



Survey Says:

Top 3 Career School Challenges and How to Overcome Them

WHO WE ARE

Speakers

Moderator



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Marketing Manager
Penn Foster

Presenter



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Penn Foster

WHO WE ARE

Penn Foster

Penn Foster is a regionally and nationally accredited high school, helping 80+ career school locations increase enrollments at an affordable price.

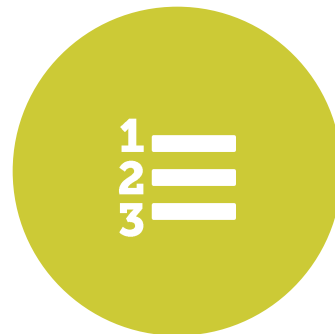




Top career school
challenges



Solutions to overcome
these challenges



Top Success
Metrics

RESEARCH

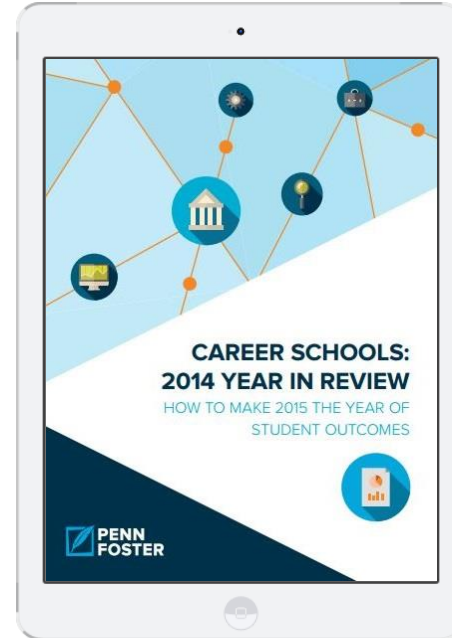
Top career school insights found through data and first-hand experience



Conducted survey asking career school executives about their top challenges, priorities, and success metrics



Key insights from first hand experience from partnering with 80+ private sector school campuses across the nation



TOP CHALLENGES & KEY PRIORITIES



**Increasing Enrollments While
Decreasing the Cost Per Start**



**Legal, Regulatory, and
Compliance Issues**

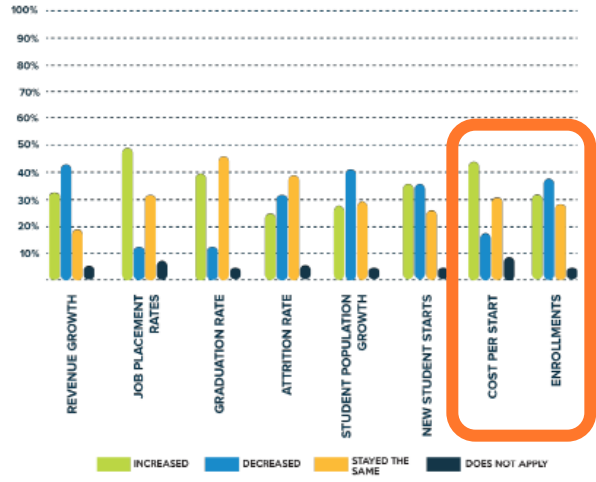


**Improving Retention and
Graduation Rates**



CHALLENGE 1: INCREASING ENROLLMENTS WHILE DECREASING THE COST PER START

COMPARED TO THIS TIME LAST YEAR, THE FOLLOWING METRICS HAVE (INCREASED, DECREASED, REMAINED THE SAME)



Enrollments dropped 4.9% at four-year for-profit institutions in the last year. Overall college enrollment decreased 1.9% from last spring.*

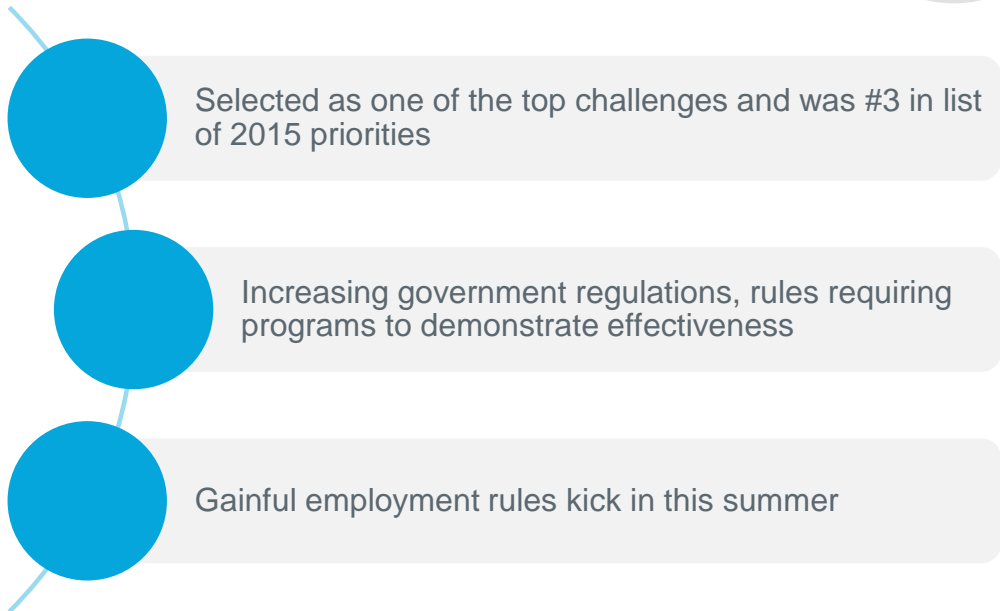
Almost 50% of survey participants said their cost per start was increasing and ranked it high as one of their challenges

25% of survey respondents said they turn away over 20% of potential students due to a lack of a high school diploma or equivalency

CHALLENGE 2: LEGAL, REGULATORY, AND COMPLIANCE ISSUES



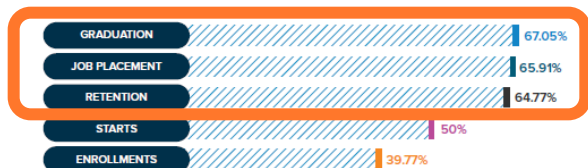
RANK YOUR BIGGEST CHALLENGES IN THE LAST YEAR



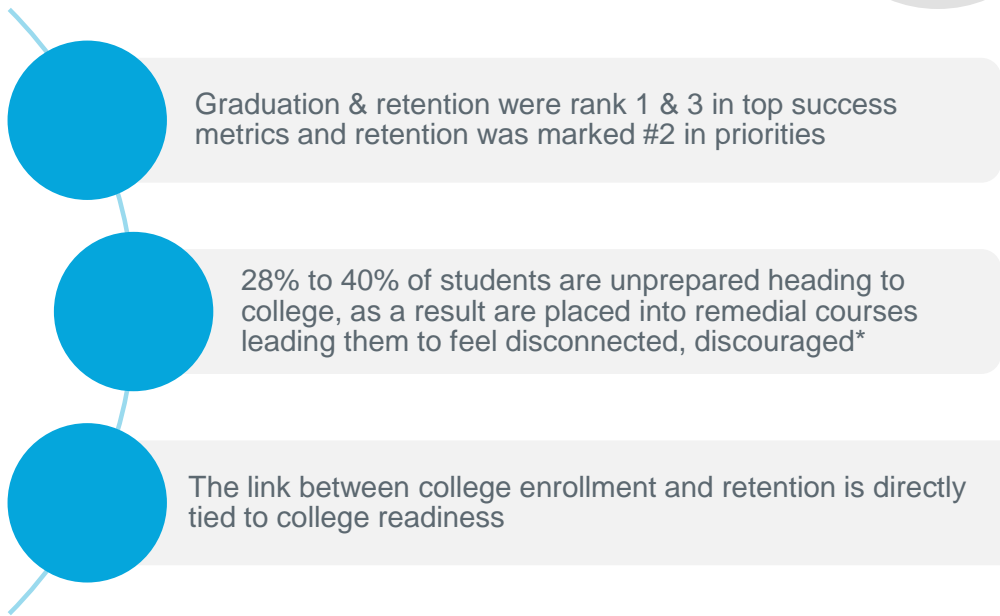
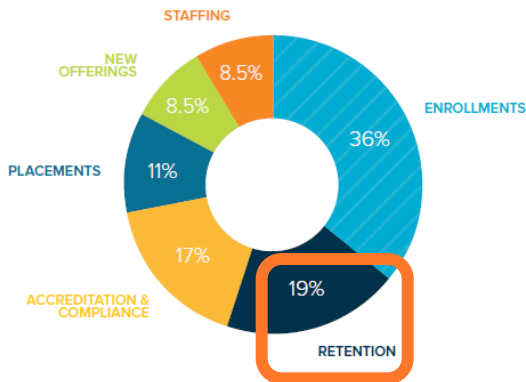
CHALLENGE 3: IMPROVING RETENTION & GRADUATION RATES



WHAT ARE YOUR TOP SUCCESS METRICS?



WHAT ARE YOUR PRIORITIES FOR THE NEXT 12 MONTHS?



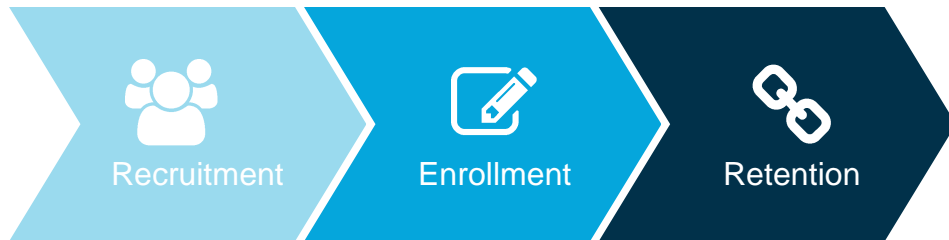
*Fortune, June 27, 2014: <http://fortune.com/2014/06/27/the-other-college-crisis>

SOLUTIONS TO OVERCOME THESE CHALLENGES: FOCUS ON STUDENT OUTCOMES

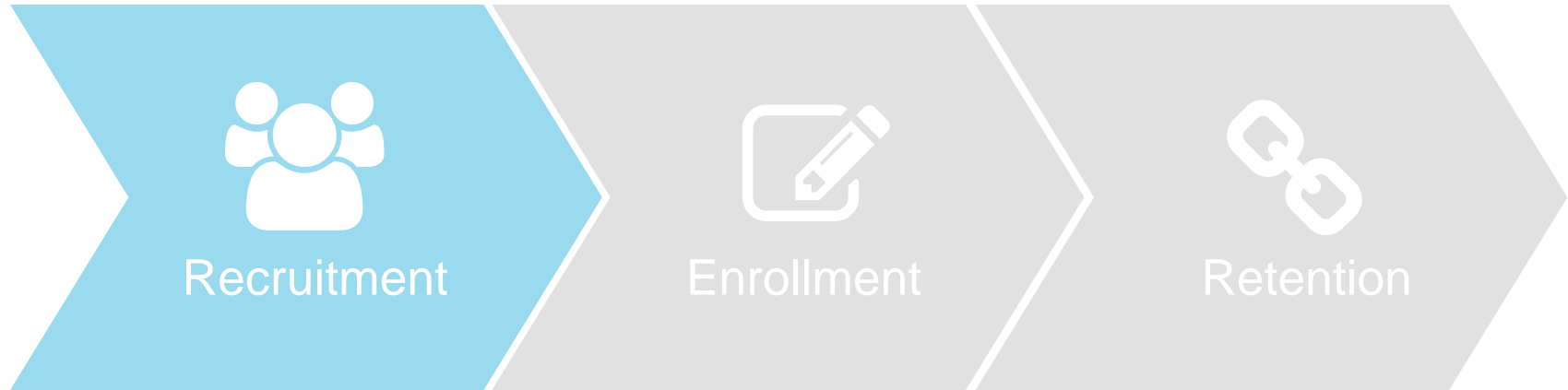


Success = Positive Student Outcomes

Achieve success through...



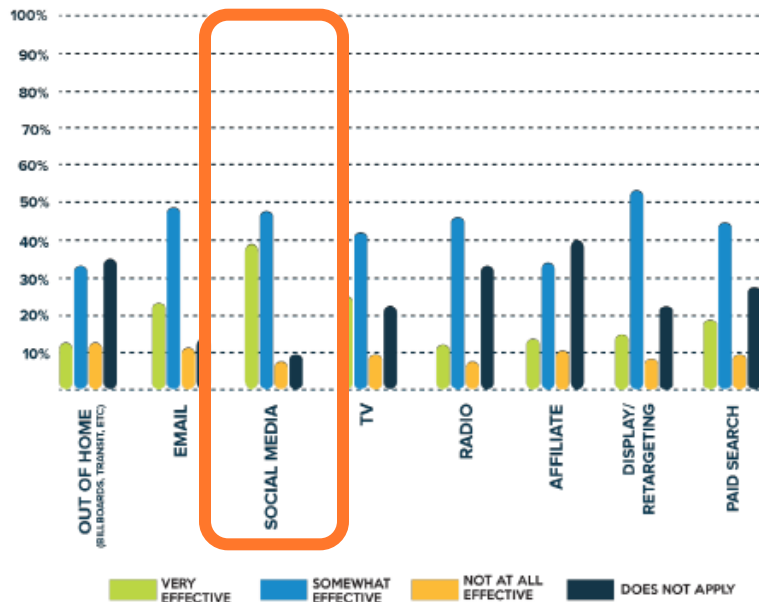
HOW TO OVERCOME TOP CHALLENGES



MOBILE & SOCIAL MEDIA MARKETING

- Survey responders ranked social media as the #1 most effective marketing channel
 - Active Facebook page, including photo and video posts
 - Stay on top of trends for your target demographic
- Go where the students are: online
- 43% of prospective students use mobile devices for Web browsing*
 - Make sure website is mobile-friendly and offers the option to submit forms from a smartphone or tablet
- Text messages: Average of 2/3 of students said they'd opt in to receive text messages from colleges*

FOR EACH CHANNEL YOUR ORGANIZATION USES, HOW EFFECTIVE ARE YOUR MARKETING CHANNELS?

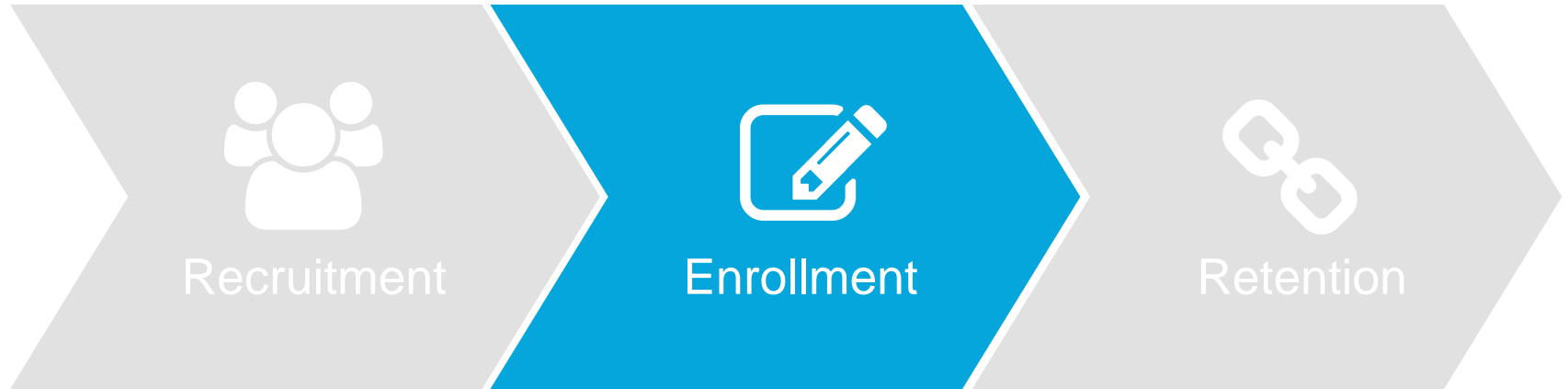


SET EXPECTATIONS THROUGHOUT PROCESS

- ❑ Match a student's ability to his or her goals
- ❑ What types of students will succeed at your school? Market to these students
- ❑ Ensure potential students can commit to their education.
 - ❑ Offer them a class pass, to help them decide if a program is right for them
- ❑ Focus on marketing channels that generate successful students
- ❑ Keep students engaged throughout the entire enrollment process



HOW TO OVERCOME TOP CHALLENGES



HIGH SCHOOL EQUIVALENCY EXAM

WHAT IS IT?

- GED, HiSet, TASC
- Series of exams
- Certified testing centers, pre-scheduled times
- Preparation is student-driven

LIMITATIONS

- 90% decline in individuals who passed the GED in 2014 when compared to past years*
- 1 in 10 GED recipients earns a college degree **
- Measures *current* knowledge – doesn't teach students new information or skills



HIGH SCHOOL COMPLETION PROGRAM

WHAT IS IT?

- Regionally and nationally accredited high school diploma program
- Administered on your campus
- Delivered via a digital platform complete with all learning materials and assessments
- Affordable, low-risk solution to enrollment challenges
- Drives enrollments at a lower cost per start
- Allows you to access a new lead channel with a pool of candidates you are unable to access today

LIMITATIONS

- Needs an open classroom or space where students can learn on your campus



HIGH SCHOOL COMPLETION PROGRAM

Case Study: How Dorsey Schools Uses Penn Foster's Program to Increase Enrollments

❑ Challenge

- ❑ Dorsey Schools located around Detroit, Michigan saw their enrollments declining
- ❑ Detroit was battling a low high school graduation rate
- ❑ Dorsey was turning away enrollments because they lacked proof of graduation to enroll



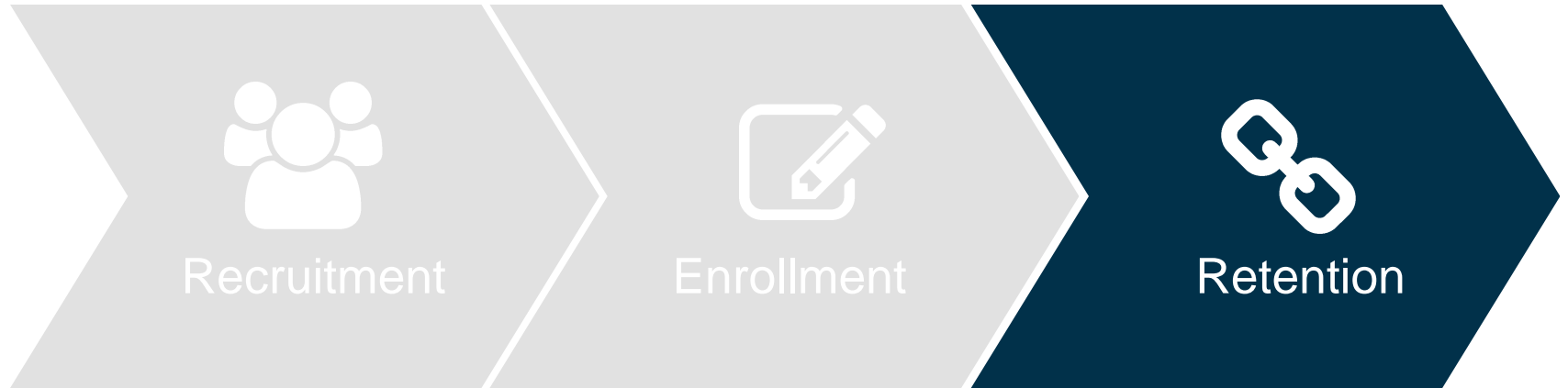
❑ Solution

- ❑ Cost-effective, flexible, hybrid-learning program delivered on Dorsey's campus
- ❑ Dedicated client services manager helped Dorsey implement Penn Foster's High School Completion
- ❑ Provided their prospective students with a regionally and nationally accredited high school diploma and a path to matriculate into their school

❑ Results

- ❑ Rolled program out to six campus locations in Detroit & areas in Michigan
- ❑ 250+ students have graduated with a regionally and nationally accredited high school diploma
- ❑ 70% matriculation rate from the High School Completion program into their career programs, and a 96% retention rate of the students in the career programs

HOW TO OVERCOME TOP CHALLENGES



SUPPORT, MENTORSHIP & ENCOURAGEMENT

- ❑ Recent Gallup-Purdue study said there are six experiences in school that relate to how prepared students felt and their chances of graduating on time*
 - ❑ 3 of those six are related to support
- ❑ Build excellent relationships with students from enrollment to graduation, and alumni
 - ❑ Make students feel like you care
- ❑ Offer mentorship programs
 - ❑ Encourage students to pursue goals and dreams
- ❑ Instructors should inspire and encourage students
 - ❑ Get students excited about learning



EXPERIENTIAL LEARNING

- ❑ The other 3 experiences from the Gallup-Purdue study were related to Experiential Learning*
- ❑ Provide closer connection between studies and job, this keeps students motivated and engaged
 - ❑ Hands-on, engaging, relevant coursework
 - ❑ Offer internships that allow them to apply what they learn in the classroom
 - ❑ Partner with local employers in the community
- ❑ Create longer term projects for students to work on
- ❑ Create mentorship programs for students with faculty, alumni or other students, throughout student experience
 - ❑ Engage in extracurricular activities and organizations while attending school
- ❑ Curriculum meets needs of industry
 - ❑ Understand what high demand jobs are out there, and offer career degrees in these fields



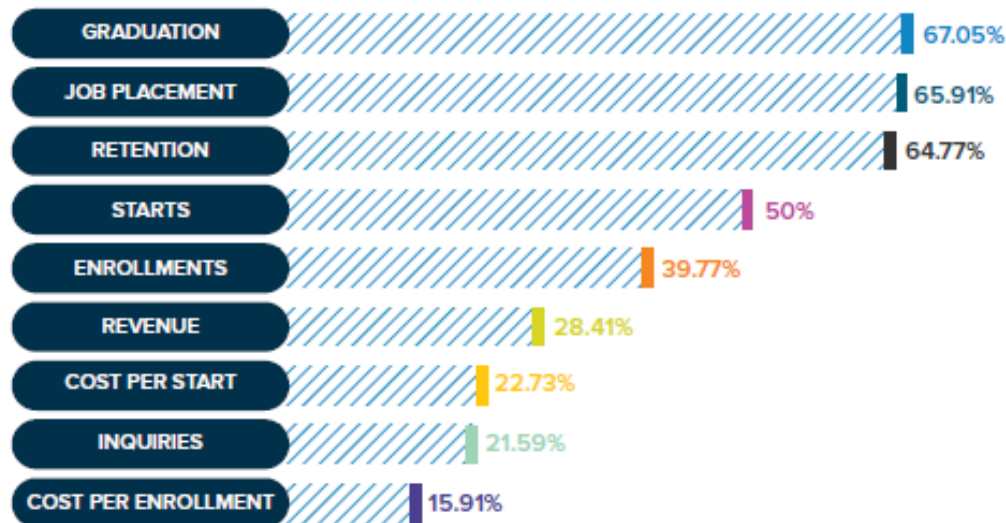


In the Career School Industry Report, we asked executives how they measured success.



From this data we were able to rank the top success metrics for career schools.

WHAT ARE YOUR TOP SUCCESS METRICS?

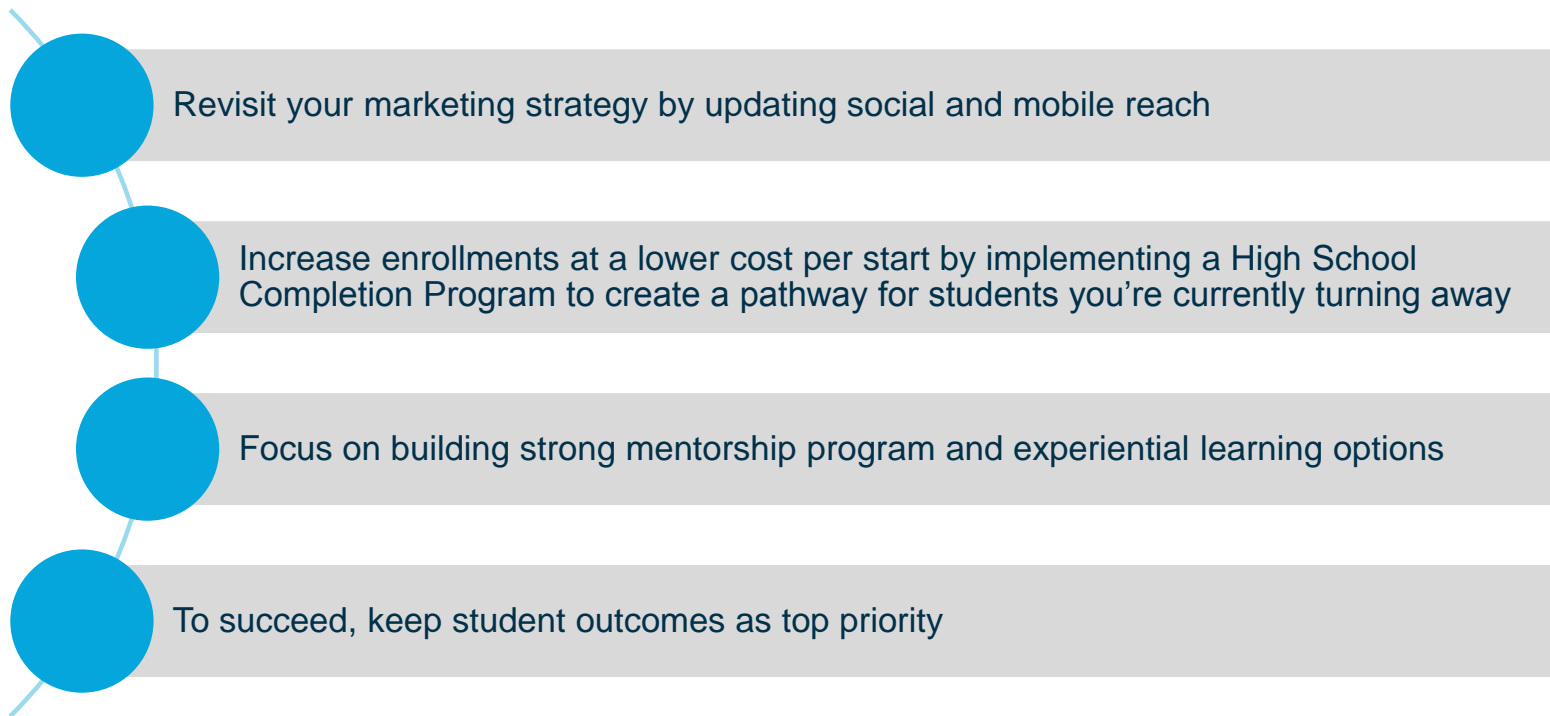


OVERCOME CHALLENGES BY FOCUSING ON CREATING POSITIVE STUDENT OUTCOMES



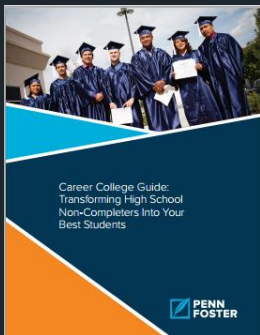
- Recruitment
- Enrollment
- Retention & Graduation

- Grad Rate
- Job Placement
- Retention



Learn More!

Request the Career School Guide to Increasing Enrollments



Call 1-888-427-5400

E-mail partnersolutions@pennfoster.edu