

# Cultivate the Quickest Growing Crop: *Generating Leads from Adult Students*

36<sup>th</sup> Annual ICCHE Conference  
February 10, 2011

Presented by: Tim Panfil  
*The School for Advanced Learning*  
Elmhurst College

## Session Overview

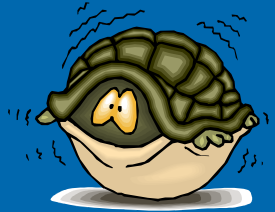


- Who are today's adult students?
- How do you *reach* them?
- Forty-five lead generation ideas in 45 minutes!
- Q & A

## An Elusive Species

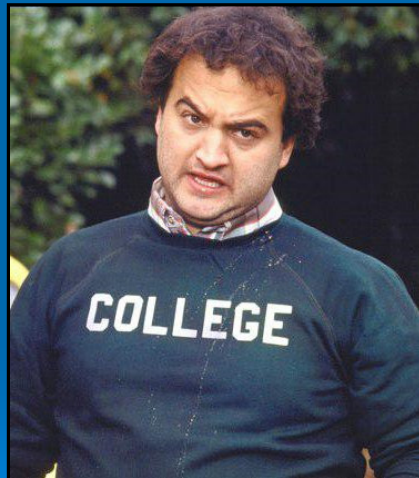
➤ ***Where you won't generate adult student leads:***

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



*"They're everywhere and nowhere"*

Is this an "adult student"?

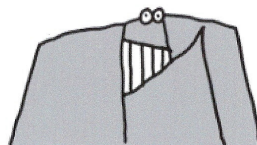


*"Seven years of college down the drain!"*

## 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?)***

Marketing is Everywhere.  
God is Everywhere.  
ERGO, Marketing is God.



@hugh

## 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*)

## 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](http://www.GradSchools.com)
- Association mailing lists
- Education Consortiums [www.reach-chicago.org](http://www.reach-chicago.org)
- **Direct mail/post cards**



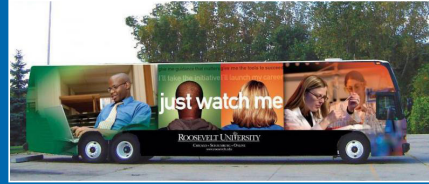
## 45 Ways to Generate Adult Leads

- 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

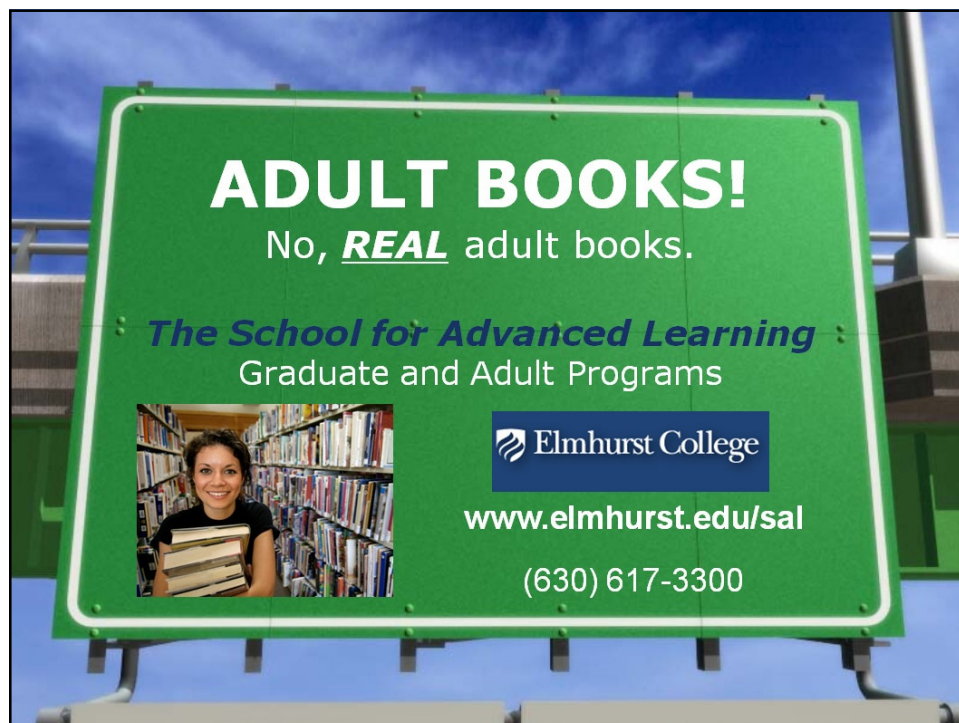
- Bus ads
- Commuter train ads
- Train station platform advertising
- Posters (shells)
- Flyers (shells)
- Radio ads
- Cable TV ads
- Autowraps





## 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"](#)



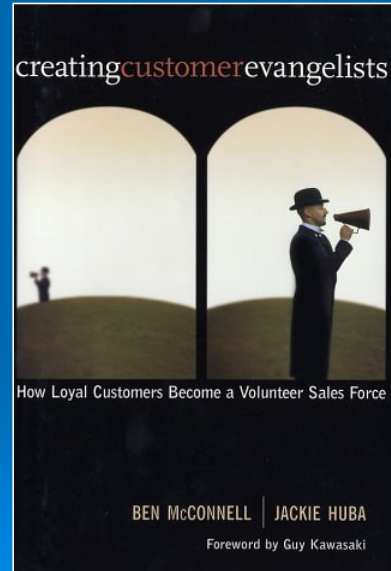
## Website Best Practices

- 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/>



"Ten years after Permission Marketing, Gilbreath takes the idea to a new level.  
Must reading for anyone who buys a lot of advertising" –Seth Godin

### THE NEXT EVOLUTION OF MARKETING

Connect with  
your customer by  
**marketing with  
meaning**

Bob Gilbreath, Chief Marketing Strategist, Bridge Worldwide

*How can  
you create  
“Meaningful  
Marketing”  
for your  
adult  
students?*

## ***THANK YOU!***

➤ ***Feel free to contact me:***

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