



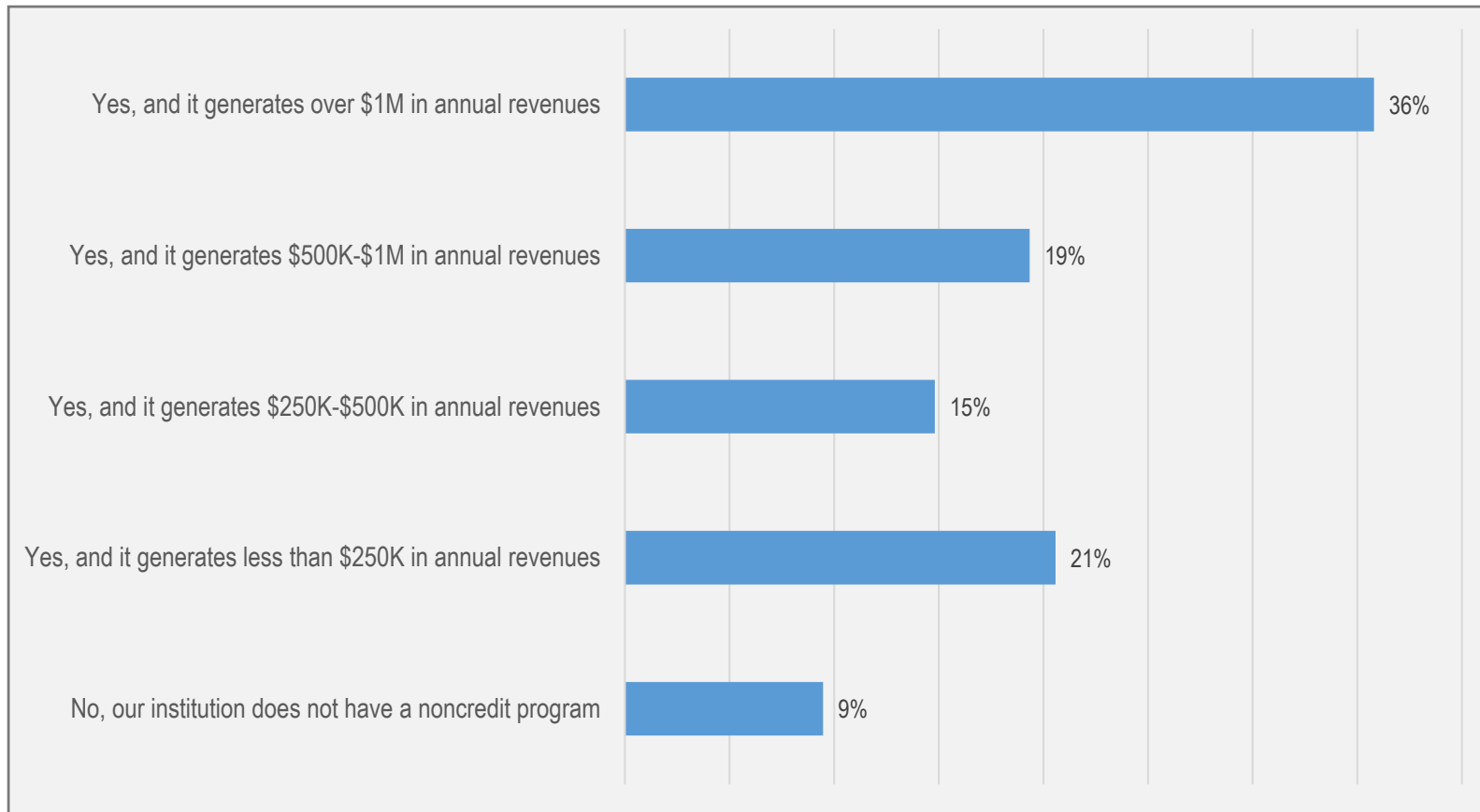
# Continuing Education Study IV

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# Relative Size of Program

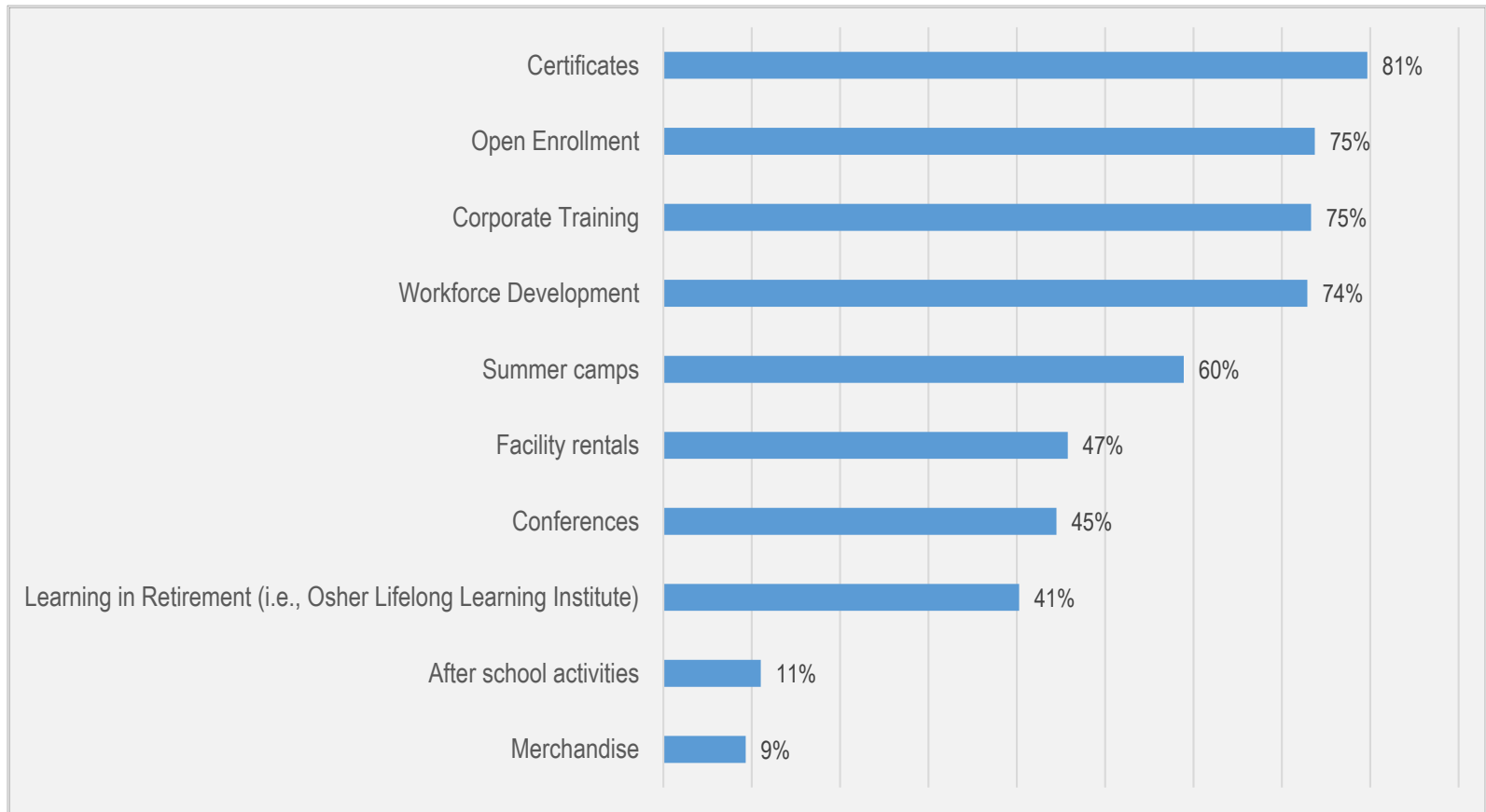
## Does your institution have a noncredit program?

Allows you to judge the relative size of your organization against your colleagues.



# Programs & Services Offered

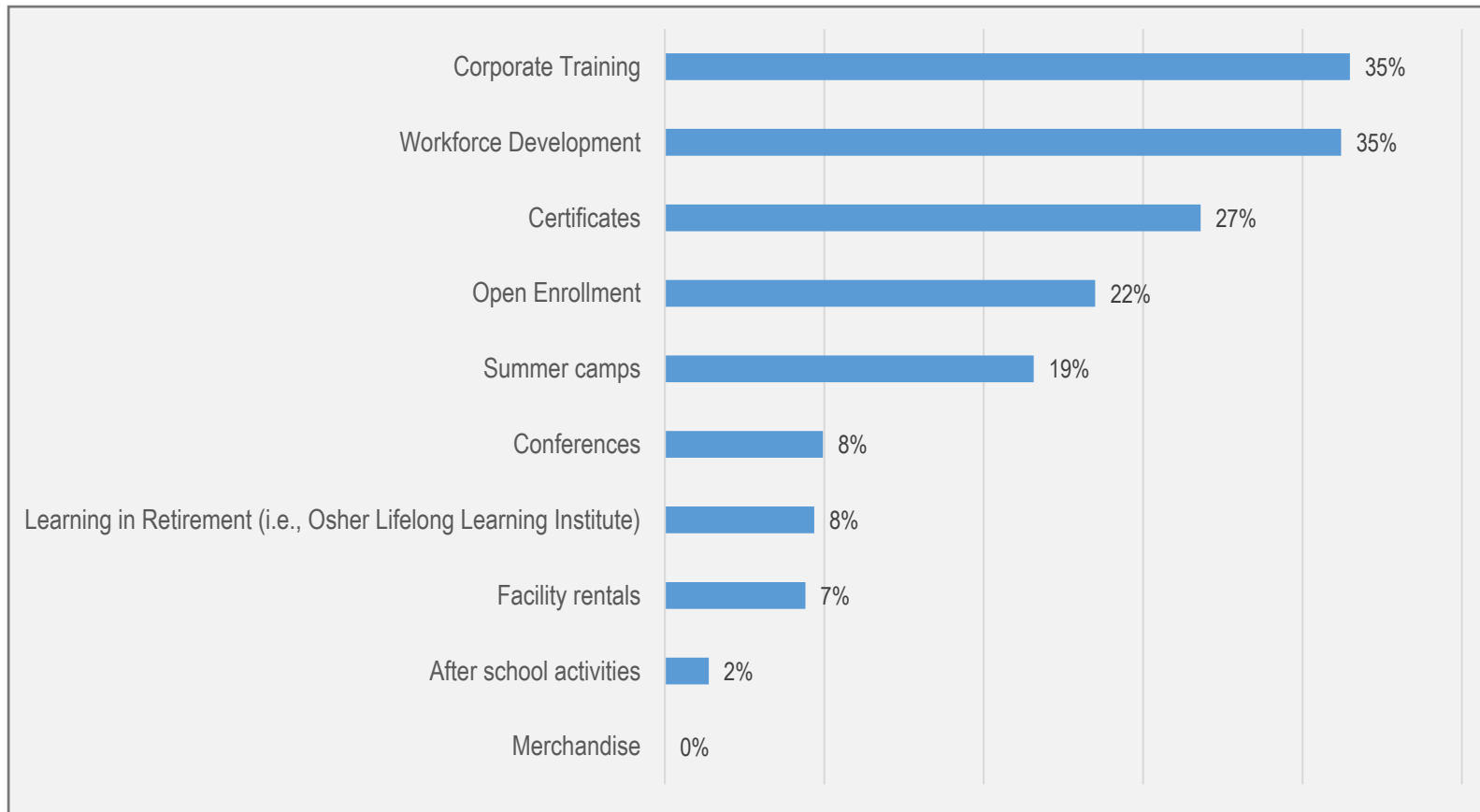
## What program(s) or services do you offer?



Respondents were allowed to select more than one option.

# Revenue Area

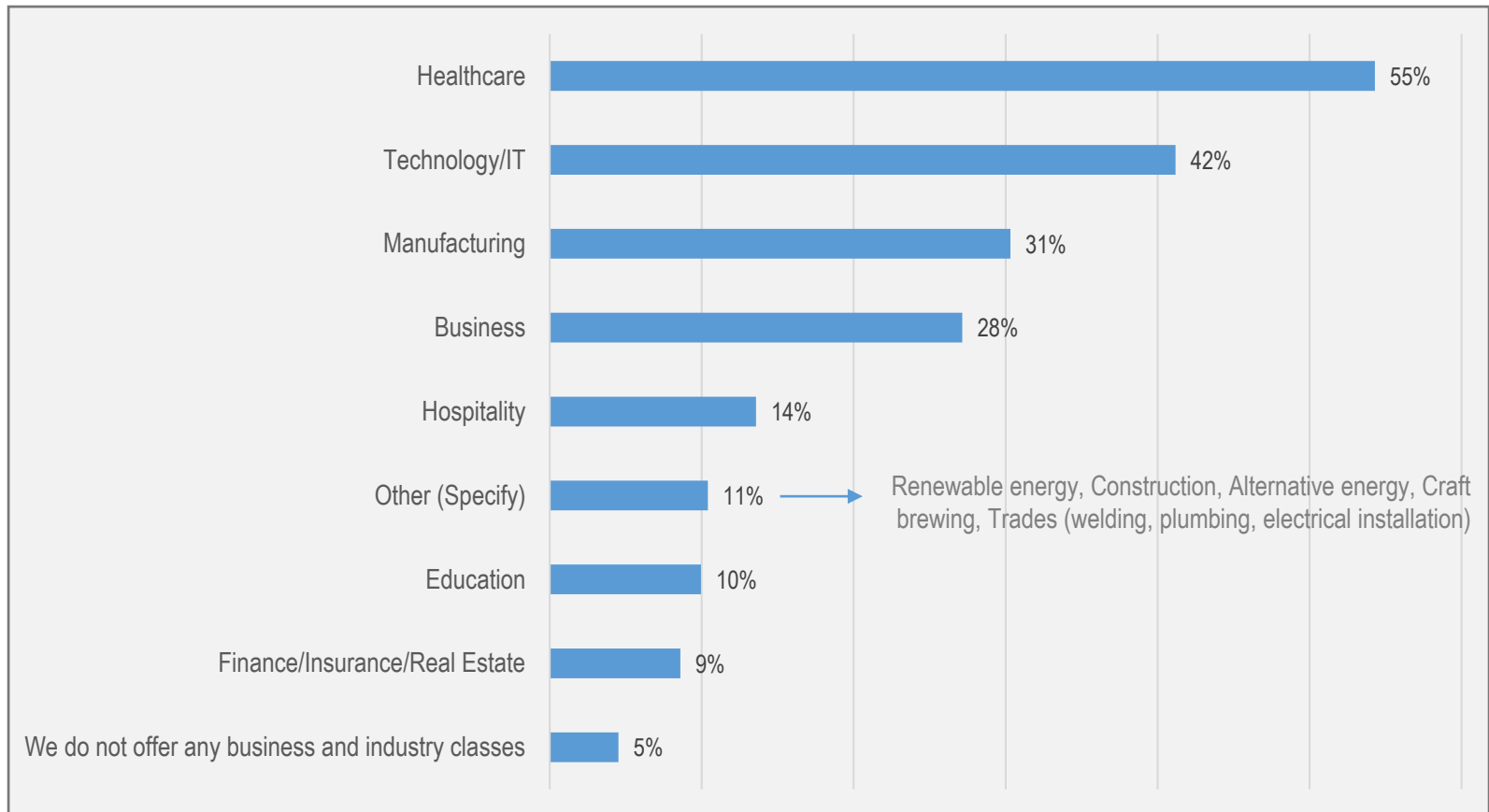
## What is your fastest growing revenue area?



Respondents were allowed to select more than one option.

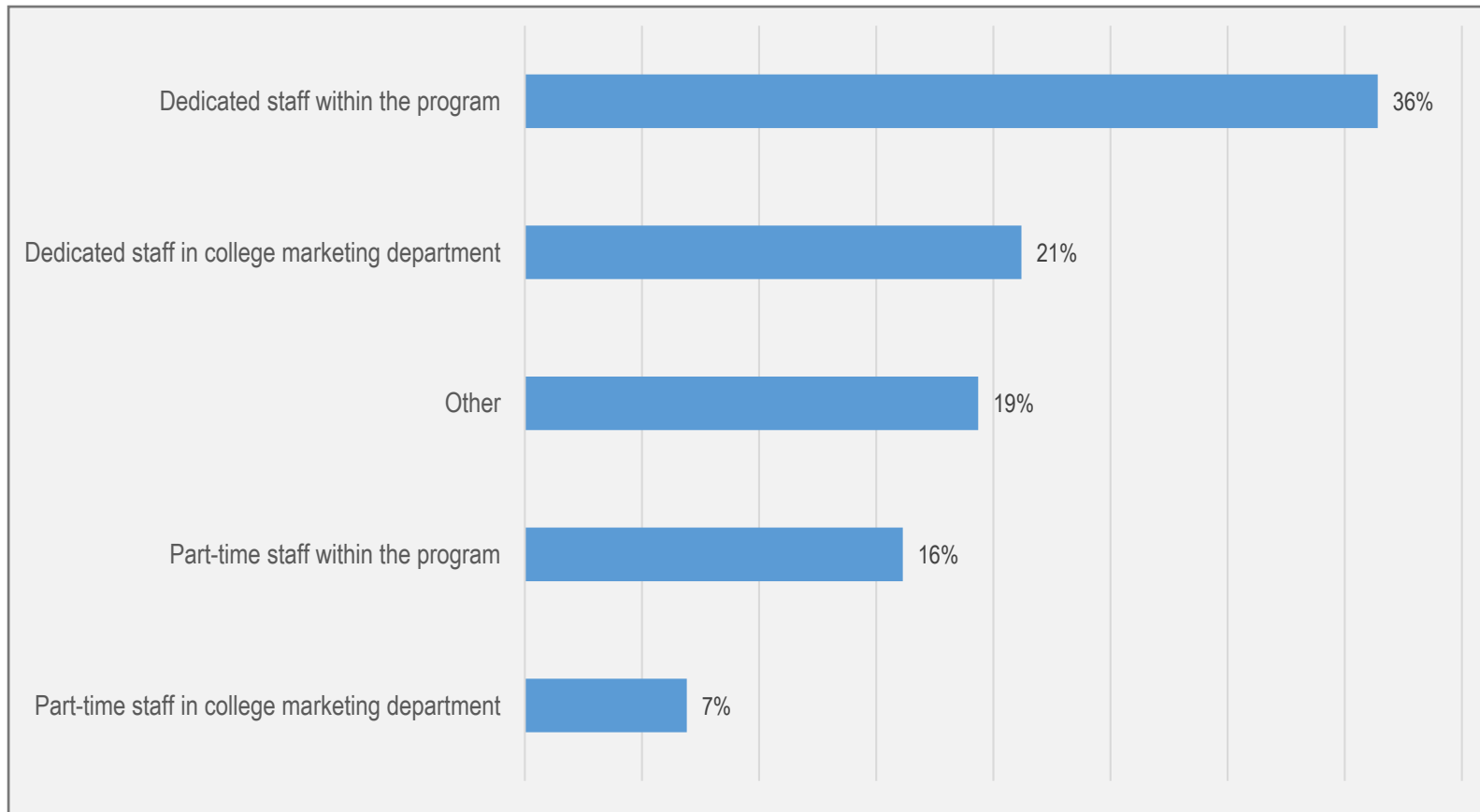
# Industry Growth Potential

**What industry do you see the biggest growth potential in business and industry classes for your program?**



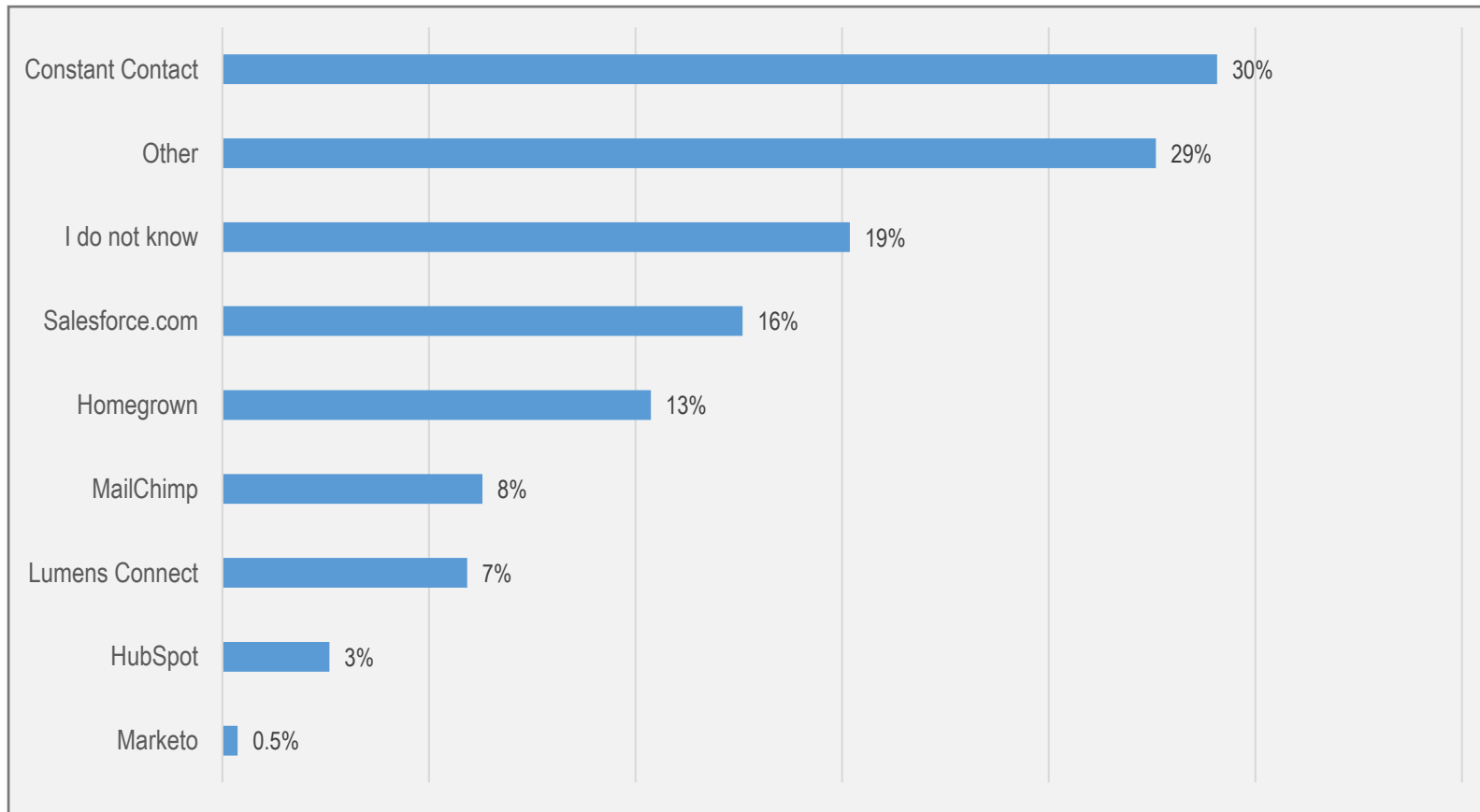
Respondents were allowed to select more than one option.

## Who does the marketing primarily for your program?



# Customer Relationship Management

## What kind of Customer Relationship Management (CRM) or marketing automation tools are used to market your program?

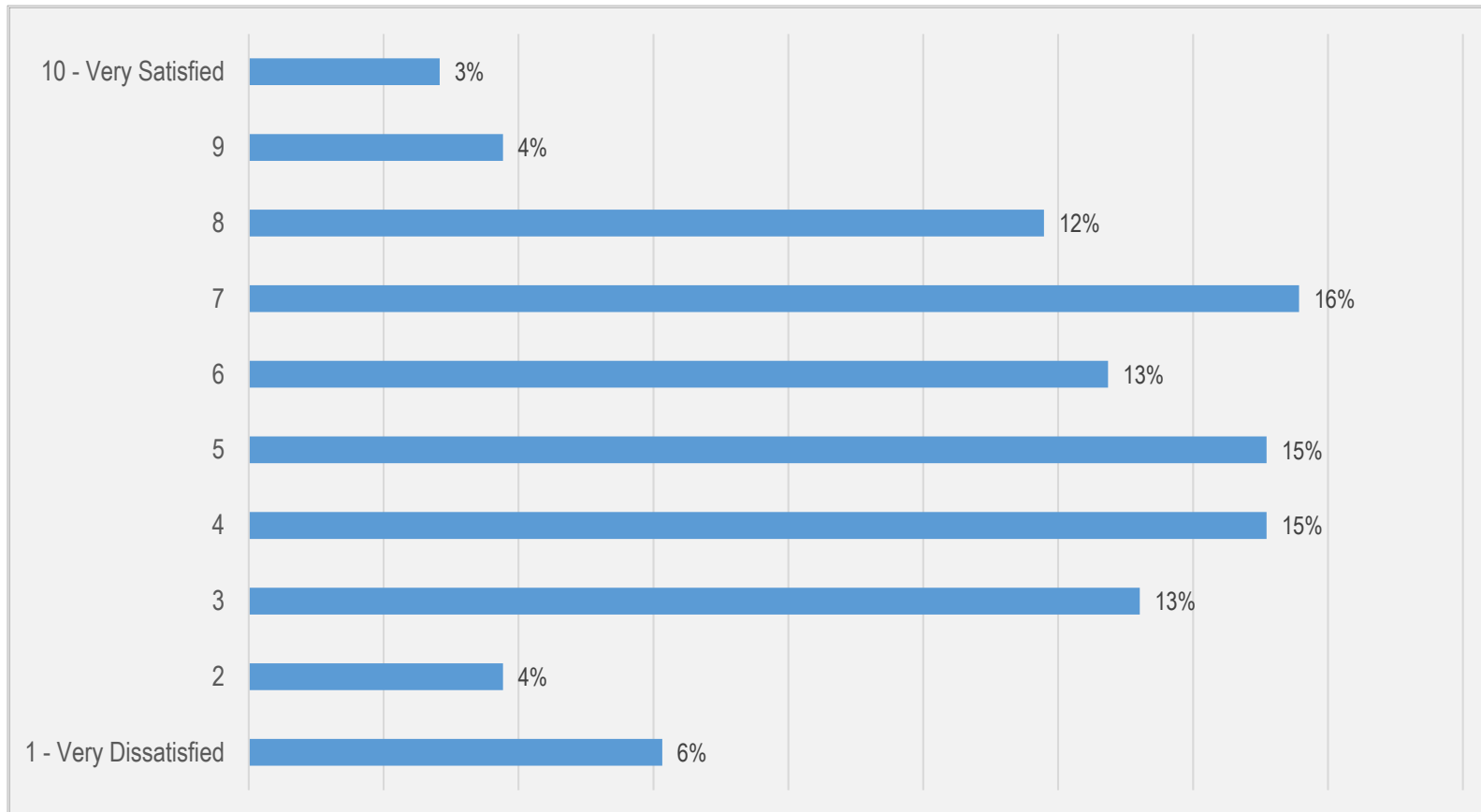


Respondents were allowed to select more than one option.

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# Marketing Outreach

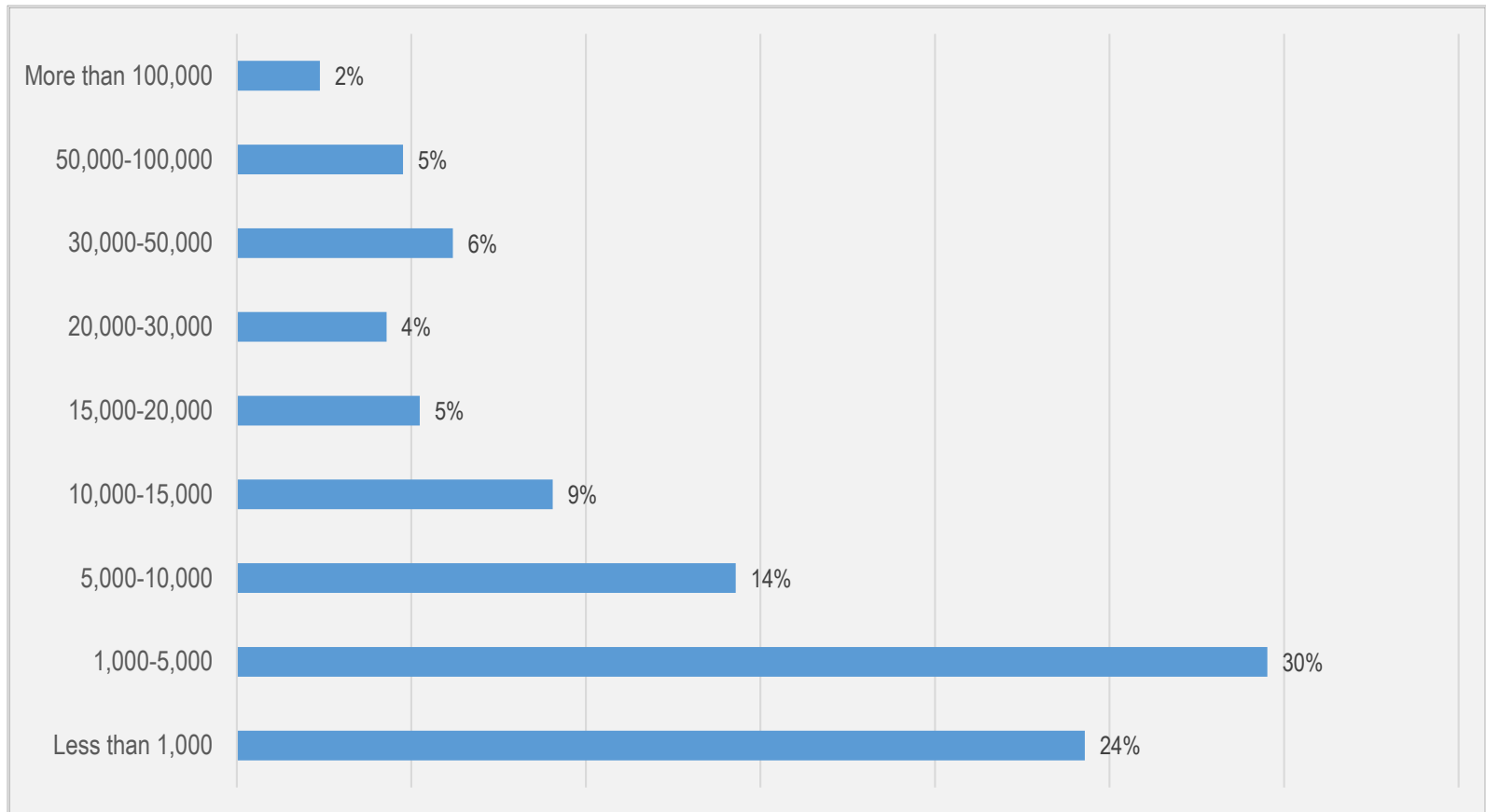
## How satisfied are you with your marketing outreach?





# Marketing Outreach

**On a monthly average, how many people are reached through active marketing for your program?**



# Marketing Successes

## Are there any unique marketing successes you would like to share?

We've had success with social media advertising and using live videos to promote upcoming events.

We've had success in using Constant Contact targeted emails and we've recently fine-tuned our mailing lists to focus on prime customer postal codes. We're trying to use more data in our efforts.

We publish and distribute on a semi-annual basis a print magazine, which is distributed to all households in our community as well as through public libraries, rec centers, and local employment-related agencies.

We need to do more but I am a one person department. I do the setting up of classes, the marketing, the finding new classes and everything, We have a receptionist that takes the enrollments, but I am the department and it is too much and overwhelming. I do a half way job on everything.

We need more personal contact with businesses and collaboration with CEO/College/ISD leadership teams.

We included an outreach coordinator in one of our multi-year grants. It has been great to have someone that spends 75% of their time in the community.

We have good success using Facebook, both boosted and paid ads as well as targeted mailers.

We created a short movie clip/ad to show at daytime/week day movies with a larger share of seniors to market our lifetime learning program.

We conducted a google ad words campaign for health care certifications and received a lot of inquires but did not get enough interest in actually attending the course.

We added a download file to an email campaign for an upcoming business conference. This file was a letter that the employee could take to their boss to get permission to go the conference, and why it would benefit their company to have their employees attend. We increased our response with this in added click throughs, open rates, and registrations.

The use of social media has helped our continuing education department spread the word.

The key element to serving the population is having the population provide powerful testimonies and letting them lead future marketing campaigns.

# Marketing Successes

## Are there any unique marketing successes you would like to share? (continued from previous slide)

Rogue CC is in process of adopting targeted marketing practices using USPS direct, segment marketing, and increasing service delivery of materials.

Quarterly publications mailed to customers and specific carrier routes.

Partnering with the National Security Agency brought negative attention on Twitter but fans of the military and NSA supported our program, also on Twitter, and created quite a buzz.

Our target marketing saves us on postage and printing. Networking and partnerships also helps increase enrollments for our program.

Marketing is hard! We do not have any unique successes.

Increasing social media efforts has helped fill some seats.

For several years, we have featured our students on the cover of our catalog of classes and we have told their stories as a part of the I Did It Campaign to show other prospective students that if they apply themselves, they too can achieve through continuing their education a better life.

Community events for exposure.

College re-brand about 5 years ago.

Our new catalogue has been quite successful. We re-branded (new logo, new ad approach) a year ago.

Advertised SAT Prep courses in PTSA newsletters that are direct-mailed to parents. Saw spike in inquiries and enrollments in SAT Prep courses.

A new growth area we are working with is one-on-one training. People pay extra to spend individual time with a teacher. They believe in a one-on-one environment they maximize their learning as opposed to a class room environment.

Email and social media targeted promotions.

With Lumens, we're looking forward to being able to gather data from our new registrations in order to better target future efforts.

Successes with Social Media paid advertising.

Social media, short clip videos, livestream on Facebook.

# Next Steps

- **For more information on taking your program to the next step, please read the white paper –**

**[Augusoft.net/EnhancingValue](https://www.augusoft.net/EnhancingValue)**

- **To request more information about Augusoft Lumens, our industry-leading Continuing Education Management solution, please visit –**

**[Augusoft.net/Contact](https://www.augusoft.net/Contact)**