

Old Dominion University

Strategic Enrollment Management
Continuing Education-Non-Credit Committee
Wednesday, Nov. 5, 2008

Meeting Minutes

Continuing Education SEM Meeting

Attending: Anita Friedmann (chair), Elaine Dawson, Lynnette DeBerry-Williams, Leigh Butler, Lisa Temple, Ted Raspiller, Fran Puchalski, Clair Dorsey, Veronica Finch, Michael Dugan, Bill McMahon, Mary Swartz,

The meeting began with a information about the upcoming Continuing Education Town Hall, February 13, 3-5 p.m., Constant 1002.

What should continuing education be in the future at ODU? This is an opportunity for the committee to influence the structure of continuing education in the future.

Marketing Discussion

The **English Language Center** uses hard copy, magazines, and brochures. They also use on-line marketing, but unclear whether only on ODU website. They also use recruiters to market for the English Language Center. "Agent Fairs" are also used for marketing as well as overseas recruiters. They like to diversify marketing to reach larger audience.

The **Community Music Academy** sends a brochure to past participants in CMA and also to residents of 23508 zip code. **Why limiting to single zip?** Used to advertise in the *Virginia Pilot*, but unsure of what newspaper advertising is currently supported.

The **Community College Leadership** program is recruiting a niche market at the doctoral level and has found a variety of venues that are successful. Candidates are currently employed administrators. The program draws from alumni in Education and uses 10/hr per week grad student for recruiting with alumni and inquirers. They are effective with peer to peer recruiting, providing information about the campus in Norfolk. This is especially helpful when related to the two week residency requirement in the summers. They also attend conferences where they can recruit. Use site directors for TTN, placed at community colleges, use Monarch Moments to be broadcast during "off class" times, inviting interested parties to attend. They have 54 current students who are good recruiting for the program by word of mouth.

Career Switchers created an awareness campaign, TV, radio. Also use word of mouth for people referring people to program. Implemented an advisory board that uses buy in from school divisions; these individuals can recommend the program to possible candidates. E-mobile learning via IPOD – teachers can use for recertification. Use *HR Employment Weekly*. There is also a grant which provides federal funding for workforce development training. Beginning to return to direct marketing and catalog that is not time-sensitive for program.

They are also gathering email addresses for remarketing to existing clients. Periodicals are used that are targeted to professionals and others. Teacher, Portfolio, Flagship, HR Weekly, etc., are some of the periodicals. Also use the website for programs and collect email contact information. Large budget for

marketing, reduced this year due to budget constraints. They know TV and radio works...dedicated phone lines for specific TV channels. They track every phone call and know where the potential student heard about the program. One year had over 500 phone calls from radio. Use monthly tracking sheets. There is a 5-minute video on the website; also video on YouTube. They want to also return to WHRO using "slates" between educational programs. Recommendation has been that 10-15% of funds be used for marketing programs. They have netted as many as 50% of the students who have inquired about the program. Marketing needs depend somewhat on the program in Education.

Do programs know how much is spent per netted student? Has there been a spike in interest due to the current economy? People seem to be waiting to see what will happen. People may not have sufficient funds for full-time enrollment, but can usually find funding for part-time programs. Job fairs are big. One called "Corporate Gray" that markets to military is quite good.

Teacher Education had over 49K hits on website last year. The Teacher Ed website branches to everyone's website, touching everyone in the institution. There is concern about licensure and credit programs with large population and certificate programs. It would benefit us to have a common website for everyone so that all the continuing education courses can be viewed together. It is very difficult to know what is being offered at ODU.

We really need to do internal marketing so that we know what we are teaching.

College of Business programs advertise in the *Virginia Pilot*, *Inside Business*, and *Virginia Business*. Staff track incoming contacts to gather information about how people learned of the program. There are also advertisements on WHRO, mailing lists to targeted audiences, paralegal, certified financial planner, human resources (SHRM Exam [Society of Human Resource Managers]), a number of niche markets and looking at potential students across business community, military, etc. The department buys labels and markets to alumni. Overall, bad economy is not good for this sort of program. Business people are having a difficult time and will defer purchase of courses. More targeted marketing includes industry specific groups and inclusion in professional organization meetings. Also uses dedicated website. Programs are also approved for VA benefits.

Engineering – the big brand is "ODU" but Engineering uses an outside company developing design of marketing elements. They are not printing, but emailing, asking potential students to download forms and information from the website. They have created a consistently designed website. The "ideal customer profile" is an engineer baby boomer or gen X'er. Engineering is building email list and trying to market with those personality types in mind. The focus of the information is to describe professional organization producing good programs. Engineering is in a rebuilding phase now, not large budget. Engineering does have an alumni list for last 10 years and is marketing to those individuals and building a data base of course enrollments and contacts. The currently have about 1000 email addresses on the database and are working toward 10K addresses. One issue is that they don't have the first and last name of the individuals, only the email addresses, so are not able to personalize the correspondence. Engineering is working on developing an email newsletter, but it looks like spam to the recipient. They were working on being more informative about engineering programs and the campus in general.

For large, expensive fairs, would the institution cover funding for the fees? Individual programs would have a hard time covering expensive job fairs. The various programs could also collaboratively share funding requirements for participation.

There is a need for marketing pieces to include a “call to action.” Where will you be one year from now? Alumni office publications and college publications might highlight program completers to generate interest.

How are programs marketed to the military?

Need SWOT analysis to see what is needed and how should we market continuing education at ODU? Is there institutional support for continuing education at ODU? There is a need for general marketing of continuing education as well as specific marketing for individual programs. One means of keeping alumni connected is to continue with marketing of programs to them.

The concept of lifelong learning has been around for a long time and institutions all over the country are doing it. Why would we not commit resources to this endeavor?

Historically, continuing education must be completely self-supporting and must meet expenses through generated revenue. Each program builds own “safety net” from good years to get through bad years. To centralize marketing, the funding cannot come from state supported general funds. The funding for marketing would need to come from a “tax” to create a central fund. Programs in general do not make significant residual profit. Some make money and the rest cover expenses. Unless a change is made at the University level, there will not be general support. Then the question of who does market research and advertising would not likely be funded centrally but could be funded through shared programs. In general, universities would not fund continuing education...continuing education should generate dollars for the central administration.

Center for Professional and Personal Development used to be the title...

Different programs have different foci...some are for individuals who want to improve position within company versus change careers; others are designed to help individuals meet requirements for certification/recertification. In March 2009, any licensed professional engineer will be required to take continuing education courses.

Certificate programs are very important and generate lots of money. Education currently will evaluate the curriculum of an external program and issue a certificate to the student. Many major organizations want this sort of certification.

Housing for Continuing Education Students

The Card Center staff works with students who are in non-credit courses and is working with Community College program for housing needs. These needs can be challenging as space becomes tighter with greater demand for university housing.

Career Switchers program students from Northern Virginia used to stay on campus in new housing (Virginia and Ireland) but there have been issues with not knowing who to contact. Other programs also include housing as an option