

# Using On-Line Tools to Boost ACE Enrollments

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November 13, 2008

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## Today's Agenda

- Why BMCC ACE chose to use on-line tools
- Survey Monkey
- iContact
- Google Analytics
- BMCC ACE eMarketing Strategy
- What are you using?

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## Why Go There?

- As they say in sales, "the easiest customer to sell is an existing customer."
- Prior adult learners already have an affinity for you
- Prospective learners (catalogue requesters, etc.) just need a push, they've already expressed interest
- Advertising and Program Promotion is the 2<sup>nd</sup> most expensive function for ACE businesses
- Zero in on your target audience
- Make the most of all those email addresses you're amassing
- Communicate regularly, efficiently, cost-effectively
- It's a breeze to launch new offerings
- Research is building: LERN 3-30-3 rule

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## Survey Monkey

- One of the first tools broadly marketed
- First night surveys ??
- End of Course Surveys
- Programming Design Surveys
- Easy to launch
- Data analysis tool that continues to compile responder results as long as the link is out there
- Establish multiple email address books, or lump everyone into a consolidated book, or both

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## iContact

- Supports both Survey and eNewsletter functions
- Highly cost effective
- Very easy to navigate
- eNewsletter templates available for use
- Surveys allow for “yes/no” responses, as well as open-ended responses
- Offers multiple ways to keep in touch with our customers
- Other competitors out there, such as Constant Contact or the LERN promoted GreatBigNews.

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## Google Analytics

- Your college may already be using the service
- Monthly reports on who visits your web site(s)
- Most importantly; an analysis of the pages your visitors view
- Great way to track impact of marketing activities; are your promo vehicles driving customers to check you out on the web?

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## BMCC ACE eMarketing Strategy

- Build the email address book – *ongoing effort*
- Design a template for branding consistency
- Train an employee in HTML
- Launch a communication every 2 weeks
- eNewsletters vs. eAlerts
- eNewsletter formula – 2 courses, 2 programs, and...
- Disseminate on weekends; 12% vs. 17% view rates
- Marketing copy is different from, but leads the viewer to, the official course & program descriptions
- Include the name and phone # of a live, actual person

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## What Are You Using?

OK – it's time to share

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