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What to Consider in your Marketing Strategy

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Agenda

- Why did you choose to partner with Broward College
- Your knowledge matters
- Who is your target group
- Recruitment
- Retention
- What is Working for us in Florida

Why did You Choose to Partner with Broward


- Expand market share - strategy to differentiate your college/university from other institutions in your country
- Provide access to an American higher education to students that would like to come to the U.S.

Your Knowledge Matters

- About Broward College
- Types of degrees offered
- The value of a community college education

About Broward College: Location






Broward College is located in the heart of sunny South Florida. We're just minutes away from 20-plus miles of stunning beaches to the east, with plenty of water-based sports.

Our location makes it simple to drive to places such as Walt Disney World, Tampa and the Florida Keys. We have access to three international airports, two seaports, and major metropolitan areas in South Florida that offer a wide selection of social and business opportunities.

About Broward College: When, Who and What

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A Respected Trailblazer: Founded in 1960, Broward College was the first, and remains the largest, institution of higher education in Broward County, Florida.

Each year, **68,000** students choose 132 bachelor's, associate's and certificate programs and classes offered online and on-campus.

Broward College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACSCOC).



About Broward College:
Diversity

Vibrant and Diverse: Broward College students represent more than 175 countries—making it one of the most diverse higher education institutions in Florida.

Broward College ranks **fifth** nationally among four-year institutions in awarding associate degrees, according to Community College Week.

About Broward College: Graduation





More than 120,000 students have graduated from Broward College over the years and have become community and business leaders, educators, health care experts, technical professionals, law enforcement officers as well as many other successful professions.



<https://www.youtube.com/watch?v=P08XVZAN4uE>

Types of Degrees Offered

Bachelor's Degrees – Students must complete the associate's or 60 college level credits prior to applying to a bachelor's at BC.

[Bachelor's Degrees](#)

Types of Degrees Offered

Associate in Arts (A.A.) – The A.A. degree is a transfer degree that provides a course of study equivalent to the freshman and sophomore years of a state university in Florida. The *2 + 2 Articulation Agreement* guarantees transfer into one of Florida's four-year public universities. The guarantee does not apply to limited access or teacher certification programs or a major program requiring an audition.

[*2 + 2 Pathways to Success*](#) (brochure from the Florida Department of Education explaining the transfer process)

State Universities in Florida

- FAMU Florida A&M University, Tallahassee
- FAU Florida Atlantic University, Boca Raton
- FGCU Florida Gulf Coast University, Ft. Myers
- FIU Florida International University, Miami
- FPU Florida Polytechnic University, Lakeland
- FSU Florida State University, Tallahassee (#43) *
- NCF New College of Florida, Sarasota
- UCF University of Central Florida, Orlando (#97) *
- UF University of Florida, Gainesville (#14) *
- UNF University of North Florida, Jacksonville
- USF University of South Florida, Tampa (#88) *
- UWF University of West Florida, Pensacola

* U.S. News: Top Public Schools Ranking. Retrieved on 06/15/2015 from

<http://colleges.usnews.rankingsandreviews.com/best-colleges/rankings/national-universities/top-public>

Types of Degrees Offered

Associate in Science (A.S.) – 2 years of specialized training designed to allow the student to enter the workforce in a high-demand career with guaranteed job skills or continue his/her education by transferring to a Bachelor's program such as BC's BAS/BSN degrees or other articulated AS to Baccalaureate degree programs.

[Associate in Science Degrees](#)

Other Offerings

Certificates and Diplomas – Skills needed for immediate job entry. Training is done in one year or less.

[Certificates and Diplomas](#)

Language Training Program – English as a Second Language courses designed to prepare students to begin a college program.

1. [EAP \(English for Academic Purposes\)](#)

2. [Lingua Language Center at Broward College](#)

Mostly short term, non-credit intensive English training; F-1 visas available

The Value of a Community College Education

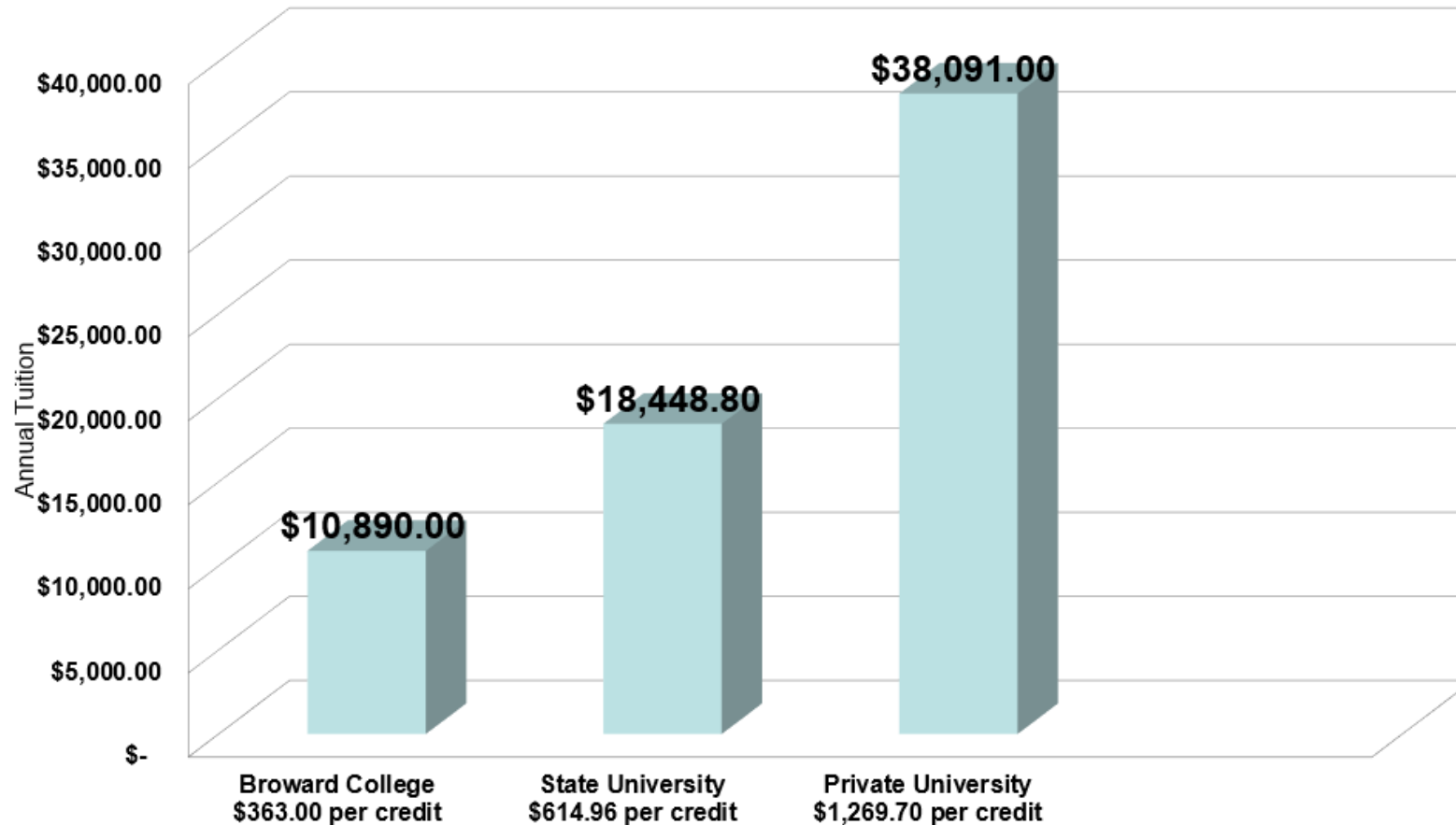
- Quality of Education
- Course credits transfer to universities
- Small class size
- Flexible English proficiency requirements
- Hundreds of programs to choose from
- Student centered support services
- Latest technologies
- Affordable cost

Features of an American Style Education:

1. Focus on General Education (breadth)
2. Four year bachelor's programs
3. Ease of Transfer between institutions and programs (2+2 and pathway programs)
4. Emphasis on student engagement including Critical Thinking skills and strategies

Tuition Comparison

Comparison of Annual Tuition in Florida
Based on 30 Credits (One Year)



Who is Your Target Group

- Students who have the English proficiency and are ready for a college degree
- Students who are at an intermediate level of English and require additional language training
- Students who want to do two years at home and transfer to the U.S.
- Students who want to do a two-year program to prepare for employment

Recruitment - Application

- Student application
- Application fee
- High School Graduation Certificate
- University transcripts (if applicable)
- TOEFL (79 IBT), IELTS (6.5) or LOEP (Levels of English Proficiency)

We do not require the TOEFL!!!

Recruitment - How to Engage Students

- Connect with high school counselors in the area
- Visit the high schools
- Organize open houses and campus tours
- Attend college fairs
- Print media – still relevant, specially for the parents
- Scholarships
- Ensure that you can follow up on initiatives you start
- Fairs and advertising are important, but follow up is more important

Recruitment - How to Mass Engage Students

Tencent WeChat = Massive Scale + Engagement...
Billions of Red Envelopes Sent / Received on 1 Day

1B Virtual Red Envelopes Sent
Chinese New Year's Eve – 2/18/15

11B Shakes from 20MM Users
CCTV's New Year Gala TV Show

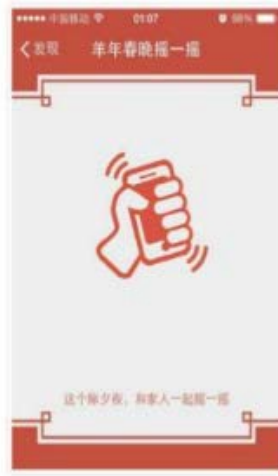
User-Initiated Red Envelope Sends in Group Chats



Randomized Gift Amount = Fun + Social



Sponsor-Initiated Red Envelope Gifts with TV prompts



User Shake = Get Gift + Follow Sponsor WeChat Account



Hillhouse Capital

Internet Trends 2015 – Code Conference.
Retrieved on 06/15/2015 from <http://www.kpcb.com/internet-trends>

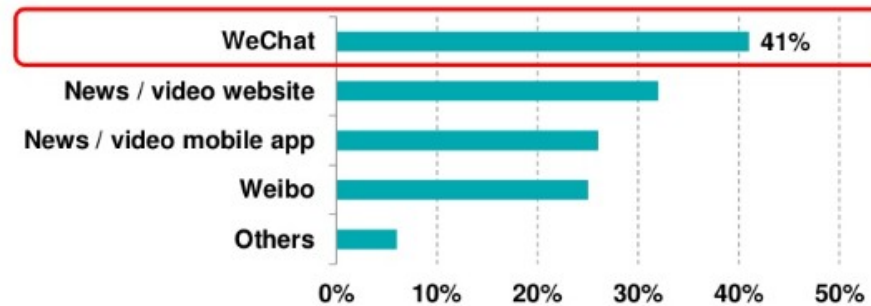
Recruitment - How to Mass Engage Students

Tencent WeChat = Major Video Distribution Channel...
Shaping Social Debate



'Under the Dome'
200MM Views Within 3 Days of Release (2/15)
Long-Form Documentary Film (103 minutes)
Investigation of Smog in China

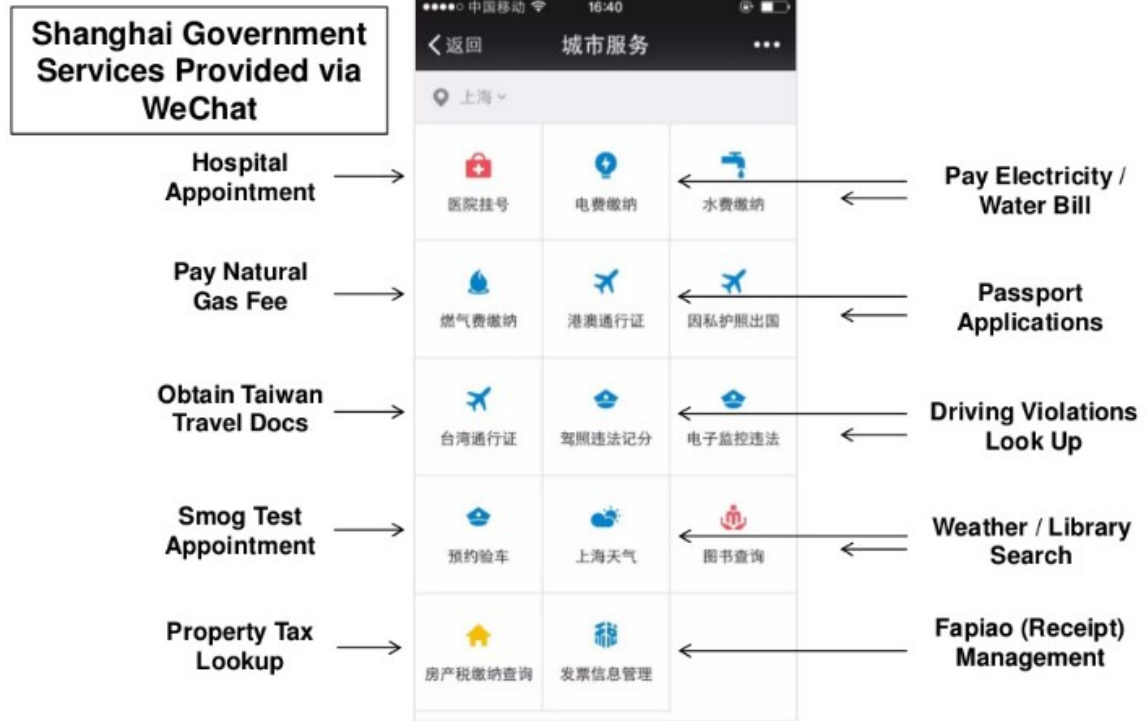
'Under the Dome' Viewer Distribution by Channel



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Recruitment - How to Mass Engage Students

Tencent WeChat = Helping Government Get Online...
Offering Government Services to its 549MM Users*



@KPCB Source: Tencent.
*Monthly active users as of 1Q15.

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Recruitment - How to Mass Engage Students

China Internet Leaders = Evolving from Info-Only to On-Demand Service Providers

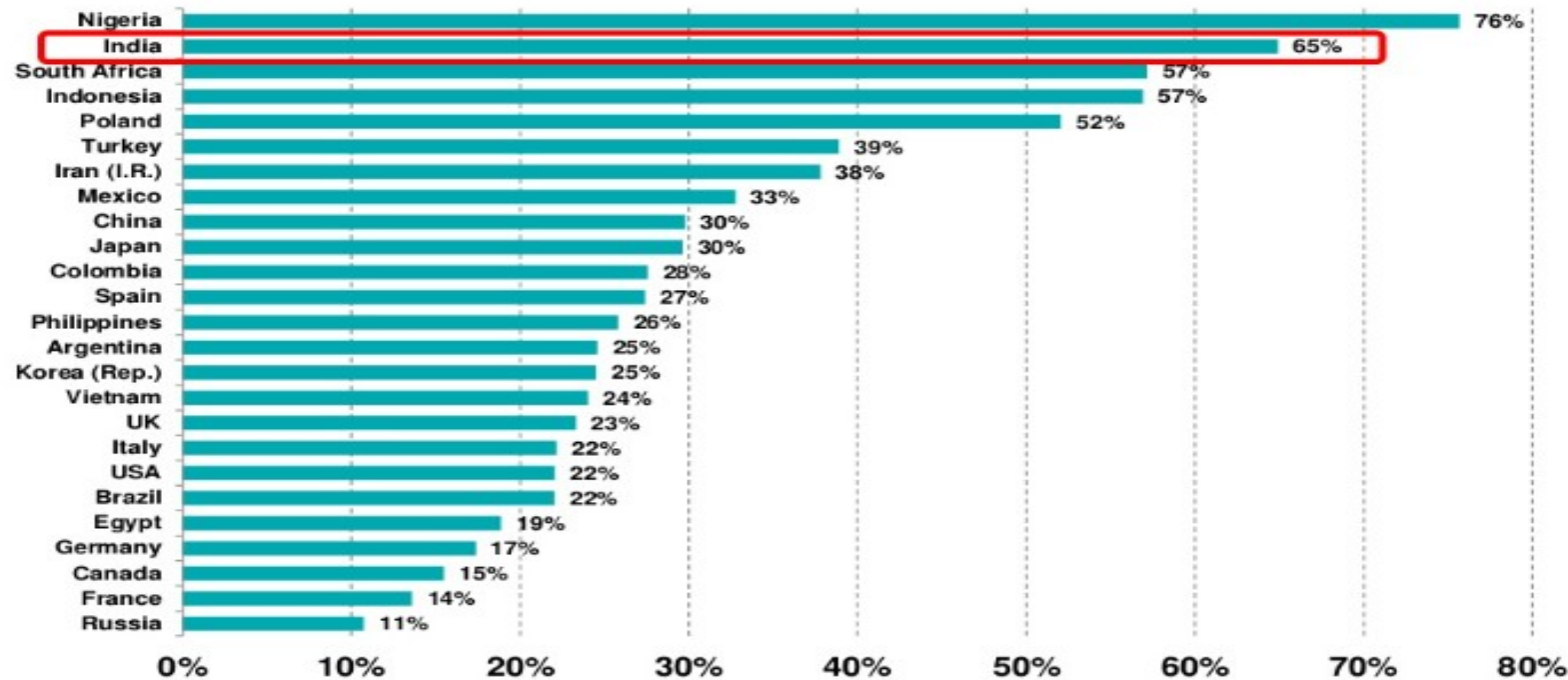


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Develop Website with Mobile Users in Mind

Mobile = 65% of India Internet Traffic...
More Mobilized vs. Most Other Countries

Mobile % of Total Internet Traffic by Country, 5/15



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Where to Invest in Ads and AdWords

Global Internet Public Market Leaders =
Apple / Google / Alibaba / Facebook / Amazon / Tencent...

Rank	Company	Region	2015 Market Value (\$B)	2014 Revenue (\$MM)
1	Apple	USA	\$764	\$199,800
2	Google	USA	373	66,001
3	Alibaba	China	233	11,417
4	Facebook	USA	226	12,466
5	Amazon	USA	199	88,988
6	Tencent	China	190	12,727
7	eBay	USA	73	17,902
8	Baidu	China	72	7,909
9	Priceline Group	USA	63	8,442
10	Salesforce.com	USA	49	5,374
11	JD.com	China	48	18,543
12	Yahoo!	USA	41	4,618
13	Netflix	USA	38	5,505
14	LinkedIn	USA	25	2,219
15	Twitter	USA	24	1,403
16	Yahoo! Japan	Japan	23	3,441
17	Rakuten	Japan	23	4,996
18	NetEase	China	19	1,889
19	Naver	Korea	17	2,527
20	Vipshop	China	15	3,774
Total			\$2,513	\$479,939

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Retention is the Best Recruitment

- Word of mouth is the most important recruitment tool
- Must have dedicated personnel in academic and student affairs
- Survey the students at least once a year to gather data on their level of satisfaction
- Invite prospective students to get to know current students
- The first term is the most expensive for the college... the longer the student stays the more the recruitment investment pays off

What Worked for us in Florida

- Contracted two online platforms to assist us in promoting the Broward College brand abroad
- Provided access to support services that are already available to students attending BC in an effort to increase the overall level of satisfaction of the students

What is Working for us in Florida?

As a result, we have increased the total number of international students attending BC by 11% from 20142 to 20152.

Total Number of F-1/M1 Students

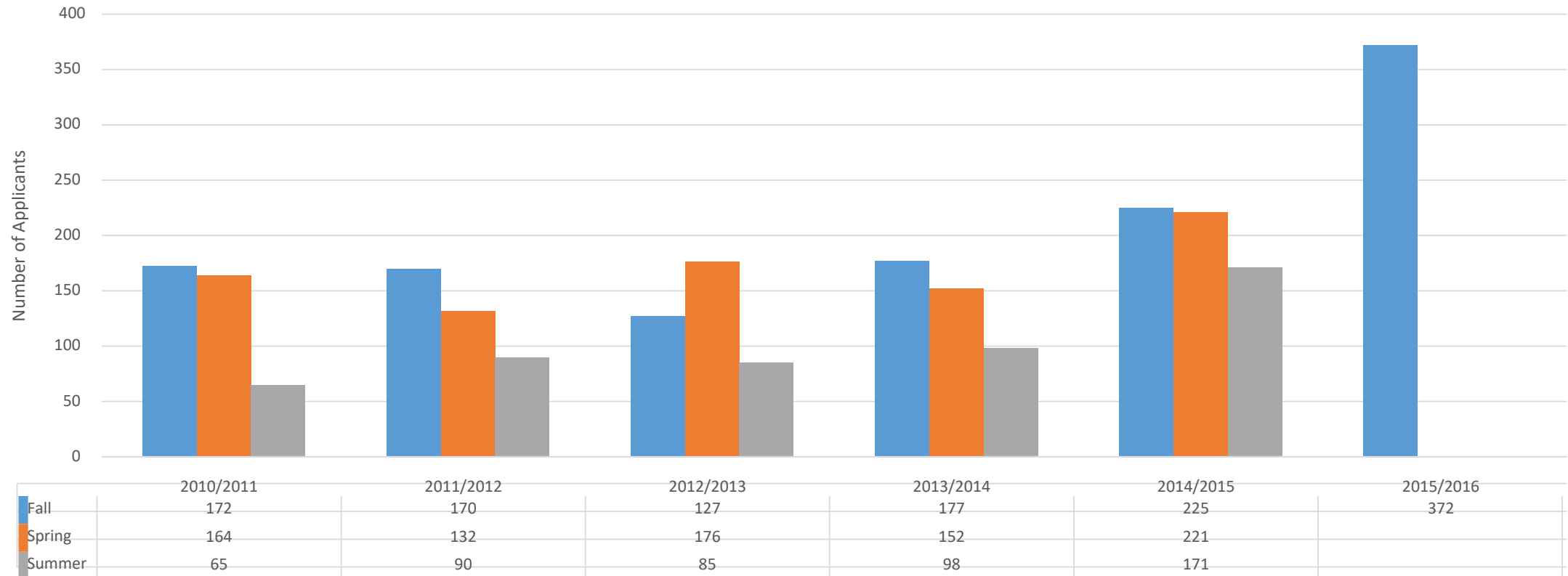
20142: 499

20151: 521

20152: 554

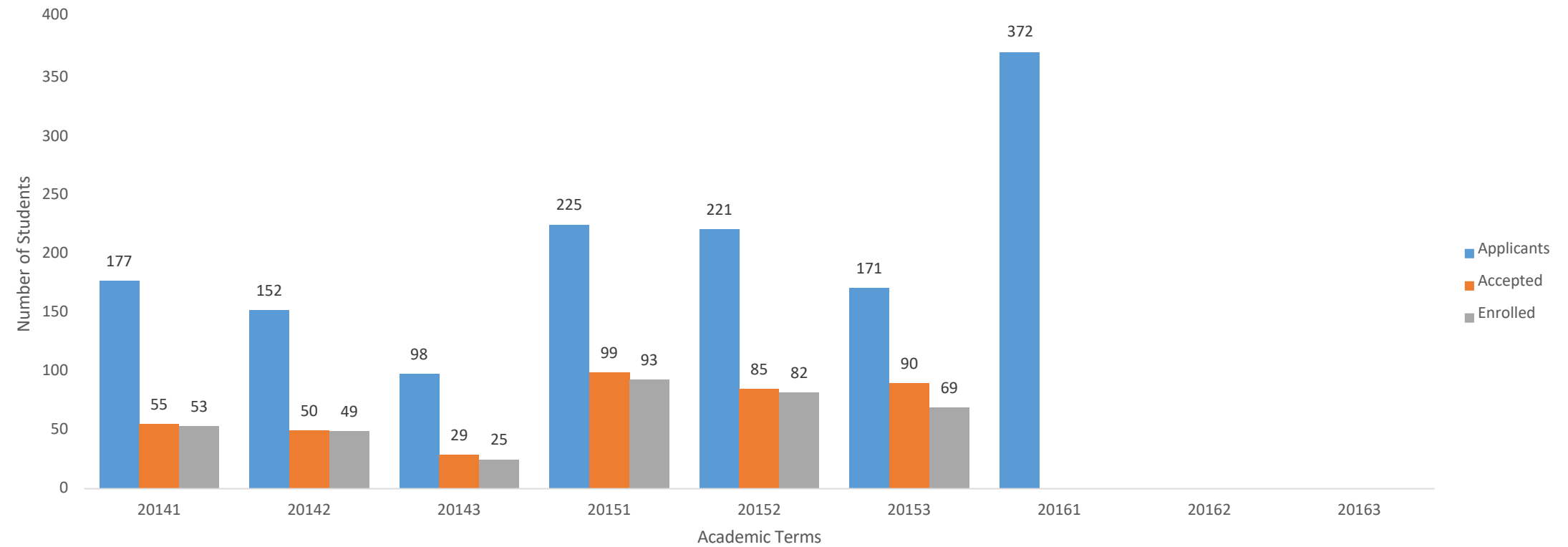
What is Working for us in Florida

New Applications for the Past Six Academic Years



What is Working for us in Florida

International Students - New Applicants



Questions?

Thank you.