

Student Recruitment

Market Evaluation Process

# Student Recruitment Market Evaluation Process

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# Student Recruitment Market Evaluation Process

## Project Statement

To create a target market evaluation process and a strategic marketing process, to grow student recruitment and enrollment.

## Team

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# Student Recruitment Market Evaluation Process

## Background

### **Mission**

The mission of this plan is to identify and cultivate the potential students for Richland community College who are high school graduates and upon graduation immediately entered the workforce and have at least five years of work experience. The plan is to target the individuals who may be disenchanted with their current situation and could benefit from educational opportunities at Richland.

### **What has led the College to investigate the viability of this particular market?**

(Examples include ideas from local business or community organizations, comparisons with benchmark colleges or markets, local financial support, local program expertise, and available grants.)

In discussing the potential markets to investigate, our team came across anecdotal information that suggested this market might be worth a closer look. We decided to investigate this potential for the purpose of this Continuous Improvement Process initiative.

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Market Evaluation

## **Market Evaluation**

### **1. Demographics**

The market being examined consists of potential community college students who graduated from high school and immediately entered the workforce. Ideally, these individuals are interested in learning how they can benefit from educational opportunities at Richland. The target age for this market is 24 to 29. The level of employment may range from temporary up to full-time status. The most suitable class availabilities will depend upon the living, family, and employment situation of those individuals in the market.

### **2. Timing**

Given the current state of the economy, people in the workforce are more willing than ever to make an extra effort to boost their careers, and ultimately their salaries. Job security can be difficult to find in local communities, and education is a tool that can create new opportunities for those in this demographic. Richland can help these individuals learn new employment skills for an increasingly competitive employment environment.

### **3. Viability**

This market will continue to be viable as both the local and national economies fluctuate. Continuing education holds value that employees at all levels can appreciate. The need to stay on the cutting edge of skill and technology is vital for individuals seeking job security and eventual advancement.

### **4. Competition**

The main competition for this market comes from surrounding community colleges and universities, as well as the technical academies in the area. Internal training programs and well as apprenticeships may also be seen as competition, in that, employees in these programs may not see the need to earn a degree or attend classes at Richland.

### **5. Unemployment**

Illinois unemployment for the month of December was 7.6%. The three month average was 7.4%. December's national average was 7.2%. This is significantly above the Macon county 2007 average of 5.8%.

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Job Outlook

Please see accompanying Employment Projection Charts.



## Steps to Assess Job Market - What is Available with 3-4 years experience and an Associate's Degree?

### Student Information

- what is current employment
- looking to improve skills in current job for advancement or change careers
  - unsure of career selection
  - use Interest Profiler website to match interest with career  
[http://ilcis.intocareers.org/onet\\_ip/onet\\_ip\\_intro.aspx](http://ilcis.intocareers.org/onet_ip/onet_ip_intro.aspx)
  - use Occupation Sort to match occupations with individual preferences  
<http://ilcis.intocareers.org/link.aspx>
- full-time or part-time student
- seeking employment at local or state level

### Market evaluation

- determine job title based on student information
- use websites on selected job market
- what is the total employment potential (most openings) in this field
  - local
  - state
  - use this website to evaluate both local and state markets  
<http://wic.ilworkinfo.com/analyzer/saintro.asp?cat=OCC&session=occproj&time=&geo=>
- what is the trend of this job (fastest growing occupations)
  - 2 years
  - 5 years
  - 10 years
  - helpful website to browse high growth industries  
<http://online.onetcenter.org/find/indemand?i=HC&g=Go>  
<http://data.bls.gov/oep/servlet/oep.noeted.servlet.ActionServlet>
  - RCC district employment projections:  
<http://lmi.ides.state.il.us/projections/ccdfiles/lt/occupational/Richland.xls>
- is this an entry level position or higher
- is there growth potential in this position

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Market Potential

Please see accompanying Market Potential Spreadsheets.

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Resource Evaluation

**CIP**  
**Market Viability Evaluation**  
**Resource Evaluation**

Do we currently have the faculty to support this program?

Yes—Faculty needed from the following areas:

- 1.
- 2.
- 3.
- 4.

No—How many additional faculty is needed?

Full-time.

Adjunct.

What are the faculty qualifications?

Are qualified people available?

Yes

Identify faculty.

Are staff people needed?

Yes

Specific skills needed?

Yes

List skills needed?

Student support/resources needed?

Yes

Qualifications of support personnel?

Equipment needs of support personnel?

No

Additional text support needed?

Yes

What text support is needed?

Is there building space available?

Yes

On campus?

Off campus?

Location?

Special equipment needed?

Yes

What equipment?

Cost

Tech support needed for equipment?

Yes

What type of support?

No

Are there special safety issues related to this program?

Yes

What are they?

How will these issues be addressed?

Cost of addressing these issues?

No

Will this be a transfer program?

Yes

Partnering institutions?

No

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Financial Viability

Please see accompanying Financial Viability Charts.



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Survey Data

**Richland Community College  
Sample Potential Student Survey**

**What is your educational background?**

- ☐ Less than high school
- ☐ Some high school
- ☐ High school graduate
- ☐ Some College
- ☐ College Graduate

**Employment Status**

- ☐ Employed 30 hours a week or more
- ☐ Employed 16-29 hours a week
- ☐ Employed 15 hours a week or less
- ☐ Homemaker
- ☐ Un-Employed
- ☐ Retired

**What are your educational goals?**

- ☐ Take coursework for transfer to another college
- ☐ Improve skills needed in present job
- ☐ Prepare for a future job
- ☐ Prepare for a high school diploma equivalency test
- ☐ Personal interest/self-development
- ☐ Other (Please list) \_\_\_\_\_

**What group best categorizes your age?**

- ☐ 15-19      ☐ 40-44
- ☐ 20-24      ☐ 45-49
- ☐ 25-29      ☐ 50-54
- ☐ 30-34      ☐ 55-59
- ☐ 35-39      ☐ 60 or older

**What is your gender?**

- ☐ Male      ☐ Female

**Have you considered Richland Community College in the past?**

- ☐ I have considered Richland Community College, but have never attended.
- ☐ I have attended Richland Community College.
- ☐ I have never considered Richland Community College as an educational option.

**What time of day is best for you to take classes?**

- ☐ Morning (8am – Noon)
- ☐ Afternoon (Noon-5 pm)
- ☐ Evening (After 5 pm)
- ☐ Online (over the Internet)
- ☐ Weekends (Friday Night, Saturdays or Sundays)
- ☐ Other \_\_\_\_\_

**How much time does your schedule allow for classes?**

- ☐ One Class
- ☐ Part-Time (2 or 3 Classes)
- ☐ Full-Time (4 or more classes)

**Are you more interested in on-campus or online classes?**

- ☐ On-Campus
- ☐ Online (over the Internet)
- ☐ Accelerated (shorter than 16 weeks)
- ☐ Any of these options

**Where are you interested in taking classes?**

- ☐ On the main campus
- ☐ Hope Academy Center
- ☐ Fairview Park Plaza Center
- ☐ Other (please list) \_\_\_\_\_

☐ Clinton Extension Center

**Which of the following programs would be important / useful to you? (Choose as many as may apply)**

☐ Childcare

☐ Fitness Center

☐ Developmental/Refresher Courses

☐ Learning Accommodations

☐ Tutoring

☐ Student Organizations / Campus Life

☐ Financial Aid and Scholarships

☐ Flexible payment options

**Please take a moment to answer a few more questions.**

Are there areas that you did particularly well in while in high school? If so, which ones?

Would you have to work while you attended classes at Richland?

Are there specific areas or programs you would be interested in pursuing?

Are there specific courses or programs you would like Richland to offer that they currently do not offer?

Are there any concerns that would prevent you from attending Richland?

## **Richland Community College Sample Employer Needs Survey**

Please describe employment needs that can be served by a two-year degree graduate at your organization.

Please describe the educational level of most of your non-supervisory hires that have started work over the past three years.

- \_\_\_\_\_ High School Diploma
- \_\_\_\_\_ Some College
- \_\_\_\_\_ Two-Year Degree
- \_\_\_\_\_ Four-Year Degree
- \_\_\_\_\_ Master's and Above

Please indicate the area from which you hire most of your non-supervisory new hires.

- \_\_\_\_\_ Primarily Macon County
- \_\_\_\_\_ Outside Macon County but within a 50 mile radius
- \_\_\_\_\_ Outside of 50 mile radius

Please describe your ability to secure quality, non-supervisory new hires.

- \_\_\_\_\_ Fairly easy to find
- \_\_\_\_\_ Somewhat difficult
- \_\_\_\_\_ Very Difficult

Does your company offer any sort of tuition reimbursement programs?

- \_\_\_\_\_ Yes
- \_\_\_\_\_ No
- \_\_\_\_\_ Considering

Are there specific classes at Richland Community College that may lead to advancement at your company?

Do you have an estimation of the number of employees that currently are graduates of Richland?

Have some of your employees participated in a Richland-provided training seminar over the past year? If yes, what type of training?

Can you identify areas of managerial expertise upon which you would like to improve in the following areas?

- \_\_\_\_\_ Time Management
- \_\_\_\_\_ Sales and Presentation
- \_\_\_\_\_ Leadership Development
- \_\_\_\_\_ Turning Ideas into Actions
- \_\_\_\_\_ Industrial Safety/Skills
- \_\_\_\_\_ Building Customer Loyalty
- \_\_\_\_\_ Communications and Human Relations
- \_\_\_\_\_ Teamwork and Collaboration
- \_\_\_\_\_ Computer Programs (Word, Excel, PowerPoint)
- \_\_\_\_\_ Other (Please List)

Please describe the time of day you would prefer to have training for employees.

\_\_\_\_\_ Mornings

\_\_\_\_\_ Afternoons

Are there ways that Richland Community College can address the needs of your company that we have not discussed?

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Marketing Strategy

# Strategic Marketing

## Concept

High school was awhile ago and now you've got valuable work experience, but you realize that to get where you really want, you're going to benefit from more education.

## Theme

**We can be the integral piece to your new beginning.**

*This will tie naturally with our recent tag we have been using in our advertising:*

**Where do you want to go in life? And how can we help?**

## Reach (1 month)

### Television

\$5,000

*utilizing fringe programming and shows skewed towards a younger audience, numbers show that our selections will have a reach of 100% of cable viewers with an image frequency of 7.9%. For non-cable viewers we will reach an estimated 59% with an image frequency of 5.3%.*

### Radio

\$3,500

\$1,750 - Joyner Radio (Y-103/WDZQ)

\$1,750 - Cromwell Radio (The Fox/US101)

### Billboard

At this time, cost effectiveness does not suggest we utilize outdoor to promote this campaign

### Mailings

At this time, cost effectiveness does not suggest we utilize direct mail to promote this

campaign. It would be suggested that as we receive inquiries we begin to build a database for this age group.

## E Mail

At this time, use of an email campaign is not feasible. In the course of our team discussions, this was identified as a possible underutilized recruiting tool overall. There appears to be potential in building a database of email addresses, to use in future marketing campaigns. This idea is offered as a potential future Improvement Team project.

## Organizations

YMCA / Fitness Centers / childcare centers / churches / unemployment offices.



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Project

Recommendations

# Student Recruitment Market Evaluation Process

## Recommendations

Based on the Team work related to the Student Recruitment Market Evaluation project, the following recommendations are made to the College Quality Council.

1. The team recommends this roadmap be used in assessing the viability of a chosen potential target market.
2. In the absence of an already-determined potential market, the team recommends this roadmap be used in the exploration of those potential markets deemed promising.
3. The team recommends that faculty and other content experts are included in committees exploring and assessing the viability of a potential market.
4. The team recommends that a follow up step be included in the process, to assess the success of the market viability work, and to assess the success of the ensuing marketing strategy.
5. The team recommends that, as the roadmap is used in the future, the participants critique and improve the process.

## Continuous Improvement Team Brainstorming Flipcharts

<p><u>Possible Target Markets</u></p> <p>GED candidates  GED graduates  Returning retirees  Senior Citizens  RCC graduates returning  HS graduates out in work world  Displaced workers  Employee training (employed)  Baby Boomers looking for enrichment type classes  Students in developmental classes  High School graduates  HS grads pursuing AAS degrees  HS grads pursuing transfer degrees  Experienced workers looking for a career change  Interested in becoming a nanny  Parents (for Child Development offerings)</p>	<p><u>Possible Target Markets</u></p> <p>Industrial Training needs  Trades workers  HS with Trades interest  RCC departees, second chance program  Banking certificate  Construction occupations  Real Estate Agents  Insurance credentialing  Financial training  Accounting  Finance  *General discussion regarding audit of current offerings to assess which are underutilized, as a step to assess potential target markets  Art-inclined HS students  Virtual/remote/on-line</p>
<p><u>Possible Target Markets</u></p> <p>Employees needing certification  Health Care partners  Health Care stakeholders  Veterinary Science  Fitness trainer  Massage Therapy  Dental prep  High School dropouts  Beautician  Cosmetology  Video Production  Radio  TV  Athletics- sports training  Post-bachelor's degree students  Retired Professional  9-3 Parents  Second shift workers  Third shift workers  Rotating shifters</p>	<p><u>Possible Target Markets</u></p> <p>Respiratory therapy  Exercise science  Yoga  Speech Pathology  Airplane mechanics  Laid off workers  Scuba  Sailing  FT worker, PT student  Returning academics  Parents of HS graduates</p>

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