

# Marketing/Recruiting/Retention Department Plans

SEM Meeting

September 2021

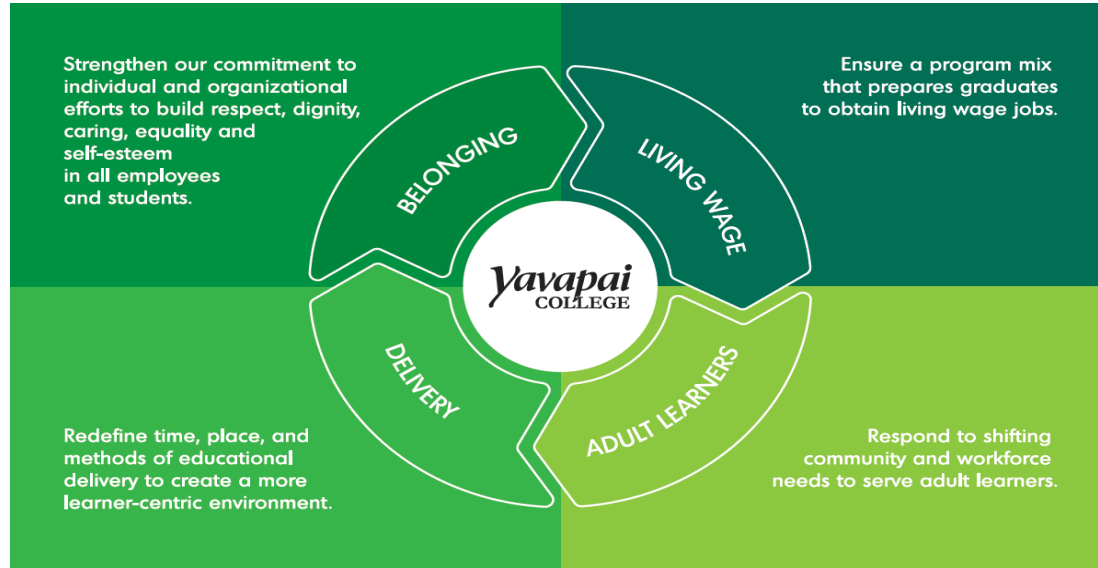
## **Yavapai College Mission**

Yavapai College enriches our diverse communities by providing relevant, accessible, affordable, and quality workforce, transfer, lifelong, and cultural learning opportunities.

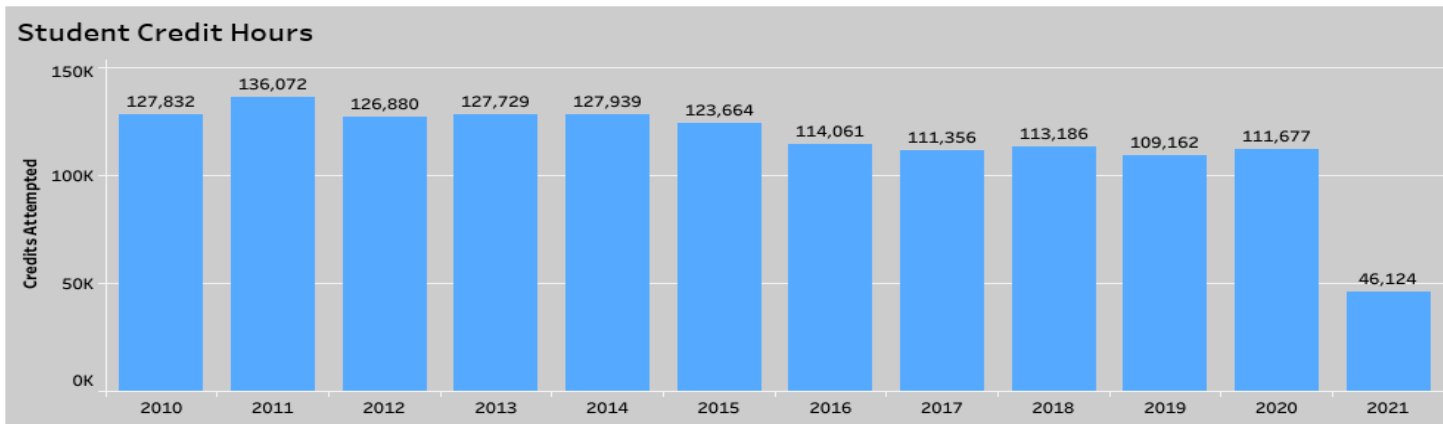
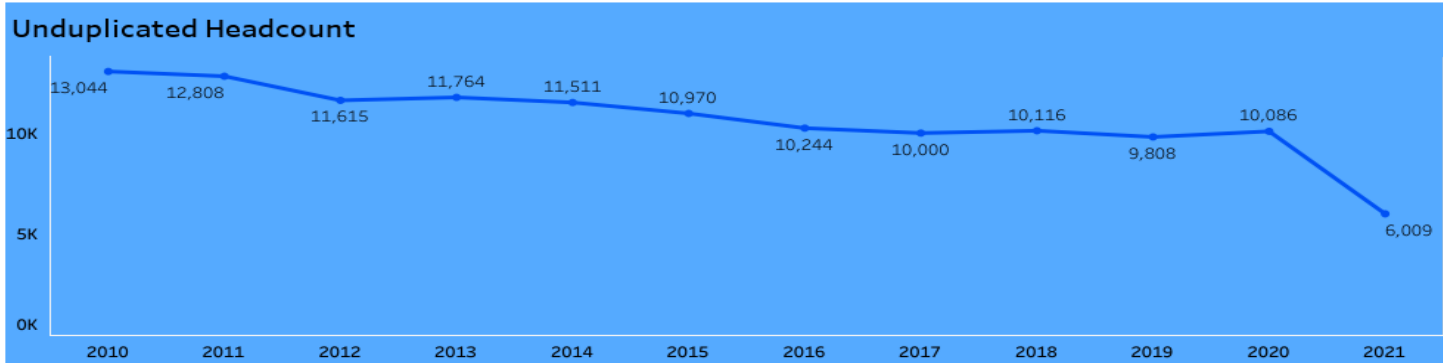
## **Vision**

Yavapai College makes our diverse community a premier place to learn, work and live.

# Institutional Strategic Plan



# Current Situation



# Marketing

- Who is our target audience each semester?
  - Fall 2021
    - Millennial & Gen-x (Ages 24-55)
    - Hispanic
    - Stop-out
    - New students returning from COVID

## What are our messages?

- General – every semester
- Cost
- Time commitment
- Reskilling/upskilling
- New programs
- Tier 1 priorities

- How do we deliver these messages?
  - Website
  - Radio
  - Print
  - Digital
  - Social media
  - Video



- The YC Website, [www.yc.edu](http://www.yc.edu)
  - Promote registration
  - Discounts/incentives
  - Recruitment events
  - Major student events/activities
  
- Informative
  - Admission funnel pages
  - Redesign of academic webpages

- Radio
  - Yavapai Broadcasting, PV  
Broadcasting, KNAU
  - District-wide reach
  - JUAN – Spanish
  - Live remotes

- Print
  - Newspaper
    - News and press releases
    - Featured stories
  - Magazine
  - Mailers
    - Postcards
      - Omnimail
    - Enrollment guide
- Recruitment material
  - Brochures, flyers, viewbooks, etc.

- Digital
  - General enrollment in county
  - Retargeting, SEO, PPC
  - SMART social media forms
  
- Program specific out-of-county

- Social media
  - Engaging organic content
    - Photos, videos, events
  - Informative
    - Who, what, where, deadlines
    - Press releases
  - ‘Trendy’ and current
  - Drive users to our website
  
- Advertising

- Video
  - General advertising
  - Docuseries
    - Storytelling
  - Program specific
    - Student testimonials
    - Instructors
  
- Video/photo library

# Enrollment/Recruitment

## Enrollment/Recruitment Goals

1. Increase Hispanic Student Enrollment
2. Regain Stop-out Enrollment
3. Increase Millennial and Gen X Age Group Enrollments (23-54)



## Changes to Enrollment Management

We have re-organized our enrollment management area to increase student touch, increase outreach to potential leads and increase outreach to newly applied students to grow enrollments.

- Weekly targeted communication to leads
- Students are immediately assigned a team of support upon admission to Yavapai College to include their Admission Advisor, Financial Aid Advisor and Enrollment Advisor
- Students receive immediate emails via Salesforce with their next steps
- Admission Advisors then do continuous follow-up with their caseload until transferred to their enrollment advisor

# Hispanic Enrollment

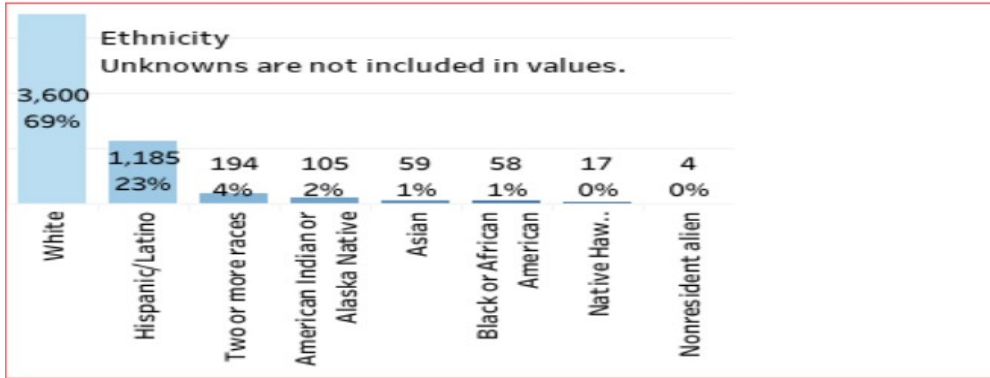
## What We Know

- Fastest growing population in Yavapai County
- Appreciably younger population
- Rely heavily on family, church, and community influence for advice
- Prefer in-person

## Challenges

- Constrained by family pressures or obligations
- COVID hangover
- Financial barriers
- Immigration status
- Language barriers
- Sense of belonging and validation as a college student

## Increase Hispanic Student Enrollment to 25% by year 22/23



### Increase Hispanic Enrollment

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Goal/Target Fall 2021
Students	1076	1193	1315	1338	1185	1315
Annual Growth		117	122	23	-153	130
CAGR	Compound Annual Growth Rate 7%					

## Hispanic Enrollment Action Items

- Cultural awareness workshops for YC employees
- Worship house networking/family day events
- Identify pool of YC Spanish speakers
- Create Hispanic recruiting videos
- In-person events
- ESL classes
- Hispanic student ambassadors

# Regain Stop-Out Enrollment

## What We Know

- Detailed course and program data on students
- Likely to already be working
- Likely to be part-time
- Likely to have other responsibilities

## Challenges

- Contact information potentially stale

## Regain Stop-Out Enrollment Action Items

- Create list of students with high credits, recently attended, no transfer
- Expanding credit for prior learning
- Call campaign
- Postcards

## Increase Enrollment with Millennial and Gen X age groups (23 – 54)

### What We Know

- Likely to be part-time
- Many are working multiple jobs
- Other responsibilities
- Time and financial commitment are crucial
- Likely to prefer a mix on in-person and online courses
- Higher unemployment

### Challenges

- COVID hangover
- Financial barriers
- Competition
- Lack of internet access and/or technology

## Increase Enrollment with Millennial and Gen X age groups (23 – 54) Action Items

- Create 'why' message
- Create communication on clear, short pathways to degree/certificate
- Invite to in-person events



## In-Person Events

April 17 & 18, 2021	Pecan and Wine Festival - Verde
May 22, 2021	Hispanic Outreach Event – PV Campus
May 22, 2021	PV Home Show – Findlay Center
Summer 2021	Parent Sessions – Early College Recruitment
Summer 2021	Be YC Day – Early College Recruitment
June 5, 2021	Verde Open House
June 2021	Chino Open House
June 12, 2021	Prescott Open House
July 31, 2021	CTEC Open House/Hispanic Outreach
August 7, 2021	Verde Skilled Trades Center
August 13, 2021	Verde Skilled Trades Center Ribbon Cutting
August 14, 2021	Welcome Back Event – Prescott Campus

## In-Person Events

October, 2021      Puente de la Comunidad (PV Event)

February 9, 2022      CTEC Day

April 9, 2022      Test Drive YC - CTEC

April 23, 2022      Test Drive YC - Prescott

April 29, 2022      Test Drive YC – Chino Valley

April 30, 2022      Test Drive YC - Verde

TBD      Test Drive YC – Prescott Valley

TBD      Test Drive YC - Sedona

July, 2022      Hispanic Churches Family Days

July 30, 2022      YC Open House - Prescott

August 6, 2022      YC Open House - Verde

## Communication & Outreach

- CARES grant communication
- Program video recruitment
- Discover Yavapai sessions & program information sessions both in-person and virtual (ex. Mining Day)
- Virtual open house sessions
- Student type communication plans – started summer 2021
- Targeted web information request communication (added additional information to the online “yellow card”)
- 8-Week program communication

## Continuing with:

- Promise recruitment
- Early College recruitment
- Personal Interest recruitment
- Weekly tours
- Virtual tours
- AZ high School fall tour events
- Collaborating with marketing on outreach communication
- Chatbot

# Retention

# Student Affairs

## Mission and Vision

### **Mission**

Student Affairs supports students in achieving their education, career, and life goals through diverse student-centered learning experiences.

### **Vision**

Cultivating character through transformative engagement that empowers students to be a positive influence in the world.

# Retention Targets

Fall, New to YC Cohorts	FA19 Size	FA16-SP17	FA17-SP18	FA18-SP19	FA19-SP20	FA20-SP21	FA21-SP22
New to College Full-Time	565	82%	83%	82%	83%	68%	85%
New to College Part-Time	517	65%	60%	56%	60%	45%	63%
Transfer In Full-Time	126	83%	80%	81%	89%	79%	83%
Transfer In Part-Time	179	66%	69%	70%	69%	62%	70%

Fall, New to YC Cohorts	FA19 Size	FA16-FA17	FA17-FA18	FA18-FA19	FA19-FA20	FA20-FA21
New to College Full-Time	565	59%	58%	60%	62%	65%
New to College Part-Time	517	44%	42%	41%	39%	45%
Transfer In Full-Time	126	60%	67%	54%	70%	70%
Transfer In Part-Time	179	50%	49%	53%	58%	60%

# Division Strategic Goals

- Develop comprehensive early alerts.
- Improve student engagement and support.
- Develop and implement robust pathways to completion.
- Improve student health and wellness.
- Increase funding streams in auxiliary services.
- Implement robust assessment plan.



## Comprehensive Early Alerts

- Early alert system to track and adjust program progression.
- Support students in high D/W/F courses.
- Use IR predictive analytics model to support students with medium risk of not continuing.

## Improve Student Engagement & Support

- Collaborative co-curricular events.
- Engage students in leadership opportunities.
- Develop integrated learning spaces.
- Implement disability, accessibility, and mental health awareness.

## Implement Clear Pathways to Completion and Transfer

- Establish program pathways for all formats.
- Establish concentrations for transfer majors.
- Establish a 15 to complete environment for full time students.
- Implement an integrated career decision-making process.

## Improve Student Health and Wellness

- Implement the Single Stop platform for non-academic supports.
- Provide support services for underage marijuana and alcohol use/abuse.
- Increase mental health well being resources and reduce stigma.

## **Increase Funding Streams in Auxiliary Services**

- Implement robust recruitment and retention of residence hall students.
- Increase non-athletic summer camps and conferences – collaboration with academics.

## Implement Assessment Plan

- Use NASPA's PRACTICES self assessment tool to evaluate gaps.
- Use institutional and general education learning outcomes to develop assessment cycle.