

Promoting Cottey: Key Points

- The Class of 2026 comes from a variety of states & countries
- Overall enrollment looks great; an internal goal of one student from each of the 50 states & Canada
- Cottey's average student performs well in the classroom, has a variety of academic backgrounds, & has a GenZ/post-9/11 mindset
- Enrollment has been trending upward during the pandemic; overall retention has increased in recent years

Promoting Cottey: Key Points continued

- Factors affecting enrollment include:
 - Birthrates and graduation rates
 - Public discourse regarding the value of a college education
- Cottey is well-positioned to meet these challenges
- Cottey Enrollment focuses on target growth markets
- P.E.O. referrals account for almost 6% of total student enrollment and are vital to our efforts

Promoting Cottey: Key Points continued

- Cottey outreach methods have changed with the needs of today's student
 - As a result, digital marketing is the primary avenue for finding new students
- Digital marketing is a great fit for Cottey because it maximizes the return on available resources
- Recent initiatives include an updated website, social media highlights, and robust visual content

Promoting Cottey: Key Points continued

- Once a student is known to Cottey, enrollment counselors (ECs) work to match the student's interests to Cottey's attributes
- ECs guide students through application & financial aid process
 - Financial aid works closely with P.E.O. contacts to facilitate scholarship applications
- Students are encouraged to complete aid paperwork
- Cottey regularly shares reports with s/p/d contacts

Seminar 2022

Promoting Cottey to Prospective Students

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August 14, 2022





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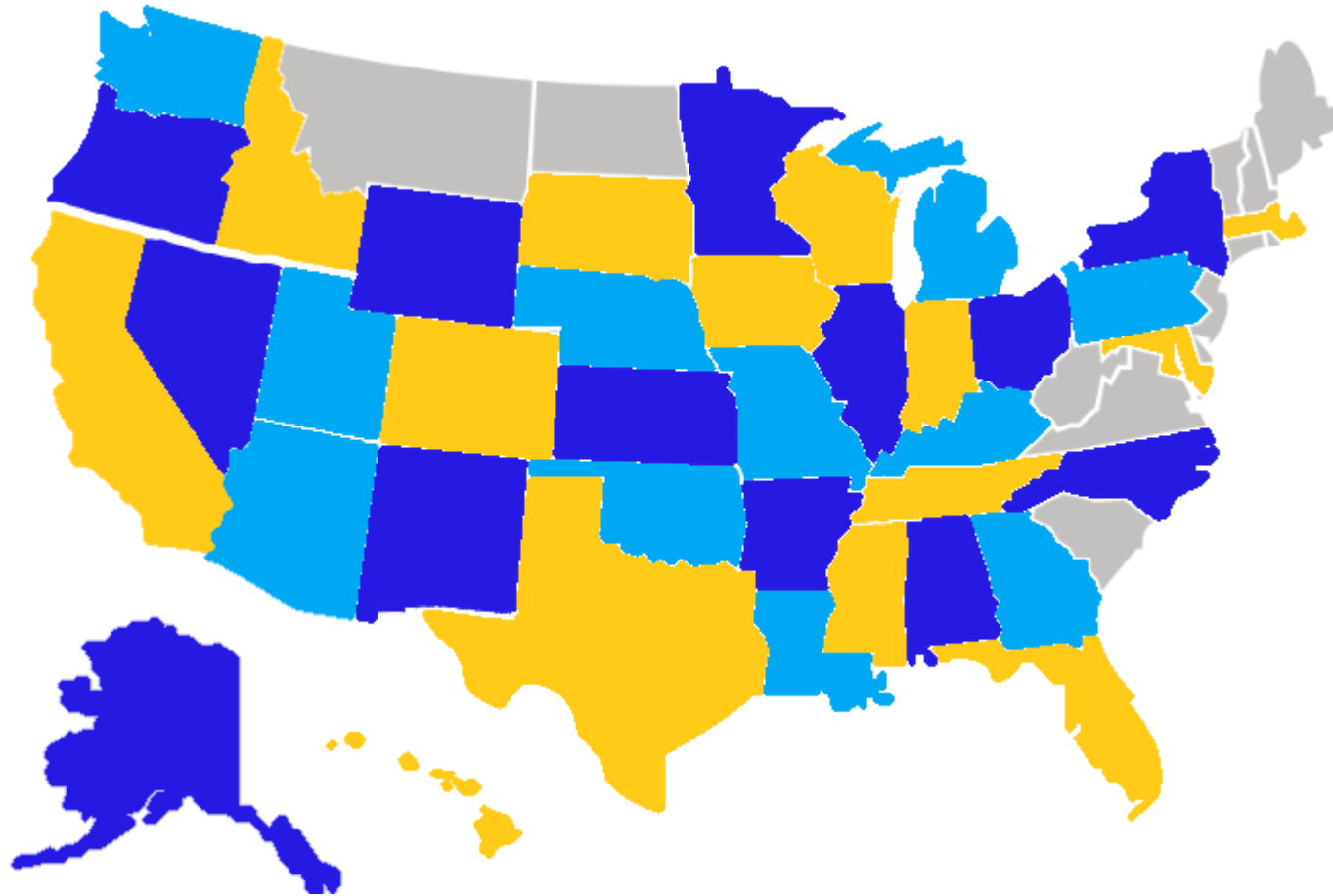
Randon Coffey
Director of Marketing

The Class of 2026 (new freshmen)

2022 Incoming Students
as of 7/29/22



Cottey for Fall 2022 (overall enrollment)



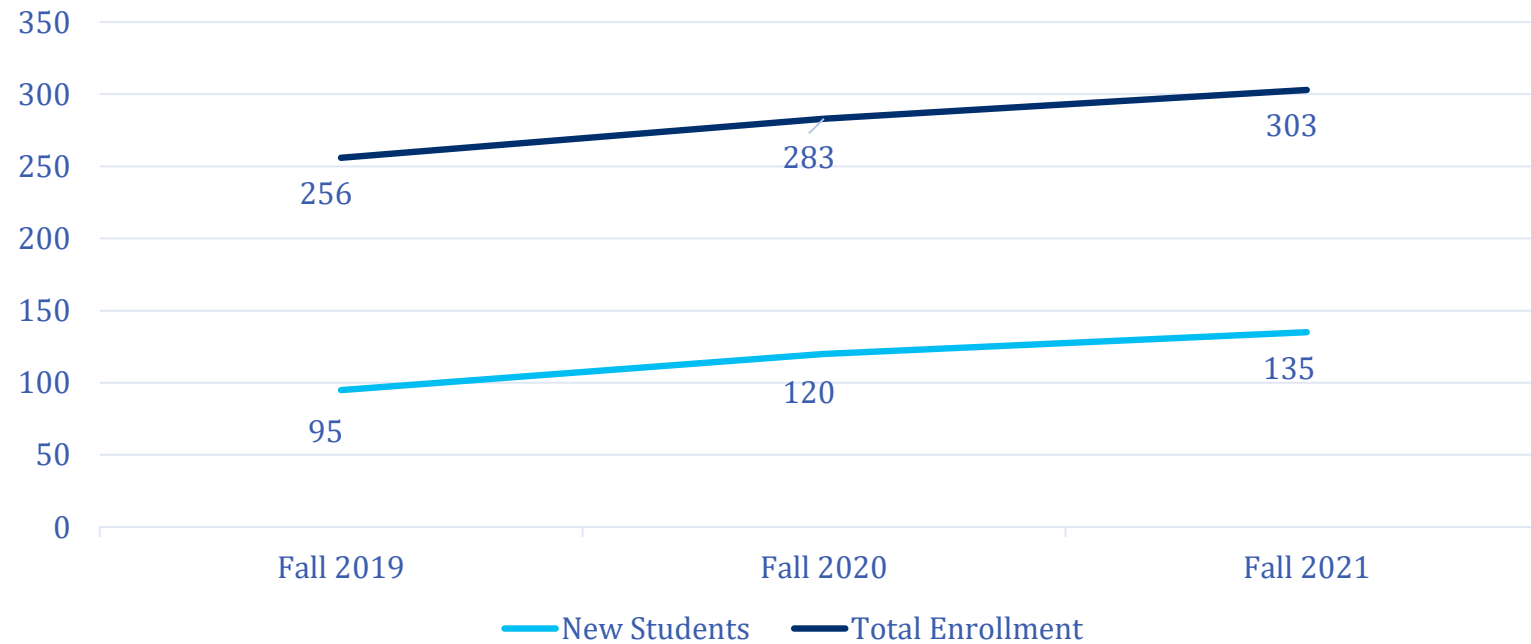
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|----------|----------|
| Canada | Myanmar |
| China | Nigeria |
| Ecuador | Panama |
| Ethiopia | Spain |
| France | Turkey |
| Ghana | Uruguay |
| Japan | Zimbabwe |

Cottery's Average Student Profile

- Her average GPA is: 3.67
- Her average ACT score is 21.5
- Her average SAT score is 1053
- She has attended public, or private school, or was homeschooled
 - Or she's transferred in from another institution
- Students born in 2003/2004 have different:
 - Communication styles
 - Attention spans
 - View of world history

Recent Enrollment Trends

Cottey Enrollment 2019-2021



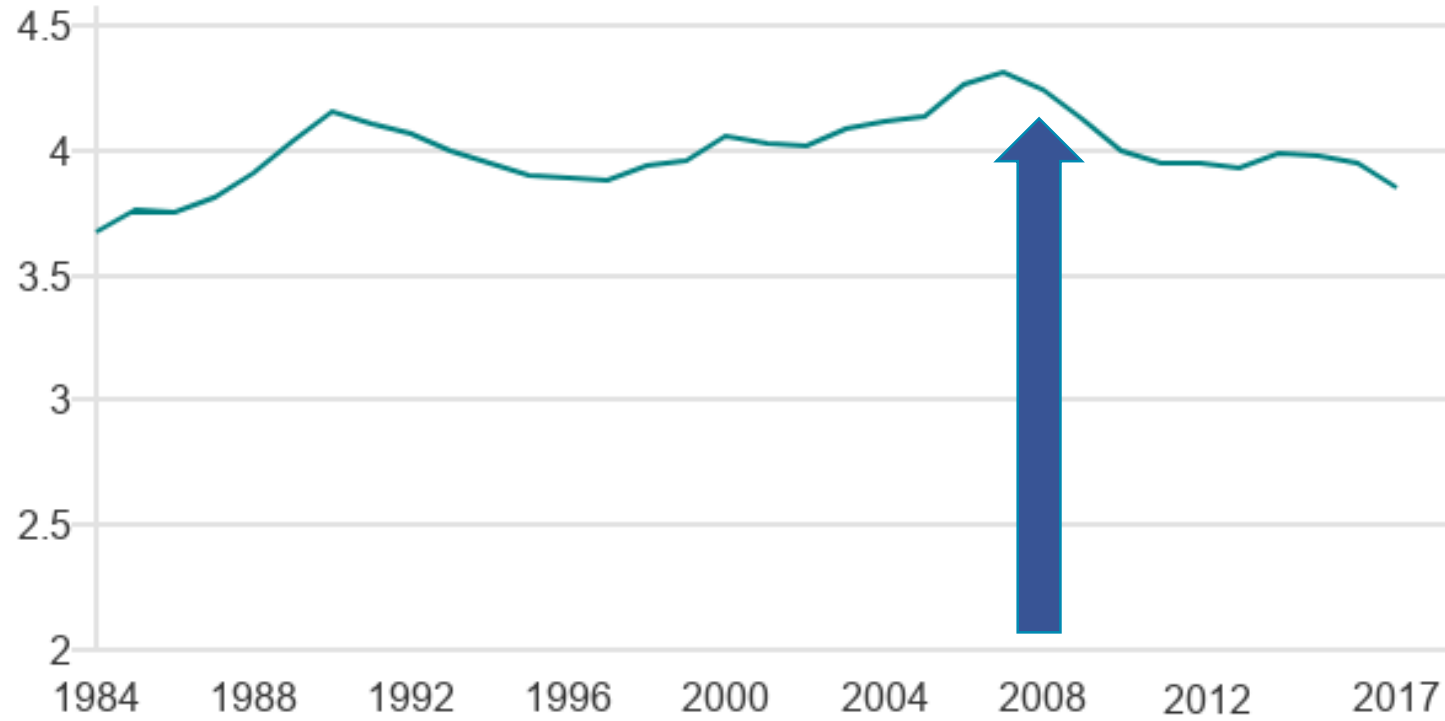
Factors To Consider

- Birth rates and graduating senior population
- Likelihood of graduating seniors attending college



US total births at the lowest level since 1987

— Births (millions)



Source: US Department of Health and Human Services/CDC

BBC

“Enrollment Cliff”

- The 2008 birth rate saw a significant decline during the recession.
- Those children will be graduating seniors in 2025.
- Following 2008 the birth rate continued to decline.
- Projections show a 15% decrease in overall college enrollment between 2025 and 2029.
- Regional states that will see declines: Missouri and Arkansas

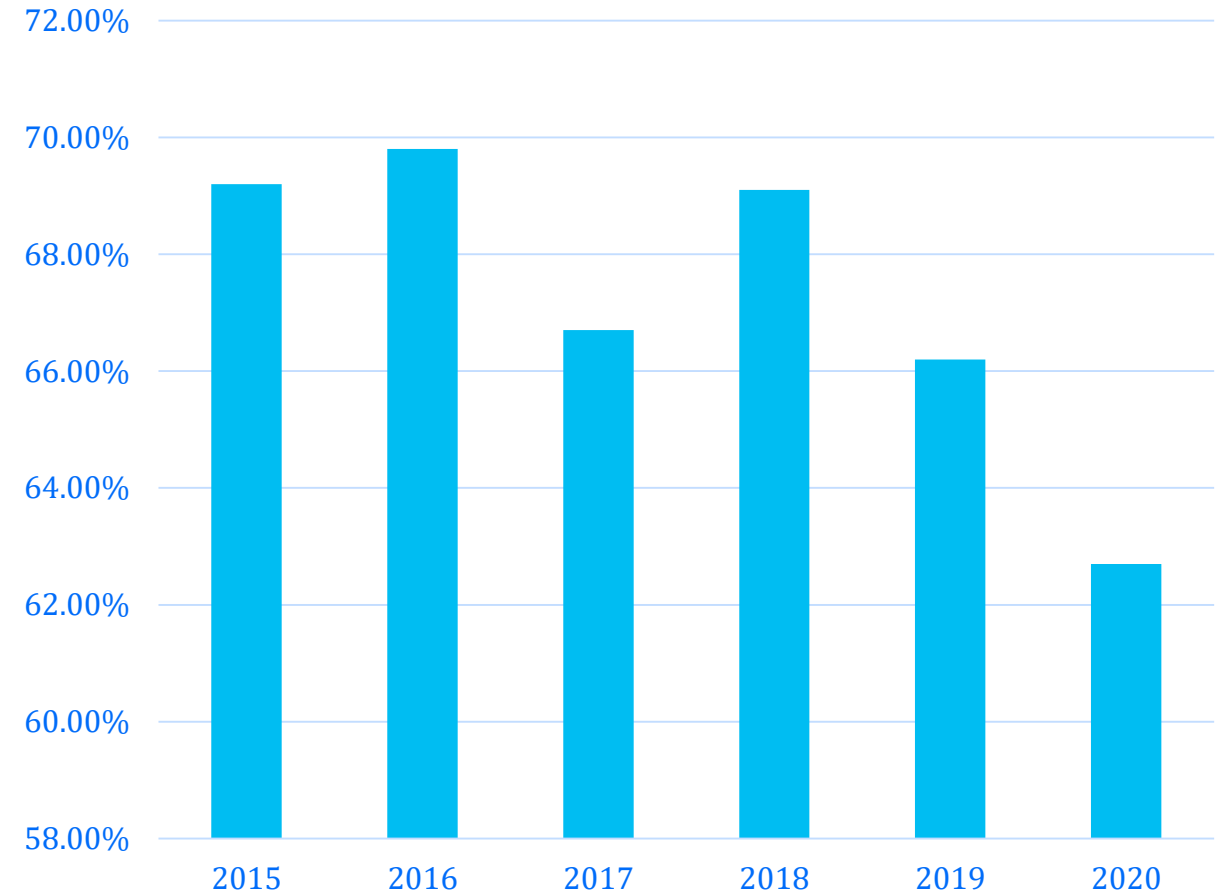
Fewer Students are Choosing College

Over the past 6 years the trend has seen fewer students choose college after graduation.

Contributing factors

- Alternative education
- Certifications
- Technical schools
- COVID
- Joining the labor force earlier
- 1,000,000 fewer students in colleges in fall 2021 compared to fall 2019.
- “Is College Worth It?”

Percentage of HS students who went on to college



Source: US Bureau of Labor Statistics

Combating these Challenges



Despite these challenges, Cottey has been able to increase enrollment the past two years.

Cottey's Strategy

- Staying competitive with larger institutions
- Targeting regional population areas that are growing
- Focus on digital marketing and communication
- Offering a personalized college experience and value

Targeting Growing Markets for Cottey

States with increasing population

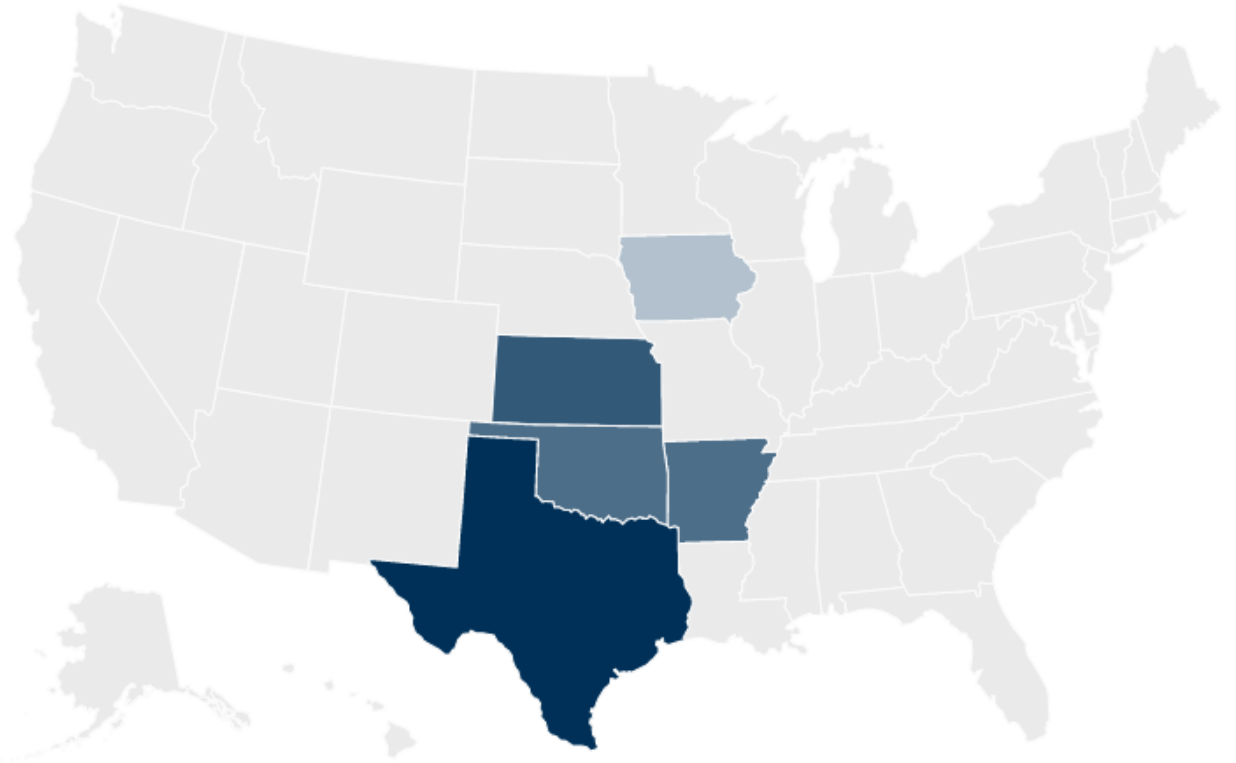
- Texas
- Oklahoma
- Iowa

Winning our backyard

- Missouri
- Kansas

P.E.O. referrals enhance geographic diversity across the U.S.

Top Out of State Markets Targeted in Search



Digital Marketing

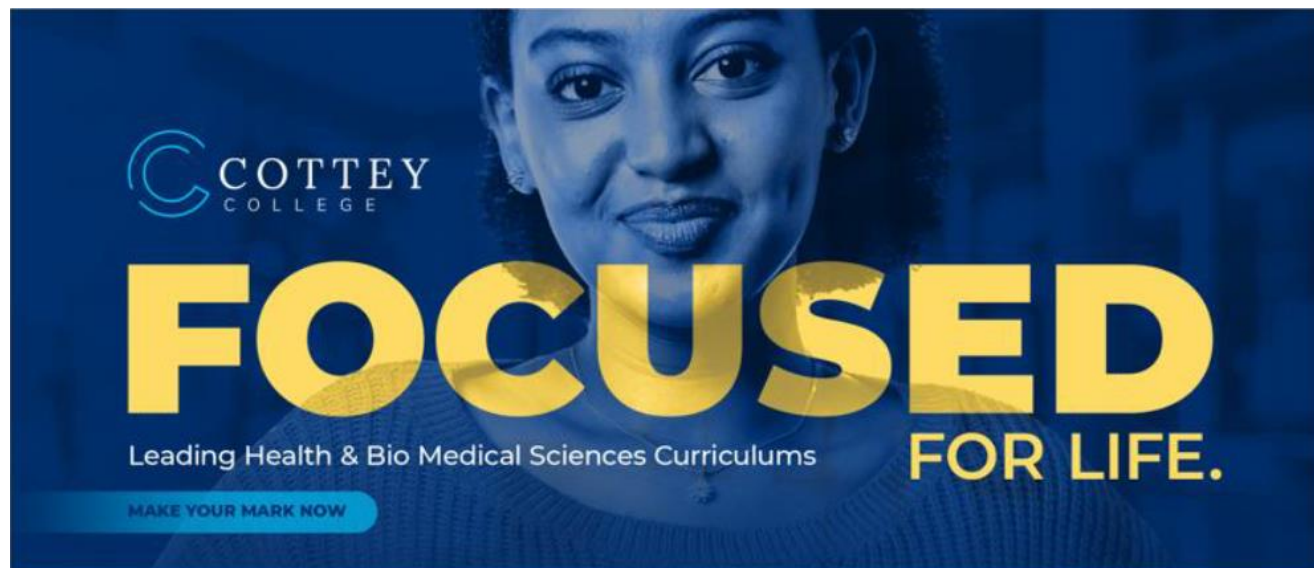
What is it?

Types of Digital Marketing

- Search Engine Optimization (SEO)
- Digital Display Ads
- Video Pre-roll
- Social Media
- Programmatic Audio



Digital Marketing



Benefits

- More targeted
- Generally costs less per impression
- More trackable return on investment

Marketing Initiatives

- New Website
 - Engaging visuals
 - Easy to navigate
- Investment into video and photography
- Social media student stories and spotlights



From Inquiry to Student

- She inquires, applies, or sends us information
 - The Enrollment Counselor (EC) makes a contact, personalized based off provided information
 - The EC begins to match Cottey's attributes with the student's needs
- ECs become a familiar face for student
 - ECs work to maintain connections and help guide through enrollment process
 - Working closely with FA office and coordinating with P.E.O. contacts

“In a world of algorithms, hashtags
and followers, know the true
importance of human connection.”

-Unknown

How We Work to Fund

- Domestic students are encouraged to complete the FASFA and work to match with scholarship opportunities at Cottey
 - International students are asked to complete the CSS Profile
- We share an applicant report twice a month with S/P/D Cottey contacts for scholarship purposes

Resources to Help Find the Others

- [Cottey.edu/referstudent](https://cottey.edu/referstudent)
 - Easy form to tell Cottey about new students
- [Cottey.edu/peo/promote-cottey](https://cottey.edu/peo/promote-cottey)
 - Ordering materials & helpful information
- [Cottey.edu/why-cottey](https://cottey.edu/why-cottey)
 - Great talking points to help you along!

Seminar

2022

