



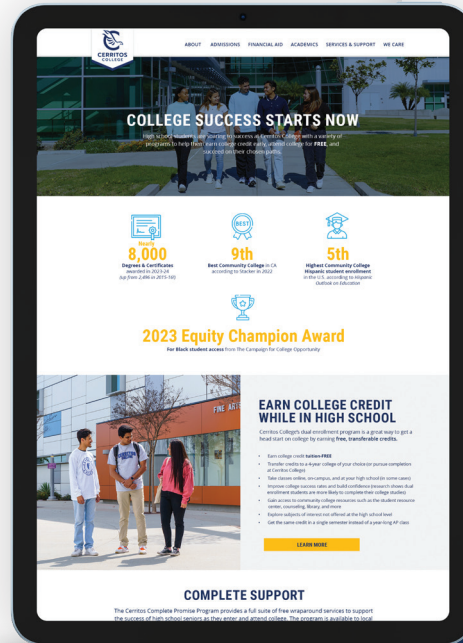
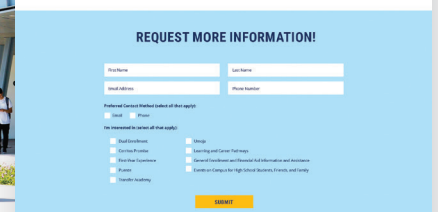
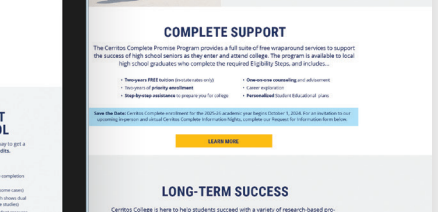
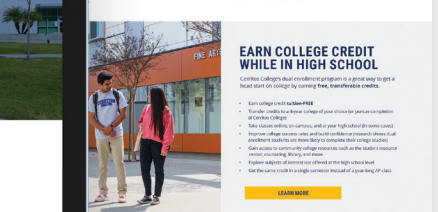
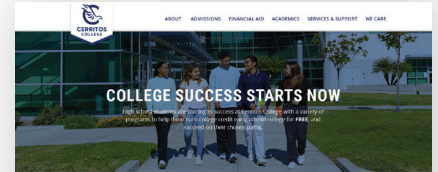
case study

Boosting Dual Enrollment with Targeted Digital Outreach

The challenge

Cerritos College faced the challenge of determining how best to utilize its enrollment marketing funds to develop a strategy for expanding its high school outreach efforts and avoid the “Enrollment Cliff” of less high school enrollments. The college needed an effective approach to connect with students and parents, emphasizing the value of dual enrollment opportunities and their benefits over traditional options like Advanced Placement (AP) courses.

The campaign also aimed to address the need for clearer communication about the benefits of early college credit opportunities, helping parents and students make more informed decisions about their academic paths.



Earn College Credits While in High School

Classes are free and transferable!



Learn More @ www.Cerritos.edu/CollegeStartsNow



Silver NCMPR Paragon Winner



GradComm.com



Check out all the ways we can help you!

Our solutions

GradComm recommended a multi-channel approach to promote Cerritos College’s dual enrollment program. Tactics included developing a landing page for students and parents to explore opportunities and request assistance. A PPC campaign targeted relevant keywords, while social media ads reached parents on Facebook/Instagram and students on Snapchat, a YouTube campaign (including production of a targeted video) targeting a general population, additional efforts involved targeted emails, postcards, digital display ads, and geofencing around high schools and community locations. Billboard and bus display ads were added for further exposure. This strategy aimed to maximize outreach to parents and students, driving enrollment through multiple touchpoints.



Our achievements



7,000
students enrolled



5,838,549
total impressions



7,400
leads from digital ads



52,077
total website visits



22,626
total organic visits after viewing ads



**Chelsea
Van Doornum**

Director of Public
Relations &
Communications

“When the Board of Trustees asked, ‘How are we ensuring that high school students and their parents know there are options beyond AP classes for earning college credit in high school?’ I immediately thought of GradComm. Partnering with GradComm has allowed my staff to focus on our campus needs while they managed the campaign’s content, design, and implementation. **They truly understand our goals!** Our campaign has exceeded industry standards, significantly boosting awareness and enrollment for both dual enrollment and Cerritos Complete this fall.”