Mt. San Antonio College: Market Assessment and Marketing Summary

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Market Assessment Purpose

- Determine how high school students, adults, and employers perceive the College
  - How perception can be improved/enhanced
  - Better provide programs, services, marketing activities, and materials to meet market needs
- Develop and implement a College-wide integrated marketing plan
- Create a brand platform to guide messages for college
Market Assessment - Internal

- Internal student data from application
- Trend data for current students
  - Fall 2003 and Fall 2006
- High school market share
- Population projections
- Adult penetration
- Retention data
- Marketing and publications review

Market Assessment - External

- Customer Service
- Non-Enrolling Applicant Scan
- Student Scan
- High School Market
- Community Scan
- Employer Scan
- Non-Returning Student Scan
Sharing Results

◆ Presentation of results to Project Management Team
◆ Presentation of results to Campus
◆ Board summary
  ◆ Market conditions have changed
  ◆ Bursting at seams
  ◆ Results allow for positioning for future when conditions change

Market Positions For The College

◆ Student Experience
  ◆ Current students very satisfied once enrolled
    ◆ Compared to national results
    ◆ Classroom instruction area of excellence

◆ Awareness
  ◆ Four in ten are familiar with College
    ◆ 40% list as a college in area
    ◆ Believe it is a high-quality, excellent institution
    ◆ Use the words “good” and “excellent” to describe the College
Shifting Markets

◆ Market Shifts and Trends
  ◆ High School Market
    ◆ Flattening of graduates after 2009-2010
    ◆ Current high school market share of 22%
      ◆ Market share of 30% possible

Shifting Markets

◆ Market Shifts and Trends
  ◆ Adult Market
    ◆ More important as high school market declines
    ◆ Declines in adult market last three years
      ◆ Adults (25 and over) accounted for 31% of enrollment fall 2006; down from 33% in fall 2003
    ◆ 40% of adults in the service area are interested in taking classes to upgrade job skills
    ◆ To meet market demand need “program packages” and flexibility
      ◆ Weekend College, Industry Skill Set Packages, Curriculum Programming, Online Programming
Shifting Markets

◆ Market Shifts and Trends
  ◆ Employer Market
    ◆ Given economic conditions less likely to train employees and not hiring
    ◆ Growth anticipated in the health care market
      ◆ Additional programs will be needed
    ◆ Employees in industries requiring certifications still need continuing education to maintain those certifications
      ◆ Strategic focus for College

Technology Issues

◆ Communications/ Processes
  ◆ “Self-Serve” Web Site Needed
    ◆ Landing pages needed for high school students, parents, adults, employers, etc.
      ◆ Will allow College personnel to more efficiently make regular contact with inquiries/ applicants
  ◆ Interactive
  ◆ Easy to navigate
  ◆ Future of mobile communications
Defining Mt. SAC’s Brand

Positioning Statement
Mt. San Antonio College is one of the nation’s premier two-year colleges, providing ambitious students with a high-quality education that prepares them to achieve professional aspirations including transfer, degree completion, and career advancement.

Messages
- Top-quality academics in the programs students want
- Large campus appeal; small campus feel
- True collegiate experience
- Best for transfer
- Programs with career relevance
- Flexibility and convenience
Tagline

◆ Institutional Tagline
  ◆ “Celebrating Excellence And Distinction”

◆ Recruitment Tagline
  ◆ “Dream It. Be It.”

Questions?
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