



case study

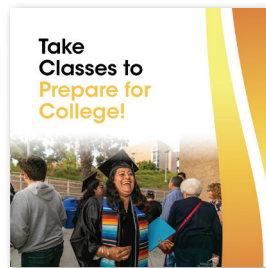
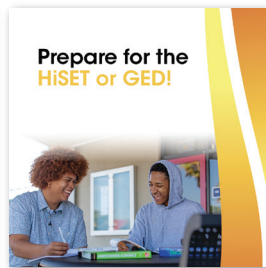
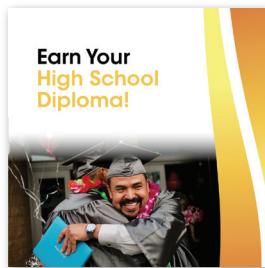
"Noncredit" Doesn't Have to Mean "NonMarketable"

THE client

MiraCosta College is a public community college serving coastal North San Diego County in California. It's also our CEO's former employer.

COLOR CODED MAP

- Adult High School Diploma Program**
Represents happiness, optimism, and cheerfulness
- Adults with Disabilities**
Represents tenderness, care, and compassion
- Career Preparation**
Represents growth, stability, and prosperity
- English as a Second Language**
Represents confidence, trustworthiness, and security
- Older Adults**
Represents wisdom, dignity, and independence



THE challenge

Successful marketing of noncredit education programs can be a challenge for any institution. After all, there's no credit awarded and usually less public awareness than in traditional degree-granting programs. At MiraCosta College, the challenge was even more significant; there was a lack of marketing efforts and a misalignment of what the college should call its programs and students.

Social Media

Students have clear preferences among the various social media platforms available.

- YouTube (91%) and Facebook (79%) are by far the most popular platforms, with high usage overall and daily use by more than a third of students.
- Instagram (63%) and Pinterest (45%) are also commonly used, though Instagram has more frequent engagement.
- Other platforms are used much more selectively or seldomly.

	Total Usage	Daily	Few Times/Week	Weekly
YouTube	91%	36%	22%	9%
Facebook	79%	35%	18%	7%
Instagram	63%	24%	12%	3%
Pinterest	45%	5%	10%	4%
TikTok	27%	9%	8%	2%
LinkedIn	27%	4%	3%	3%
Snapshot	22%	6%	5%	1%
Twitter	22%	4%	4%	2%
Reddit	9%	3%	2%	1%
Slack	8%	2%	2%	<1%
Turner	8%	2%	2%	<1%

Note: Lower frequency than weekly not included in table.

MIRACOSTA COLLEGE

Free Classes for Adults with Disabilities

WRITING CONSISTENCY

The following terms will be used to describe the division, class offerings, location, and students.

- Division: Continuing Education
- Class offerings: Noncredit classes
- Programs
 - Adults with Disabilities
 - Adult High School
 - Career Preparation (replacing Short-Term Vocational in 2022)
 - English as a Second Language
 - Older Adults
- Students: MiraCosta College students ... not "noncredit" students



OUR solutions



GradComm was proud to partner with MiraCosta College in reimagining its approach towards noncredit programs. Through focus groups, surveys, and a dedicated steering committee, we helped the college set up new standards for branding - showcasing its offerings more effectively than ever before!

OUR achievements

GradComm revolutionized MiraCosta College's noncredit programs with a comprehensive branding and digital strategy. By creating an innovative lexicon, modernizing the website, writing an annual marketing plan based on student preferences and input, and providing bilingual toolkits for each subject, GradComm captured students' attention more effectively - leading to a **60% increase** in online engagement and **record enrollments** in several programs!



"The staff of GradComm listened to feedback, met timelines, and went above and beyond to ensure that all voices were heard (even if that meant late nights or weekends). The resulting work has been creative and professional and promises to elevate our marketing and communications activities. They have exceeded our expectations."

Kristen Huyck, Ed.D.

Director, Community & Governmental Relations, Marketing & Communications