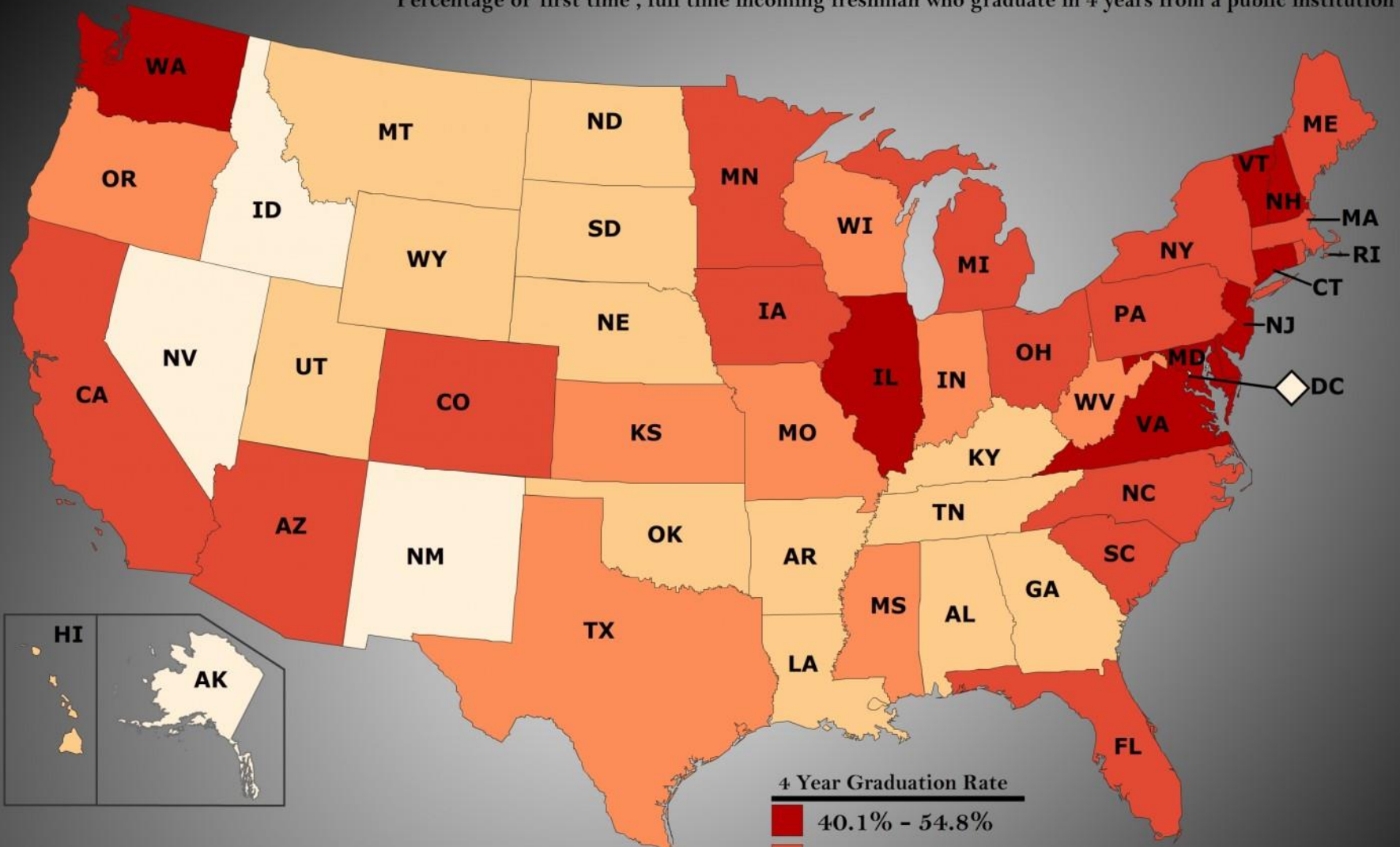
## Rising Costs

Bloomberg

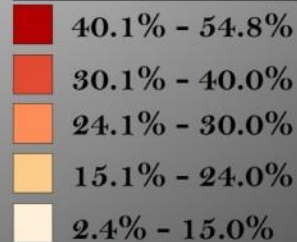


# College 4 Year Graduation Rate

Percentage of first time , full time incoming freshman who graduate in 4 years from a public institution .



## 4 Year Graduation Rate



Lowest - D.C at 2.4%  
Highest - Delaware at 54.8%

Producer: Rodney Vese Jr.

Date: 01-30-2013

Source: National Center for Education Statistics (NCES) Integrated Postsecondary Education System .

Data Downloaded at: [collegecompletion.chronicle.com](http://collegecompletion.chronicle.com)

More Information at: <http://collegecompletion.chronicle.com/about/>

# Staying on Track

- September, 2015 Moody's Investor Service Report

Closure rates of small colleges and universities will triple in the coming years, and mergers will double.

Those are the predictions of a Moody's Investor Service report released Friday that highlights a persistent inability among small colleges to increase revenue, which could lead as many as 15 institutions a year to shut their doors for good by 2017. The 10-year average for college closures is five annually.

# Critical Time..... Critical Work.....

- Being employed in our country in the future without a degree or at least some form of education is and continues to become more and more difficult for our prospective students
- IF we truly believe that higher education is the path to a better future we have a responsibility to actively engage prospective students in a conversation about that belief

# Critical Time..... Critical Work.....

- WE are responsible for doing whatever it takes to ensure that our students who do invest with us (attend with us) GRADUATE.
- Every College or University represented in this room has a diversified student body – you are fortunate as you jumped into the adult market early. However, the landscape is cluttered, the traditional undergraduate population does not represent a growth opportunity at most schools, and the pressure is high due to tight finances at most institutions.

Critical Time..... Critical Work.....

# Staying on Track

# Staying on Track

**Having the WILL to.....**



# Staying on Track

**Having the WILL to.....**

Meet the needs of a changing student demographic

# Changing Demographic

Students today are consumers of higher education and they bring a mindset of wanting to be treated like customers

# Staying on Track

**Having the WILL to.....**

Market in new and innovative ways

# Ideas - Marketing

# Ideas - Marketing

- **Understand the job of marketing**

- Marketing gets attention – people enroll students
- Everyone is an “expert” at marketing

# Ideas - Marketing

- **Have a serious discussion on budget**
  - You don't have enough money
  - You will have to say no more than you say yes
  - Any budget you are planning to spend needs to be backed up with a clear plan to swarm the leads it produces
  - Programmatic marketing is more than likely going to have to be where you focus your resources

# Ideas - Marketing

- **Understand your goals – awareness or lead generation**
  - Driving people with urgency towards a date (classes start Sept. 1) is lead generation focused
  - Urging the completion of an RFI is lead generation
  - Sponsoring the weather is awareness marketing

# Ideas - Marketing

- **Consider your options**

- Pandora Radio
- Digital Advertising
- Facebook – utilizing a look alike audience of your current students/targeting Community College feeders/business feeders
- Linked In – typically stronger for Graduate programs
- Ask your students (not where they heard about you but their behavior)



# Ideas - Marketing

- **Understand the difference between what feels good and what works**
  - Compliments at church don't count (personal story)
  - Compliments from your President also don't count
  - Buying advertising from Jim because he is a nice person and the school has worked with him for the 17 years you have been with the institution also doesn't count

# Staying on Track

**Having the WILL to.....**

Modify recruitment strategy

# Ideas - Recruitment

# Ideas - Recruitment

- **Clearly defined Recruitment Outreach Plans**

- Limited number of targets
- Clear lead goals for each target
- Established 6-month plan including all activity
- Minimum of 3 touch-points for each target
- Set date to evaluate plan and establish next 6-month plan

# Ideas - Recruitment

- **Execute a communication flow**

- Adult inquires – Day 1
- Personal connection (email, phone, personal note) within 24 hours
- Follow-up contact (call) – Day 3
- Follow-up contact (email) – Day 7
- Follow-up contact (call) – Day 10
- Follow-up contact (call) – Day 15
- Follow-up contact (email) – Day 21
- Follow-up contact (email) – Day 33
- Follow-up contact (email) – Day 45
- Follow-up contact (call) – Day 60
- Follow-up contact (maintenance) – holiday/newsletter/special announcements

# Ideas - Recruitment

- **Plan for re-working existing lead pool**

- Batch leads in 6 month increments
  - January 2016 – July 2016
  - July 2015 – December 2015
  - January 2015 – July 2015
- Set up re-engagement communication flow (3 emails set 6-8 days apart)
- Plan a call night – every person with a phone number gets a personal call from a professional at the school
- Establish a script for use
- TRACK

# Staying on Track

**Having the WILL to.....**

Focus seriously on retention

# Ideas - Retention



# Ideas - Retention

- **Marketing to our current students**

- Quarterly communication or personal outreach “checking in” on your existing student body
- Conduct “employment workshops” that are focused on the areas of communication/teamwork in the workplace/timeliness
- Engage in yearly focus groups of a limited number of students and ask them what you could be doing better – what would be helpful to them

# Ideas - Retention

- **Proactively address financial barriers**

- “Its FAFSA time” reminders sent via an upload of current students email addresses (personal) to Facebook
- Providing helpful information (annual letter) around areas like student loan debt thus far, repayment estimates, and long term financial literacy
- Degree completion focused financial planning – change the conversation from how do you pay for college today to how do you pay for college to completion

# Ideas - Retention

- **Aggressive academic/advising interaction**

- Bringing class registration/academic advising to students directly by offering “between class” advising sessions held in classroom space with on the spot registration
- Honest evaluation of who is teaching your classes and what they are bringing to your classrooms (check which classes are most frequently transferred in once students have already started your program for a hint of where challenges lie)
- Coordinated efforts between financial and academic planning

# Staying on Track

**Having the WILL to.....**

Expand programs and try new delivery systems

# Ideas – Program Expansion and New Delivery Systems

# Ideas – Program Expansion and New Delivery Systems

- **Let go of what isn't working**

- Cut ties with low enrollment programs - we all have them
- Reallocate resources of what isn't working into new program considerations
- Gather data (not personal arguments) related to multiple options and then select ONE or TWO and move forward

# Ideas – Program Expansion and New Delivery Systems

- **Move it online**

- Over 30% of high school students are taking classes online
- Over 5 million college students are enrolled in online classes
- THIS IS THE NORM and students need the option
- Think of online delivery as a compliment to your existing classes, not a brand new revenue source

# Ideas – Program Expansion and New Delivery Systems

- **Evaluate based on learning outcomes in order to entertain the idea of competency based learning**

- Establish clear learning outcomes for each course and determine if you can systematically assess for this learning without the course
- Consider classes – not entire programs - to begin the process of establishing a short time to completion for students (think of Spanish 1, Comp Skills 1 – is there a test out option)
- Get creative about delivery – can you do something “super accelerated” during the summer



# Staying on Track

# Staying on Track

Staying on track means continuing to be willing to put down new track.

It also means leveraging our historical knowledge to push us forward – NOT allowing it to hold us back.

The track forward will require us to think outside of our past approach to doing business.

# Staying on Track

My Promise to You

You will not walk away from this conference without a list of new and good ideas.

# Staying on Track

Your ability to do three things will make the difference as you assemble your track to the future of your adult serving program.

# Staying on Track

Creation of a plan

Execution of your plan

Evaluation of the plan

# Staying on Track – Your Assignment

Bring to the closing session your list of “great ideas” and be prepared to share one with your colleagues.

Thank You!