



What's Going On in Enrollment?

Or

Am I the only one in Hell?

Pamela Cox-Otto, Ph.D.



Enrollment Trends

- #1 Generational Gap
- # 2 The Unreachables
- # 3 College Beyond Reach
- #4 The Shifting Message
- #5 Generational Debt
- #6 Meeting the Enemy
- #7 Living in the Crosshairs
- #8 Living on the Bubble
- #9 Media Convergence

interact communications

#1

The Generation Gap

Educational Seminars and Facilitation

interact communications

The Generations

Educational Seminars and Facilitation

Traditional 1925-1945	Boomers 1946-1964	Gen X 1965-1980	Gen Y 1980-2002

Educational Seminars and Facilitation

Critical Issues



First Leadership Group Marketing to Three Generations (Boom/X/Y)

Marketing: Multiple Messages- Multiple Values

Classroom: Shifts in Needs & Wants

Experience: Shifts in Expectations

Internal Impact



	Trads.	Boomers	X	Y
College Recruiting	Keep me interested	Make Myself Better	Let me Move on	Give me Choices
Environment	Comfortable	Payoffs	Business-like	Fun & Relaxed
Classroom	Relaxed	Competitive	Individual Experience	Group Projects
Employees	Manageable	A Challenge	Flexibility	Opportunity

Big Impacts



Either/or Image

Internal Planning Vacuum

Marketing Dilemma - Who to talk to

Leadership - The Hammock Effect

#2

The Unreachables



The Young & The Restless



They Are Male

They Are 22 - 30

They Are Mobile

They are Media Convergent

They Are hard to find and harder to reach

Why are they difficult



They don't have land lines

They live online

IM and TM are their preferred
communications methods

They take pride in being "off grid"

Big Impacts



- Recruitment - Un-reachables
- Research - Un-callables
- Classroom - In-separable
- Organization - Un-Understandable

#3

College Beyond Reach



Say Goodbye to the Middle Class



Median Family Income is \$40,500

That supports a family of 4.5

90% of the Population live on 10% of the
Available money

10% of the Population live on 90% of the
Available Money

Why its Not Good



With Financial Aid under siege

With Loans for education on the increase

An increasing number of American Families
won't be able to afford college

Big Impacts



Declining enrollment

Fewer Working adults able to afford the training for the next career

Fewer families can afford to retrain a parent and send a child to college

#4

Generation Debt



It's a Terrible time to be young



College Costs have increased between 10 and 25% over the last 5 years

Starting Salaries are down

Pensions, health care and retirement are disappearing

The rise of freelance nation

Why its Not Good



1 in 3 Drop out of college for financial reasons (Compared with 1 in 5 in 1960)

Graduates have less financial security and less means to pay off loans

Families will be less able to help

Big Impacts



Declining enrollment

Increasing student debt

Tightened bankruptcy laws mean a lifetime of indentured servitude

A decline in traditional age students who opt out of debt and lower their expectations

#5

The Message Shift



Critical Issues



Most Two Year Colleges in America Recruit & Build their image on these points:

Affordable

Close to Home

Accessible

Why They Don't Work



Affordable = Cheap = Poor Quality

Close to Home = Common = Not Rare

Accessible = Not Selective = Not Special

Problem

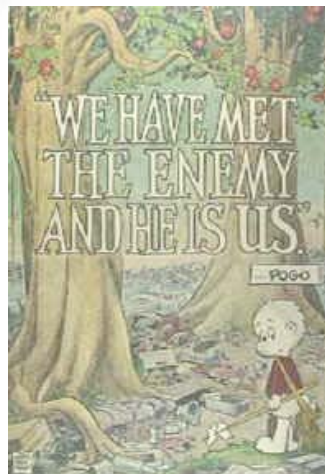


They Don't work

They sell us short

They set us up for long-term image problems

#6



College Morale



Compassion Fatigue

Double the work and not even a lousy title

No Time to Say Thanks

Adjunct - College Vision Disconnect

Under Pressure Politics & Public

Why it Matters



Increasing number of complaints of Hostile
Work Environments

Scapegoating environments

Blame Game

Searching for Willie the Mailboy & Not
asking the right questions

Big Impacts



Slow to Dive into change at a time when we need it most

Lose the Gen X'er (So not Worth it)

Difficult to implement image campaigns with the terminally cranky

#7

In the Legislative Crosshairs



Critical Issues



State Funded -

State Supported -

State Located

Percolating Tax Crankiness

Educational "Crabs in a Pot"

The Framing Issue



- Queen for a Day
- The Worthy Student

Big Impacts



Funding is always in the “up in the air”

Advocacy is 24-7-365

Success Stories are shifting

#8

Living on the Bubble



Critical Issues



In times of budget shortfalls & enrollment declines

Marketing is Cut

Marketing is kept flat

Marketing is virtually NEVER increased to help boost enrollment

Why it matters



- Increasing Competition (Increase in private and proprietary)
- Expanding private and e-education
- Funding marketing based on the business model

10% of budget goes into marketing

Big Impacts



Marketing and Marketing professionals are on the bubble all the time

They are being asked for results in a more competitive marketing with less resources

Conservative management freezes "true" creative marketing

#9

Media Convergence



Critical Issues



Less than 10% of Gen Y use one media alone

As Internet rises - TV drops

The land line is going away

74% of all less than 30 use 2 media
simultaneously

44% use 3 media

Why it matters



- Marketing is getting harder because media choices are more diverse
- And you didn't have enough money in the first place

Big Impacts



Reduced Marketing effectiveness

Hit & Miss Media

Being late to each new marketing trend

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A Reading List



- Social Stratification in the United States - Stephen J. Rose
- Generation Debt - Anna Kamenetz
- Compassion Fatigue - Carl Stepp
- A Whole New Mind - Daniel Pink