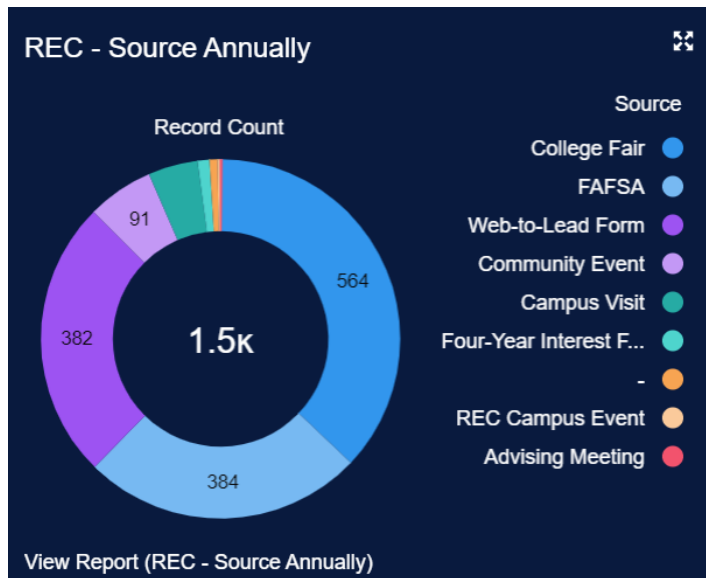


Enrollment, Retention, Marketing

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

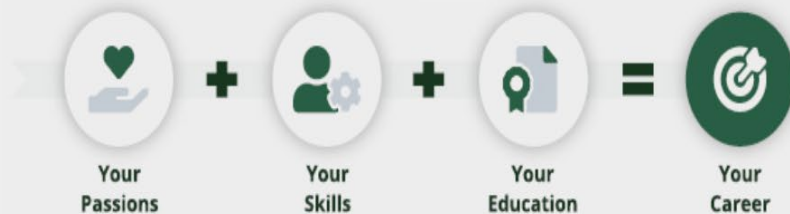
Increase Enrollment for Students Age 24-55

- 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



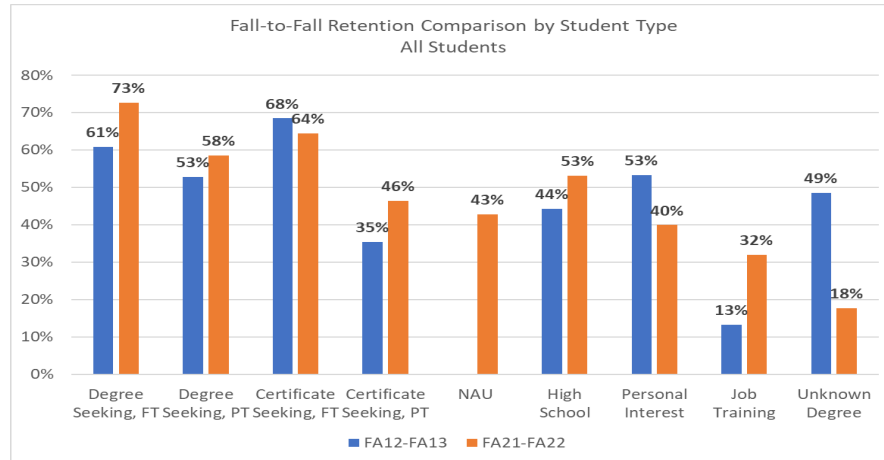
Retention Priorities 22-23

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



Retention Priorities 22-23

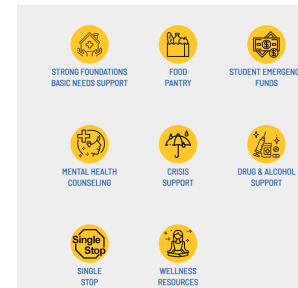
- 1. Develop and launch a stop-out re-recruitment plan.**
 - Aggressive outreach plan to connect with students that did not complete a credential and did not re-enroll.
- 2. Increase retention by 3% each year**



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.



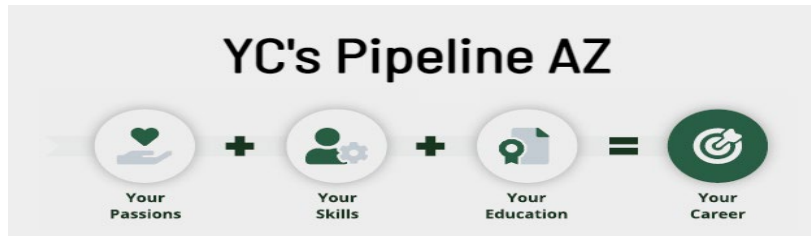
Retention Priorities 22-23

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 24th 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.

Republic Media / Local IQ

LOCALiQ

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

azcentral.

LOCALiQ

REGISTER FOR SPRING 2023



Register for Spring 2023

Yavapai
COLLEGE

SEARCH FOR CLASSES



Learn more
and enroll today

Yavapai
COLLEGE

ENROLL



Complete your higher education with
skills, not debt

Yavapai
COLLEGE

ENROLL



Get on track to a rewarding,
well-paying career

Yavapai
COLLEGE

ENROLL



Your education, your
way. No matter what.

Yavapai
COLLEGE

SEARCH FOR CLASSES

YC
You Can!

ORGANIC SOCIAL MEDIA:

Goal: get positive attention for YC with great content that:

- *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!*

