Because Intent Matters.

COLORADO
COMMUNITY COLLEGE SYSTEM
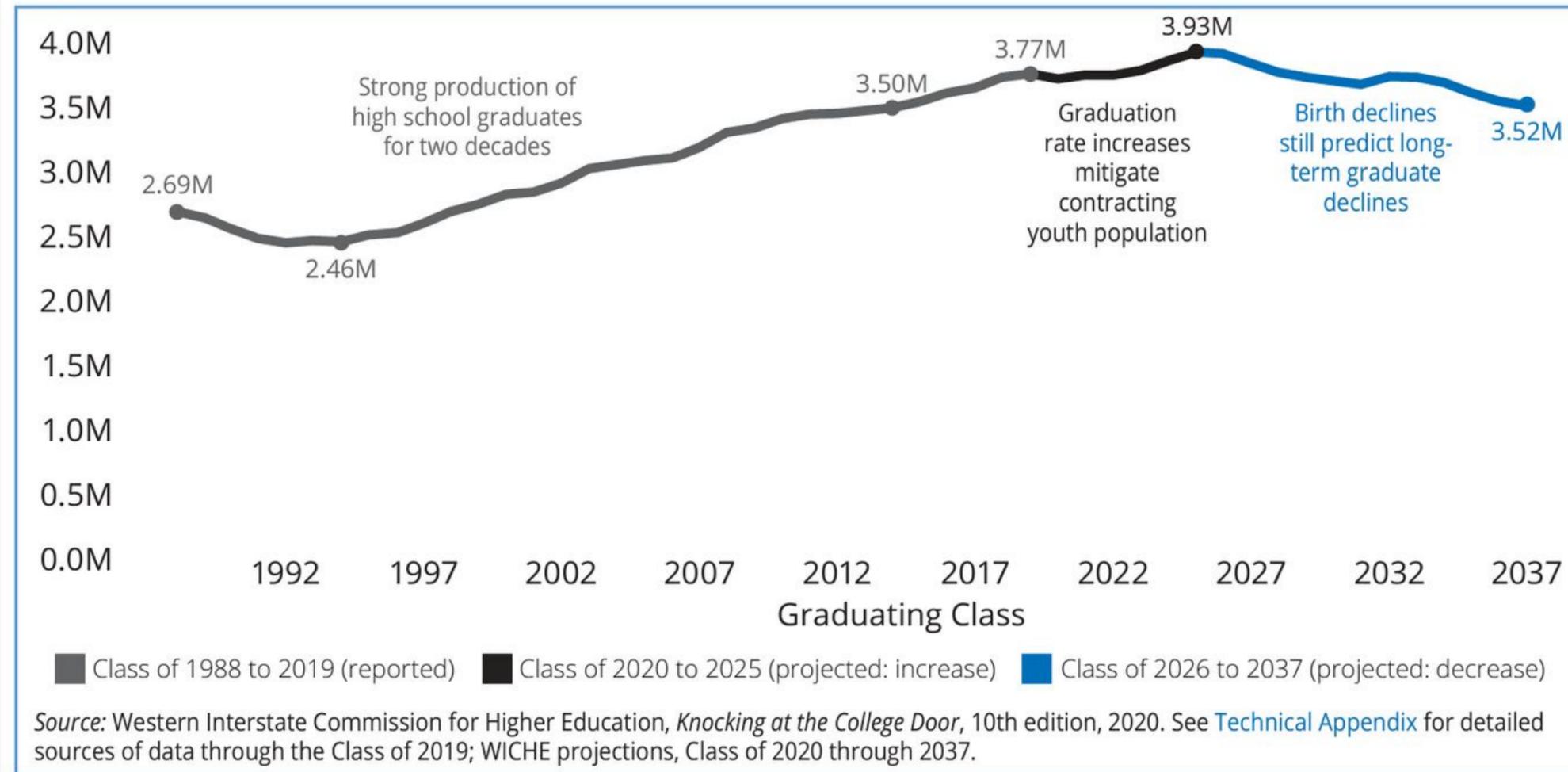
College APP
The Adult Prospect Pipeline

Growing Adult Learner Enrollment: Rural & Metro Strategies

Sage Garcia
Spanish Language Household

Mia Jones
High School Degree or Less

Taylor Evans
Some College, No Degree

Alex Rucker
IT Worker

College **APP**
The *Adult Prospect Pipeline*

Projected Enrollment Cliff of Traditional Aged Students

## Figure 1. Slowing Growth in Number of U.S. High School Graduates, then Decline (U.S. Total High School Graduates)

2.69M

2.46M

Strong production of high school graduates for two decades

3.50M

3.77M

3.93M

Graduation rate increases mitigate contracting youth population

Birth declines still predict long-term graduate declines

3.52M

Graduating Class

■ Class of 1988 to 2019 (reported)   ■ Class of 2020 to 2025 (projected: increase)   ■ Class of 2026 to 2037 (projected: decrease)

Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10th edition, 2020. See Technical Appendix for detailed sources of data through the Class of 2019; WICHE projections, Class of 2020 through 2037.

Colorado's projected percent change from class of 2019 to 2037 is −3% (Public & Private Schools).

College APP

Stop-Outs

As of July 2021, the Some College, No Credential (SCNC) population has reached **40.4 million**, up 1.4 million from 39.0 million in the previous year. A lack of re-enrollment and 2.3 million new SCNC students (recent stop-outs) drove this large growth. All 50 states and D.C. experienced growth.

*National Student Clearinghouse Research Center. Some College, No Credential Student Outcomes Annual Report. April 25, 2023.

*source: https://nscresearchcenter.org/some-college-no-credential/
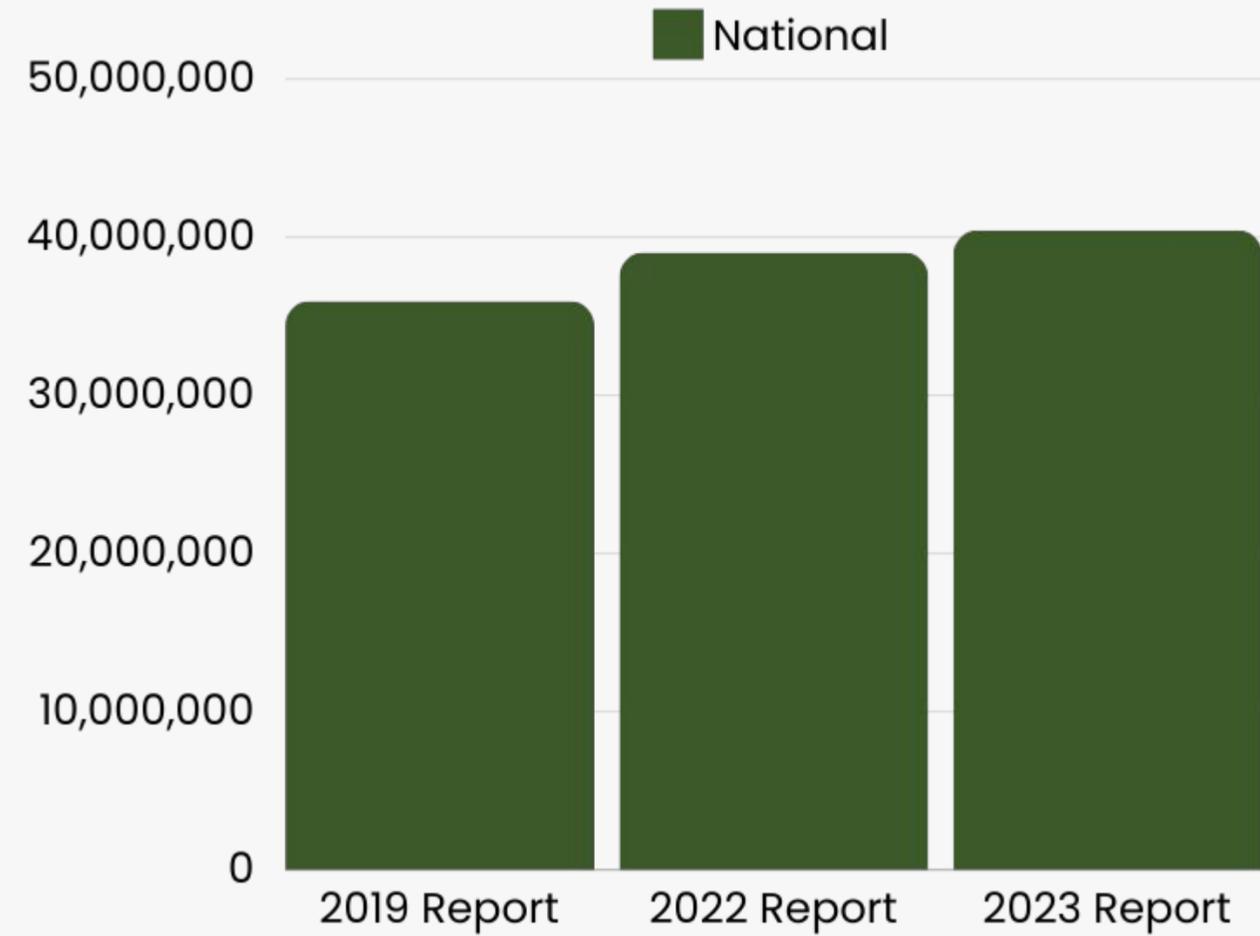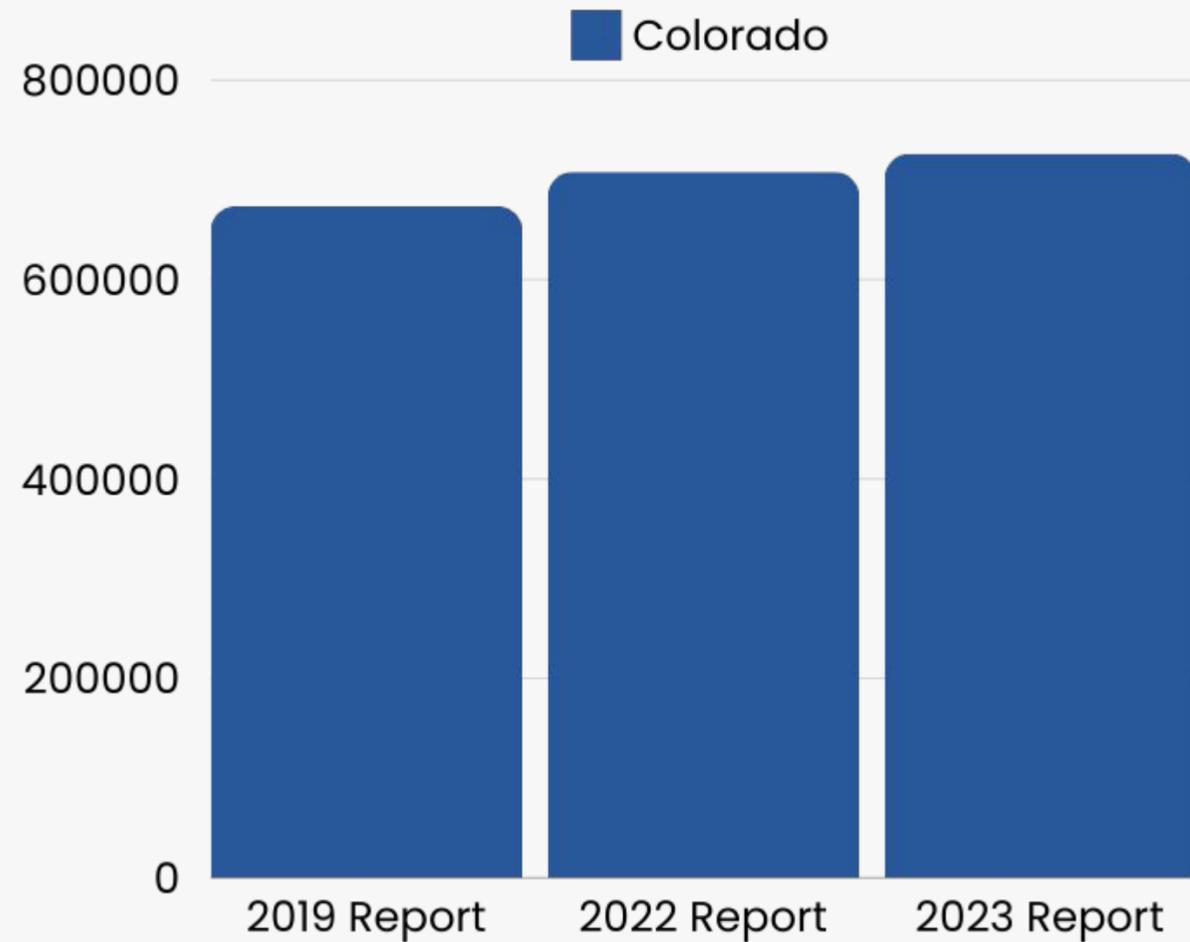
Intent Matters Report: Critical Findings

20%

of all U.S. adults and

36%

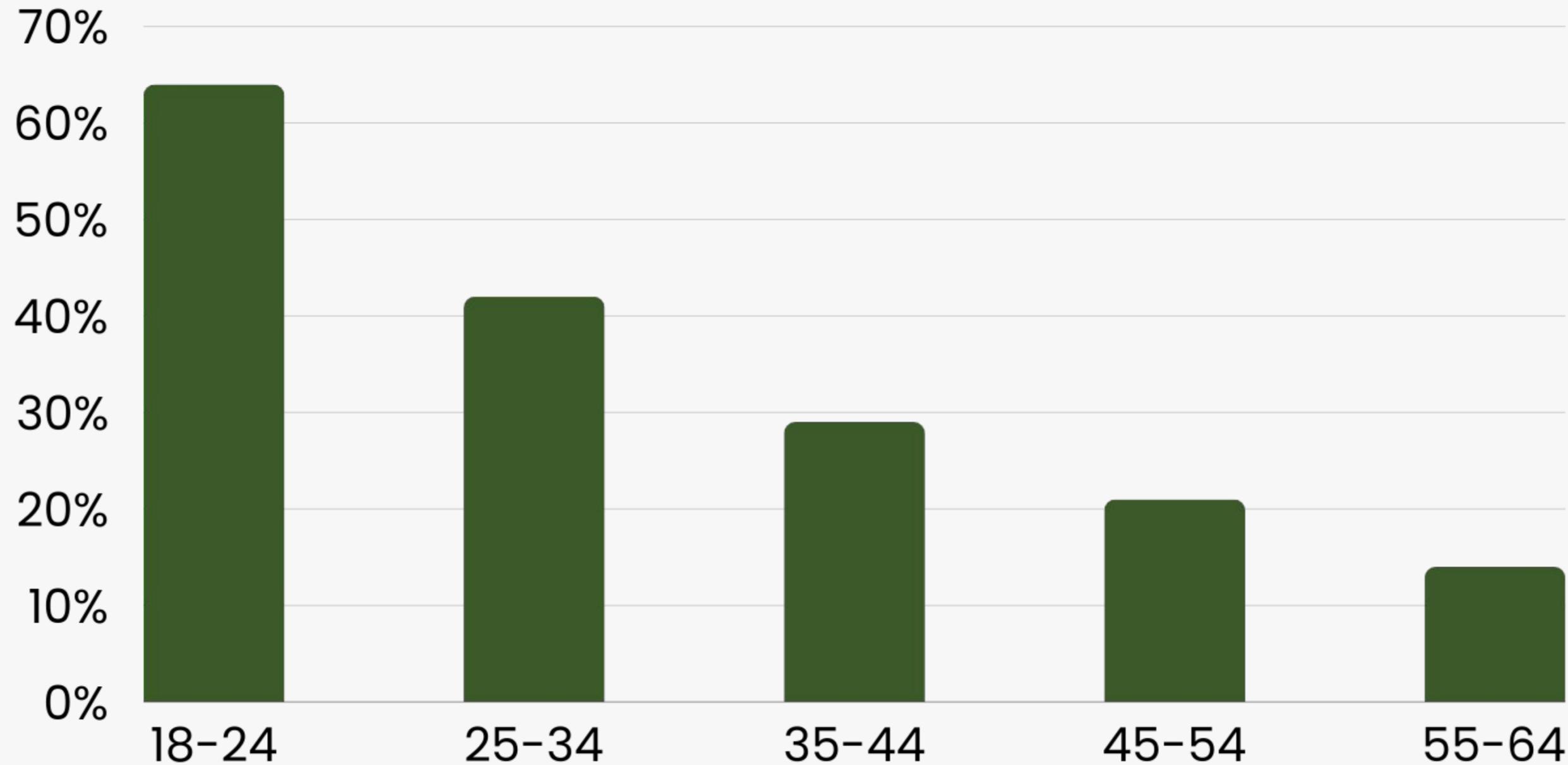of Black, Indigenous, and persons of color over the age of 18 in the U.S.

Intend to enroll in education or training in the next two years.

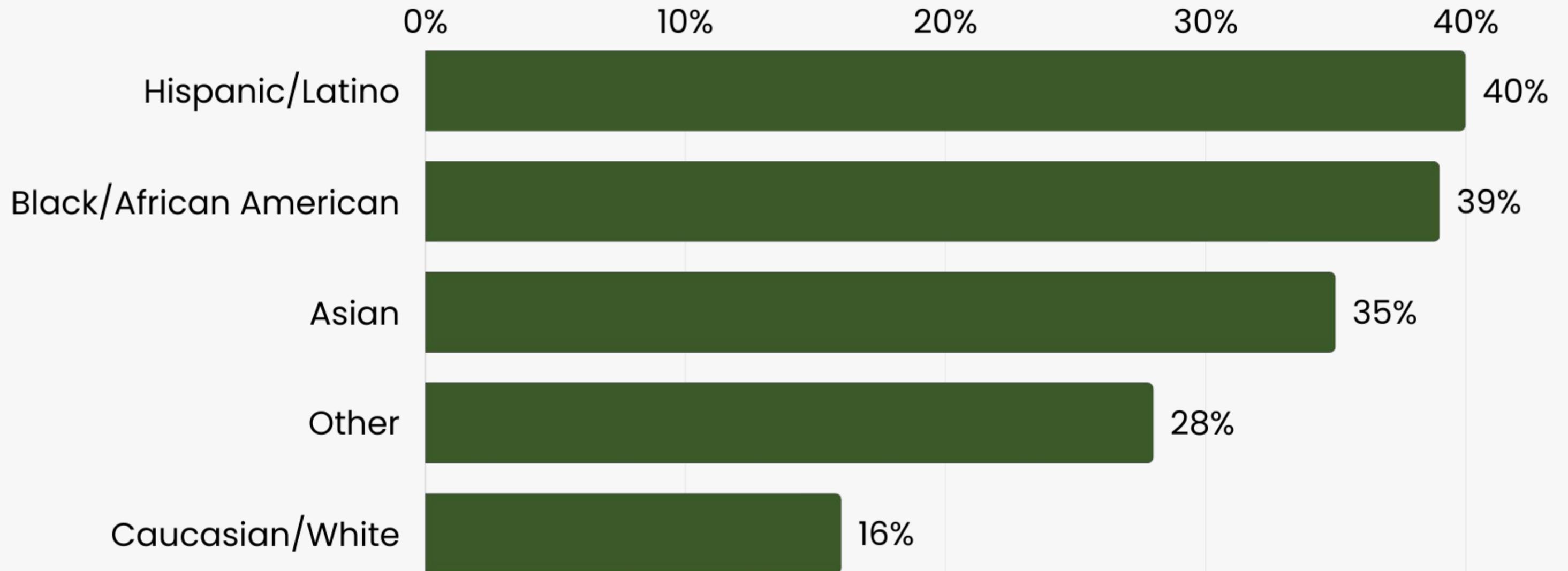**Many never will,** leading to lost potential and widening equity gaps.
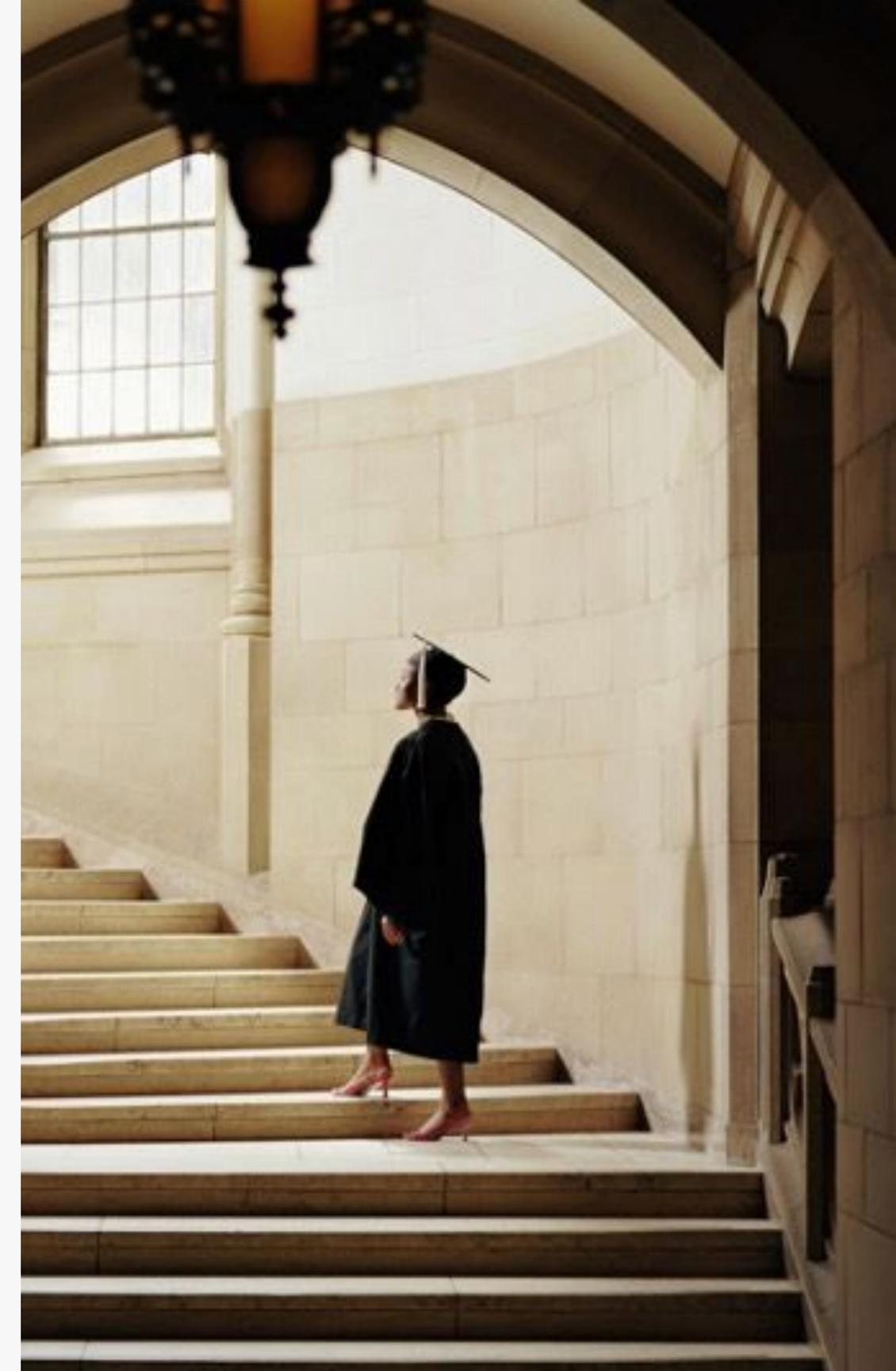
Intent to Enroll By Age

Do you intend to enroll in any education or training programs in the next two years?
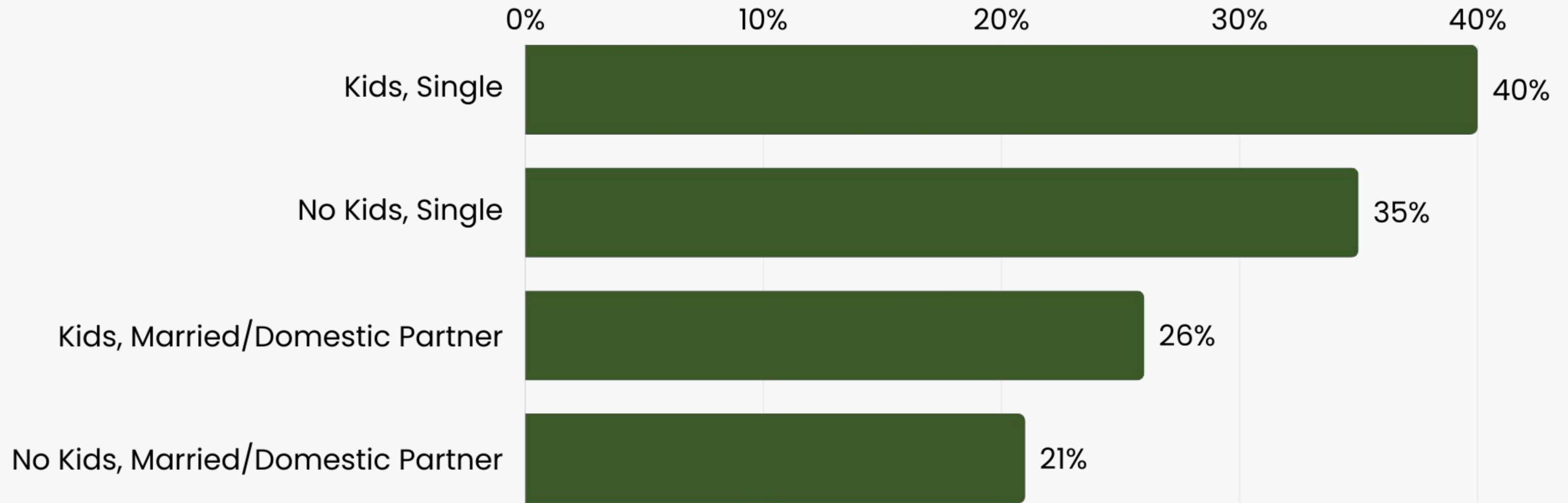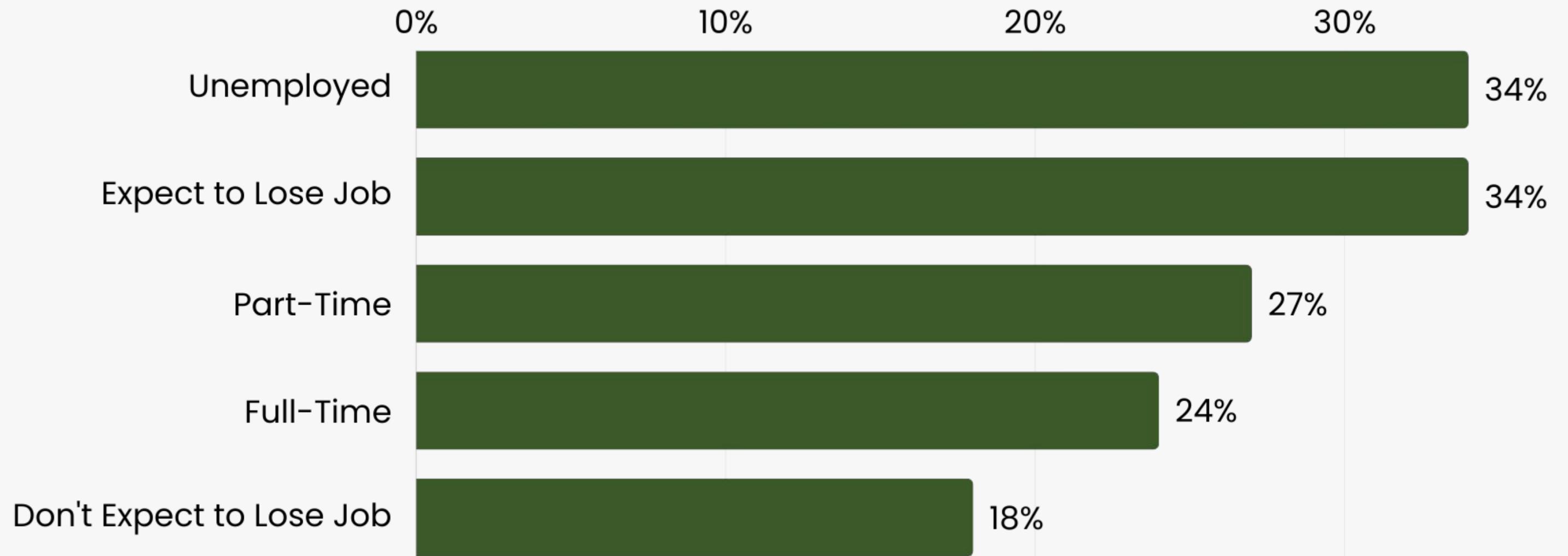
Intent to Enroll For Adults 24-55 By Family Characteristics

Do you intend to enroll in any education or training programs in the next two years?

Intent to Enroll By Employment Status and Job Security

Do you intend to enroll in any education or training programs in the next two years?

Colorado: Using the CollegeAPP Models

Total Number of Adults: 5,294,554

Number of Adults with high Intent to Enroll in the next two years: **1,870,435**

High Interest in attending a community college: **889,859**

High Interest in Online Education: **1,854,316**

Number of Adults with Intent to Seek a New Job in the next year: **2,247,240**

as of May 2024

Current Use Cases in Colorado

Media Placement

- Promote summer/fall enrollment
- Program specific interest
- General awareness
- High Intent Learners within certain proximity of a campus

Direct Mail

- Postcard mailer to promote an admissions event
- Postcard mailers to promote summer/youth programs
- Catalog direct mail

Population Targets

- Residential Households within a specific School District or Library District
- Households with High School aged Juniors & Seniors
- Some College / No Degree with household income parameters
- High Intent in Community College
- Spanish Language Speakers or Hispanic Identifying Households
- Associate and Bachelors Degree program in targeted occupation groups

Cross-Institution Utilization of CollegeAPP

Admissions & Enrollment
Adult learners; Traditional age outreach; Concurrent enrollment promotion; Some college, no degree; Program specific; Outreach based on current employment & education; Veterans

Marketing
General awareness campaigns, supplemental tool for your agency of record

Workforce & Community Programs
Advertise to households with children, senior citizens or by interest and hobbies

Institutional Research & Grants
Utilize CollegeAPP to provide informed & relative data. Alumni data graduate outcomes assessement

Alumni
Match-back data on Alumni leving within your georgraphy

Fundraising
Identify potential donors & donor interest

Case Study

About Monroe

Monroe Community College is a public community college in Monroe County and part of SUNY (State University of New York). Their campus locations are in Brighton and Rochester.

Reported Enrollment: 12,000

Campus Locations: 2

College*APP* Utilization

Monroe Community College utilized College*APP* data to curate a targeted list for their Fall 2023 program catalog. Due to the cost of print and postage, they were seeking opportunities to reduce costs and increase ROI.

Case Study: Monroe Community College

Creative & Results

Reduced Mailers to targeted College*APP* list specific population of 30,000 households.

Highest measured yield of **769 prospects** enrolled at Monroe the next available semester.

Total Mailers Sent: 30,000

Direct Enrollments: 769

Conversion Rate: 3.9%

Case Study

About WSU Tech

Founded in 1965, WSU Tech offers more than 100 degree and certificate programs as a 2-year technical college. With multiple campuses and an employer partner driven philosophy, WSU Tech is the largest tech college in Kansas.

Reported Enrollment Fall 2023: 5,655

College*APP* Utilization

- Utilizing a targeted prospect list sourced from College*APP*, WSU Tech placed social media ads for their Get To Werx campaign. A/B testing was used to compare their original outreach ads with the new College*APP* prospect list.

- WSU Tech launched a bilingual mailer in English/Spanish to households identified with College*APP* data.

Case Study: WSU Tech

Creative & Results

The campaign achieved a 2.46% engagement rate, an **over 400% increase** over the original campaign using non-College*APP* data.

The mailer yielded an increase in walk-in traffic, phone calls, and requests for speakers. **WSU Tech had an average enrollment growth of 20% for Fall 2023, for areas where College*APP* data was exclusively used.**

Case Study

About Merced

Founded in 1962, Merced College—a public community college—is an integral part of the local community. Situated in the sunny heart of California's agricultural Central Valley, they empower students through education and workforce training.

Reported Enrollment Fall 2023: 10,378

Campus Locations: 3

College*APP* Utilization

College*APP* has placed and managed six campaigns for Merced College since 2019. Merced's outreach has consistently exceeded industry averages for engagement rate and cost-per-click. This case study outlines Merced's current campaign which launched in Fall of 2023.

Case Study: Merced College

Channel + Creative + Results

CollegeAPP placed and optimized video ads created by the marketing team at Merced. Ads were delivered on the Meta platform.

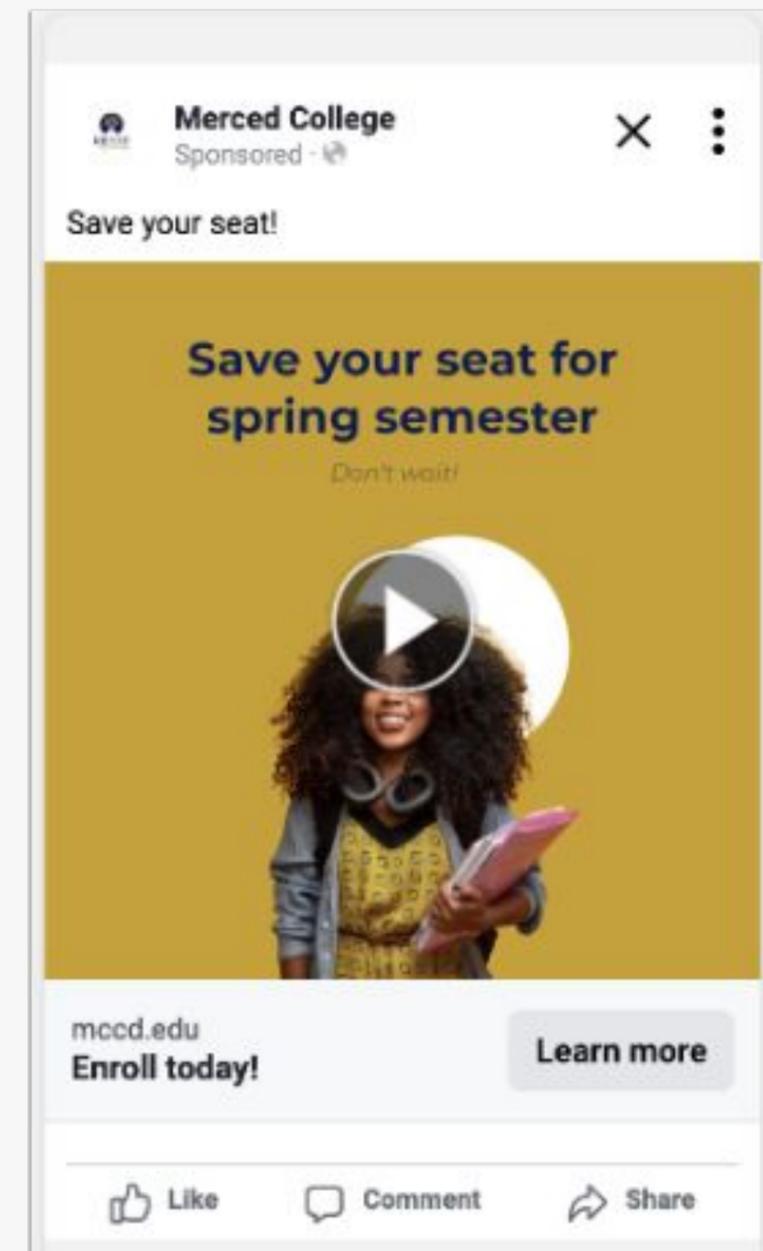Merced's engagement rate and cost per click beat both CollegeAPP and Industry Benchmarks.

Top Line Results:

261,967 Total Reach (Audience Size)

22,716 Total Clicks

18,416 Unique Link Clicks

Total Media Spend: $6,500

Merced College
Sponsored

Your future starts here at Merced College.

mccd.edu
First time, full time, FREE!

Learn more

Like   Comment   Share

Merced College
Sponsored

Save your seat!

Save your seat for spring semester
Don't wait!

mccd.edu
Enroll today!

Learn more

Like   Comment   Share

	Merced College	CollegeAPP Average	Industry Benchmark
Cost Per Click	$0.21	$0.69	$1.06*

*source: https://instapage.com/blog/facebook-advertising-benchmarks

You're going to get more leads.
Be prepared to handle them.

inquiry

PIKES PEAK STATE COLLEGE

Social Media ads outperforming base campaign by 21.4%

enrollment

WSU TECH

Average enrollment growth of 20% for Fall 2023

awareness

Casper College

Overcapacity for sporting events advertised on social media and Over 43K Impressions and 12.3K clicks with an average CPC of $0.18 on a short run campaign

Continuous Innovation & Improvement

Person Level Data

- **MAIDS** (Mobile Advertising IDs) - Increased match rate for social media campaigns
- **249 million adults** in the database, an increase from 243 million since last quarter

Predictive Models

- New **Intent** and **Preference** Models in all 50 states and DC
- Refined models as survey results continue to be reported

Program Level Interest

- Responding to client requests, CollegeAPP now features program interest models in 3 pathway areas: **Business, STEM/Cyber/IT and Healthcare/Health Sciences**, with interest models coming soon in Education and other program areas.

Current Occupation

- Occupation match rate has increased to more than **67 million adults** in the CollegeAPP+ Occupation data field.

Experiences with CollegeAPP

❝

CollegeAPP is exceptional! It's literally changed the way we have been recruiting.

It's invaluable to have your marketing team also using it.
> Christine Casalinuovo-Adams, Associate Vice President, Enrollment Management
> Monroe Community College
> January 2024

It's been a breeze to use the CollegeAPP tool. We've launched three campaigns so far with plans to launch about ten more before the academic year concludes.
> **Clair Collins, Vice President, Enrollment Management and Pathway Success**
> **Community College of Aurora**
> **November 2023**

CollegeAPP seriously addresses a concern I have had since starting in my role. I can't say enough good things, and for that, I am beyond appreciative.
> Kristen J. Huyck, Ed.D., Director, Public & Governmental Relations, Marketing & Communications
> Mira Costa College
> December 2023

❞

College**APP**
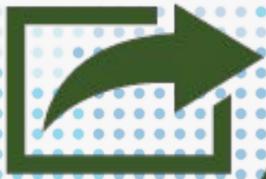
The *Adult Prospect Pipeline*

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