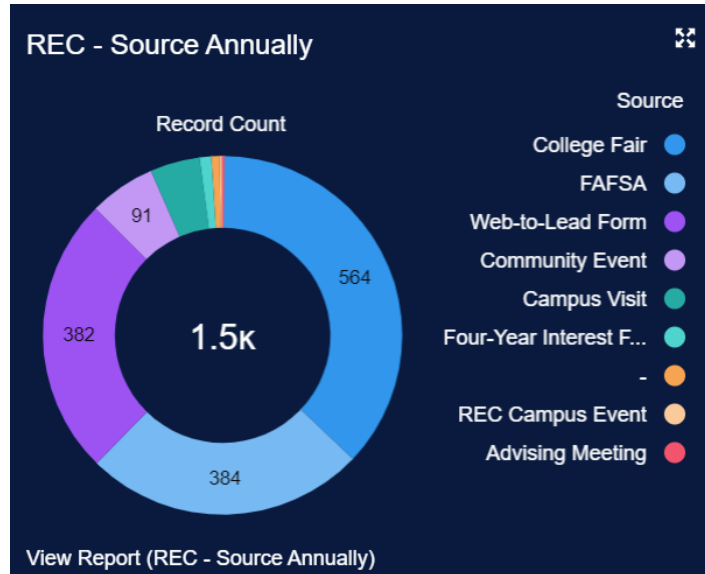


# Enrollment, Retention, Marketing

# Recruiting Goals

1. Increase Hispanic Enrollment
2. Increase Enrollment for Students Age 24-55
3. Regain Stop-Out Enrollment
4. Increase Personal Interest Enrollment



# Increase Hispanic Enrollment

- Continue to Create an Inclusive Environment, Videos, Employees, Print Materials, Etc.
- Hispanic Student Ambassadors
- Spanish – English Interpreters
- In-Person Recruiting Events
- Community Partnerships with Worship Houses and Hispanic Businesses
- AZ Pipeline Connecting to Careers

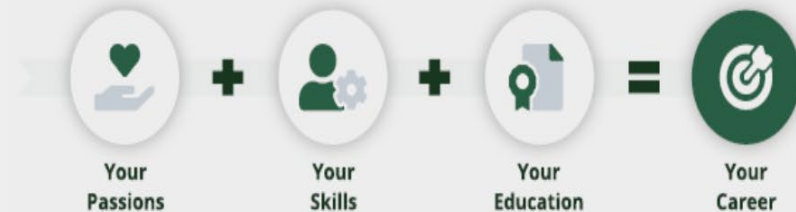
# Increase Enrollment for Students Age 24-55

- Use Strategic Plan Pillars (Belonging, Living Wage, Adult Learners, delivery) to create effective messaging
- Create Communication on Clear, Short Pathways to Degree/Certificate
- Invite to In-person Events
- Increase Communication about Credit for Prior Learning (and new process)
- Partnerships with Businesses
- New In-Person Student Orientation
- AZ Pipeline Connecting to Careers

# Regain Stop-Outs

- Partner with Graduation Alliance to do Outreach to Specific Stop-Outs
- Academic Advisors Targeted Outreach
- Invite to Recruiting Events
- Communication Plan to Stop-Out Students
- AZ Pipeline Connecting to Careers

## YC's Pipeline AZ



With Yavapai College Pipeline AZ you can complete an interest assessment to **identify potential careers, explore your career interests, and find education and training options** that will help you develop the skills you need to achieve your career goals.

# Increase Personal Interest

- Dedicate an Advisor to Work with PI Students and Assign in Portal
- Targeted Communication Plan to Continuing PI Students
- Go to Current Classes and Enroll Students for Next Semester
- Create Marketing and Communication Campaign to Attract New Personal Interest Students



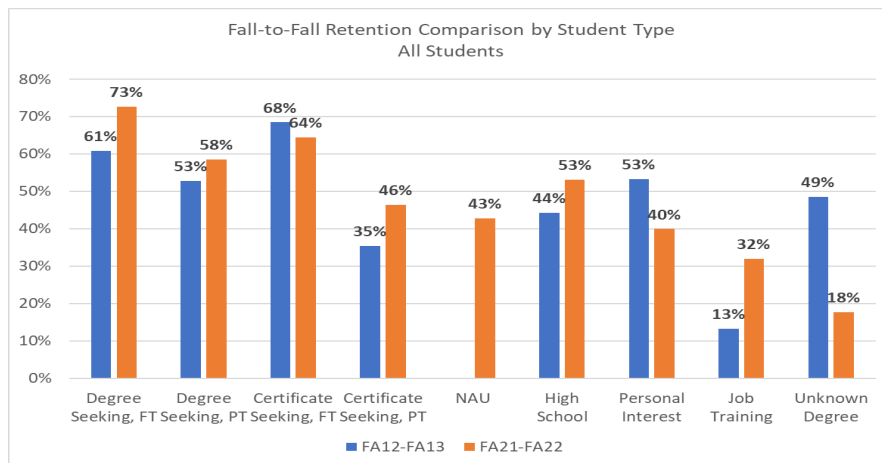
# Retention Priorities 22-23

- Retention worked on 7 Specific Priorities for FY 23 in Support of Institutional Strategic Plan



# Retention Priorities 22-23

1. **Develop and launch a stop-out re-recruitment plan.**
  - Aggressive outreach plan to connect with students that did not complete a credential and did not re-enroll.
2. **Increase retention by 3% each year**





# Retention Priorities 22-23

## 3. Increase support for basic needs specifically-mental health support

- We have connected with community partners for basic needs support such as; Strong Foundations webpage, community partner designation with DES for SNAP Benefits and AHCCHS, community housing partnerships, partnership with Spectrum Health and Polara Health.
- Contract for virtual mental health counseling for all students. We average 40-50 visits per semester – removing the stigma of asking for mental health support.



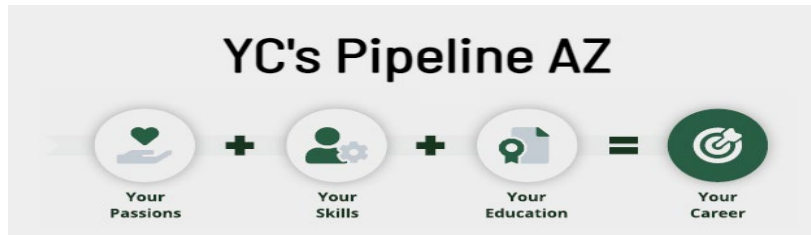
# Retention Priorities 22-23

## 4. Market resources available to help students reach the finish line.

Working with marketing and SGA on marketing website and resources. Ruff's House App and Canvas Shell



## 5. Help students understand the long-term Return on Investment of Higher Education - Use of YC Pipeline through the entire Student Life Cycle to connect students to industry needs.



# Retention Priorities 22-23

## 6. Work with Academic Affairs to implement new strategies for:

- **Academic Early Alert** – Alerts go to faculty for outreach with support from academic advising teams. Great Collaboration!
- **Embedded Tutoring** – new model developed with English Department – Implement to other departments for 23-24.

D/F/W Rate	tutoring	non-tutoring
• ENG 101A	24%	58%
• ENG 101	15%	43%
• ENG 102	8%	48%

# Retention Priorities 22-23

## 7. Increase Leadership Opportunities and Collaborations.

Student Government – Students of Leadership –National Society of Leadership and Success(NSLS) –Student Clubs – Student Participation on College Committees.

**March 24<sup>th</sup> will be the first L.E.A.D. -1 day Student Leadership Conference** – collaborative event with student affairs and academic affairs(PTK, CHP, Management) leadership opportunities.



# Marketing & Communication

## Advertising

- Digital
- Social Media
- Radio
- Print
- Sponsorships
- Signage

# Digital Advertising

azcentral.

LOCALiQ

*Republic Media / Local IQ*

## **Targeted display ads via a curated and addressable geo-fenced audience**

- Uses a list of local residences that meet location, demo and/or interest-based criteria to deliver ads to any member of the household using any device.
- We are targeting Yavapai County residents aged 25-49 with HSE/GED or continuing education interest. From that list, an email campaign initiates the process followed by those targeted households being served digital display and connected TV/OTT commercials (streaming TV and music services like Hulu and Spotify, as well as weather, sports, and games apps).

# Digital Advertising

azcentral.

LOCALiQ

## Site and search retargeting

- Target users who have visited specific pages on yc.edu or who search specific keywords/phrases.

## Search Engine Marketing / Pay-per-Click

- Sponsored ad listings appear when users search specific keywords and phrases on search engines.

## Facebook & Instagram

<https://www.youtube.com/watch?v=U08yVp13bUY>

- Paid display advertising campaign during Fall and Spring semester enrollment periods, used in conjunction with YouTube and Google Ads.

# Digital Advertising

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LOCALiQ

REGISTER FOR SPRING 2023



Register for Spring 2023

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and enroll today

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way. No matter what.

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**YC**  
You Can!



- *is authentic, real*
- *is fresh, joyful, fun*
- *evokes emotion & belonging*
- *builds community*
- *doesn't look, feel like advertising*
- *spotlights the student experience*
- *spotlights our environment*
- *provides value to our followers*
- *is created produced by student workers!*

