

AMPERAGE MARKETING PROJECT UPDATE

Done so far:

Survey

- Current Students
- Non-Returning Students
- Applied but Not Enrolled Students

Journey Map

- Included a journey map session with people from across campus
- Separate session for financial aid
- Student Interviews
- Results from the above survey

Student Persona

- Generic profile of a typical online student at Barton.
- Based on survey and journey map process.

Next up:

- A campaign plan based on these results, which we can take and implement, pick and choose what we want from it, or hire them to do it all for us.
 - They are going to secret shop us as though they are a university student trying to take a class to transfer to their home institution. This will let us know specifically what needs to change in the online portion of the website, and if there are other pinch points.
-

Key Takeaways So Far:

- First of all – we have an awesome product. Our students love it!
- Our main audience for online classes are **university students taking our courses to transfer** to their home institution.
- This audience is self-pay – very few get any financial aid. So cost is important to them.
- The 8-week and 6-week course lengths are the most appealing by a long shot.
- Biggest factors considered when shopping:
 - o Convenience
 - o Flexibility
 - o Affordability
 - o Relevant Offerings (the courses they needed)
 - o Transferability
- For courses with labs, having hands-on work is valuable to students. (Think Chemistry)

Action Items and recommendations for PR & Marketing:

- Use more video.
- Show more diversity in our ads promoting online.
- Show a more typical online learning environment when promoting online classes rather than on campus.
- Shift focus to tell more stories about fully online students intending to transfer credits.
- Do some features about our online faculty who teach commonly transferred courses.
- Rework the portion of our website pertaining to online courses (after secret shopper).
- Start calling our online offerings Barton Online, which is what our students call it.
- Add more online-focused content to our social media channels.