



***Community College Of
Philadelphia:
Market Assessment Results***

**Prepared By:
CLARUS Corporation
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Project Purpose

- ◆ **Determine How Relevant Markets Perceive The College And How That Perception Can Be Improved And Enhanced**
- ◆ **Define Image And Attitudes For Current Markets And Assess How Effectively The College Is Reaching The Markets**
- ◆ **Develop An Integrated Marketing Plan Based On Research Results And College Plans**



Baseline Indicators

- ◆ **Community College Market Assessment**
 - ◆ **Trend Data For Current Students**
 - ◆ **Fall 1995 To 2004**
 - ◆ **High School Market Share**
 - ◆ **Adult Penetration**
 - ◆ **Marketing And Publications Review**
 - ◆ **Review Of All Planning Documents**



Market Assessment - External

- ◆ **Target Market Issues**
 - ◆ **Potential Students**
 - ◆ **Customer Service Scan**
 - ◆ **Current Students**
 - ◆ **Student Scan**
 - ◆ **Adult Market**
 - ◆ **Community Scan**
 - ◆ **Business And Industry**
 - ◆ **Employer Scan**



Relevant Markets

- ◆ **Potential Students (Enrollment Management)**
- ◆ **Donors (Institutional Advancement)**
- ◆ **Youth Markets**
- ◆ **Adult Markets**
- ◆ **Business And Industry**
- ◆ **Distance Education**
- ◆ **International Market**



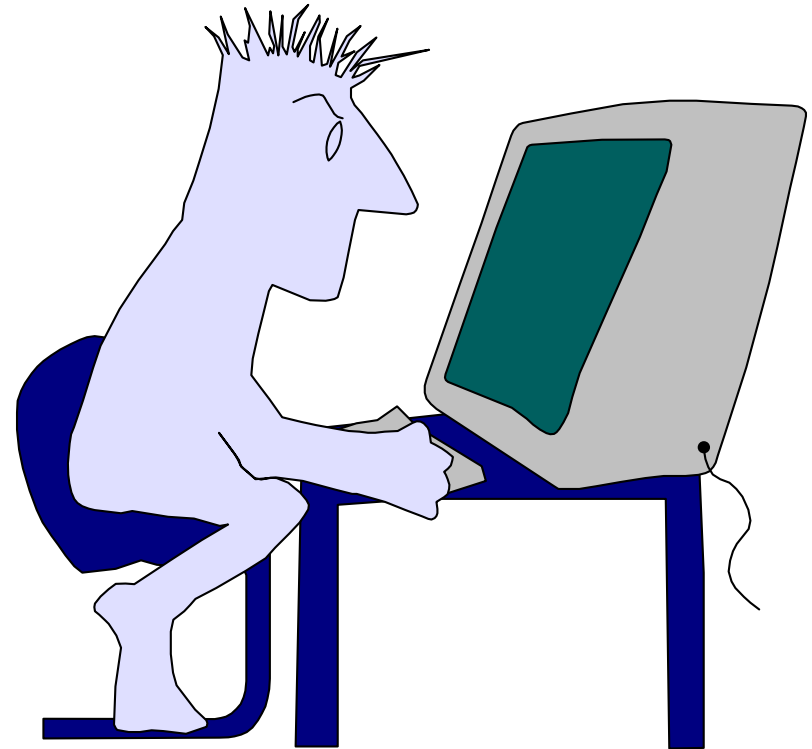
Enrollment Trends For Market Segments

High School Market
Adult Market



Internal Data Collection

- ◆ **Thank You!!!**
 - ◆ **Marketing Staff**
 - ◆ **Institutional
Research Staff**
 - ◆ **Academic Affairs
And Faculty**





Key Enrollment Variables

- ◆ **Age**
 - ◆ **High School Segments**
 - ◆ 19 And Younger
 - ◆ 20 To 24 Years Of Age
 - ◆ **Adult Market Segments**
 - ◆ 25 To 34 Years Of Age
 - ◆ 35 To 55 Years Of Age
 - ◆ 56 And Older



Key Enrollment Variables

- ◆ **Enrollment Status**
 - ◆ **Full-Time**
 - ◆ **Part-Time**
- ◆ **Fall 2001 And 2004**



Segment Percent Of Enrollment

Market Segment	Fall 2001	Fall 2004
Dual-Enrolled	0.0%	0.0%
19 And Younger	18.3%	17.7%
20 To 24	31.5%	30.8%
25 To 34	23.3%	25.0%
35 To 55	21.3%	20.8%
56 And Older	2.7%	2.3%



Segment Changes Fall 2001-2004

Market Segment	Full-Time	Part-Time
Dual-Enrolled	0.0%	20.0%
19 And Younger	8.8%	3.0%
20 To 24	5.6%	10.8%
25 To 34	21.0%	18.8%
35 To 55	33.4%	5.7%
56 And Older	166.7%	-6.4%
Total	12.0%	10.3%
Overall	10.8%	

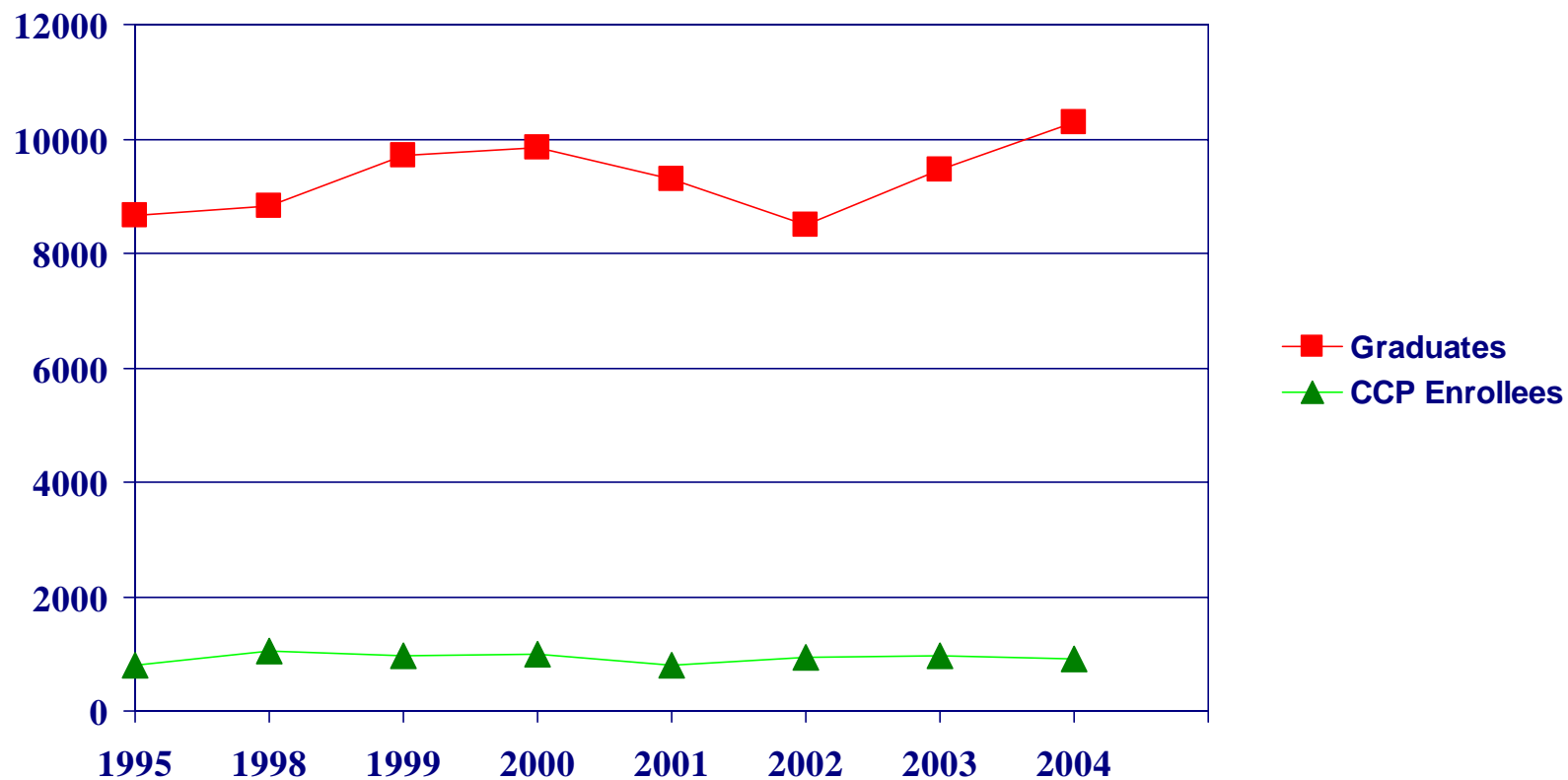


High School Market Share

- ◆ **Market Share Defined**
 - ◆ **Percent Of Graduating Seniors Who Enroll At Community College Of Philadelphia Following Fall After Spring Graduation**
- ◆ **Market Area Defined**
 - ◆ **High Schools In The Service Area**

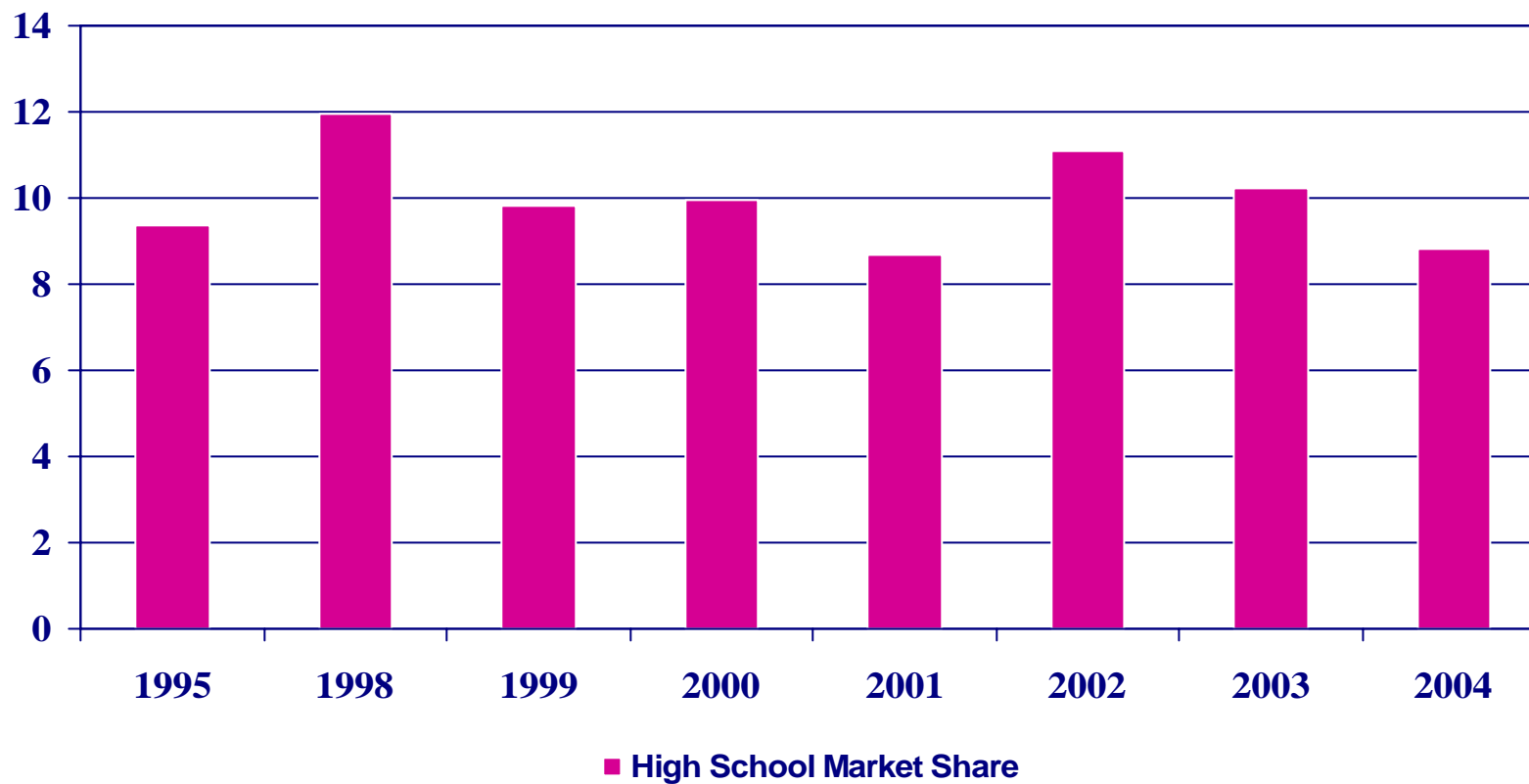


High School Market





High School Market Share





High School Market Share

2001 High School Market Share	8.68%
2002 High School Market Share	11.10%
2003 High School Market Share	10.22%
2004 High School Market Share	8.82%
Percent Change In Seniors 2001-2004	10.6%
Percent Change In Community College Of Philadelphia Enrollment Of Seniors	12.4%



Adult Market Penetration

	Market Area
Percent Change In Population 1996-2002	1.17%
Percent Change In Community College Of Philadelphia's Enrollments 1996-2002	18.17%
Market Penetration 1996	1.43%
2002	1.66%



Customer Service Issues

Contact Analysis





Contacting The College

- ◆ **Telephone Requests For Information**
 - ◆ **Morning, Afternoon, Evening And Weekend**
 - ◆ **Information Center, Admissions, Financial Aid, Northeast Regional Center, Northwest Regional Center, West Regional Center, Web Site**
 - ◆ **Telephone Numbers Published In Marketing Materials**



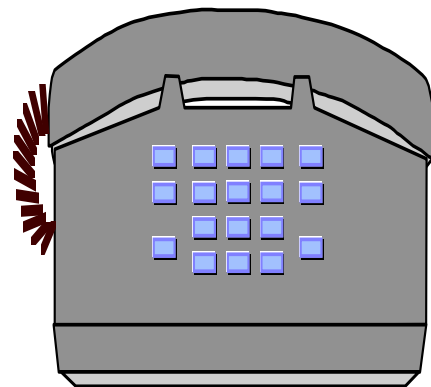
Contacting The College

- ◆ **Telephone Requests For Information**
 - ◆ **Requests For Information**
 - ◆ **Moving To Area And Want General College Information**
 - ◆ **Information About Majoring In Computers**
 - ◆ **Information For Son Or Daughter**
 - ◆ **Information About Adult Financial Aid**
 - ◆ **Calls And Web Requests Made October 4 To November 19, 2005**



Information Center

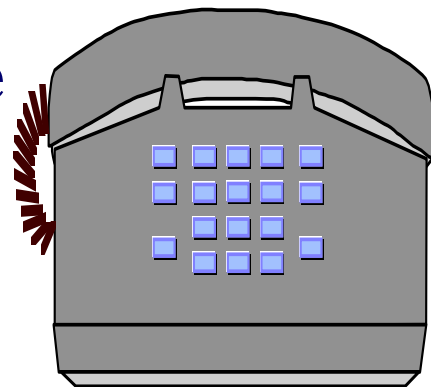
- ◆ **215.751.8010, Tuesday, 10:11am, 10/18/05**
 - ◆ **Rang Once; Recording; Held On The Line; Told It Was Transferring To An Attendant; Message Repeated Five Times**
 - ◆ **On Sixth Time, Pressed 7; Phone Rang 31 Times; Person Answered And Took Information**
 - ◆ **Packet Postmarked Next Day**





Admissions

- ◆ **215.751.8230, Monday, 1:53pm, 10/17/05**
 - ◆ **Rang Four Times; Recording; Said It Was Forwarding To A Voice Mail System, But The Person Does Not Subscribe To This Service**
 - ◆ **Disconnected**
 - ◆ **No Opportunity To Leave Message**





Call Summary

	Number Of Calls	Messages Left	Responses To Date	Percent Response
Morning	8	2	0	0.0%
Afternoon	8	3	1	12.5%
Evening	8	2	1	12.5%
Weekend	8	2	0	0.0%
Total	32	9	2	6.2%



Web Site

E-Mail Summary For www.ccp.edu

Morning	10/11/05 10:26am Tuesday	General Info	Contact Us form E-mail confirmation immediately; Questions will be answered No response to date
Afternoon	10/19/05 1:18pm Wednesday	Computer Program	E-mailed request to <u>cis@ccp.edu</u> E-mail response 6 days later with invite to open house and flyer
Evening	11/17/05 7:08pm Thursday	Info For Child	E-mailed <u>admissions@ccp.edu</u> No response to date
Weekend	10/22/05 10:36am Saturday	Adult Financial Aid	Contact Us form No response to date

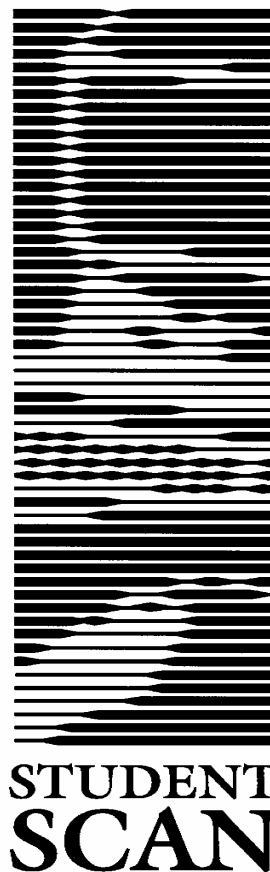


Student Scan



Purpose

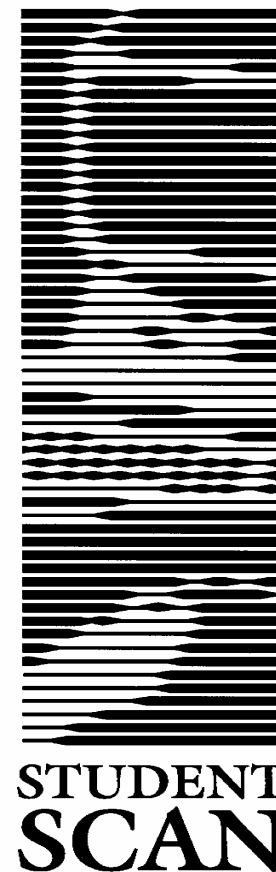
- ◆ **To Assess Students' View Of Customer Service**
- ◆ **Developed By Community College Researchers For Community Colleges**
- ◆ **Over 14,200 Completed Surveys In Normative Data**





Methodology

- ◆ **Self-Administered Survey**
 - ◆ 31 Classes Using A Stratified Sample Of Classes Selected By CLARUS
- ◆ **403 Completed**
 - ◆ October To December 2005
 - ◆ $\pm 4.9\%$ Margin Of Error And A 95% Reliability
- ◆ **Normative**
 - ◆ 34 Colleges And 14,238 Surveys
 - ◆ $\pm 0.8\%$ Margin Of Error





Customer Service Areas Rated

- ◆ **Admissions Office**
- ◆ **Registration/ Registrar Office**
- ◆ **Tuition/ Fees**
- ◆ **Financial Aid Office**
- ◆ **Business Office/ Billing/ Cashier**
- ◆ **Classroom Instruction**
- ◆ **Academic Advising**
- ◆ **Career Planning/ Placement Center**
- ◆ **Bookstore**
- ◆ **Library**
- ◆ **Food Service**
- ◆ **Computer Labs**
- ◆ **Learning Lab**
- ◆ **Student Activities**
- ◆ **Athletics**
- ◆ **Testing Center**
- ◆ **Main Telephone Number/ Switchboard**
- ◆ **Overall Campus**



Comparisons

- ◆ **Normative Comparisons**
- ◆ **Full-Time And Part-Time Students**
- ◆ **Campus Comparisons**



Areas Of Excellence

- ◆ **Rated Above Normative**
 - ◆ **None**



Areas Rated Same As Other Colleges

- ◆ **Classroom Instruction**
 - ◆ **Quality Of Textbooks, Convenience Of Times Offered, Variety Of Courses**
- ◆ **Bookstore**
 - ◆ **Cost Of Textbooks**
- ◆ **Library**
 - ◆ **Availability Of In-House Resources**



Areas Rated Same As Other Colleges

◆ **Food Service**

- ◆ **Convenience Of Serving Hours, Quality Of Food, Selections Available, Temperature Of Food**

◆ **Computer Labs**

- ◆ **Convenience Of Hours Open, Availability Of Staff Assistance**

◆ **Athletics**

- ◆ **Quality Of Facilities**



Areas For Improvement

- ◆ **All Components Rated Below Normative**
 - ◆ **Admissions Office**
 - ◆ **Registration/ Registrar Office**
 - ◆ **Tuition/ Fees**
 - ◆ **Financial Aid Office**
 - ◆ **Business Office/ Billing/ Cashier**
 - ◆ **Academic Advising**
 - ◆ **Career Planning/ Placement Center**



Areas For Improvement

- ◆ **All Components Rated Below Normative**
 - ◆ **Learning Lab**
 - ◆ **Student Activities**
 - ◆ **Main Telephone Number/ Switchboard**



Community Scan Results



Community Scan Methodology

- ◆ **500 Households By Telephone Resulting In A 95% Reliability And \pm 4.4% Error**
- ◆ **Stratified By Regions Of City By Population Of Households**
- ◆ **15 To 20 Minutes Each**
- ◆ **Conducted October 10 To 26, 2005**





Region Composition

◆ Spring Garden

◆ 44.8% Of Sample; 224 Interviews; $\pm 6.5\%$

◆ Northeast

◆ 22.8% Of Sample; 114 Interviews; $\pm 9.2\%$

◆ Northwest

◆ 16% Of Sample; 80 Interviews; $\pm 11.0\%$

◆ West

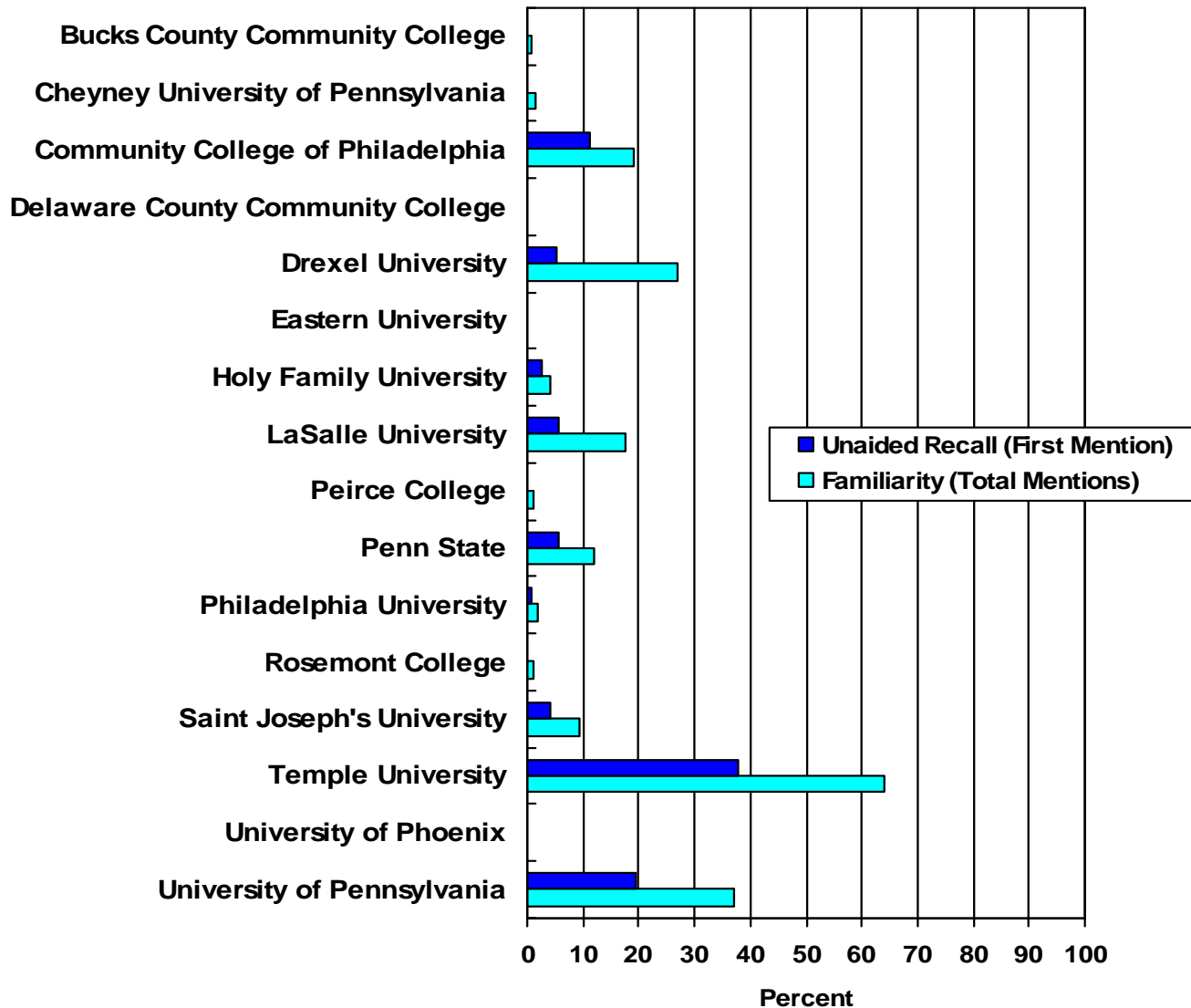
◆ 16.4% Of Sample; 82 Interviews; $\pm 10.8\%$



Community Image



Market Awareness Of Area Educational Institutions By Service Area





Unaided Recall

- ◆ **Temple University (38%)**
- ◆ **University Of Pennsylvania (19%)**
- ◆ **Community College Of Philadelphia (11%)**
- ◆ **LaSalle University (6%)**
- ◆ **Penn State (6%)**
- ◆ **Drexel University (5%)**

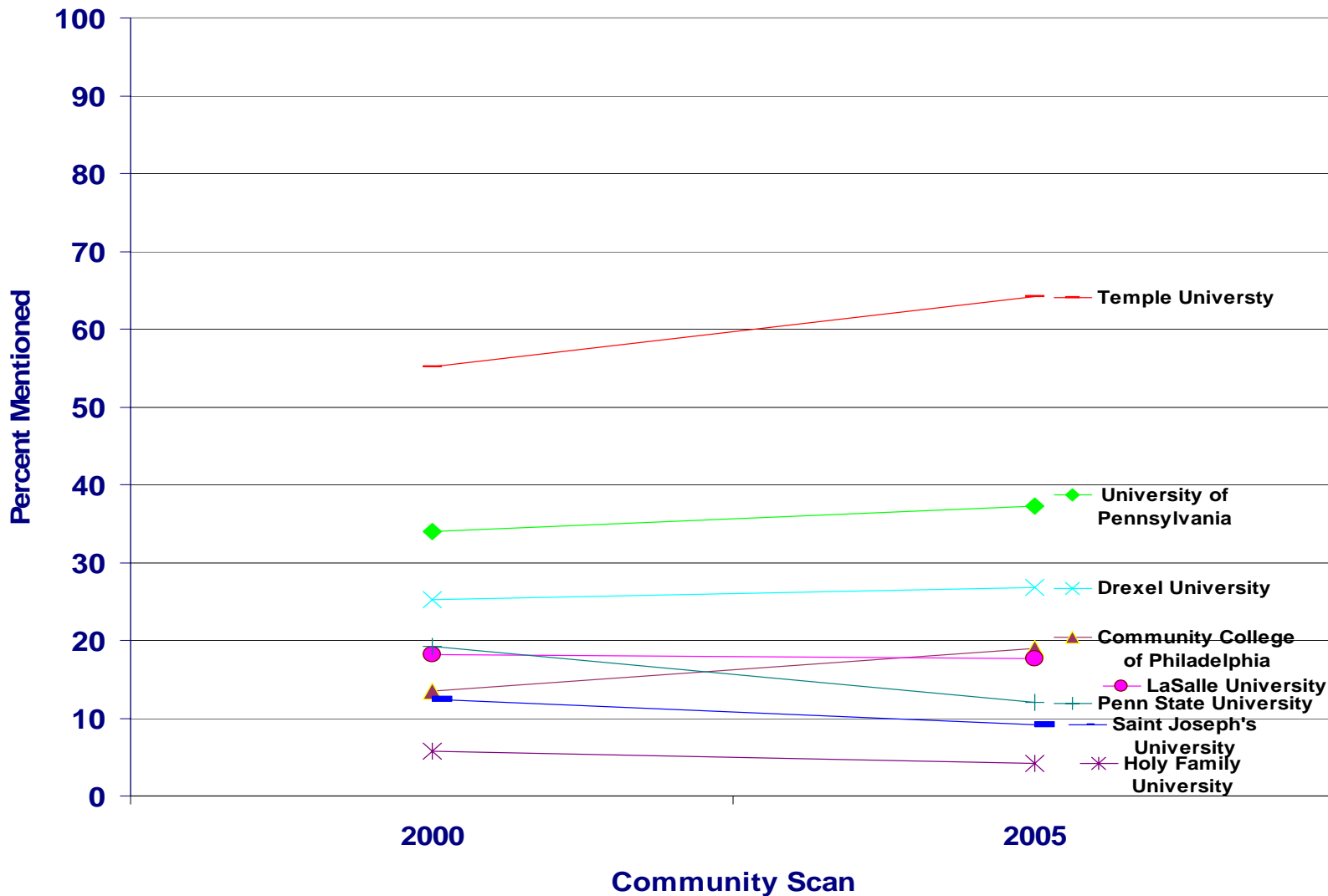


Familiarity

- ◆ **Temple University (64%)**
- ◆ **University Of Pennsylvania (37%)**
- ◆ **Drexel University (27%)**
- ◆ **Community College Of Philadelphia (19%)**
- ◆ **LaSalle University (18%)**
- ◆ **Penn State University (12%)**



Changes In Familiarity 2000 To 2005



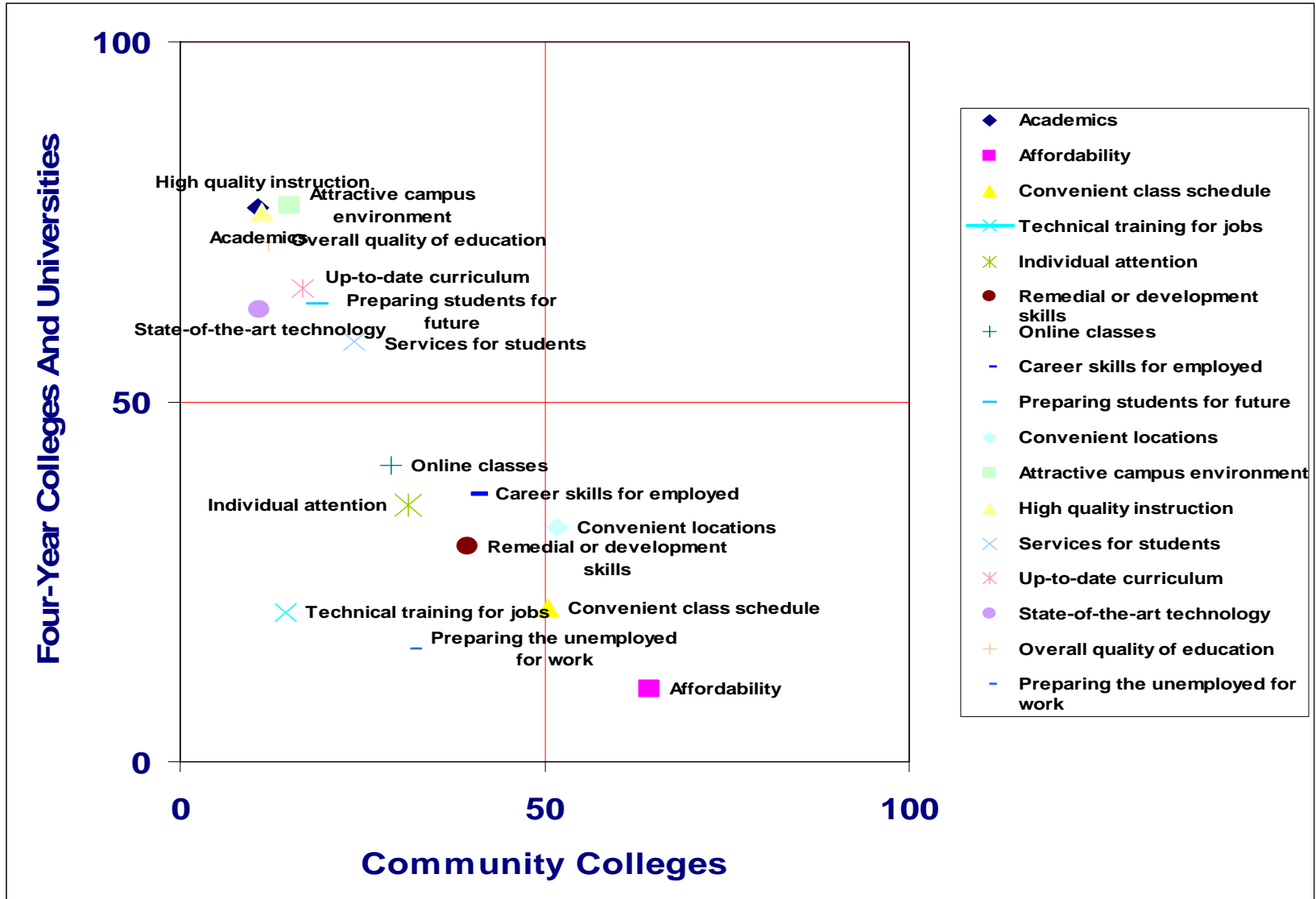


Key Word Image Descriptors

COLLEGE	KEY WORDS
Community College Of Philadelphia	<p>Convenient Good, Okay, Cheap</p>
Temple University	<p>Excellent Good, Large, Local, Best, Diverse, Inner City, Medical, Urban</p>
University Of Pennsylvania	<p>Ivy League Excellent, Prestigious, Very Good, Good, Great</p>
Drexel University	<p>Engineering Excellent, Good, Academic, Technical</p>
LaSalle University	<p>Excellent Good, Very Good, Small, Catholic</p>
Penn State	<p>Excellent Good, Ivy League</p>
Saint Joseph's University	<p>Good Excellent, Local, Very Good, Catholic</p>
Holy Family University	<p>Local Good</p>



Current Positioning Community College Versus Four-Year Colleges And Universities



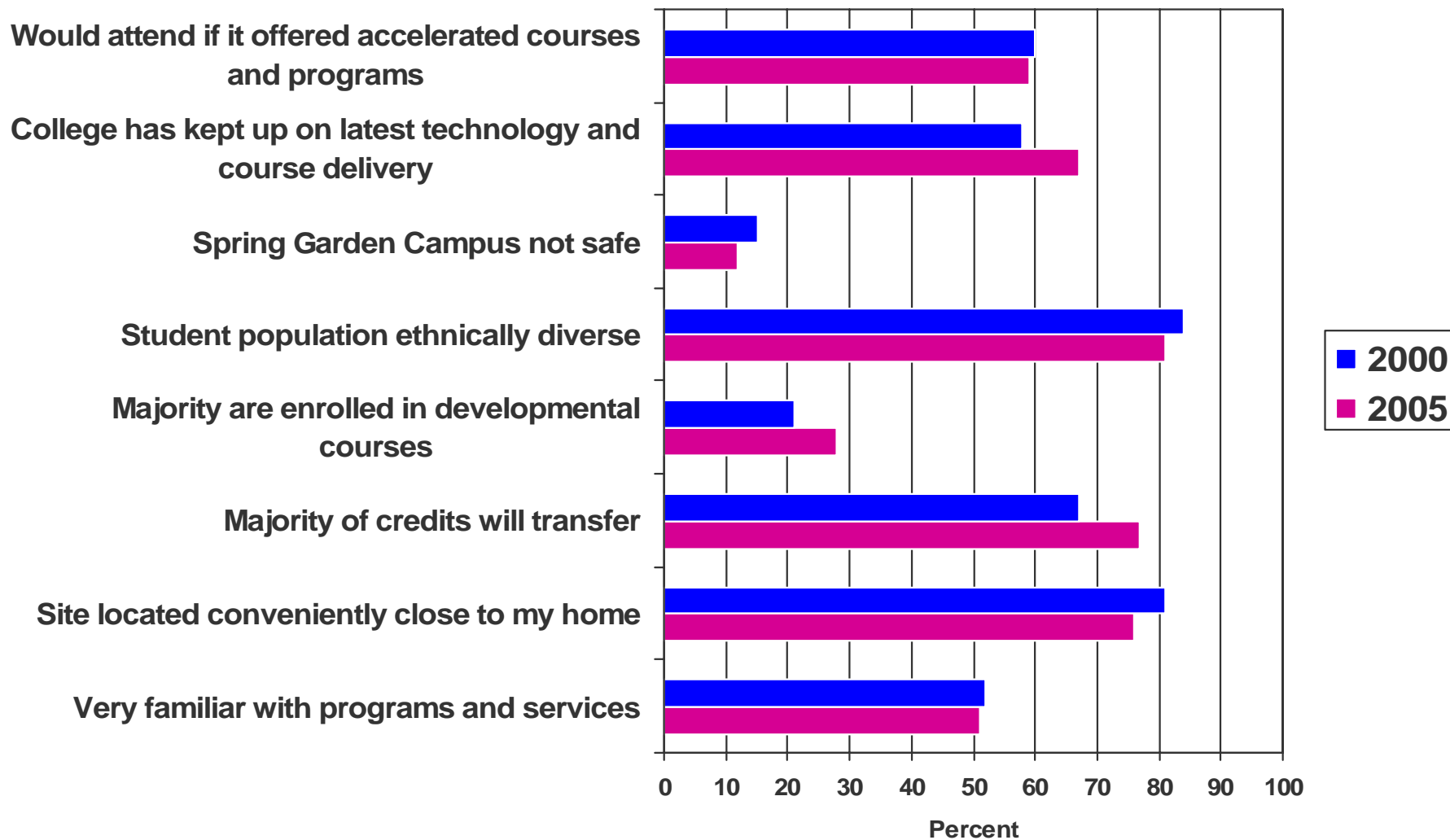


Attendance

- ◆ **Attended Classes**
 - ◆ **29% Of Respondents**
- ◆ **Attended An Event**
 - ◆ **28% Of Respondents**
 - ◆ **Graduation, An Open House, A Lecture, A Job Fair, Art Shows Or Attended Classes**

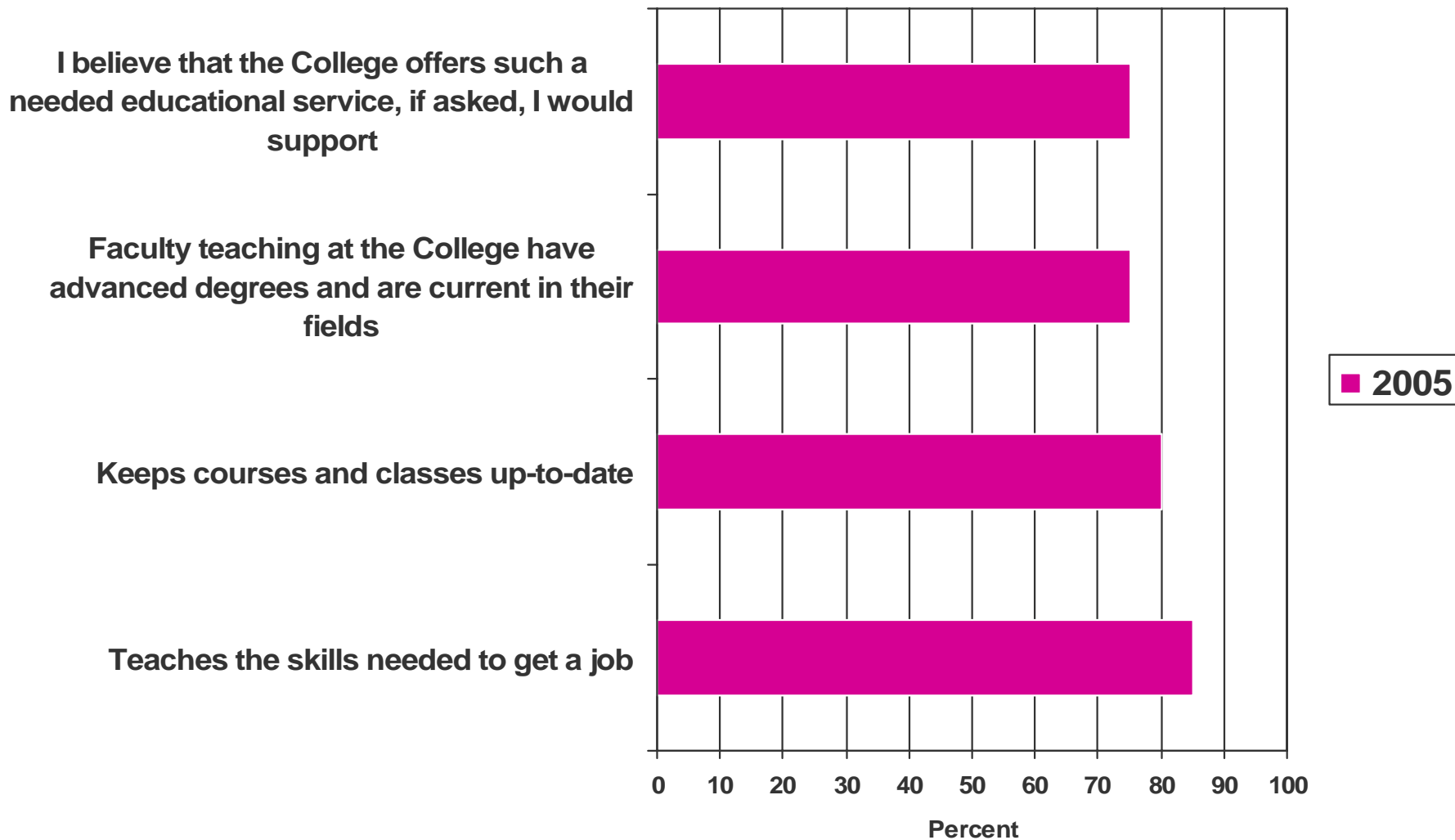


Comparison Of Attitudes Toward Community College Of Philadelphia, 2000 And 2005



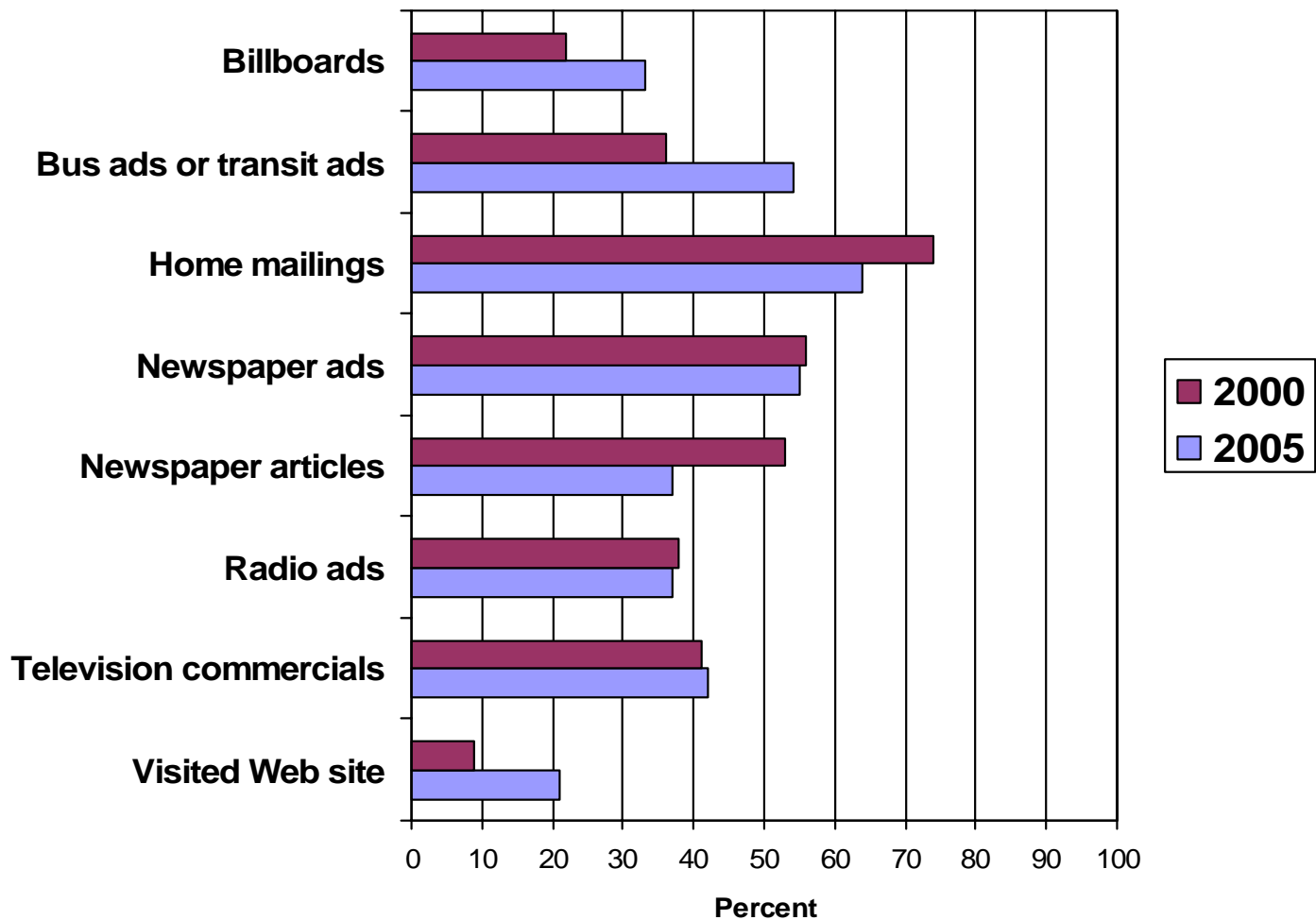


Attitudes Toward Community College Of Philadelphia, 2005





Comparison Of Media Recall For Community College Of Philadelphia For 2000 And 2005 Community Scans





Potential Market Segments



Market Niches

- ◆ **Interested In Education**
 - ◆ **33% In 2000**
 - ◆ **45% In 2005**
- ◆ **College Market Segment**
 - ◆ **73% Of Those Interested In Education**
- ◆ **Job Training Market Segment**
 - ◆ **28% Of Those Interested In Education**



Enrollment Goal

- ◆ **College Segment**
 - ◆ **32% College Course**
 - ◆ **68% College Degree**
 - ◆ **26% Associate Degree**
 - ◆ **28% Bachelor's Degree**
 - ◆ **38% Master's Degree**
 - ◆ **6% Certificate**
 - ◆ **2% Doctorate**



Enrollment Goal

- ◆ **Job Training Segment**
 - ◆ **42% Job Training**
 - ◆ **18% Classes To Upgrade Skills**
 - ◆ **40% Training For A New Job**



Preferred College For Enrollment

◆ College Segment

- ◆ 30% Community College Of Philadelphia
- ◆ 24% Temple University
- ◆ 21% Other

◆ Job Training Segment

- ◆ 27% Community College Of Philadelphia
- ◆ 19% Temple University
- ◆ 39% Other
 - ◆ Technical Colleges



Preferred College For Enrollment

- ◆ **Rationale For Not Attending Community College Of Philadelphia**
 - ◆ **College Segment**
 - ◆ **The College Does Not Offer The Program Needed (Typically Above An Associate Degree), Already Have An Associate Degree, Not Convenient For Me, Tried There, Already Went There And Have AA**
 - ◆ **Job Training Segment**
 - ◆ **It Is Not Convenient For Me, Trade Schools Are Better, Already Went There And Does Not Have The Programming Wanted**



Programs Of Interest

- ◆ **Nursing, Medical Field, Computers,
Business And Education**



Programs Of Interest

◆ College Segment

- ◆ Accounting, Administration, Antiquing, Art And English, Art History, Behavior Health Courses, Biomedical, Business Administration, Business Administration/ Management, Business Education, Business Management, Business/ MBA, Career Teaching, Chemistry, Child Care, Child Day Care, Childhood Education, Clinical Psychology, Computer Science, Computer Technology/ Business Management, Computers, Continuing Education/ Secondary Education, Counseling Program, Criminal Behavior Of Children/ Psychology, Criminal Justice, Dental, Development/ Teaching, Doctoral Of Education, Early Childhood Education, Economics, Education Administration, Educational Technology, Elementary Education, Engineering, English, Film Production, Finance And Information, Fine Arts, Foreign Language, Funeral Services, GED/ Nursing, General Student, Hair Dressing School And Business Management, Health, History, Hospitality, Human Services, Sign Language, Illustration Program, Information Systems, Information Tech/ Computers, Information Technology, Juvenile Justice, Languages, Law, Law Enforcement, Liberal Arts, Linguistic/ Transportation Or Communication, Literature, Management In Business, Management/ Editing, Marketing, Marketing/ Communications, Master's In Business Administration, Master's In Construction Management, Master's In Special Education, Master Of Science In Nursing, MBA/ Communication, Medical Billing, Medical/ Nursing, Medical/ Registered Nurse, Money Management Class, Music Major, Nursing Administration, Nursing/ Registered Nurse, Paralegal, Paralegal Law School, Pharmacy, Physical Education, Political Science, Public Administrator, Real Estate/ Child Care, RN/ Nursing, Science, Sign Language, Social Science, Social Services/ Social Work, Sociology, Something In Informatics, Spanish, Special Education Or Higher Learning, Statistics Or Operations Research, Teaching, Theology, Urban Education And Urology



Programs Of Interest

◆ Job Training Segment

- ◆ Advances In Food Training Field, Auto Mechanic Class, Automotive Tech, Business, Business/ Real Estate, Carpentry, CNA/ Nurse Assistant, Computer Technology, Computers Of Billing Tech, Construction Business/ Instructors, Construction Management, Cooking, Cosmetology, Counselor/ Psychology, Culinary School, Dental Hygienist Program, Education, Electrical Technician, Electronics, Fashion/ Computers/ Business, GED, General Theology/ Human Resources, Graphic Design, Health Care Classes, Heat/ Refrigeration, Improve Teaching Skills, Math, MBA Or Law, Medical, Medical Billing And Filing, Medical Field, Medical/ Medicaid/ Transcription By Computer, Medicine, Nursing, Pharmacy Technician, Psychology, Real Estate, Some Type Of A Trade, Something In Teaching, Veterinarian Or Technician And X-Ray/ Ultrasound



Computer Usage By Market Segments



Computer Usage

◆ Have Computers

◆ Community

- ◆ Spring Garden 66% In 2005, 56% In 2000
- ◆ Northeast 81% In 2005, 70% In 2000
- ◆ Northwest 76% In 2005, 61% In 2000
- ◆ West 68% In 2005, 52% In 2000

◆ Segments

- ◆ College Segment (87%)
- ◆ Job Training (66%)



Computer Usage

◆ Access To Internet From Home

◆ College (81%)

- ◆ 36% Dial-Up
- ◆ 10% Cable Modem
- ◆ 50% DSL

◆ Job Training (58%)

- ◆ 33% Dial-Up
- ◆ 28% Cable Modem
- ◆ 31% DSL



Computer Usage

- ◆ **Major Internet Providers**
 - ◆ **AOL**
 - ◆ **Comcast**
 - ◆ **Earthlink**
 - ◆ **MSN**
 - ◆ **Verizon**



Computer Usage

- ◆ **Most Frequent Online Activities**
 - ◆ **Send E-Mails (80%+)**
 - ◆ **Research Products To Purchase (77%+)**
 - ◆ **Look For Health/ Medical Info (74%+)**
 - ◆ **Make Travel Arrangements (69%+)**
 - ◆ **Shop/ Make Purchases (67%)**
 - ◆ **Check Weather Conditions (63%+)**
 - ◆ **Read Newspapers/ Magazines (61%+)**
 - ◆ **Do Banking (47%+)**



Media Most Preferred For Info

- ◆ **College Segment**
 - ◆ **Web Site (58%)**
 - ◆ **Home Mailings (14%)**
 - ◆ **Brochures (10%)**
- ◆ **Job Training Segment**
 - ◆ **Web Site (42%)**
 - ◆ **Home Mailings (19%)**
 - ◆ **Newspaper Ads (10%)**



Preferred Information Request

◆ College Segment

- ◆ Go To College Web Site (49%)
- ◆ Call The College (29%)
- ◆ Visit The College (21%)

◆ Job Training Segment

- ◆ Go To College Web Site (42%)
- ◆ Call The College (34%)
- ◆ Visit The College (19%)



Market Segment Characteristics



Media Usage

◆ Favorite Radio Stations

◆ College Segment

- ◆ Power 99, 103.9, WHYI, 100.3

◆ Job Training Segment

- ◆ 107.9, WDAS
- ◆ None Of Stations Have Greater Than 10%
Market Share



Media Usage

◆ **Favorite Television Stations**

◆ **College Segment**

◆ **ABC, CH 6, CH 10, Lifetime, HBO, NBC, UPN**

◆ **Job Training Segment**

◆ **CH 10, NBC, UPN, HBO, Lifetime, CBS**



Education Completed

◆ College Segment

- ◆ 26% High School And Some College
- ◆ 10% Associate Degree
- ◆ 23% Bachelor's Degree

◆ Job Training Segment

- ◆ 36% High School
- ◆ 16% High School And Some College
- ◆ 5% Associate Degree
- ◆ 13% Bachelor's Degree



Employment Characteristics

- ◆ **Majority Of College And Job Training Segments Employed**
 - ◆ **College Segment (79%)**
 - ◆ **Job Training Segment (71%)**
 - ◆ **Employed Have Tuition Assistance Available**
 - ◆ **46% Of College**
 - ◆ **36% Of Job Training**
 - ◆ **Full Tuition Reimbursement Offered**
 - ◆ **43% Of College**
 - ◆ **27% Of Job Training**



Demographic Characteristics

- ◆ **Average Age**
 - ◆ **College Segment (37)**
 - ◆ **Job Training Segment (38)**
- ◆ **Never Married**
- ◆ **African-American**
- ◆ **Lower Incomes**



Parents' Attitudes



Parents' Attitudes

- ◆ **Children In High School**
 - ◆ **Spring Garden**
 - ◆ **14% In 2005, 7% In 2000**
 - ◆ **Northeast**
 - ◆ **5% In 2005, 7% In 2000**
 - ◆ **Northwest**
 - ◆ **19% In 2005, 9% In 2000**
 - ◆ **West**
 - ◆ **13% In 2005, 9% In 2000**



Parents' Attitudes

- ◆ **Expect Children Will Attend College**
 - ◆ **Spring Garden**
 - ◆ **97% In 2005, 87% In 2000**
 - ◆ **Northeast**
 - ◆ **100% In 2005, 87% In 2000**
 - ◆ **Northwest**
 - ◆ **100% In 2005, 100% In 2000**
 - ◆ **West**
 - ◆ **100% In 2005, 100% In 2000**



Parents' Attitudes

◆ **Children Likely To Attend Community College Of Philadelphia**

◆ **Spring Garden**

◆ **71% In 2005, 93% In 2000**

◆ **Northeast**

◆ **50% In 2005, 88% In 2000**

◆ **Northwest**

◆ **53% In 2005, 86% In 2000**

◆ **West**

◆ **73% In 2005, 43% In 2000**



Employer Scan Results



Methodology

- ◆ **Stratified Sample Of Employers**
 - ◆ **80% In City Of Philadelphia**
 - ◆ **20% In Philadelphia MSA In State**
 - ◆ **400 Telephone Interviews**
 - ◆ **Conducted November 21 to December 19, 2005**
 - ◆ **95% Reliability With \pm 4.9% Tolerable Error**



Reporting Results

- ◆ **100 Or More Employees**
 - ◆ **Represents 262 Employers Or 65.5 Percent Of Employers In The Region**
- ◆ **Less Than 100 Employees**
 - ◆ **Represents 138 Employers Or 34.5 Percent Of Employers In The Region**



Employee Availability



Availability Of Qualified Applicants

- ◆ **55% Of Employers Noted There Is A Shortage Of Qualified Job Candidates To Meet Their Employment Needs In Future**
 - ◆ **Lack Of Applicants With Skills**
 - ◆ **75% Of 100 Or More Employees**
 - ◆ **76% Of Less Than 100 Employees**



Availability Of Qualified Applicants

- ◆ **Major Skill Sets Applicants Are Missing**
 - ◆ **Basic Skills**
 - ◆ **Reading, Writing And Math**
 - ◆ **Work Ethics**
 - ◆ **Appearance, On Time, Neat, Clean**
 - ◆ **Customer Service**
 - ◆ **Computers**
 - ◆ **Communications**
 - ◆ **Reading**



Availability Of Qualified Applicants

- ◆ **Other Key Skill Sets Mentioned**
 - ◆ **Leadership, Basic Education, Grammar, Manners, Basic Math, People Skills, Common Sense, Discipline, High School/ GED, Language Skills And Supervisory**



Availability Of Qualified Applicants

- ◆ **Job Specific Skill Areas**
- ◆ **ASP, Accounting/ Finance, Administrative Assistant, Architecture, Auto Technician, Aviation Management, Boiler Maker, Cabinet Maker, Carpentry, Catering, Child Care, Civil Engineering, Clinic Skills, Chemistry, Data Entry, Dock Workers, Drivers, Education, Electrical, Financial, Fire Protection, Flooring, Forklift, Mill Worker, Insurance/ Financial Planning, Engineering, Labor, LPN, Machinery, Maintenance Mechanics, Manufacturing Production, Marketing, Meats And Deli Weighing And Wrapping, Mechanical, Mechanics, Medical, Nursing, Office Skills, Petro Chemical, Plumbers, Receptionists, Restaurant, Retail, Sales, Social Workers, Speech Therapists, Technology Skills, Typist, Urban Skills Design And Warehouse**



Availability Of Qualified Applicants

- ◆ **Sources Used To Recruit Applicants**
 - ◆ **100 Or More Employees**
 - ◆ **Web Site Or Online Search (80%), Newspaper Ads (72%) And Colleges And Universities (67%)**
 - ◆ **23% Community College Of Philadelphia**
 - ◆ **Less Than 100 Employees**
 - ◆ **Other Sources – Word Of Mouth, Walk In (73%), Newspaper Ads (67%) And Colleges And Universities (33%)**
 - ◆ **40% Community College Of Philadelphia**



Employer Training Needs



Training Programs For Employees

- ◆ **Paid An Outside Vendor For Training**
 - ◆ **34% With 100 Or More Employees Trained
35,734 Employees**
 - ◆ **28% With Less Than 100 Employees
Trained 2,993 Employees**
 - ◆ **Prevalent Training Areas**
 - ◆ **Management, Leadership, CPR, Sales, Customer Service, Supervisory, Sexual Harassment, Communications, First Aid, Diversity, Electrical And Alcohol Training**



Training Programs For Employees

- ◆ **Conducted Training In-House**
 - ◆ **80% With 100 Or More Employees Trained
105,234 Employees**
 - ◆ **69% With Less Than 100 Employees
Trained 11,919 Employees**
 - ◆ **Major Areas Of Training**
 - ◆ **Safety, Customer Service, Computers, CPR,
Cashiers, Fire Safety, Infection Control,
Orientation, Management, Leadership, Sales,
Sexual Harassment And Supervisory Training**



Training Programs For Employees

- ◆ **Likely To Contract Out In-House Programs**
 - ◆ **15% With 100 Or More Employees**
 - ◆ **19% With Less Than 100 Employees**



Annual Training Dollars

- ◆ **120 Companies Spent \$67,786,378 For Training To Outside Vendors Or Sending Employees To Training**
 - ◆ **One Company Reported Spending \$65,000,000 In Training In Last Year**





Future Training Programs

- ◆ **Training Programs Anticipated In Next Year**
 - ◆ **34% With 100 Or More Employees**
 - ◆ **28% With Less Than 100 Employees**

- ◆ **Will Contract Out Training Programs**
 - ◆ **19% With 100 Or More Employees**
 - ◆ **27% With Less Than 100 Employees**



Future Training Programs

- ◆ **Key Training Programs**
 - ◆ **Management, Leadership, Computers, Customer Service, Diversity, Safety, Sales, Supervisory, Sexual Harassment, Team Building, Technology And Time Management**



CEU Requirements

- ◆ **Require Employees To Obtain CEU's**
 - ◆ **40% With 100 Or More Employees**
 - ◆ **25% With Less Than 100 Employees**
 - ◆ **Health Care (Nursing)**
 - ◆ **Accounting, Education, Law, Human Resources, Architecture And Building, Financial Services, Insurance, Forklift, Child Development, Human Services, Automotive, Computers, Counseling, Emergency/ Fire Workers And Food Service**



Programming Needs



Degrees Offered On-Site

- ◆ **Academic Degrees Offered On-Site By Employers**
 - ◆ **6.2% With 100 Or More Employees**
 - ◆ **2.7% College Courses, 0.8% College Degrees And 2.7% Both**
 - ◆ **1.4% With Less Than 100 Employees**
 - ◆ **1.4% College Degree**
 - ◆ **Degrees Offered**
 - ◆ **Behavioral, BSN, Business, Nursing BA, Education Course, English/ Math, LPN, Master's Level, Nursing, RN To BSN**



Programs Needed

- ◆ **Employee Basic Skills Training**
 - ◆ **21% With 100 Or More Employees**
 - ◆ **13% With Less Than 100 Employees**
 - ◆ **Primary Areas**
 - ◆ **English As A Second Language, Math**
 - ◆ **Basics, Ancillary/ Nursing Assistants, Basic Computers, Basic Writing, Computers, Direct Service, English, Food And Nutrition, GED, In-Store/ Management, Job Skills, Language, Managerial/ Supervisory, Reading, Reading And Writing Updates, School At Work Program, Social Workers, Spanish, Support Only For Basics, Work Ethics, Writing And Writing E-Mail Computers, CNA's, Nursing, Food Handling, CDL**



Programs Needed

◆ College Courses

- ◆ 16% With 100 Or More Employees

- ◆ 16% With Less Than 100 Employees

◆ Primary Areas

- ◆ Nursing, Business, Management, Engineering, Social Work And Child Care

- ◆ Accounting, All Areas, Business Finance, Business Writing, Computers, Early Childhood Education, EMS, English, Humanitarian Classes, Legal And Law Courses, LPN, LPN To RN, Health Curriculum, Marketing, Math, Nursing/ Perioperative, Organizational Classes, Social Service, Spanish And Writing



Programs Needed

◆ Certificates

- ◆ 25% With 100 Or More Employees

- ◆ 20% With Less Than 100 Employees

◆ Primary Areas

- ◆ Certified Nursing Assistant (Nursing), Business, Behavioral Health, Food And Beverage/ Food Handling/ Safety, IT/ Computers, Safety And Social Work



Programs Needed

◆ **Certificates Needed (Other)**

- ◆ **Accounting, Administration, Architecture, Asbestos Training, Behavioral Health, Certified Government Programs, Child And Youth/ Child Services, Chrysler Specifics, Clinical, Coding, CPR, Critical Care, Customer Service, Data Entry, Diagnostic Imaging, Dietary, Early Childhood Education, Effective Writing, Electrical Heavy Equipment, EMS/ EMT, English, Firefighting, Fitness, Food Services, Forklift, GED, Health Care, Health Center, Human Resources, Industrial Maintenance Certifications, IV Certificate, Leadership/ Management/ Supervisory, Medical Assistants, Microsoft Certified, Nursing, Optometric, Paralegal, Pharmacy Tech, Project Management, Real Estate, Refrigeration, Resident Assistant, Forklift, Sanitation, Social Work, Technical And Mechanical, Textiles And Trainers**



Programs Needed

◆ Associate Degrees

◆ 15% With 100 Or More Employees

◆ 6% With Less Than 100 Employees

◆ Nursing Primary Area

◆ Administration, Behavioral Health, Business/ Finance, Child And Youth/ Child Care, Diagnostic Imaging, Early Childhood, Entry-Level Positions In Psychology, Family Health, Food And Beverage Business, Education, Health Care, Human Services, Human Resources, LPN, Management, Marketing, Paralegals, Social Work, Teacher's Assistants And Textiles



Programs Needed

- ◆ **Bachelor's Degrees**
 - ◆ **16% With 100 Or More Employees**
 - ◆ **9% With Less Than 100 Employees**
 - ◆ **Nursing And Business Primary Areas**
 - ◆ **Accounting, Administrative, Architecture, Behavioral Health, Finance, Case Manager, Chemist, Child Care, Clinical Coordinators, Communications, Computers, Early Childhood, Engineering, Fitness, Food Service, Health Care Administration, Human Service, Interior Design, Management, Marketing Director, Medical Technicians, Physical Therapy, Probation Officers, Sales Psychology, Social Work, Supervisory And Therapist**



Programs Needed

- ◆ **Graduate Degrees**
 - ◆ **12% With 100 Or More Employees**
 - ◆ **6% With Less Than 100 Employees**
 - ◆ **Business, Health Care, Nursing And Social Work**
 - ◆ **Accounting/ MBA, Administration, Behavioral Health/ Clinical, Case Management, Computer Science/ Law Degree, Counseling/ Substance Abuse, Doctor, Education, Engineering, Finance, Human Resources, Human Services, Master's Of Health Administration, Master's In Rehab Counseling, MBA, Pharmacy, Physical Therapist And Psychology**



Relationship With Training Resources



Uses Of College

- ◆ **An Educational Resource Or Training Provider**
 - ◆ **11% With 100 Or More Employees**
 - ◆ **8% With Less Than 100 Employees**
 - ◆ **Rationale For Not Using**
 - ◆ **Services Not Needed, Corporate Provides The Training For Employees And Company Trains In-House**
 - ◆ **Don't Know About Them, Do Not Offer What We Need, Never Came Up, Another Provider Used And Not Aware Of It Or What Is Offered**



Uses Of College

- ◆ **Sent Employees To Classes At Community College Of Philadelphia (49%)**
- ◆ **Training Location Only (23%)**
- ◆ **Training For Employees Developed By Community College Of Philadelphia (23%)**
- ◆ **Conference Facility (8%)**
- ◆ **Served On An Advisory Committee (0%)**
- ◆ **Other (46%)**
 - ◆ **Source Of Employees And Other Uses**



Future Uses For College

- ◆ **Source Of Employees (78%)**
- ◆ **Sending Employees To Classes At Community College Of Philadelphia (34%)**
- ◆ **Served On An Advisory Committee (32%)**
- ◆ **Training Location (30%)**
- ◆ **Training For Employees Developed By Community College Of Philadelphia (27%)**
- ◆ **Conference Facility (17%)**



Future Uses For College

- ◆ **Having Community College Of Philadelphia Offer College Credit Courses On-Site (16%)**
- ◆ **Having Community College Of Philadelphia Offer College Degrees On-Site (13%)**



Communicating With Employers

- ◆ **Mailings (45%) And E-Mail (41%)**
 - ◆ **Employers With 100 Or More Employees**
 - ◆ 46% E-Mail
 - ◆ 42% Mailings
 - ◆ **Employers With Less Than 100 Employees**
 - ◆ 52% Mailings
 - ◆ 30% E-Mail
- ◆ **Frequency Of Communication**
 - ◆ **Quarterly (29%), Monthly (20%), As New Programs Developed**



Employee Educational Participation



Employees Enrollment

- ◆ **Employers With Employees Taking College Classes In Area**
 - ◆ **65% With 100 Or More Employees**
 - ◆ **171 Employers With 1,025 Employees Enrolled**
 - ◆ **59% With Less Than 100 Employees**
 - ◆ **82 Employers With 302 Employees Enrolled**



Preferred Colleges

College	# Employees
Temple University	239
Community College Of Philadelphia	205
Delaware County Community College	90
Drexel University	54
Villanova University	50
LaSalle University	48



Employee Reimbursement

- ◆ **Tuition Reimbursement Program Offered**
 - ◆ **65% With 100 Or More Employees**
 - ◆ **38% With Less Than 100 Employees**
 - ◆ **Percentage Of Employees Participating**
 - ◆ **12% With 100 Or More Employees**
 - ◆ **9% With Less Than 100 Employees**
 - ◆ **Suggestions**
 - ◆ **Sending More Information, Flyers And Materials To Hand Out; Improve Timing And Flexibility Of Classes And Programs Offered; Job Fairs; And Better Communication With Employers About What The College Has To Offer**



Employee Reimbursement

- ◆ **Permitted Uses Of Reimbursement**
 - ◆ **College Credit Classes Or Degrees**
 - ◆ 92% With 100 Or More Employees
 - ◆ 91% With Less Than 100 Employees
 - ◆ **Continuing Education**
 - ◆ 86% With 100 Or More Employees
 - ◆ 96% With Less Than 100 Employees
 - ◆ **Fees**
 - ◆ 44% With 100 Or More Employees
 - ◆ 72% With Less Than 100 Employees



Employee Reimbursement

◆ Permitted Uses Of Reimbursement

◆ Books

- ◆ 36% With 100 Or More Employees
- ◆ 58% With Less Than 100 Employees

◆ Online Courses

- ◆ 67% With 100 Or More Employees
- ◆ 66% With Less Than 100 Employees



Employee Reimbursement

◆ **Timing Of Reimbursement**

◆ **Upon Completion**

- ◆ **82% With 100 Or More Employees**
- ◆ **72% With Less Than 100 Employees**

◆ **Up Front**

- ◆ **9% With 100 Or More Employees**
- ◆ **9% With Less Than 100 Employees**

◆ **Other**

- ◆ **8% With 100 Or More Employees**
- ◆ **19% With Less Than 100 Employees**

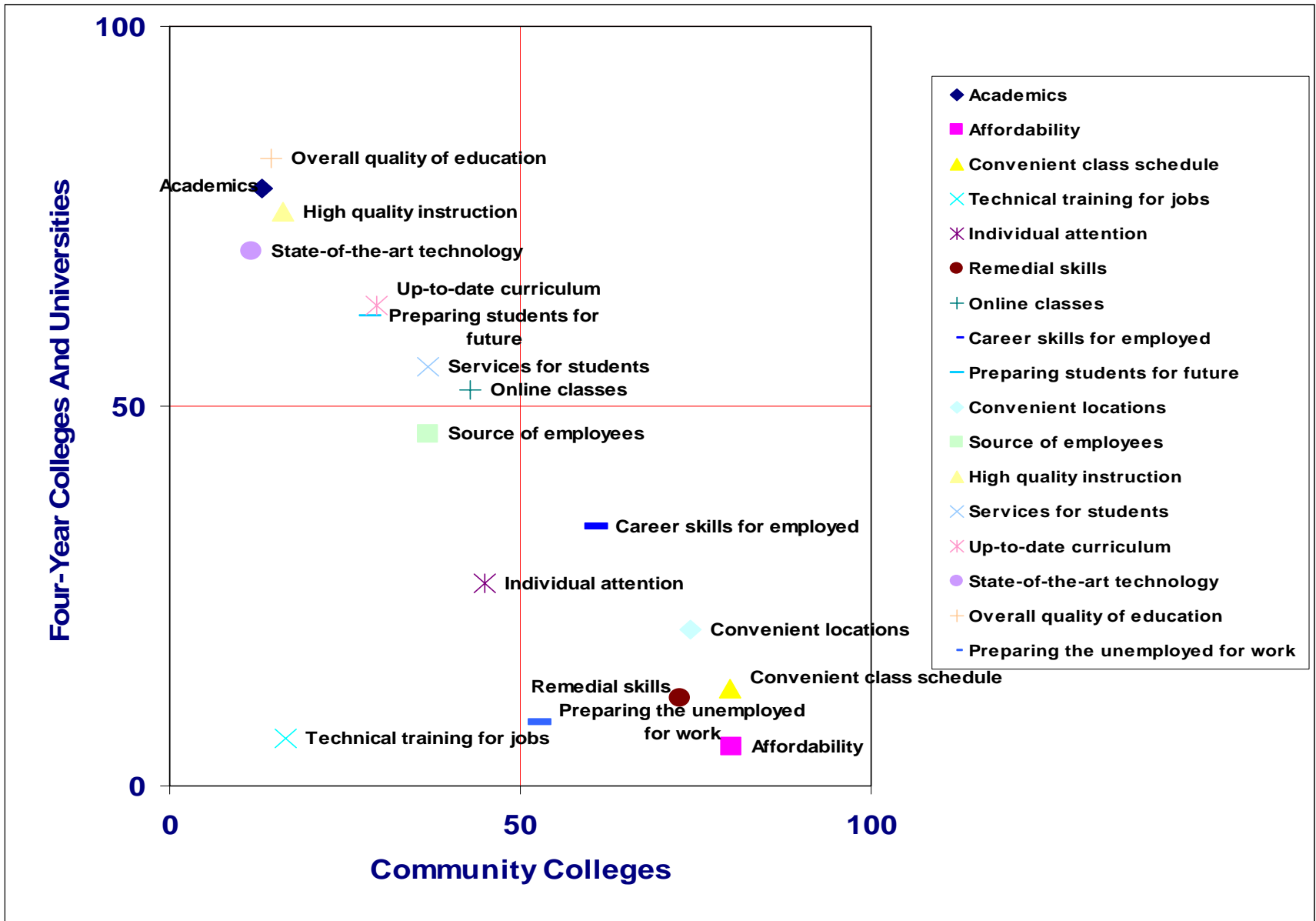


Employee Reimbursement

- ◆ **College Classes Taken During Work Hours**
 - ◆ **Do Not Allow**
 - ◆ **62% With 100 Or More Employees**
 - ◆ **56% With Less Than 100 Employees**
 - ◆ **Allow With No Pay**
 - ◆ **25% With 100 Or More Employees**
 - ◆ **33% With Less Than 100 Employees**
 - ◆ **Allow With Pay**
 - ◆ **5% With 100 Or More Employees**
 - ◆ **7% With Less Than 100 Employees**



Image Analysis



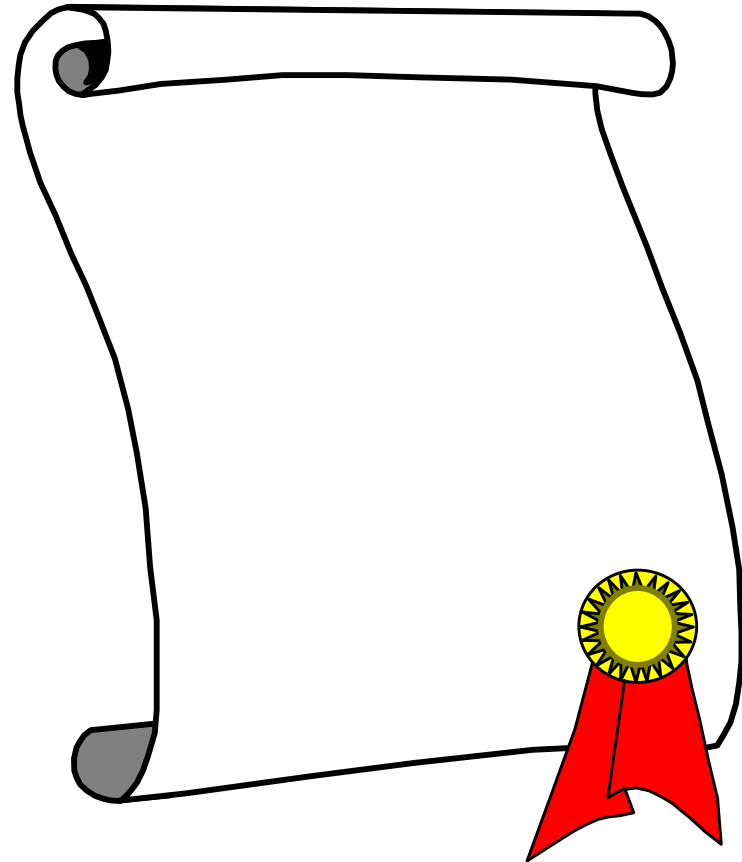


Business Characteristics



Educational Composition

- ◆ **26% Of Employees Have A Two-Year Or Four-Year College Degree Or Higher**





Employment

- ◆ **Corporate Headquarters In Philadelphia**
 - ◆ **56% With 100 Or More Employees**
 - ◆ **44% With Less Than 100 Employees**
- ◆ **400 Employers Represent**
 - ◆ **In Philadelphia 177,961 Employees**
 - ◆ **Worldwide 7,477,443 Employees**



Employment

- ◆ **Employee Forecast**
 - ◆ **Percent Forecasting Increase**
 - ◆ **22% With 100 Or More Employees**
 - ◆ **35% With Less Than 100 Employees**
 - ◆ **Percent Forecasting Decrease**
 - ◆ **3% With 100 Or More Employees**
 - ◆ **1% With Less Than 100 Employees**
 - ◆ **Net Increase In Employees Forecasted**
 - ◆ **18,577 Employees**



Business Type

- ◆ **With 100 Or More Employees**
 - ◆ **22% Retail Trade, 15% Manufacturing, 12% Business And Personal Services, 10% Education And Social Services, 7% Wholesale Trade, 5% Construction, 5% Finance, insurance And Real Estate, 5% Health Services, 4% Government, 3% Legal Services**



Business Type

- ◆ **Less Than 100 Employees**
 - ◆ **23% Health Services, 15% Retail Trade, 14% Manufacturing, 13% Business And Personal Services, 6% Education And Social Services, 6% Transportation, Communications And Facilities, 3% Wholesale Trade, 3% Construction, 3% Finance, Insurance And Real Estate, 3% Government, 3% Legal Services**



Business Characteristics

- ◆ **Years In Business**
 - ◆ **54 Years For Employers With 100 Or More Employees**
 - ◆ **44 Years For Employers With Less Than 100 Employees**



Business Characteristics

- ◆ **Would Like A Summarized Copy Of The Survey Results**
 - ◆ **70% With 100 Or More Employees**
 - ◆ **66% With Less Than 100 Employees**



Strategy Development For Segments



Relevant Markets

- ◆ **Current Students**
- ◆ **Donors (Institutional Advancement)**
- ◆ **Youth Markets**
- ◆ **Adult Markets**
- ◆ **Business And Industry**
- ◆ **Distance Education**
- ◆ **International Market**



System Issues

(Enrollment Management)



System Issues

- ◆ **Web Services Have To Be Operational For Various Market Strategies**
 - ◆ **Online Application, Online Registration, Online Orientation**
- ◆ **Web Support Causing Shift From Publications**
 - ◆ **Content Management System Purchased For Easy Update Of Time Sensitive Information**
 - ◆ **Staffing For Web Changes And Updates**
 - ◆ **Helpline For Web Issues**



System Issues

- ◆ **Solve Intake Issues**
 - ◆ **Phone System Automated And Trees Used Well**
 - ◆ **Provide Automated Availability Of Key Information Easily Through Phone System**
 - ◆ **Comparable Recorded Messages**
 - ◆ **Re-Examine Information Center Role And Purpose**
 - ◆ **Welcome Center, Information Center, New Student Helpline, Student Helpline**



System Issues

- ◆ **Solve Intake Issues**
 - ◆ **Explore Contracting Out Information Responses For New Marketing Campaign To Take Requests For Information And Send Information**



System Issues

- ◆ **Bring Up Banner Communication Module**
 - ◆ **Implement The Draft Of Communications Plan**
 - ◆ **Staff Trained**
 - ◆ **Develop Materials In Cooperation With Marketing For The Communications Plan**
 - ◆ **Establish Policies For Web Responses**
 - ◆ **Database Developed So Tracking Can Occur**



System Issues

- ◆ **Move To Digital And Electronic Merged Direct Mail Strategies For More Timely Delivery Of Direct Marketing**
 - ◆ **Database Development**
 - ◆ **Customization Of Materials**
 - ◆ **Just-In-Time Delivery**
 - ◆ **Allows For Tracking And Follow-Up**



Marketing Restructuring

- ◆ **Staffing Issues**
 - ◆ **Marketing Project Manager**
 - ◆ **Temporary Writing Staff**
- ◆ **Budget Lines Needed**
 - ◆ **Institutional Development**
 - ◆ **Business And Industry**
 - ◆ **Specific Market Segments**
 - ◆ **Web Must Be Examined In Terms Of Cost**



Materials Needed

- ◆ **Develop A Comprehensive Introductory Packet To Community College Of Philadelphia For New Students**
 - ◆ **Step-By-Step Information Sheets Or Guide**
 - ◆ **Include Information On Orientation, Testing, Financial Aid, Tutoring And Labs**
 - ◆ **Everything A New Students Needs To Know**



Current Students



Current Student Strategies

- ◆ **Develop A Direct Marketing Strategy To Increase Attendance At Student Orientation**
 - ◆ **New Formats Developed**
 - ◆ **Modules, Online, Weekend, Evening**
 - ◆ **E-Mail, Cell Phone Reminders And Direct Mail With Telephone Follow-Up To Encourage Attendance**



Current Student Strategies

- ◆ **Create A Postcard Teaser Direct Mail Campaign To Mail To Undecided Students**
 - ◆ **Send During Mid-Semester**
 - ◆ **Focus On Program Clusters**
 - ◆ **Introducing Programs Available At Community College Of Philadelphia**
 - ◆ **Four Or Five Postcards Sent In A Sequence Introducing Students To Program Clusters**



Current Student Strategies

- ◆ **Utilizing The Digital Technology, Send Information To Non-Credit Attendees About Comparable Credit Classes Available In Upcoming Semester**
 - ◆ **Match Class List Attendees By Topic With Targeted Credit Classes For Potential Enrollment**
 - ◆ **Personalized Postcards, E-Mail Addresses If Possible**



Current Student Strategies

- ◆ **Direct Mail Campaign Aimed At Recent Students Who Attended Community College Of Philadelphia Without Completing (Or Failing)**
 - ◆ **Attended In Last Three Years**
 - ◆ **Message Is Welcome Back – We Want You Back – With Registration Dates And Online Class Schedule Availability**



Donors
(Institutional Development)



Donor Strategies

- ◆ **Overall Image Campaign To Increase Awareness Among Public**
- ◆ **CBI Strategies Will Provide Additional Potential Donor Relations**
 - ◆ **CBI Shares Employer Client List With Institutional Development - Database Issue**
- ◆ **Institutional Development Must Be Consistent With Overall Community College Of Philadelphia Branding Campaign**



Donor Strategies

- ◆ **Target Vendors For Sponsorship Of Fundraising Events**
 - ◆ **Create List**
 - ◆ **Develop Event**
 - ◆ **E-Mail And Direct Mail Solicitation For Support**



Donor Strategies

- ◆ **Create Glossy Community College Of Philadelphia Magazine**
 - ◆ **Information On Business Partners**
 - ◆ **Information On Successful Alumni**
 - ◆ **Major Donors**
 - ◆ **Gifts, News And Updates**



Donor Strategies

- ◆ **Create An Interactive Alumni Web Site On Community College Of Philadelphia Site**
 - ◆ **Create Web Site**
 - ◆ **Develop Direct Mail Campaign To 35,000 Alumni To Visit New Web Site**
 - ◆ **Information Can Be Updated, Participation In Events, Etc. Can Be Solicited**
 - ◆ **Sign Up For Information**

- MDC YELLOW PAGES
- ALUMNI GROUP PAGES
- CONTACT US
- SUPPORT MDC
- EVENT REGISTRATION
- HELPFUL ALUMNI LINKS
- MENTORING
- NEWSLETTER
- ONLINE DIRECTORY
- MY PROFILE
- QUESTIONNAIRE
- RECRUITMENT
- INVITE A FRIEND
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- CAMPAIGN PARTICIPANTS
- FOUNDATION BOARD MEMBERS
- MDC FUNDRAISING
- CAMPAIGN NEWS
- ALUMNI ASSOCIATION

First Time User

Welcome to the Miami Dade College Alumni Website!

Thank you for visiting our site. One of the hardest tasks for Alumni Associations is to keep in touch with their alumni, and for you to keep in touch with other alumni. Please take a few minutes to register with our site so you can stay connected with all your fellow classmates.

Portions of this site will be accessible only for alumni. Other areas of the site will be open to the general public. Proprietary and personal information is password protected and only available to registered users. You can also choose to keep your information private from other users.

You only need to register once to receive your username and password. If you have lost or forgotten them, you may [retrieve your username or password here.](#)

If you have already registered or have done a partial registration please [continue your registration process here.](#)

Last Name	Alumni ID #
<input type="text"/>	<input type="text"/>
(If you do not have your ID number, please fill in your last name and click here.)	
<input type="submit" value="Submit"/>	

Not an alumnus and still want to stay in touch with the College? [Click here](#) to be added to our e-mail list.



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Registration

[Account Info]

Registering for www.successfulalumni.com automatically makes you a member of the Miami Dade College Alumni Association and entitles you to the privileges and benefits of membership. Once you are registered, you can post your business information on the MDC Yellow Pages to promote your goods and services and/or offer discounts to Miami Dade students and alumni, as well as submit your information to be considered for our alumni advertising campaign.

(*) denotes required fields

Hide Me?

If you wish to be hidden from the site, please check the box below. Please note that you will not be listed in the directory at all if you wish to hide yourself.

Check here to hide yourself.

***Username**

Please choose an easily remembered username for yourself. You will be prompted for this username along with your password each time you try to access any of the protected areas of the site.

***Password** You will need the username and password in order to enter restricted areas of the site. Please enter an easily remembered password.

***Verify Password**

Hide? Prefix

(Ex: Mr., Mrs., Miss, Dr.)

*Personal Information

***First Name**

Hide? Middle Initial



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Business Information

I would like to be considered for the College's "Call Us Essential, Call Us the College" alumni advertising campaign (All business fields above must be completed and must have earned a degree or a minimum of 30 credits from MDC.

Campaign Agreement: I agree to the following

You have indicated that you would like to be featured in the College's alumni advertising campaign, "Call Us Essential. Call Us the College."

Hide? **Business Name** *Your Business Information is required if you wish to be included in the Alumni Advertising Campaign.*

Hide? **Business Address**
Line 1

Hide? **Business City/Town**

Hide? **Business State**

Hide? **Business Zip/Postal Code**

Hide? **Your Title**

Hide? **Business Phone**

Hide? **Business Fax**

Hide? **Business e-mail**

I would like to receive pages/alerts Paging allows you and other registered members of this site to send brief messages through an online pager. Paging is available to those members that have recently been on the site. Note that if you decide not to accept pages, you will not be able to send pages either.

Weekly

Electronic Newsletter

By registering for this site, you will automatically receive our quarterly electronic newsletter which will keep you informed of news and events related to the college and its alumni. Check here if you do not wish to receive the electronic newsletter.

Please remove me from the email mailing list

How did you find out about our website?

Alumni Card

- I would like to print out an alumni card now
- I will print my alumni card at another time. (You may access your card at any time from the My Profile link of this website.)

Share Your Experience

- I would like to volunteer to be an online mentor to MDC students
- I would like to serve in an alumni association leadership role.
- I would like to volunteer to speak to student groups about my career
- I would like to submit the following personal or professional "latest news" to appear in the alumni notes sections of Miami Dade magazine, the College Forum newsletter and/or the alumni website or electronic newsletter

Enter your news here

- I agree to the following

You have indicated that you would like to be featured in the Miami Dade magazine, the College Forum newsletter and/or the alumni website or

By submitting this information, you have read and agreed to the [usage policy](#) on this site.

Finish

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- HELPFUL ALUMNI LINKS
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Questionnaire

What benefits or programs would you like to see Miami Dade offer its alumni?

As a Miami Dade alumnus, do you feel an obligation to contribute to the work of the College?

- Yes
- No

If you answered yes to question 2, how would you like to give back to the College?

- Make a monetary gift to the College
- Speak to student groups about my career
- Provide career mentoring to students via e-mail
- Offer internships and/or jobs to current students
- Hire Miami Dade graduates
- Donate your business services or products to the College

If you would donate services or products to the College, please list them:



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If you would donate services or products to the College, please list them:

If you were to make a donation to the College, where would you like your money to go?

- Student Scholarships
- Specific Academic Programs
- Wherever the money is most needed

What type of news or information would you like to receive from Miami Dade?

- Information about other alumni and their business endeavors
- Information about students and student programs
- College programs, innovations, and professors

In what format would you be interested in receiving your news?

- E-mail newsletters
- Traditional newsletters/magazines/direct mail
- Visit to MDC Website

How often would you like to receive information from MDC?

- Once a month
- Quarterly (4 times per year)
- Twice per year
- Once per year
- Never

Please list any additional comments you have about your experience as a student and/or an alumnus of Miami Dade:

What type of news or information would you like to receive from Miami Dade?

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- Visit to MDC Website

How often would you like to receive information from MDC?

- Once a month
- Quarterly (4 times per year)
- Twice per year
- Once per year
- Never

Please list any additional comments you have about your experience as a student and/or an alumnus of Miami Dade:

Thank you for completing our questionnaire!

Submit

Reset



- MDC YELLOW PAGES
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Recruitment

Recruitment

Nominate a Student

Do you know a bright and talented student that would fit into the Miami Dade College community? Create your own MDC Legacy by recommending this student for admission. Just complete the form below, and the Admissions Office will follow up with the appropriate materials.
(*-designates a required field)

***Name**

Class Year

***Student's Name**

Student's Gender Male Female

Student's Address

Student's Phone

High School Graduation Year

Your Relationship to Student

Has This Student Already Submitted an Application? Yes No

Campus
--Please Select--



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Invite A Friend

You can help our Alumni Online Community grow by inviting your classmates to join!

This online community will be the focal point for news, networking and information for alumni for years to come. As more alumni participate, we will be able to expand the quality of the services and information we provide.

Send an invitation to your fellow alumni and classmates and encourage them to join.
(* - required field)

***Your Name**

***Your E-mail Address**

***Friend's Name**

***Friend's E-mail Address**

***Subject**

***Comment**

Send a copy of this e-mail to myself:



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Web Postcards

Enjoy reconnecting with your MDC friends with our selection of Web Postcards!

Postcard Image



The Causeway



Miami Dade College



Graduation

Postcard Options

Background Color

Text Color

Font Face

Delivery Date

Delivery Time



ALUMNI DIRECTORY

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Donor Strategies

- ◆ **Marketing Campaign To Alumni Within 3 Months Of Graduation**
 - ◆ **Direct To Web Site Or E-Mail**
 - ◆ **Introduce To Web Site**
 - ◆ **Update Information**



Youth Market



Youth Market Strategies

- ◆ **Develop A Guidance Counselor Web Site**
 - ◆ **Specific URL And Mouse Pads Developed For Giveaways With URL**
 - ◆ **Introduce Web Site At Annual Counselor Luncheon**
 - ◆ **News And Information**
 - ◆ **Request Information And Materials Be Sent**



Youth Market Strategies

- ◆ **Update College Fair Recruitment Display And Materials**
 - ◆ **Interactive Video Display**
 - ◆ **New Materials Based On Brand**
 - ◆ **Creative Giveaways**



Youth Market Strategies

- ◆ **Direct Mail Campaign Aimed At Freshmen Through Seniors**
 - ◆ **Postcards, High Energy**
 - ◆ **Pertinent Information For Each Year Regarding College And Community College Of Philadelphia**
 - ◆ **Invitation To Open Houses And Giveaways Of An I-Pod At Event**



Youth Market Strategies

- ◆ **Purchase SAT/ PSAT Lists From Area And Direct Mail Campaign About Dual Admission With Temple University And Drexel University**
 - ◆ **URL For Information**
 - ◆ **Online Request Information**
 - ◆ **Follow-Up With Phone Calls To Those Interested**



Youth Market Strategies

- ◆ **Create Bi-Annual Parent Newsletter**
 - ◆ **Direct Mail And E-Mail Options**
 - ◆ **Information About What Needs To Be Done In Fall And What In Spring For High School Students Interested In College**
 - ◆ **Pertinent Dates**
 - ◆ **Highlight Community College Of Philadelphia Programs In Newsletter**



Adult Market



Adult Market Strategies

- ◆ **New Program Development**
 - ◆ **Geographic Information Systems, Computer Forensics, Nano Biotechnology, Health Science Management, Music Business And Technology**
 - ◆ **Specialized Events Created For Each New Programs**
 - ◆ **Example: Music Program Sponsors An American Idol And Winner Gets A CD Cut By Program**



Adult Market Strategies

- ◆ **Expand And Promote Evening And Weekend Programs**
 - ◆ **Offer All Courses In Alternative Formats**
 - ◆ **Evening College**
 - ◆ **Health Information And Medical Assisting**
 - ◆ **Promotion In Combinations With Health Partners**
 - ◆ **Weekend College**
 - ◆ **Nursing, Business And Liberal Arts**
 - ◆ **Direct Marketing To Employees With CBI**



Adult Market Strategies

- ◆ **Create A Marketing Campaign Aimed At Employed With Tuition Reimbursement**
 - ◆ **Multi-Media Campaign**
- ◆ **Explore How To Reach Lists Of Active Military And Veterans**
 - ◆ **Marketing Campaign**



Adult Market Strategies

- ◆ **Develop Program To Attract Adults To College Based On Technical Or Life Experience**
 - ◆ **CLEP Tests, Portfolio, Credit By Exam**
 - ◆ **Develop A Build Your Own Degree Program**
 - ◆ **Direct Marketing Of New Program And Event Using Live Radio Broadcast**



Adult Market Strategies

- ◆ **Develop A Career Focus Magazine For Community College Of Philadelphia**
 - ◆ **All Targeted Zip Codes**
 - ◆ **Once Or Twice A Year**
 - ◆ **Focusing On Program Clusters**
 - ◆ **Examples Of Programs Offered At The College And Students Enrolled**
 - ◆ **Crossover Market To Employers As Well**



Business Strategies



Business Strategies

- ◆ **Goals From CBI Plan**
 - ◆ **Create A “New” Brand For CBI**
 - ◆ **Establish Brand And Awareness**
 - ◆ **Increase Institutional Investment In Marketing With A Particular Emphasis On “Just-In-Time” Marketing**



Business Strategies

- ◆ **Marketing System Issues**
 - ◆ **Contact Management System Needed To Support Marketing Efforts For Business And Industry**
 - ◆ **Personnel Issues**
 - ◆ **Database Management – E-Mail And Direct Mail**
 - ◆ **Short-Term Development**
 - ◆ **Long-Term Maintenance**
 - ◆ **Material Development**
 - ◆ **Staff Marketing Writer**



Business Strategies

◆ **Branding**

◆ **Marketing Material Development**

- ◆ **Catalog Of Services, Promotional Materials, Brochures, Flyers, Letter Series And Templates**

◆ **Improve Promotional Image**

◆ **Web Site Development**

- ◆ **Specific URL For CBI, Program Information And Printable Brochures, Web Registration**



Business Strategies

- ◆ **Development Of Advisory Groups For Targeted Programs And Institutes Of Key Business Leaders**
 - ◆ **Primary Goal Is Training Input**
 - ◆ **Secondary Goal Is To Cultivate Friends For Community College Of Philadelphia**



Business Strategies

- ◆ **Solving Employee Needs**
 - ◆ **Development Of A Solution For Qualified Applicants Provides A Market Niche**
 - ◆ **Internships, Career Placement, Certificate Programs**
- ◆ **Tuition Reimbursement Campaign**
 - ◆ **Identify Companies**
 - ◆ **Develop A Set Of Materials Employers Can Use To Promote College To Employees**
 - ◆ **Corporate Approved Courses For Employees In A Training Catalog**



Business Strategies

- ◆ **Targeted Direct Mail And E-Mail Campaigns By Industry Sector**
 - ◆ **Hottest Training Topics, Quarterly Pieces, Direct To Specific Web Page**
- ◆ **CBI Newsletter**
 - ◆ **Print And E-Mail Versions, Sent Quarterly, Focusing On Current Client Satisfaction And Showcasing Current Projects**



Business Strategies

- ◆ **Partnership Marketing**
 - ◆ **Implement Association And Organization Co-Marketing, Increase Involvement With Philadelphia Chambers Of Commerce, Increase Outreach Through Active Participation In Key Organizations**
- ◆ **Implement Telemarketing**



Distance Education



Distance Education Strategies

- ◆ **Expand Distance Learning To Full Degrees**
 - ◆ **Liberal Arts (General Option)**
 - ◆ **Overall Marketing In Multimedia Vehicles For College**
 - ◆ **Accounting, Finance (AS), Marketing (AS And Certificate)**
 - ◆ **Partnership Marketing With Business And Industry, Emphasizing Tuition Reimbursement And Working Through CBI**



Distance Education Strategies

- ◆ **Expand Distance Learning To Full Degrees**
 - ◆ **Justice (Online Accelerated)**
 - ◆ **Partner With Police Academy For Philadelphia And Market To Current Officers Without Degree – Direct Mailing Lists**
 - ◆ **Nursing (Hybrid Online/ On-Site)**
 - ◆ **Partner With Hospitals To Target Employees Below AS Degree– Publication And E-Mail Possible**



Distance Education Strategies

- ◆ **Expand Hybrid Courses**
 - ◆ **Market Challenge To Explain**
 - ◆ **Create A New Name For Hybrids – Commuter Friendly Courses**
 - ◆ **Less Time On Campus Is Campaign Theme**
 - ◆ **Develop Direct Mail And Public Relations Campaign To Introduce**
 - ◆ **Posters And Materials To Be Left With Businesses**



International Market



International Strategies

- ◆ **Develop And Update Web And Print Materials For International Students**
 - ◆ **Web Site Specifically For International Students**
- ◆ **Direct Mail Campaign To TOEFL/SAT Takers From College Board**
 - ◆ **Purchase Names (5,000)**
 - ◆ **Determine Countries**
 - ◆ **Direct Mail Campaign To Web Site**



International Strategies

- ◆ **Advertise With Partners**
 - ◆ **AACC Web And Print**
 - ◆ **Hobson's Web And Print**
- ◆ **Participate In Recruitment Fairs**
 - ◆ **AACC For Latin America And Asia**
 - ◆ **AACRAO For Caribbean Fair**



International Strategies

- ◆ **Partner With Other Community Colleges In Other Countries**
 - ◆ **Example: A Sister City, For Community College Of Philadelphia A Sister College In Another Country**
 - ◆ **Offer Exchange Trips With Current Students Between The Colleges**
 - ◆ **Target Small Caribbean Colleges**
 - ◆ **Market To Their Students**



QUESTIONS?