



Marketing Report for Regional Marketing Plan March 1, 2019



On behalf of Santa Monica College and the LAEDC (in partnership with McKinsey & Co.) we are pleased to deliver to you the attached report: “**LA Area Community Colleges at a Crossroads: A Market Assessment & Call to Action**”, which examines the competitive landscape in which the LA Area community colleges find themselves as a result of certain identifiable macro trends (e.g., demographics, capital-labor substitution, marketplace competition) and provides a “plan of action” with interventions, enabling actions and other considerations to contend with these trends, to manage impending competitive pressures (and other threats) and to exploit the opportunities presented by these trends and pressures.

The report includes a lot of recommendations and potential solutions. While there’s a lot to uncover, some key themes rise to the top:

- There are a multitude of reasons for the current decline in enrollment, however, a main driver can be linked to consumer behavior (student decision-making). People are leaving the state, opting to go straight to the work force or choosing other education providers (reference market share declines: adult learners slide 11, figure 10, and young learners slide 6 and appendix C). The market research that is underway with Lieberman Research Worldwide and BrandIQ will be important in uncovering the “whys” behind student decision making. Brands use this type of research to uncover student-centered solutions to help the brand reposition and attract students back to the brand. We look forward to sharing round 1 of that work with you early April.
- Many of the solutions noted in the report including those for advanced analytics (slide 16) require technology transformation. While that is outside of the scope of the regional strategy, innovation and marketing plan, technology solutions that improve the onboarding process, registration process and advising process can help increase the ROI on marketing. Brands that have “hassle free registration,” “academic coaches on standby,” and other “process” related marketing claims have an advantage when marketing to prospective students. These claims appeal to prospective students when promoting programs in mass-market channels. For marketing to compete with these “mass market” education brands, we need to promote similar services to prospective students.

We want to thank you for your support. We kindly request your feedback on the report by next Wednesday, March 6th, 2019 at 5PM. We will incorporate your changes into the final report before circulating it with the broader college audience. Please send feedback to Erin Moore directly.

Erin Moore

Santa Monica College - LA SIM Project Lead
LA SIM Faculty Lead
moore_erin@smc.edu

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