

## QUARTERLY INSTRUCTOR'S MEETING

**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



## WELCOME & INTRODUCTIONS

Cheryl Braxton, Program Specialist III

## PLEASE SHARE

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



#### PROGRAM/BUSINESS UPDATE, GOALS & ACHIEVEMENTS

Gabrielle Bachmeier, Director

## WHAT'S NEW

Website redesign





Course syllabus and overview templates

Classroom observations

#### PROGRAM GOALS

#### 15-16 Goals

•	Total	<b>Enrol</b>	lment -	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



- 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





## MARKETING UPDATE & RESOURCES

Kat Oak, Marketing Manager

#### **BRAND OVERVIEW**

Curious, selfmotived adult learners

Located in Central Seattle

Reflect the energy and values of Capitol Hill

Innovative and hands-on programs

Taught by local experts

Dynamic, realworld 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 leadingedge courses and the strong reputation of the parent college are what sets the program apart for students, instructors and local business partners.

#### **BUYER PERSONAS**

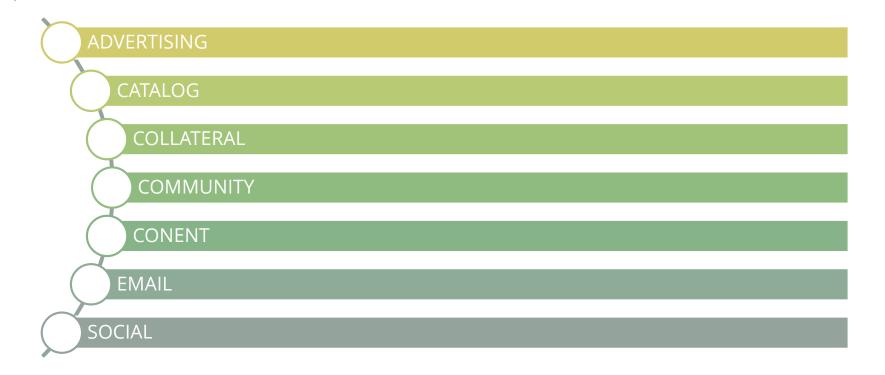


Help us target our communications, marketing efforts and program development

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**





'Like' 'Follow'

Share / Invite Retweet

@mention your news @mention your news

## **QUESTIONS & ASSISTANCE**

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

Kat Oak

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Regular Office Hours:

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

# SEATTLE CENTRAL COLLEGE Continuing Education





THANK YOU!

WINTER 2017