

Specialized Marketing Tactics for the **Young and the Old**



LocaliQ



CERRITOS
COLLEGE



About Us



Specialized Marketing Tactics for the Young and the Old

National Perspective



- The **“Enrollment Cliff”** Starting in 2026 means less high school enrollment
- 4-Year Universities are ramping up their dual-enrollment programs.
- From 2019 to 2021, community colleges lost about **277,000 adult students aged 25+**. Everyone is trying to recover older students.
- **Expect increasing competition in both demographics.**

Today's Presentation



- Strategies and Results
- Cerritos' Dual Enrollment Program
- Saddleback's Emeritus Program

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Cerritos College Dual Enrollment Program



Cerritos College Dual Enrollment Program



- **Campaign Goals**

- **Create** a true “campaign” that targets potential students and their parents
- **Increase** dual enrollment engagement
- **Promote** dual enrollment versus AP classes.

- **Main Messaging points**

- High School students **earn college credits!**
- Transfer credits to a 4-year college
- Classes are available at high school, online or Cerritos College
- You receive the same credit as a year-long AP class in just one semester

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Cerritos College Dual Enrollment Program



- **Marketing “Status Quo”**
 - The outreach team was going to the high schools
 - **And that’s it!**
- **Timing and Budget**
 - Year-Round media buy (except September 2024)
 - \$216,000 total investment, with \$201,000 spent on media tactics

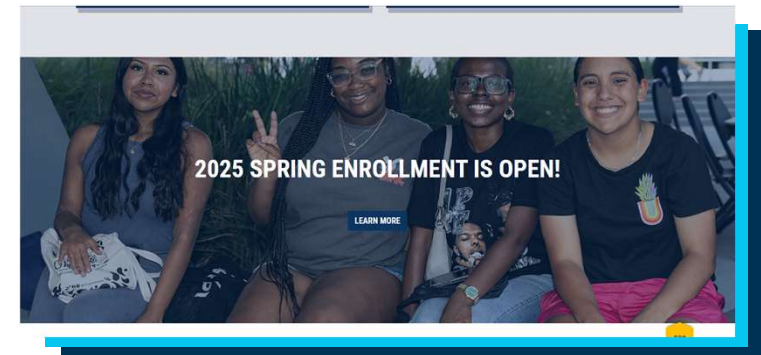
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Cerritos College Dual Enrollment Program



- **Strategy**

- Simplify the Experience with a **Landing Page**
 - The Landing Page has all information in one place:
 - College brags
 - Get closer to your ultimate goal (i.e., doctor/lawyer)
 - Benefits of dual enrollment vs. AP
 - Cerritos Complete
 - Learning Pathways - choose a major and identify long-term goals
 - Learning Communities
 - "It's never too early" (start researching options in high school)



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- **Search Engine Marketing**

- Bid on keywords that parents and students may search
- Most Popular

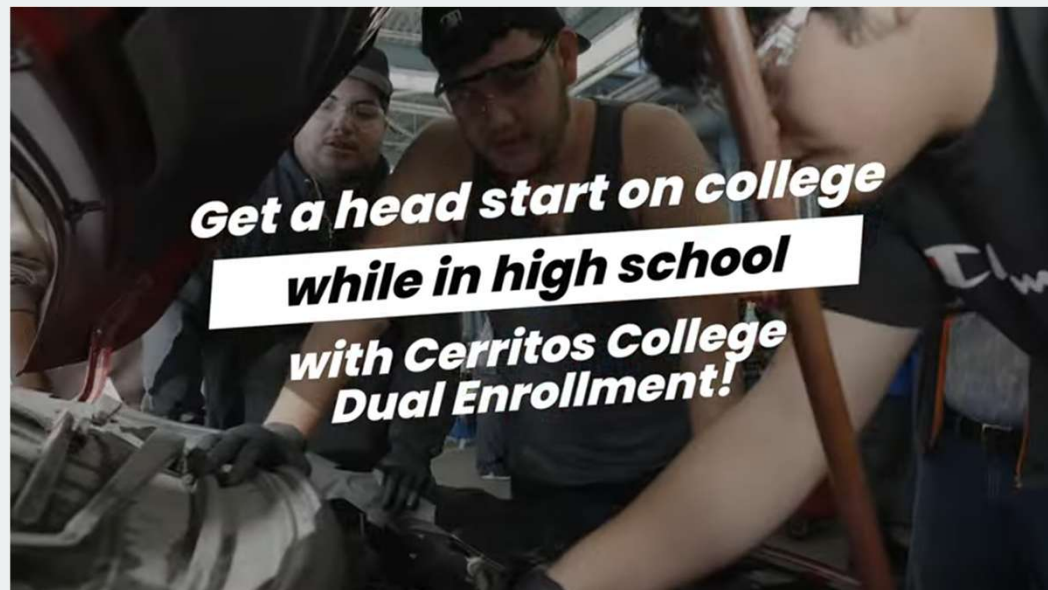


community college	junior colleges
college class	community college near me
Cerritos College programs	Promise Program
college courses	college with dual enrollment
college credits	enroll at community college
Promise Program Cerritos College	online college courses
find community colleges near me	online degree programs
find colleges	college classes
College Transfer Programs	community colleges near me
City College	Dual enrollment programs
Dual enrollment	

Cerritos College Dual Enrollment Program



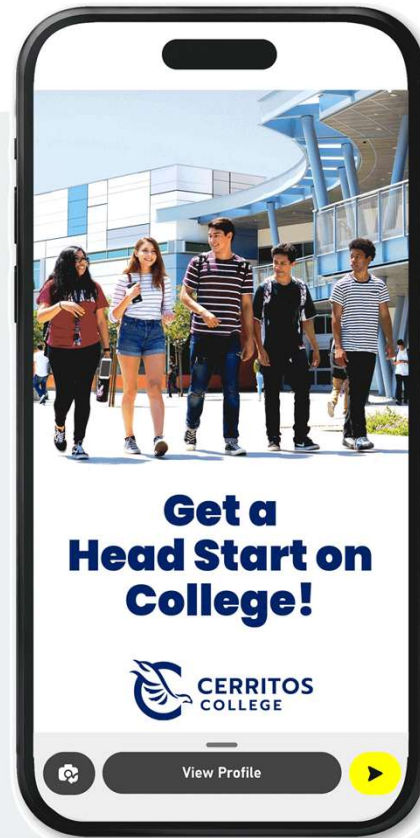
Social Media Campaigns



YouTube:
targeted the
general
population

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Social Media Campaigns

Snapchat: Targeted
Parents and Teens
(Highest engagement with
parents)

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Social Media Campaigns



Facebook/Instagram:
Targeted (parents of high school students)

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- Email Blasts targeting Parents of high school students

- 6 emails sent:
 - Local families with students aged 13-17
 - Audience: 102,862 individuals



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- **Digital Display: Geofencing**

- Targeted service area: high schools, malls, community and sports centers
- Addressable Geofencing: Email List into the campaign



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Postcard Retargeting (ongoing)



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Outdoor Media (two-month campaign)



Bustail

Earn College Credit While in High School

Classes are free
and transferable!

College Success Starts Now

Earn free, transferable
credits while in high school!



Learn More @
www.Cerritos.edu/CollegeStartsNow

Poster



Billboard

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- **Results**

- Overall Digital Results

- Total Impressions: **5,596,919**
 - Total Website Visits: **52,077**
 - Total Organic Visits After Viewing Ads: **22,626**
 - Completed Video Views: **311,918**

- What we Learned

- Snapchat had the highest engagement with parents
 - Email led to **16,000** website visits!
 - YouTube continued to perform extremely well among all audiences
 - “View Through Visits” were off the charts: Total Organic Visits After Viewing Ads: **22,626**



Cerritos College Dual Enrollment Program

DUAL ENROLLMENT SUCCESS

- 7,411 students in 24/25
- 328 total classes

EARLY COLLEGE SUCCESS

- 72 students
- 29 AA degrees



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Saddleback College Emeritus Program



Saddleback College Emeritus Program

- **About Our Program**

- The college does get apportionment funds for these students, so declining enrollments hit the college budget.



The graphic features a light gray background with a subtle geometric pattern of overlapping triangles. On the left, there is a red square containing a white mountain silhouette and the text "SADDLEBACK COLLEGE". To its right, the words "EMERITUS INSTITUTE" are written in a large, bold, red sans-serif font. Below this, the text "Mission of the Saddleback College Emeritus Institute" is centered in a bold, black sans-serif font. On the right side, there is a vertical list of four red circular bullet points, each followed by a bold heading and a paragraph of text. The entire graphic is framed by red geometric shapes at the top and bottom.

EMERITUS INSTITUTE

Mission of the Saddleback College Emeritus Institute

- **Academically Rigorous**
Engaging and transformative educational experiences that push older learners to critically analyze their own experiences, societal norms, and systems of power that impact their lives.
- **Mentally Stimulating**
Introducing content, concepts, and movement which force neuroplasticity.
- **Socially Engaging**
Curricular and co-curricular environments which purposefully encourage student-student-faculty interaction and diversity of opinions. Group projects and discussion.
- **Health Improving**
Mental health, physical health, emotional health are all prioritized through curriculum and relationship building.

Saddleback College Emeritus Program

- **What Was Done Traditionally**
 - The class schedule was non-strategically mailed (some retirement communities, other locations randomly selected)



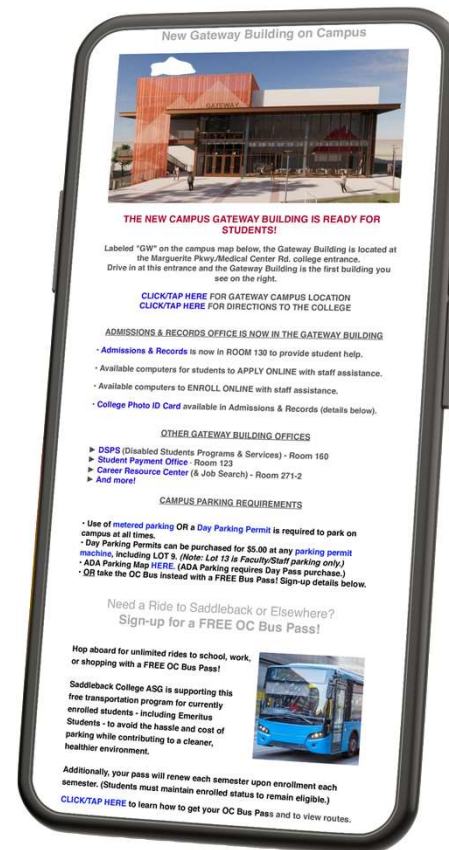
New Schedule

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Saddleback College Emeritus Program

• What Was Done Traditionally

- Emails to Current Students
- Mostly on returning students & “word of mouth”



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Saddleback College Emeritus Program



- **Timing and Budget - October 2024 - August 2025 Total budget: \$167,657**
- **Goals of This Work**
 - Increasing Program Equity
 - Want to attract 55–70-year-olds



Marketing Updates

- Collecting faculty videos
- Updated schedule design
- Facebook and Instagram Ads
- Cookie ads
- Community-based post cards
- Website updates
- “Where learning never retires.”

Saddleback College Emeritus Program

- **Strategy & Results**

- Messaging & Visuals
 - Remove “older adults” and replace with “retirees” or “active adults”
 - Implement “Where Learning Never Retires” tagline
 - Take custom photos of active adults (custom photography)



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Saddleback College Emeritus Program

- **Strategy & Results**

- Testimonial collection:
 - We used quotes in the Summer Emeritus Schedule, and I pulled those out of the testimonials. Document with the quotes can be found [here](#)

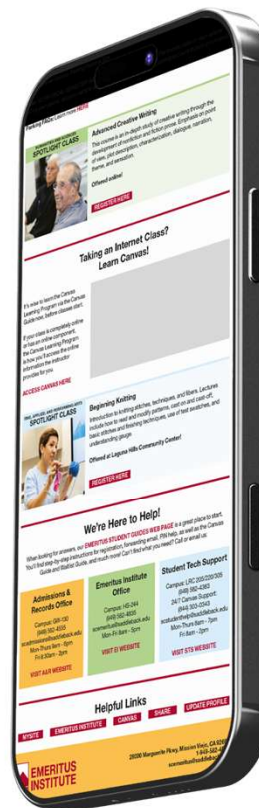


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Saddleback College Emeritus Program

- Strategy & Results
 - Higher quality material

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Saddleback College Emeritus Program



Before

- **Class Schedule Mailing**

- Revamped Design
 - Class Schedule Strategic Mailing
- Mailed to students who had taken a class in the last 5 year, and 10,000 copies were bundled and sent to community centers in Dana Point, Laguna Hills, Mission Viejo, San Juan Capistrano, Laguna Niguel, Aliso Viejo, San Clemente, Lake Forest, Santa Ana, Laguna Beach, and Laguna Woods.

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After



Saddleback College Emeritus Program



• Postcards

- Purchased Mailing List
- Targeted people aged 60 - 80 within a one-mile radius of six community centers for a total of 16,928 individuals

Distributed: Consumer Data	
Search ID: JohnGriffinHull-22447	
Title: 3053443	
Record Total: 16,928	
Geography	
MultiRadius	
6 Locations (Type:DISTANCE Precision:ROOFTOP Dedupe:Yes State Boundaries:No)	
Demographic: ALL	
Age - Adult 2 Year Age Bands	
Age 60-61, Age 62-63, Age 64-65, Age 66-67, Age 68-69 Age 70-71, Age 72-73, Age 74-75, Age 76-77, Age 78-79 Age 80-81	

Report Breakdown By: Radius		
Radius	Description	# Records
Radius #001	Laguna Woods	3349
Radius #002	Casta del Sol	3283
Radius #003	Palmia	3348
Radius #004	Dana Point Commun	2266
Radius #005	San Clemente	2705
Radius #006	Rancho Mission Vi	1977
Total		16928

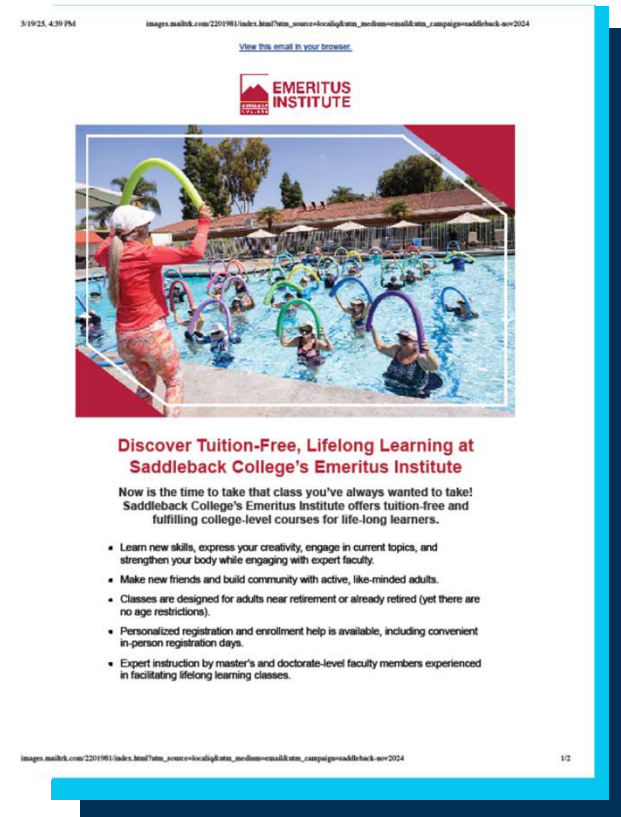
Report Breakdown By: Age - Adult 2 Year Age Bands		
Age - Adult 2 Year Age Bands	Description	# Records
60	Age 60-61	1707
62	Age 62-63	1751
64	Age 64-65	1714
66	Age 66-67	1655
68	Age 68-69	1641
70	Age 70-71	1600
72	Age 72-73	1516
74	Age 74-75	1391
76	Age 76-77	1473
78	Age 78-79	1293
80	Age 80-81	1187
Total		16928

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- **Email Blasts**

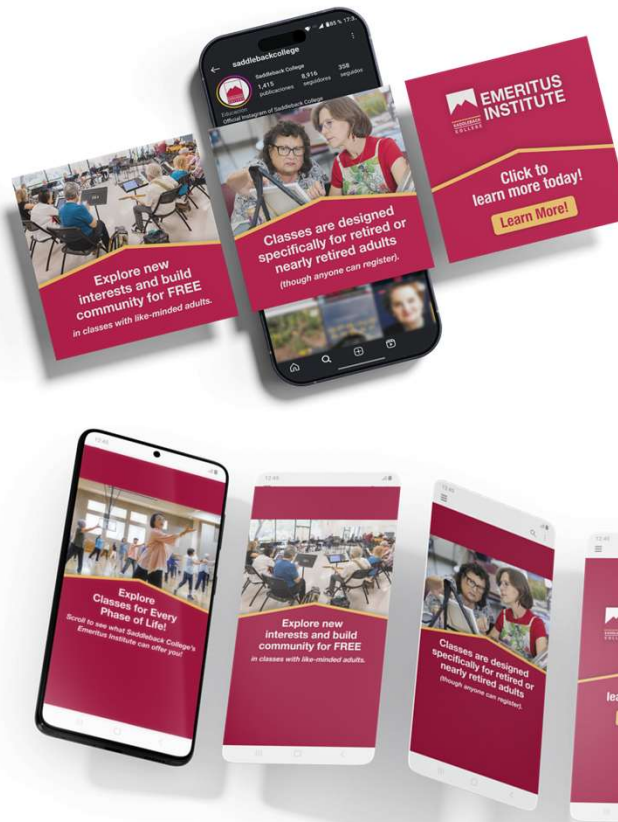
- 150,000 people 55+ in the service area



Saddleback College Emeritus Program

- **Social Media & Display**

- Facebook/Instagram targeting 55+ in the Saddleback service area with interests in education, online learning, adult career education, and vocational school.



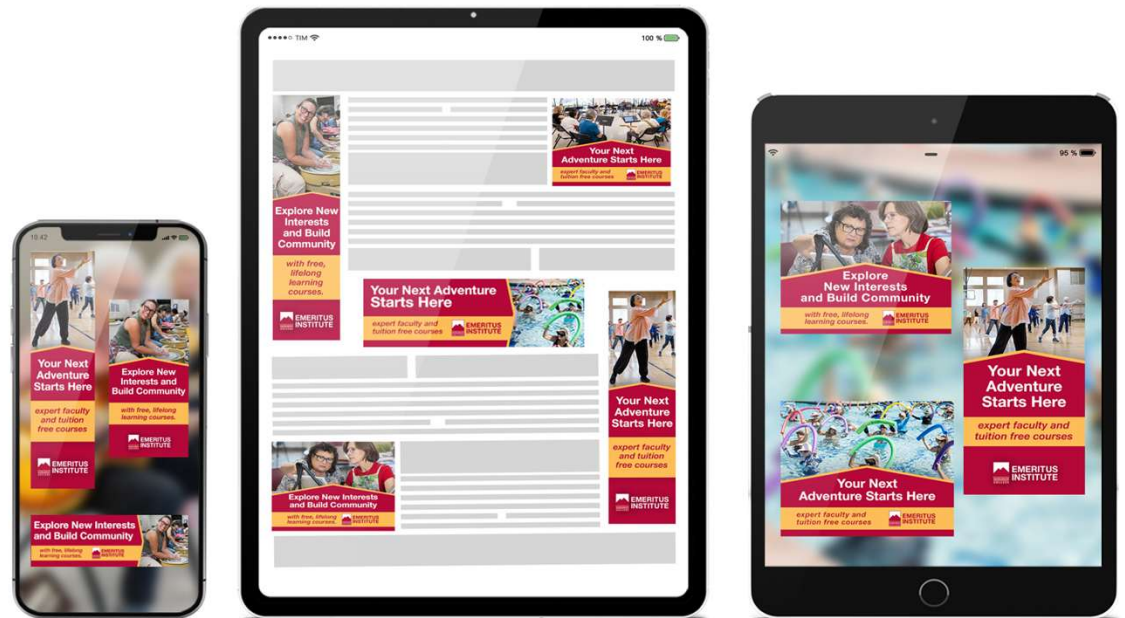
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- **Social Media & Display**

- Display: website retargeting, geofencing to any students who have taken a class in the last five years and ANR students, and geofence people who received the email blasts.



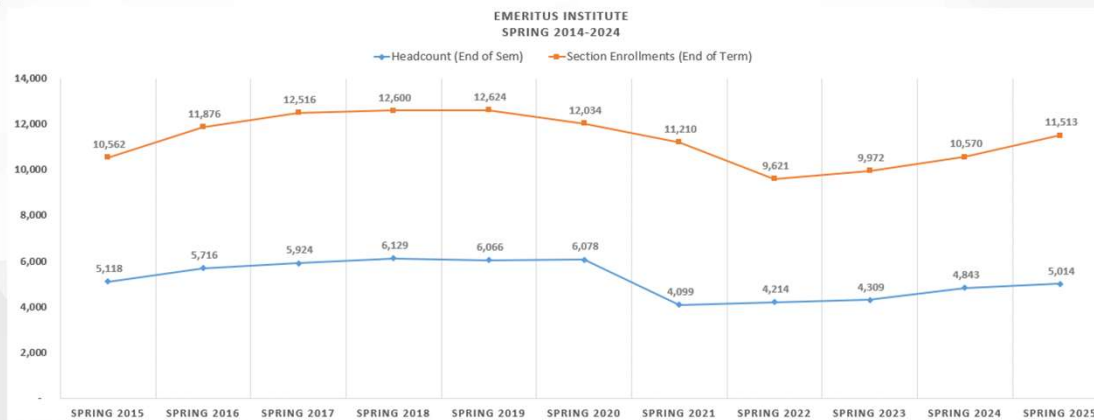
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Results

Enrollment Updates - Spring 2025



Largest enrollment increase in program history

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• Results

- Class Schedule Was Widely Praised
- Digital Media Results: November 2024-February 2025
- 1,921,144 impressions
- 32,817 Website Visits
- 2,648 View-Through Visits
- 5,175 Video Views

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Conclusion



Takeaways



- Investing in digital media is smart for seniors (and all audiences), but seniors interacted the most with our ads.
- The more targeted, the better. Personalization matters.
- Make it easy, no matter what the age.
- Measure your view-through visits. People see ads then return later.
- Remember each new year brings new opportunities. Don't stop marketing!