

Redefining

Strategies for Dynamic Student Engagement in Marketing Efforts

Reach



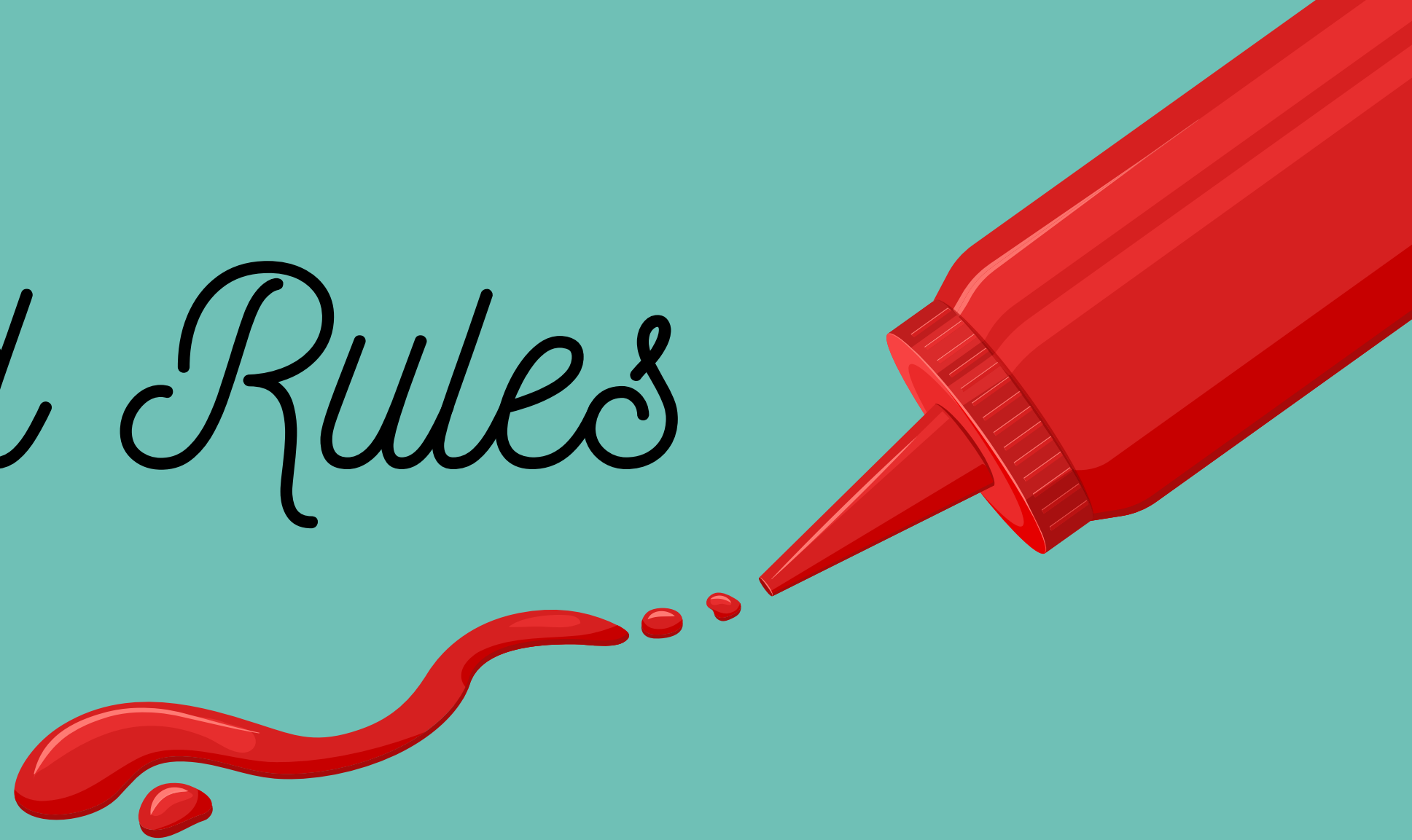
Leslie Vargas, Senior Public Affairs Officer
Riverside Community College District

About Me



Ground Rules

- Care about students
- Care about yourself
- Care about the people helping students
- Care about your employer



What do we mean by reach?

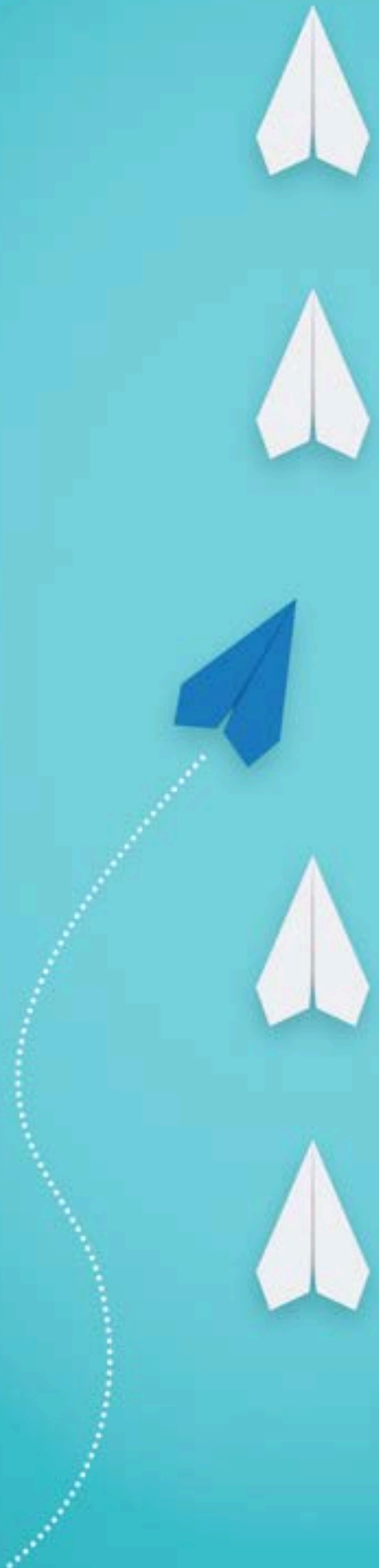


- Reach refers to the extent and effectiveness of a college's ability to connect with and influence its target student audience.
- It encompasses the number of students who are exposed to a college's marketing messages or initiatives, as well as the depth of engagement and impact those messages have on them.

**THINK AUDIENCE SIZE,
ENGAGEMENT LEVEL, INFLUENCE**

Why Redefine Reach?

- Traditional methods of reaching students are no longer sufficient in capturing their attention amidst the digital noise.
- By redefining reach, colleges can adapt their strategies to meet the changing preferences and behaviors of today's digital-native students.
- Redefining reach is essential for colleges to remain relevant, impactful, and successful in attracting and retaining students in today's dynamic higher education landscape as well as building a strong brand presence.



Importance of Reach in Student Engagement

It determines the effectiveness of marketing campaigns in raising awareness, generating interest, and fostering positive relationships with students.

Examples of Reach Metrics:

- Social media impressions and engagement metrics (likes, shares, comments).
- Website traffic and user engagement metrics (page views, time on site).
- Attendance and participation rates at college events, workshops, etc.
- Enrollment rates and conversion metrics for admissions inquiries or applications.

The Secret Sauce

UNDERSTAND AND LEVERAGE STUDENT CULTURE

- Student Demographics
- Student Preferences
- Tailoring Marketing to Student Culture



Sauce One:
The Miranade



Research and Immersion

Conduct Research:

- Start by conducting thorough research on the demographics, interests, and behaviors of the student population you aim to target.
- Utilize existing data sources such as enrollment statistics, surveys, and market research reports to gain insights into student demographics and preferences.
- Consider conducting focus groups, interviews, or surveys with current students to gather firsthand perspectives on their experiences and preferences.

Immerse Yourself in the Culture:

- Immerse yourself in the student culture by attending campus events, joining student clubs or organizations, and engaging with student-led initiatives.
- Take note of the language, symbols, and rituals that are meaningful to students, as these can provide valuable cues for crafting resonant messaging.



Sauce Twa: Basting

Relationship Building and Analyzing



Build Relationships:

- Establish relationships with key stakeholders within the student community, including student leaders, faculty members, and staff involved in student affairs.
 - Actively listen to their insights and perspectives on student culture and seek opportunities for collaboration and partnership.



Analyze Existing Marketing Efforts:

- Review past and current marketing campaigns to assess their effectiveness in reaching and resonating with the student audience.
- Identify successful campaigns that have effectively tapped into student culture, and analyze the strategies and messaging elements that contributed to their success.





Sauce Three:

The Dipping Sauce

Feedback and Collaboration

A hand is shown holding a large, white, speech bubble-shaped sign. The sign is positioned on the left side of the frame, and the hand is visible from the bottom left, reaching up to hold the sign. The background is a solid, dark purple color. The text "Seek Feedback and Input:" is written in a white, cursive font across the top of the speech bubble.

Seek Feedback and Input:

- Solicit feedback from students through surveys, focus groups, or feedback forms to understand their perceptions of existing marketing efforts and areas for improvement.
- Actively engage with student feedback and incorporate it into your marketing strategies to ensure relevance and authenticity.



Collaborate Across Departments:

Collaborate with colleagues across departments, including admissions, student affairs, and academic departments, to gain a holistic understanding of the student experience and identify opportunities for alignment and integration in marketing efforts.

Sauce Four:
Your Saucy



Cultivation and Adaptation

Cultivate Cultural Competency:

- Invest in training and development opportunities to enhance your cultural competency and sensitivity to the diverse perspectives and experiences within the student community.
- Stay informed about social and cultural trends relevant to students, and actively seek to educate yourself on issues of diversity, equity, and inclusion.



Iterate and Adapt:

- Continuously monitor and evaluate the effectiveness of your marketing efforts, using metrics such as engagement rates, conversion rates, and feedback from stakeholders.
- Iterate and adapt your strategies based on insights gained from data analysis and feedback, ensuring that your marketing efforts remain relevant and impactful in the ever-evolving landscape of student culture.
- Experimenting with new communication channels and content formats to meet students where they are.
- Collaborating with student influencers and content creators to amplify brand messages and reach new audiences.

These steps help open the door for student involvement in creating marketing campaigns:



- Student models
- Brand Ambassadors
- Testimonials and Success Stories
- Focus Groups

Real-Life Example:

The RCC Marketing Campaign



01

Legacy and History

- RCC is built on a nurtured legacy.
- Utilize legacy for transformation and student empowerment.
- Enable students to exceed their potential, explore self-discovery, and drive positive community change.
- Offer imagery of exceptional education, mentorship, and resources.

02

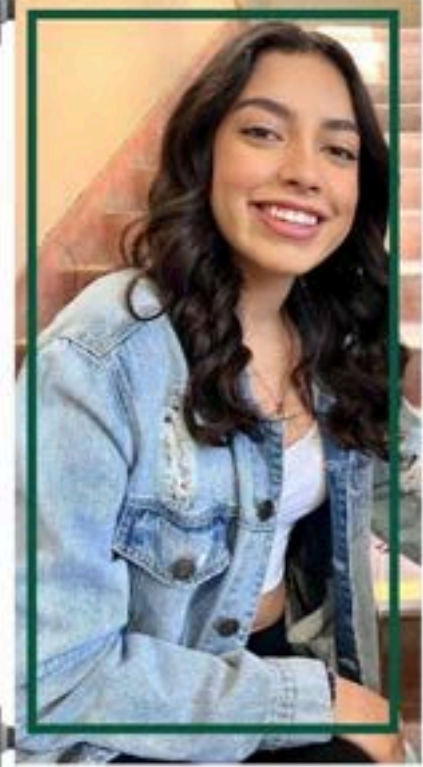
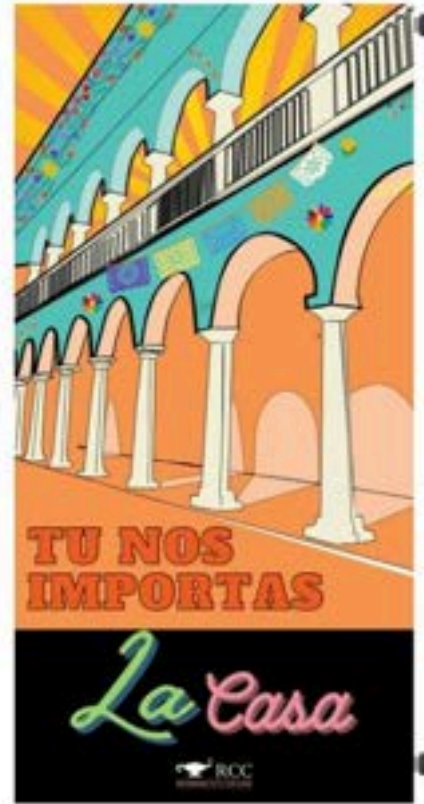
Sense of Belonging and Culture of Care

- Diversity as a strength, and inclusivity as the driving force.
- Cultivate an enriching environment with diverse cultures and perspectives.
- Fostering belonging and valuing every voice.
- Celebration of differences as integral to the dynamic community fabric.

03

Unprecedented Forward Thinking

- Envision a world where history's echoes guide the future, diverse perspectives create new paths, and innovation knows no bounds.
- Think: Commitment to breaking the status quo, while leading in educational excellence.



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Student Models



Call to Action

- No more business as usual
- Think outside the box
- Get out of your comfort zone
- Be Creative
- Be a Blessing
- You have to care



If you are a seasoned employee, make sure your sauce isn't expired.

Thank you!



RCCD

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