



SEATTLE CENTRAL COLLEGE

Continuing Education

QUARTERLY INSTRUCTOR'S MEETING

WINTER 2017

SEATTLE CENTRAL COLLEGE - CONTINUING EDUCATION PROGRAM – WINTER 2017

AGENDA

- Networking & Refreshments
- Welcome & Introductions
 - Cheryl Braxton, Program Specialist III
- Continuing Education Program Business Update, Goals & Achievements
 - Gabrielle Bachmeier, Director – Continuing Education
- Presentation: Marketing Update & Resources
 - Kat Oak, Marketing Manager
- Q&A



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WELCOME & INTRODUCTIONS

Cheryl Braxton, Program
Specialist III

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PLEASE SHARE

- Your name
- What you teach
- How long you have been teaching for the college
- Why you enjoy teaching



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PROGRAM/BUSINESS UPDATE, GOALS & ACHIEVEMENTS

Gabrielle Bachmeier, Director

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WHAT'S NEW

- ❖ Website redesign



- ❖ Course syllabus and overview templates

- ❖ Classroom observations

PROGRAM GOALS

15-16 Goals

- Total Enrollment - 1821
- Total Revenue - \$396K
- New Classes - 20%
- Cancellation Rate - 30%
- Average Class Size - 8
- Student Repeat Rate - 15%

Summer – Winter Quarter Results

- | | |
|-----------------------------|-------------|
| • Total Enrollment - 1111 | 61% of goal |
| • Total Revenue - \$298,207 | 75% of goal |
| • New Classes - 20% | 18% |
| • Cancellation Rate - 30% | 40% |
| • Average Class Size - 8 | 7 |
| • Student Repeat Rate - 15% | 15% |

HELP US MEET OUR GOALS

- ☐ Offer new classes to keep students engaged
- ☐ Refer students to other classes
- ☐ Tell students about classes you are offering next quarter and encourage them to register early
- ☐ Update your instructor bio and photo
- ☐ Help us market you - Share your accomplishments with us and connect with and share CE social media



3 YEAR ORGANIZATIONAL STRATEGY

- ❖ 15-16 year **Marketing:** Brand development and positioning.



- ❖ 16-17 year **Programming:** Course and certificate development.



- ❖ 17-18 year **Financial and fiscal sustainability:** Becoming financially self-sufficient.

DON'T FORGET

- ❑ Friends and Family Discount



- ❑ Gift Certificates

- ❑ Quarterly Instructor Meetings





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MARKETING UPDATE & RESOURCES

Kat Oak, Marketing Manager

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BRAND OVERVIEW

Curious, self-motivated adult learners

Located in Central Seattle

Reflect the energy and values of Capitol Hill

Innovative and hands-on programs

Taught by local experts

Dynamic, real-world facilities

UNIQUE SELLING PROPOSITION

Seattle Central College's Continuing Education program is conveniently located in Capitol Hill, one of the city's most vibrant, creative, diverse and accessible neighborhoods.

This desirable location, the program's commitment to expanding its slate of leading-edge courses and the strong reputation of the parent college are what sets the program apart for students, instructors and local business partners.

BUYER PERSONAS

PETER



MIA



MARCUS



XAVIER



BARBARA



Help us target our communications, marketing efforts and program development

Developed by using data analyzed from the previous year + general demographic data of our local neighborhoods

Reflect both existing / current students as well as aspirational / new target students

MARKETING PROGRAM



QUARTERLY THEMES

WINTER 2017



- Rejuvenate Your Perspective
- Your Business is Our Business

SPRING 2017



- Expand Your Community
- Learn the Language of Business

SUMMER 2017



- Share Your Passion
- Let's Innovate

MARKETING STATISTICS

CATALOG

- +5k mail distribution beginning Fall 2016

EMAIL

- +~375 organic subscribers since May 2016

SOCIAL

- +~50 organic Facebook Likes since May 2016
- +~110 organic Twitter Follows since May 2016

WEB

- +30% of online vs. phone/in person registrations since new site launch (2/15/26)

WINTER 2017 WEB PROJECT: INSTRUCTOR PROFILES

Recent Photo

Resume &
Background/Bio

Student
Testimonials

Your
Recommended
Resources & Links

Your CE Blog
Features

List of All of Your
Classes

COMMUNITY



Facebook

facebook.com/learnatcentral

'Like'

Share / Invite

@mention your news



Twitter

@learnatcentral

'Follow'

Retweet

@mention your news

QUESTIONS & ASSISTANCE

Please contact me with any marketing-related questions,
concerns or requests for assistance:

Kat Oak

katherine.oak@seattlecolleges.edu

206.934.4381

Regular Office Hours:

Mondays – Wednesdays, 7am – 3pm | Thursdays, 7am – 1pm



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Q & A

Cheryl Braxton

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THANK YOU!

WINTER 2017

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