Cultivate the Quickest Growing Crop:

**Generating Leads from Adult Students**

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**Session Overview**

- Who are today’s adult students?
- How do you *reach* them?
- Forty-five lead generation ideas in 45 minutes!
- Q & A
An Elusive Species

Where you won’t generate adult student leads:

- Visiting high schools
- Renting high school senior mailing lists
- Buying ACT/SAT lists

“They’re everywhere and nowhere”

Is this an “adult student”?

“Seven years of college down the drain!”
Who is this *Adult Student Anyway*?

- A 44 year old fulltime employee with an associate’s degree from 1987?
- A 21 year old military veteran?
- A 38 year old business woman looking to earn an MBA?
- A 23 year old single mother working full time?
- A 65 year old retiree with a resume as long as the Sears Willis Tower is tall?
- *How does your institution define “adult student”? (…or doesn’t it?)*
How do You *Reach* Them?

- Be **visible**!
- Understand the difference between awareness and lead generation marketing.
- Collect data: Knowing *your* adult student profiles will guide you to make the right marketing decisions.
- Tie marketing message to adult/graduate student motivation factors *(STAMATS 2009 Adult Students TALK)*

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How do You *Reach* Them?

- Differentiate your institution from the competition *(What do YOU do BETTER than the others?)*
- Tie marketing efforts to an on campus (recruitment) event
- Include a *“call to action”*
- Make it easy to respond/request information
- Utilize print with click
- Follow up early and often!
Suggested Marketing Budget Allocations*

- **70% Tested media** (tried and true marketing channels – Direct Mail)
- **20% New media** (generally social or other emerging media)
- **10% Experimental media** (anything untried by the institution – could be social media for instance)

* Source: STAMATS

**WARNING!**

- THERE IS NO “MAGIC BULLET”!
45 Ways to Generate Adult Leads

- Facebook/Facebook ads
- LinkedIn/LinkedIn ads
- MySpace/MySpace ads
- Twitter
- Google/SEO
- Online directories: www.gradschools.com
- Association mailing lists
- Education Consortiums: www.reach-chicago.org
- Direct mail/post cards

45 Ways to Generate Adult Leads

- National periodical print/online ads
- Regional periodical print/online ads
- Local periodical print/online ads
- Press releases
- Online education guides: http://www.petersons.com/
- Corporate Outreach
- Corporate table visits
- Corporate “Drive-Bys” (use “FAXBACKS”!)
- Internal Corporate Collaboratives
45 Ways to Generate Adult Leads

- Bus ads
- Commuter train ads
- Train station platform advertising
- Posters (shells)
- Flyers (shells)
- Radio ads
- Cable TV ads
- Autowraps
45 Ways to Generate Adult Leads

- Website banner advertising
- Opt-in e-mails *(ChicagoTribune.com subscribers)*
- Hosting community events on campus
- Targeted luncheons
- Articulation agreements with community/junior/technical colleges
- Evening visits to community colleges
- Billboards (electronic vs static)
45 Ways to Generate Adult Leads

- E-blast/newsletter forwards (CC/FER)
- Chambers of Commerce events
- Community sponsorship opportunities
- Job fairs
- Military recruitment events
- **ALUMNI!**
- **YouTube Videos:**
  - Kaplan TV Ad: “Professor spot”
  - Kaplan TV Ad: “Desks spot”
  - Yale’s “HS Musical”
  - Ohio State’s “Glee”

Website Best Practices

- Utilize adult student portals or landing pages
- Design for scanning/“5-second rule”
- Assure easy access to list of majors, graduate, and online programs offered
- Provide information on transfer credit policies
- **Make your information request form easy to find**
- Good navigation and internal search
- Use narrow columns, subheadings, and hyperlinks
- Incorporate **(actual)** adult student images, testimonials, and videos

http://dept.harpercollege.edu/mysuccess/stories/index02.php
45 Ways to Generate Adult Leads

- Chotskies
- New resident “Welcome Boxes”
- Your website
- Blogs
- Theatre trailer ads
- W.O.M. (customer evangelist concept)
- REFERRALS!
  http://www.waldenu.edu/refer/

How can you create “Meaningful Marketing” for your adult students?
THANK YOU!

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