Reaching the Hard-to-find Ready Adults

Non-traditional No More: Policy Solutions for Adult Learners

Reno, Nevada
June 2, 2009
“In a global economy...education is no longer just a pathway to opportunity -- it is a prerequisite.”

“...three-quarters of the fastest-growing occupations require more than a high school diploma....”

“I ask every American to commit to at least one year or more of higher education or career training....every American will need to get more than a high school diploma.”

President Barack Obama
February 24, 2009
- Interstate compact
- Data and research services
- Resource-sharing agreements
- Cooperative programs
A Network of state representatives that use marketing and communications strategies to promote:

- academic achievement
- high school completion
- student readiness for college and work.

www.goallianceonline.org
Social Marketing

Principles and techniques to influence a target audience to change behavior voluntarily for the benefit of individuals, groups, or society.

College Access Marketing

Marketing strategies to encourage youth and adults to:

- go further in school
- graduate from high school
- apply for financial aid
- apply to college
- enroll in college
- return to college
College Access Marketing
Core Principles
Have a Big Picture

- Have a single overarching goal
- A campaign is policy, programs, and communications
- Find your niche
- Work together
LIFE, WITHOUT YOUR G.E.D.

THE DEADLINE IS APPROACHING!

The G.E.D. is changing. If you don’t finish all tests by January 2, 2002, you’ll have to take a new set of tests. Call 1-877-740-HELP to learn about free classes that can help you meet the deadline.
Develop Recognizable Brands and Logos

NCSEAA
North Carolina State Education Assistance Authority

College Foundation of North Carolina

GEAR UP
North Carolina

CFI

NCSEAA

K-16 Partnership
Know Your Audience

- Look at everything from audience point of view
  - College access marketing needs to be *relentlessly* audience-focused.
  - Start from the point of view of your target.
Know Your Audience
Use Research

![Bar chart showing percentage of participants before and after using research.](chart)

**Before**
- 9%
- 5%

**After**
- 28%
- 42%
- 46%

Percentage of Participants

![Go Georgia Go advertisement.](advertisement)

**Enter the “What Would You Say?” Contest.**

Your idea for a TV commercial could make you a winner!

**Who Can Enter:**
- 6th - 12th grade students
- Their teacher

**Deadline:**
- November 1, 2023

Visit www.georgiaGO.org or call 1.866.464.GRAD for more information.
KY Survey of Adults with Some College

<table>
<thead>
<tr>
<th>What is the highest level of education you have completed?</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a high school diploma or GED</td>
<td>4%</td>
</tr>
<tr>
<td>High school diploma or GED</td>
<td>11%</td>
</tr>
<tr>
<td>College certificate</td>
<td>5%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>32%</td>
</tr>
<tr>
<td>Associate degree</td>
<td>21%</td>
</tr>
<tr>
<td>Currently completing bachelor's degree</td>
<td>7%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>13%</td>
</tr>
<tr>
<td>Some graduate work, no degree</td>
<td>1%</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>5%</td>
</tr>
</tbody>
</table>

- This question was asked as a screener, as the study focuses on the 1,610 individuals that have received some level of college education but have not yet obtained a bachelor’s degree. Groups terminated from progressing in the study are shown in red.

- These results indicate that a quarter of the sample (with implications for the database overall) provided by KCPE has completed or is currently completing a bachelor’s degree. A significant proportion of the records are not current regarding students’ education level. Note: This information is self-reported.
### Reasons For Not Receiving a Bachelor’s (Top-Tier)

From the following list of reasons people do not go on for a bachelor’s degree or do not finish one they’ve started, please indicate if each of these factors had...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Great deal of influence</th>
<th>Some influence</th>
<th>No influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family obligations</td>
<td>43%</td>
<td>18%</td>
<td>40%</td>
</tr>
<tr>
<td>Financial reasons</td>
<td>34%</td>
<td>22%</td>
<td>44%</td>
</tr>
<tr>
<td>Offered a good job</td>
<td>34%</td>
<td>18%</td>
<td>48%</td>
</tr>
<tr>
<td>Class schedule didn’t fit with work</td>
<td>21%</td>
<td>21%</td>
<td>57%</td>
</tr>
<tr>
<td>Education not relevant to career</td>
<td>16%</td>
<td>19%</td>
<td>66%</td>
</tr>
<tr>
<td>Few jobs in area require degree</td>
<td>16%</td>
<td>22%</td>
<td>63%</td>
</tr>
</tbody>
</table>

- The top reasons respondents have not completed a bachelor’s degree relate to family responsibilities. Keep in mind that the majority of respondents are married with at least one child.
- The larger the family, the greater the negative impact on their quest for a degree. Over one-third (39%) of those with one child said family obligation had a “great deal of influence” compared to those with two kids (52%), three children (56%), and so on.
- Finances also play a significant role in respondents’ decision not to complete or continue their education. Either the financial hardship was too great or they had an opportunity to earn a decent living without the struggle of finishing their bachelor’s
Reasons for Getting a Bachelor’s Degree
(Top 7 – Open-ended Responses)

What would be your main reason for getting a bachelor’s degree?

- To advance in current career: 36%
- To change careers/jobs: 31%
- Personal enrichment/lifelong dream: 19%
- Role model for children: 8%
- Gain skills so can contribute to society: 6%
- Don’t need or want a BA: 3%
- Make more money/financial security: 2%

• All respondents were asked the primary reason they would consider getting a bachelor’s degree.
• For the most part, the primary reason to return would be to enhance career opportunities. Note that “more money” is specifically mentioned by very few respondents. Career advancement/change is a more relevant notion.
• These students, in particular, do not want to waste time on skills they already have. It is essential that college and universities offer credit for career-relevant experience.
• With nearly one-third of adults looking for a career change, KCPE could specifically promote the tools available at GoHigherKy.org that assist adults in selecting a career that matches their interests and values.
Job Satisfaction and Likelihood to Enroll

How likely are you to consider going back to college within the next three years?

- While not included in the tree-based model (because it is a subjective attribute), job satisfaction is a strong influencer in the likelihood to return to college.
- From a marketing perspective, messages focused on improving job quality, breaking out of the existing job rut, or moving on to something better may be very effective in spurring those in the “unsatisfied” population to identify themselves.
Identifying Hard to Find Adult Learners

- The average age on MySpace is now 35
- 68% of MySpace users are 25 and older.

<table>
<thead>
<tr>
<th>Persons: 12-17</th>
<th>MySpace</th>
<th>Facebook</th>
<th>Friendster</th>
<th>Xanga</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons: 18-24</td>
<td>18.1%</td>
<td>34.0%</td>
<td>15.6%</td>
<td>15.5%</td>
</tr>
<tr>
<td>Persons: 25-34</td>
<td>16.7%</td>
<td>8.6%</td>
<td>28.2%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Persons: 35-54</td>
<td>40.6%</td>
<td>33.5%</td>
<td>34.5%</td>
<td>35.6%</td>
</tr>
<tr>
<td>Persons: 55+</td>
<td>11.0%</td>
<td>7.6%</td>
<td>8.1%</td>
<td>7.3%</td>
</tr>
</tbody>
</table>

Source: Older Demos Get Social, Media Week, October 2006.
### Browse Users

#### Set Browse Criteria

**Browse For:**
- Women
- Men
- Both

**between ages:**
- 18
- 35

**who are:**
- Single
- Married
- In a Relationship
- Divorced
- Engaged

**and are here for:**
- Dating
- Networking
- Friends

**located within:**
- Country: United States
- Postal Code: Any
- miles from

**photos:**
- Show only users who have photos
- Show name and photo only

#### Personal Info:

**Ethnicity:**
- Asian
- Black/African
- East Indian
- Native Amer.
- Other
- Pac. Islander
- White

**Body type:**
- Slim/Slender
- Average
- More to love
- Athletic
- Little extra
- Body builder

**Height:**
- Between 3' ft. 0" in.
- 7' ft. 11" in.
- No preference

#### Background & Lifestyle:

**Smoker:**
- Both
- No
- Yes

**Drinker:**
- Both
- No
- Yes

**Orientation:**
- Straight
- Gay
- Bi
- Not sure

**Education:**
- High school
- Some college
- In college
- College grad
- Grad school
- Post grad
Media: Old Model

Company X

Consumer
Media: New Model

Company X
Have a Clear Call to Action

- Messages should include a call to action that is **clear and realistic**.
- The action should be **immediate and measurable**.
State Action Steps Clearly

[Images showing various scenes related to college readiness and biology classes, with URLs and text: "How to Go to College" and "Take the Tough Classes Now!"

KnowHow2Go.org]
Combine “In the Air” with “On the Ground”

Adult Education Center
Program Goal: Increase the percent of adults in college from 3.6% to 4.5%

Program Target:
- Age 25-50
- Kentucky resident
- Not enrolled in the previous academic year
- Earned 90+ credit hours
- Didn’t earn a bachelor’s degree
Institutional Incentives:

- Campus response teams
- Campus advocate to provide ‘high touch’
- Reduced tuition or tuition assistance
- Quick admits
- Individual advising
- Free applications
- Degree summaries
- Evening office hours for student services
- Re-entry centers on campus
If your career is standing still,
but your dreams aren’t
Return on Investment

- Printing and postage - $20,760
  - 6,225 postcards
  - 4,761 letters
- Data match - $26,000
- Launch posters - $740

- Inquiries – 1,528
- Students enrolled – 460 total
  - 331 new Fall ‘08 enrollment
  - 1,000 anticipated Summer ‘09
- Graduates – 50
  (100 anticipated Fall ‘08)
Use Professionals When Necessary

- Professionals can save a campaign time and money in the long run.
Work with Your State Broadcasting or Cable Association

- Noncommercial sustaining announcement program

- The Kentucky PEP program provided approximately $1.2 million in advertising for $150,000.
Sharing Works!

- Reduces time and cost.
  - Be sure it fits your goals, messages, and target audience
  - Pre-test with your target audience first.
Does College Access Marketing Work?

YES!

Kentucky’s High School Graduation rate

- 2000: 65%
- 2001: Campaign launch
- 2005: 72%

- 57% increase in GEDs earned in 2001
- Record enrollments in adult and postsecondary education in 2001 and 2002
Welcome to the College Access Marketing (CAM) website — a resource for anyone interested in using marketing techniques to help increase high school completion and college participation. Use this site to learn effective strategies, avoid common mistakes, and find creative ideas for your communications and outreach efforts.

Whether you're thinking about starting a new education marketing campaign or expanding an existing one, and whether you’re working at the national, state, or local level, there's something here for you.
How to Create a Campaign

Interested in creating a CAM campaign or fine-tuning one already underway?

The Step-by-Step Guide includes tips on how to identify your audience, the best ways to reach them, and build a strong marketing plan.

Our Resource Center contains tools such as research reports, planning documents, practitioner tips and guidance, worksheets and templates, and case studies to help support your efforts.
1. **Preliminary Research and Goal Setting**: Define the problem addressed, the target audience, the behavior change you are trying to influence, and the measurable outcomes the behavior change should create.
   Read More

2. **Engagement of Key Stakeholders**: Make the case to potential partners and funders to get buy-in and support.
   Read More

3. **Audience Research**: Learn everything you can about your audience – how they view the problem, the barriers they face, what arguments appeal to them, and what message channels they use.
   Read More

4. **Strategic and Tactical Planning**: Plan the strategies, tactics, and messages for your campaign, then test your messages and ideas with the audience. Make sure an evaluation plan is built into your campaign plan.
   Read More

5. **Implementation**: Implement your campaign plan.
   Read More

6. **Monitoring and Reporting**: Monitor your progress, make changes as needed, and keep all stakeholders in the loop as the campaign rolls out. Document and report what you learn in the field.
   Read More

**Download** a basic outline of the Create a Campaign guide on this website. It's an easy, portable checklist for keeping yourself and others on track throughout the CAM process.
Formative Research – Research to help define the problem to be addressed and the benefits of solving it
Read More

Audience-Specific Tools and Research – Reports, Tips, and Guidance on communicating with different target audiences.
Read More

Planning Documents, Worksheets, and Templates – A growing collection of real planning materials from CAM campaigns around the country. Marketing plans, creative briefs from ad agencies, evaluations, and other documents can help you to learn from what others have done.
Read More

Making the Case – How to get funders, legislators, community-based organizations, and partner agencies to support your campaign
Read More

Evaluation – Help with defining criteria, monitoring progress, and evaluating your campaign
Read More

Intellectual Property – Issues to consider, tips, and guidance for developing media materials or re-licensing materials from other campaigns
Read More
CAMPAIGN EXAMPLES

Here you will find example media products, tools and resources, and lessons learned from actual CAM campaigns, both past and present. Use this section to learn from one another's efforts. Browse the media products, including radio and TV spots, posters, billboards, brochures, and handouts, to see how others are communicating with their target audience.

SEARCH FOR A CAMPAIGN

CASE STUDIES

Education. Go Get It.
For more information:

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www.CollegeAccessMarketing.com