

THIS MONTH'S TOPIC: Improving Student Equity and Access through Marketing Efforts

In early November 2015, the Office of Institutional Effectiveness, Research, and Planning (OIERP) received a request from the Director of Marketing to provide a report on the effectiveness of various marketing campaigns by month and prospective students' zip code. Using data from CCCApply and Colleague, OIERP developed a [Marketing Campaign Efficacy Dashboard](#) which disaggregates marketing campaign data by month and prospective students' home zip code, gender, ethnicity, age, educational goal, admittance status, and instructional program of interest. Providing data by various demographics can help inform discussions the college has regarding reaching our goals for improving access in the [Crafton Hills College Student Equity Plan](#). The goals for improving access comprise of:

- Increase the access of 30-34 year olds from 6.1% to 7.6% (114 students)
- Increase the access of 35-39 year olds from 3.3% to 7.9% (349 students)
- Increase the access of veterans from 3.3% to 7.3% (299 students)
- Increase the access of the disabled from 4.5% to 7.8% (259 students)

MARKETING RESULTS

According to the data illustrated on the Marketing Campaign Efficacy Dashboard, the most effective methods for reaching non-traditional students is by general visibility and word-of-mouth from alumni. Since January 1, 2015, 3,230 applicants identified web site, walk-in, or alumni as the reasons they applied to attend Crafton Hills College. Of those prospective students, 16% (532 applicants) were between 30 and 39 years old – the target ages in our Student Equity Plan. These students are also more likely to be returning students (68%).

In terms of outreach to Hispanic students, the most effective methods for reaching Hispanic students appears to be closely linked to traditional outreach efforts. For example, since January 1, 2015, 2,788 applicants identified high school visit, counselor, personnel, and college fair as the reasons they applied to attend Crafton Hills College. Of those prospective students, 51% (1,428 applicants) identified as Hispanic. As expected, these students are more likely to be 19 or younger (63%) and first-time college students (45%).

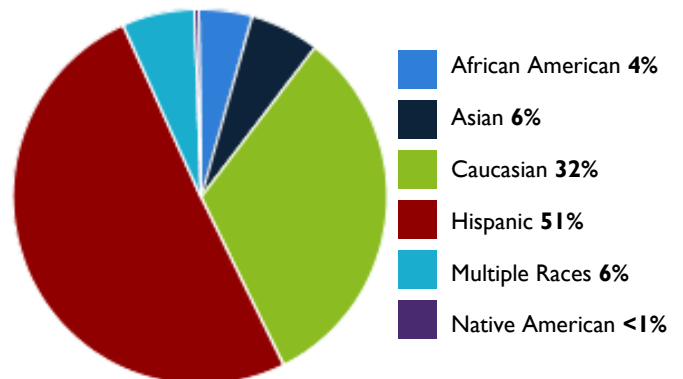
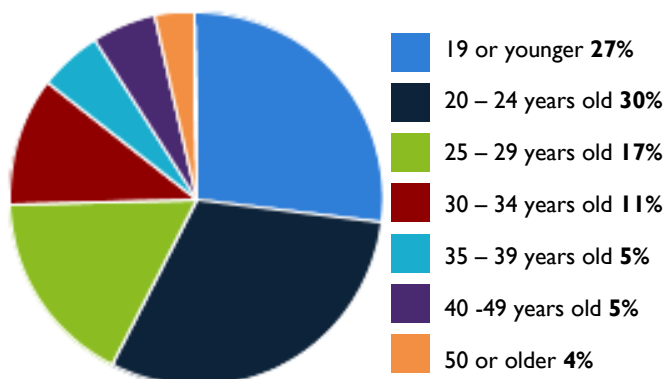


Figure 1: Applicants selecting web site, walk-in, and alumni by age

Figure 2: Applicants selecting high school visit, counselor, personnel, and college fair by ethnicity

POSSIBLE IMPLICATIONS

The following possible implications arise:

- Visibility in the community has a large impact on recruiting non-traditional and returning college students.
- Outreach directly to high schools has a large impact on recruiting traditionally underrepresented student populations who may not otherwise consider college as a viable option.
- Balancing various marketing efforts is needed to ensure traditionally underserved populations and non-traditional prospective students are appropriately served.