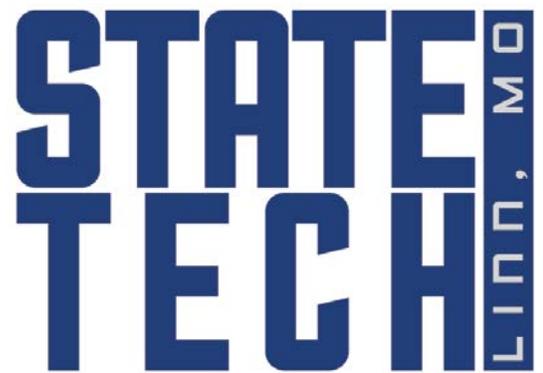


MARCH 22, 2017



Strategic Growth Plan

MARKETING AND RECRUITMENT

Strategic Growth Plan

Part 3 of 4

1. Academic Programming
2. Institutional
- 3. Marketing & Recruiting**
4. Miscellaneous

STRATEGIC GROWTH PLAN

1. VALUE PROPOSITION

Overview:	Defining the State Tech brand and its value to its customers will be key to all marketing and recruitment messages. A well-defined value proposition will help determine our target student population, how we recruit, and the employers we cultivate. Our value proposition should answer any questions as to why a student should attend State Tech instead of our competition.
Revenue Generating:	Yes
Number of New Students:	50
Cost:	Unknown
Priority (1 highest 10 least):	1
Timeline:	Summer 2017, Implement Fall 2018
Initial Responsibility:	Director of Marketing and Admissions

OBJECTIVES

1. Define our value proposition
2. Develop messages around our value proposition

NEXT STEPS

This is an ongoing process. Director of Marketing continues to work to define “our one thing”, our value proposition should follow.

ADDITIONAL COMMENTS

None

2. STREAMLINE ADMISSIONS PROCESS

Overview:	Most programs at State Tech utilize non-rolling admissions, which means a single application deadline, usually during the Spring Semester. Most colleges utilize rolling admissions, which means a student applies and is admitted to their program of study two to four weeks after applying. Whether or not non-rolling admissions is a good policy should be examined. If we continue non-rolling admissions, a process that provides an admissions decision two weeks after the application, a deadline needs to be employed.
Revenue Generating:	Yes
Number of New Students:	40
Cost:	Unknown
Priority (1 highest 10 least):	1
Timeline:	Implement improved admissions process for F18 recruiting cycle.
Initial Responsibility:	Chief Academic Officer

OBJECTIVES

1. Implement a Customer Relationship Management(CRM)
2. Provide additional information to students as they advance through the admissions funnel
3. Expedite the admissions process
4. Improve information sharing and flow to all stakeholders with regard to admissions data
5. Grow Enrollment

NEXT STEPS

Develop work plan over Summer 2017.

ADDITIONAL COMMENTS

Hybrid admissions processes could be explored. For example, 80% of the Fall class could be admitted on a rolling basis. The remaining 20% could be admitted in the Spring using a late deadline. Regardless, making students wait months for an admissions decision is inviting them to go somewhere else where they perceive they are wanted more. Data suggest some populations will go to the first school where they are accepted.

3. IMPROVE TOURS

Overview:	Tours are one of the few opportunities prospective students have to develop a “relationship” with the college. Making the tour about the student and not the college can be a tricky proposition made all the more difficult in larger groups. One on one attention, meeting with faculty, and creating an emotional experience need to be formally structured into the tour. A tour should be an experience and not just a tour...
Revenue Generating:	Yes
Number of New Students:	30
Cost:	None
Priority (1 highest 10 least):	1
Timeline:	Implement an improved tour experience for Fall 18 class.
Initial Responsibility:	Chief Academic Officer and Director of Marketing

OBJECTIVES

1. Begin tours with a high impact experience
2. Create tour aids for each program and laboratory
3. Have a WOW factor for each program
4. Create a tour “experience”
5. Engage faculty or students in the tour
6. Develop a virtual tour
7. Grow Enrollment

NEXT STEPS

Develop work plan over Summer 2017.

ADDITIONAL COMMENTS

Given our facilities, we have the potential to develop what we could call the “State Tech Experience”. The State Tech Experience should be all about the student, engaging them, and showing them their future. A tour should so exceed expectations that it creates a permanent memory.

4. DIGITAL AND NEW MEDIA

Overview:	Digital and New Media (emails, social media, website) allows the college to recruit from diverse audiences at the right time with the right message.
Revenue Generating:	Yes
Number of New Students:	80
Cost:	\$20,000
Priority (1 highest 10 least):	2
Timeline:	Ongoing
Initial Responsibility:	Director of Marketing

OBJECTIVES

1. Produce expectations and guidelines for program level social media
2. Develop parent website with parental value proposition to include salaries and placements
3. Make A+ more evident on homepage
4. Emphasize new health science building on homepage
5. Provide detailed social media training to faculty and staff
6. Continue outstanding work currently underway

NEXT STEPS

Director of Marketing will work on Objectives 4&5 immediately and the remainder over Summer 2017.

ADDITIONAL COMMENTS

Digital and New Media is critical to the overall State Tech marketing strategy. Feeding useable content to marketing helps the college and individual programs. In this era of social media, the more interesting or fun the topic the better. When in doubt capture the content or let marketing know about the potential for new content. Keep in mind when it comes to social media no presence is better than an inactive presence. On a program level don't start something you can't maintain.

5. RECRUITING

Overview:	State Tech has outstanding recruiters who represent State Tech well. The recruiter must have the tools available to make a connection and to sustain that connection as the prospective student moves through the admission process. Beyond the efforts of recruiters to get students, on-campus recruitment includes various events, student interactions, outside partnerships, and faculty/staff playing a role in the recruitment process.
Revenue Generating:	Yes
Number of New Students:	100
Cost:	Unknown
Priority (1 highest 10 least):	3
Timeline:	Implement improvements in recruitment for Fall 18 class.
Initial Responsibility:	Chief Academic Officer

OBJECTIVES

1. Improve road displays and tools recruiters have at their disposal.
2. Examine value of additional on-campus events to get students to campus (CPoD, Invention Scouts, Tech. Scholars, Competitions, family days, Kids Day on Kampus)
3. Examine vicinity of recruiter's home to recruitment territory as a future recruiter hiring strategy.
4. Examine and formalize interactions with students after the apply Customer Relationship Management (CRM)
5. Recruit at the program level
6. Engage industry and alumni in the recruitment process
7. Eliminate non-value added recruitment efforts
8. Examine how we can better inform high schools/high school teachers/counselors about State Tech
9. Formalize role of faculty in recruitment

NEXT STEPS

Develop work plan over Summer 2017.

ADDITIONAL COMMENTS

Recruitment much like anything else is about figuring out the customer's expectation and exceeding that expectation by 10% (the Disney Model). We need to be able to show the student how we can exceed their expectation, in other words, what is our value proposition. We do this everyday, we just need to be more deliberate in our actions.

6. STUDENT RETENTION/ENGAGEMENT

Overview:	Our retention rates exceed national averages. Investing significant resources on student retention may not offer a return. In areas we can engage students in campus life we may find a return when it comes to word of mouth recruitment and incremental improvements in retention.
Revenue Generating:	Unknown
Number of New Students:	5
Cost:	Unknown
Priority (1 highest 10 least):	6
Timeline:	Ongoing
Initial Responsibility:	Activity Center Director and Chief Financial Officer

OBJECTIVES

1. Develop programs/activities that provide high impact experiences outside the classroom
2. Examine ways to provide leadership development opportunities
3. Grow Enrollment

NEXT STEPS

Develop work plan over Summer/Fall 2017.

ADDITIONAL COMMENTS

None