



case study

# Expanding Pathways: How Allan Hancock College Used Strategic Email to Drive Perkins-Aligned Equity Goals

## The challenge

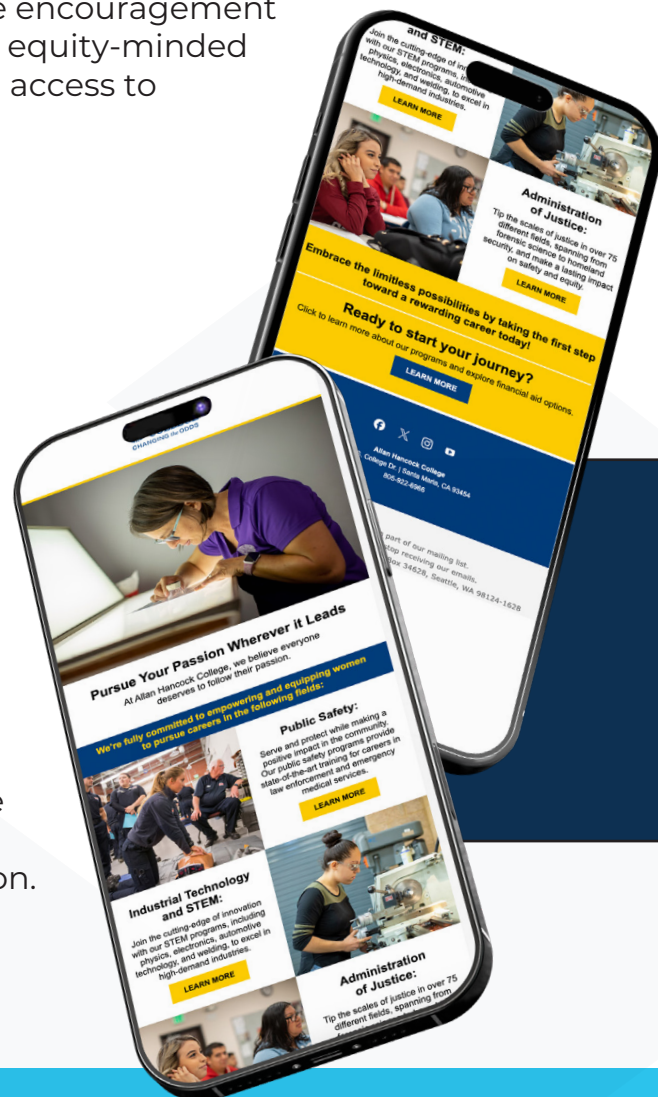
Allan Hancock College (AHC), a community college in California, needed more than a traditional marketing campaign. With support from Perkins Grant funding, the college set out to boost enrollment in high-demand Career Education programs, especially by encouraging students to explore nontraditional fields. The real challenge was reaching students who had the potential to thrive in these careers but often lacked the encouragement or exposure to consider them. AHC needed a strategic, equity-minded approach to connect with these students and broaden access to opportunity.

## The solution

To support AHC's goal of reaching underrepresented students, GradComm began by analyzing the Perkins report to inform strategy and identify high-impact opportunities.

Then, using purchased prospect lists, we created an email campaign tailored to highlight nontraditional career paths—customized for two gender-specific audiences. Female prospects received messaging focused on fields like Public Safety, Industrial Technology, STEM, and Administration of Justice, while male prospects were introduced to opportunities in Nursing, Fashion Design, and Early Childhood Education.

This simple, strategic segmentation allowed AHC to deliver meaningful content to the right audience—without wasting impressions or diluting impact.





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# Client *wins*

The results exceeded expectations: both campaigns outperformed the industry benchmark Click-Through-Rate (CTR) of 2.5%, demonstrating strong audience interest and message relevance.

## Email to Females

- 15,364 emails sent
- 2,238 views
- 412 clicks
- 14.57% view rate
- 2.68% CTR

## Email to Males

- 12,529 emails sent
- 1,905 views
- 383 clicks
- 15.20% view rate
- 3.06% CTR

## Overall Impact

- Campaign engagement showed genuine interest in non-traditional career paths
- AHC successfully expanded awareness of programs across gender lines
- The strategy laid the groundwork for future workforce-aligned recruitment campaigns

This campaign demonstrates how a simple, thoughtful segmentation strategy, backed by strong creative, can help colleges broaden opportunity, challenge outdated assumptions, and open more doors for students.

