



Mt. San Antonio College: Market Assessment and Marketing Summary

**Prepared By:
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Market Assessment Purpose

- ◆ **Determine how high school students, adults, and employers perceive the College**
 - ◆ How perception can be improved/ enhanced
 - ◆ Better provide programs, services, marketing activities, and materials to meet market needs
- ◆ **Develop and implement a College-wide integrated marketing plan**
- ◆ **Create a brand platform to guide messages for college**



Market Assessment - Internal

- ◆ Internal student data from application
- ◆ Trend data for current students
 - ◆ Fall 2003 and Fall 2006
- ◆ High school market share
- ◆ Population projections
- ◆ Adult penetration
- ◆ Retention data
- ◆ Marketing and publications review



Market Assessment - External

- ◆ Customer Service
- ◆ Non-Enrolling Applicant Scan
- ◆ Student Scan
- ◆ High School Market
- ◆ Community Scan
- ◆ Employer Scan
- ◆ Non-Returning Student Scan



Sharing Results

- ◆ **Presentation of results to Project Management Team**
- ◆ **Presentation of results to Campus**
- ◆ **Board summary**
 - ◆ Market conditions have changed
 - ◆ Bursting at seams
 - ◆ Results allow for positioning for future when conditions change



Market Positions For The College

- ◆ **Student Experience**
 - ◆ Current students very satisfied once enrolled
 - ◆ Compared to national results
 - ◆ Classroom instruction area of excellence
- ◆ **Awareness**
 - ◆ Four in ten are familiar with College
 - ◆ 40% list as a college in area
 - ◆ Believe it is a high-quality, excellent institution
 - ◆ Use the words “good” and “excellent” to describe the College



Shifting Markets

◆ Market Shifts and Trends

◆ High School Market

- ◆ Flattening of graduates after 2009-2010
- ◆ Current high school market share of 22%
 - ◆ Market share of 30% possible



Shifting Markets

◆ Market Shifts and Trends

◆ Adult Market

- ◆ More important as high school market declines
- ◆ Declines in adult market last three years
 - ◆ Adults (25 and over) accounted for 31% of enrollment fall 2006; down from 33% in fall 2003
- ◆ 40% of adults in the service area are interested in taking classes to upgrade job skills
- ◆ To meet market demand need “program packages” and flexibility
 - ◆ Weekend College, Industry Skill Set Packages, Curriculum Programming, Online Programming



Shifting Markets

◆ Market Shifts and Trends

◆ Employer Market

- ◆ Given economic conditions less likely to train employees and not hiring
- ◆ Growth anticipated in the health care market
 - ◆ Additional programs will be needed
- ◆ Employees in industries requiring certifications still need continuing education to maintain those certifications
 - ◆ Strategic focus for College



Technology Issues

◆ Communications/ Processes

◆ “Self-Serve” Web Site Needed

- ◆ Landing pages needed for high school students, parents, adults, employers, etc.
 - ◆ Will allow College personnel to more efficiently make regular contact with inquiries/ applicants
- ◆ Interactive
- ◆ Easy to navigate
- ◆ Future of mobile communications



Defining Mt. SAC's Brand

Positioning Statement

Mt. San Antonio College is one of the nation's premier two-year colleges, providing ambitious students with a high-quality education that prepares them to achieve professional aspirations including transfer, degree completion, and career advancement.



Messages

- ◆ Top-quality academics in the programs students want
- ◆ Large campus appeal; small campus feel
- ◆ True collegiate experience
- ◆ Best for transfer
- ◆ Programs with career relevance
- ◆ Flexibility and convenience



Tagline

- ◆ **Institutional Tagline**
 - ◆ “Celebrating Excellence And Distinction”

- ◆ **Recruitment Tagline**
 - ◆ “Dream It. Be It.”



Questions?



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