

# *REACHING COMMUNITY COLLEGE TRANSFER STUDENTS; DIGITALLY AND TRADITIONALLY*

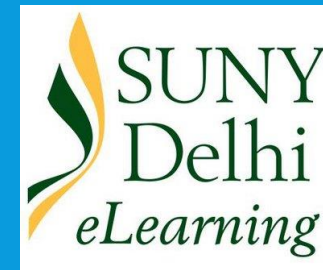
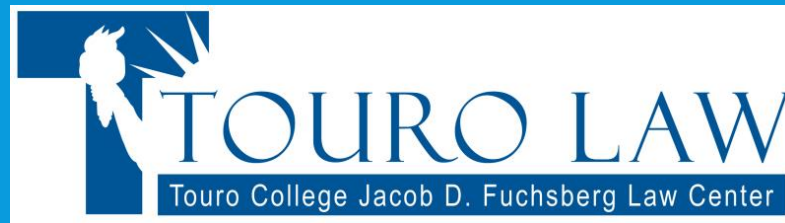
By Darren Johnson

May 22-24, 2018, NYSTAA Conference, Syracuse, NY

# WHO AM I?

- College Newspaper Adviser
- College Marketing Adviser
- Two-Year College Enrollment Marketing Leader
- Four-Year Private College Communications Leader
- Graduate Private College Marketing Leader
- Four-Year SUNY Communications Administrator
- College PR, Advertising and Journalism Instructor
- Campus News 2-Year College Paper Publisher

# WHO I HAVE WORKED DIRECTLY FOR



# SOME NYS ADVERTISERS AND THEIR AGENCIES I HAVE WORKED WITH IN THE PAST YEAR

- Adelphi
- Molloy
- LIU
- Mercy
- St. Joseph's
- Alfred U.
- STAC
- Old Westbury
- Vaughn
- Farmingdale
- Concordia
- CIA
- Purchase
- Five Towns
- St. Francis
- Paul Smith's
- SUNY Ulster
- Queens
- SUNY Schenectady
- Austin & Williams
- DCW Media
- Mintz & Hoke
- Inkwell Communications
- Plus several others in previous years
- Plus New England, New Jersey and other colleges

# ANSWERS YOU SHOULD KNOW

- What percent of your new admits are transfers?
- What percent of your admissions marketing budget is aimed directly at transfers?
- Who controls that budget? You? Another office on campus? An agency?
- What is your relationship with the marketer?
- Can you influence:
  - *The message?*
  - *The art?*
  - *The buy?*

# TRANSFER MARKETING ASSUMPTIONS

- Community college students are now younger and closer to the traditional age than in the past. (AACC 2017 Fact Sheet: 51% are under 21; 40 percent are age 22-39, and 10 percent are over the age of 40.)
- Community college students are very diverse and less financially secure than their four-year counterparts. (Hechinger Report 2016: "Nationally, just 36 percent of low-income transfer students complete a B.A. compared with 44 percent of middle and upper income students.")
- New York Community College students are 52% Black/Hispanic (Community College Review).
- "Of the 33 percent of community college students who transfer to four-year colleges, 42 percent complete a bachelor's degree within six years. In other words, 14 percent of the entire cohort of entering community college students earns a bachelor's degree within six years" (Jenkins & Fink, 2016). Target the best.

# ALSO BE AWARE: GEN Z IS HERE

Matt Stewart, CollegeWorks:

- Gen Z is **not** Millennial. They don't trust sites like Facebook and have a "Fear Of Missing Out" (FOMO).
- Their helicoptering parents are direct influencers (you need to win them over, too).
- The smart phone is not a big deal to them.
- Their attention span is less, at least with digital mediums.



# THUS...

- They are time-crunched, with jobs and harried lives. Be quick. Stress *ease of transfer*.
- They do want a quality education – don't come off as “cheap” or a “bargain,” but scholarships do work.
- Ads should convey diversity and address FOMO.



**WHERE CLOSE  
TO HOME IS FAR  
FROM ORDINARY.**

Find the college that's the right fit for you –  
and your future. Transfer to Molloy, one of the  
best colleges in the region.

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**WHERE. HERE.**  
THE SMARTEST VALUE IN HIGHER EDUCATION

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**Molloy College**



# ANOTHER STRONG TRANSFER AD

## Generous financial aid. Easy transfer. Earn an Adelphi tassel—no hassle.

We make it quick and simple to transfer, without losing the credits you've earned.

Come to one of our transfer events or schedule a visit to meet one-on-one with your transfer admissions counselor. On your visit, you can:

- Learn how your credits will transfer
- Speak with representatives about scholarships, financial aid and the affordability of an Adelphi education
- Take a guided walking tour of our gorgeous campus and state-of-the-art facilities

We are recognized for the second consecutive year as one of an elite group of institutions nationwide named to Phi Theta Kappa's 2018 Transfer Honor Roll.

### Upcoming Transfer Admission Days

#### Garden City:

Tuesday, June 12, 2018

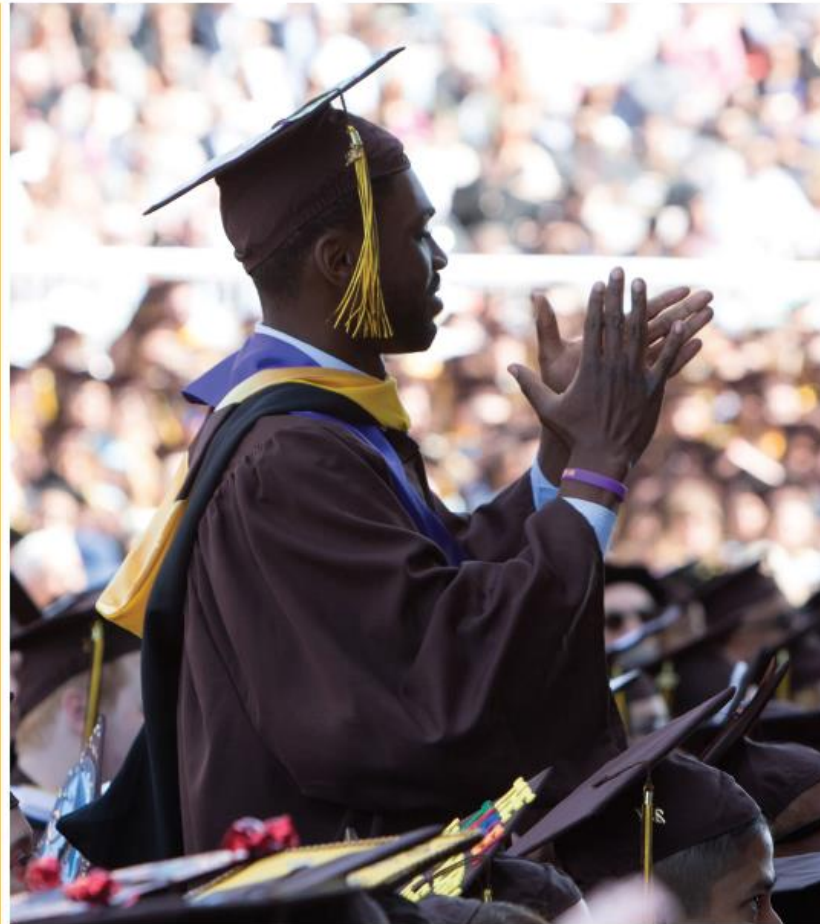
Thursday, June 14, 2018

12:00 noon–7:00 p.m.

Register today at

[Adelphi.edu/TransferNow](http://Adelphi.edu/TransferNow)

**ADELPHI**  
UNIVERSITY  
NEW YORK



YIKES!  
THIS FORM OF MARKETING IS SO DEAD!





# AND THIS IS NOT NEARLY ENOUGH

**STCC is hosting a  
TRANSFER FAIR!**

When: Thursday, October 12, 2017  
Where: Springfield Technical Community College In Springfield, MA  
Building 2/Scibelli Hall, 7th floor  
Time: 1:00 p.m. to 4:00 p.m.

These amazing institutions will be represented:

American International College	Smith College
Anna Maria College	Springfield College
Bay Path University	Suffolk University
Bryant University	The American Women's College of Bay Path University
Cambridge College	University of Bridgeport
Central Connecticut State University	University of Southern Maine
Elms College	Western New England University
Fashion Institute of Design & Merchandising	Westfield State University
Hampshire College	Worcester State University
Lincoln College of New England	
Massachusetts College of Liberal Arts	
Mount Holyoke College	
Northeastern University	

For more information, call or stop by the  
Academic Advising and Transfer Center  
Building 27, 2nd Floor | Phone: 413-755-4857

APPROVED by the OFFICE of  
STUDENT ACTIVITIES

**ADMISSIONS  
OFFICE**

**Bergen  
COMMUNITY**

# SOME GENERAL MARKETING ASSUMPTIONS...

- It takes 12-17x for a message to be heard (a transfer table once a semester is not enough)
- An ad in a negative venue is worse than no ad at all (David Ogilvy)
  - Dirty bus terminals
  - Garbage can ads
  - Raunchy daytime TV
  - Run-of-network Internet
  - Perhaps even Facebook is questionable as far as Gen Z goes
- A diversity of media has the best effect
  - *But don't copy Saul!*



# WHAT CAN WORK WITH GEN Z

- Instagram/Snapchat aimed at them
- Facebook “hometowners” aimed at their influencers
- Giveaways (a T-shirt on an influential CC student)
- Niche Print
- Niche TV (carefully curate the buy)
- Ambassadors
- Convey Integrity, Authenticity, Trust



# THE MESSAGE

- Transfer students are welcome
- Transfer is made easy
- We are a quality institution
- We are diverse
- This is a step up (that you can handle)
- Scholarships/Aid
- Soft sell

Ready for the  
next move that  
will change  
your life?

**We're ready too.**

St. Joseph's makes transferring  
simple, seamless and rewarding.

**SEE FOR YOURSELF**

**SJC Brooklyn**  
Schedule a campus visit:  
[sjcny.edu/visitbk](http://sjcny.edu/visitbk)  
877.634.8426

**SJC Long Island**  
Schedule a campus visit:  
[sjcny.edu/visitli](http://sjcny.edu/visitli)  
877.256.1718

St. Joseph's  
College  
NEW YORK 

**Ready. Set. Joe's.**<sup>SM</sup>

BROOKLYN • LONG ISLAND • ONLINE



# THE ART

- Clear photos
- Real students, professionally shot
- Clean text
- Aspirational headline
- Avoid desperation
- No gimmicks

(buses delivering diplomas,  
cartoons)

A smiling female graduate in a black cap and gown with a yellow stole, holding a purple diploma. In the background is a purple banner with the Alfred University seal and the word "UNIVERSITY".

Alfred University wants to make it easy for you to complete your four-year degree. We offer several options to help you reach your goal.

## OPTIONS = OPPORTUNITIES

### 1 Option

**Transfer to Alfred University's main campus in Alfred, NY.** We offer world-renowned programs in art and engineering as well as more than 30 other majors including accounting, art, business, criminal justice studies, education, engineering, psychology and much more. We make it easy to get the credits you deserve. Students in art and engineering in the New York State College of Ceramics at Alfred University may qualify for Excelsior Scholarships. Students enrolled in other programs may be eligible for a limited number of Enhanced Tuition Assistance Program packages.

**Come see what we have to offer!**

### 2 Option

**Complete your degree at one of our AUNY off-site bachelor's degree completion programs.** We bring the Alfred University experience – education with a personal touch – to you. *We currently offer programs at three sites:*

- **Corning Community College:** Majors in education, psychology, and business administration.
- **SUNY Orange/Newburgh:** Major in criminal justice studies.
- **Lower Manhattan and Brooklyn, near Borough of Manhattan Community College:** Major in criminal justice studies or participate in partnership activities through AUNY and BMCC.

**Check out our off-site programs!**

**Alfred University**  
[admissions.alfred.edu/options/](https://admissions.alfred.edu/options/)



# THE BUY – PRINT

PublishersDAILY

## Study: Gen Z Favors Magazines, Newspapers

by Sara Guaglione, May 9, 2018

The Gen Z demo spends more time reading print newspapers and magazines without interruption than they do on social media, websites and blogs, according to a new study from MNI Targeted Media Inc., a division of the Meredith Corporation.

“This generation is always ‘on’ and they expect everything to be available in seconds,” stated Vicki Brakl, vice president, marketing at MNI Targeted Media Inc. “Marketers that consistently provide value and relevancy in their messaging, and their corporate actions, will earn Gen Z’s respect and dollars.”

Gen Z trusts print publications over other media to deliver credible information, the study found. Some 83% turn to newspapers for trusted information and content, and 34% turn to magazines.

Fifty percent wish they had more time away from technology, and 48% wish they put their phones down more.

The generation studied are those born between 1995 and 2012. There are an estimated 78.2 million Gen Zs, making up almost one-quarter of the U.S. population, according to GenZGuru.com. By 2020, they will account for 40% of all consumers.

Gen Z influences nearly \$4 billion in discretionary spending.



es streaming audio about 4.8 hours per week, social and streaming video for 4.2 hours per week Gen Z



# THE BUY – PRINT

- Niche Student Print
  - Picked up by students who *like* to read (more likely to transfer)
  - Affordable
  - Is the only way to advertise directly on campus 24/7
  - Also picked up by parents, professors and other “influencers”
  - Picked up by summer students who are undecided
  - Picked up by year-round students – eventually has an effect
  - Brought home to siblings who may attend your college
  - Minority and immigrant students are especially reached
  - Ads appear next to trusted content
  - Gen Z likes print
  - Not all community college students have state-of-the-art devices



# THE BUY –TV

- Poll transfer students as to their viewing tastes; channels/shows
- Form focus groups
- Find out zip code info as to where your transfers come from
- Negotiate with your cable TV rep; be willing to walk away
- Summer and after Christmas are more affordable
- A niche TV cable buy can be surprisingly affordable and effective
- Some channels may include Freeform, Comedy Central, Lifetime, BET, Food (for Culinary programs), Hallmark and more
- Cut different spots for different channels and to show diversity



# THE BUY – DIGITAL

- Facebook “Hometowners”
- As little as \$1 spend per student
- Work-study students can perform this task
- Boost to all people in student’s hometown
- Boost to fans of student’s community college



Columbia-Greene Community College

May 18 at 6:31pm · Instagram · 🌐

One of our favorite admissions stories of all time: Caroline Farr-Kilmer of Amenia took part of her senior skip day to apply, get accepted, and gather scholarship information today. Welcome Caroline! Let's Go, #cogreene! #webutuck #amenia #sunycgcc #sunyproud #columbiagreenecommunitycollege #columbiagreene Webutuck High School

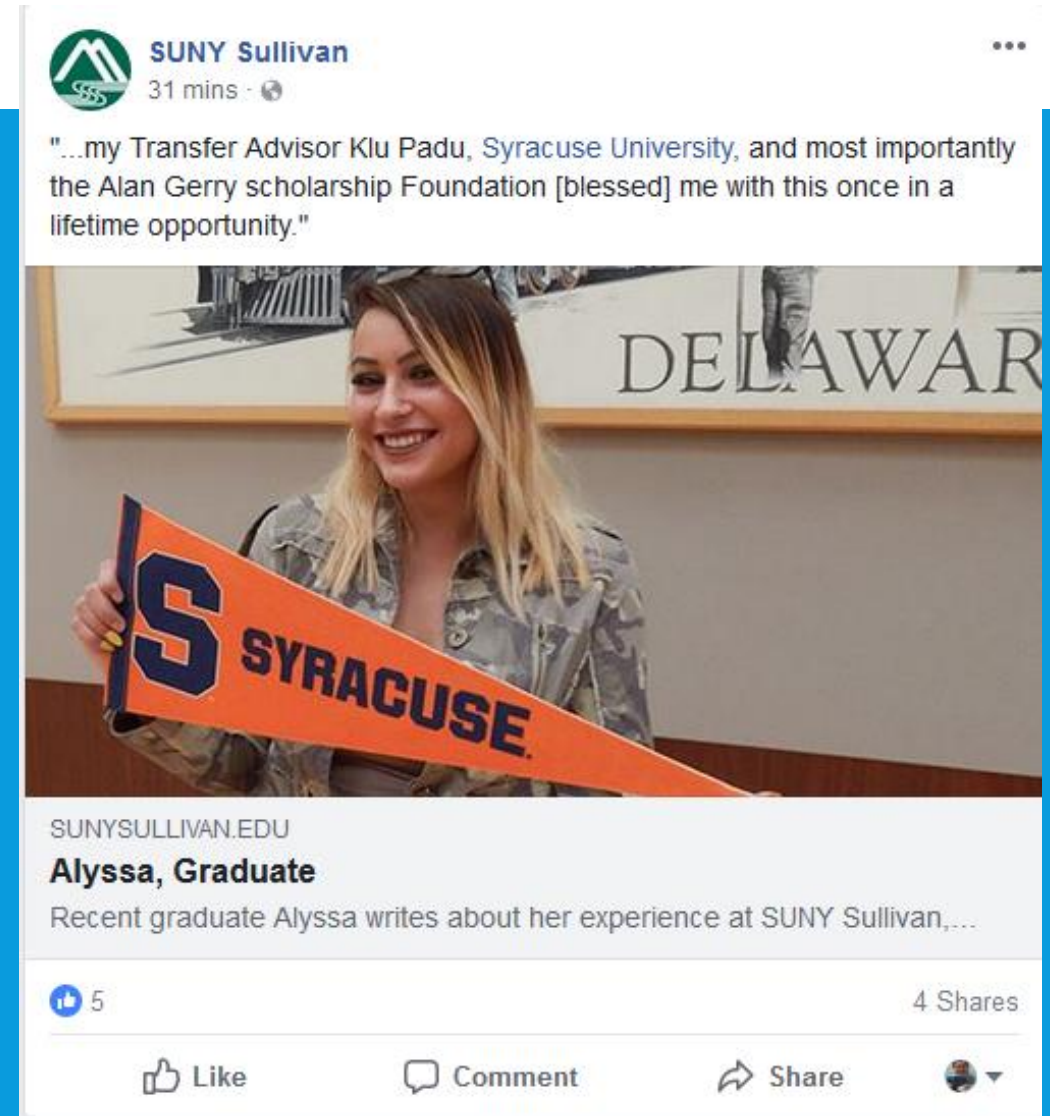


👍❤️ 27

3 Comments

# DON'T FORGET THE CALL-TO-ACTION

- Put name of hometown in the lead: *John Doe, a resident of \_\_\_\_\_, has been accepted as a transfer student to XYZ College where he will major in \_\_\_\_\_. He previously was a student at ABC Community College ...*
- Put boiler and a call-to-action at the end of every post ... *Ranked by \_\_\_\_\_ as one of the top universities in Northeast, XYZ College offers seamless transfer for qualifying ABC Community College students and generous financial aid packages. For more information about transferring to XYZ college, visit \_\_\_\_\_, call \_\_\_\_\_, or email \_\_\_\_\_.*



# THE BUY – GROWTH

- Advocate with your ad decisionmaker for proportional transfer advertising
- Beware if you are told advertising budget is being frozen or reduced – a bad sign
- Change ads regularly to support growth
- Convey anecdotal and quantitative data about transfer demographics and needs regularly to your advertising decisionmaker
- Your two best friends – your advertising decisionmaker and transfer counselors at your feeders and beyond (know your feeder stats)



**DO YOU LOVE  
HELPING ANIMALS?**

**BECOME A  
VETERINARY  
TECHNOLOGIST**

**APPLY TODAY** | *Begins fall 2018*  
LIU.EDU/POST

**LIU**Post

**BS IN VETERINARY TECHNOLOGY**

- Veterinary experience from the first semester
- Small and large animal clinical experience
- State-of-the-art simulation center for multi-modal learning and on-campus equestrian center
- Small class sizes for personal attention
- Professional, practicing faculty
- A wide range of elective coursework including a specially designed curriculum for those interested in applying to veterinary medical school

QUESTIONS, COMMENTS, HELP

Darren Johnson

518-879-0965

editor@cccnews.info