GLENDALE COMMUNITY COLLEGE

case study

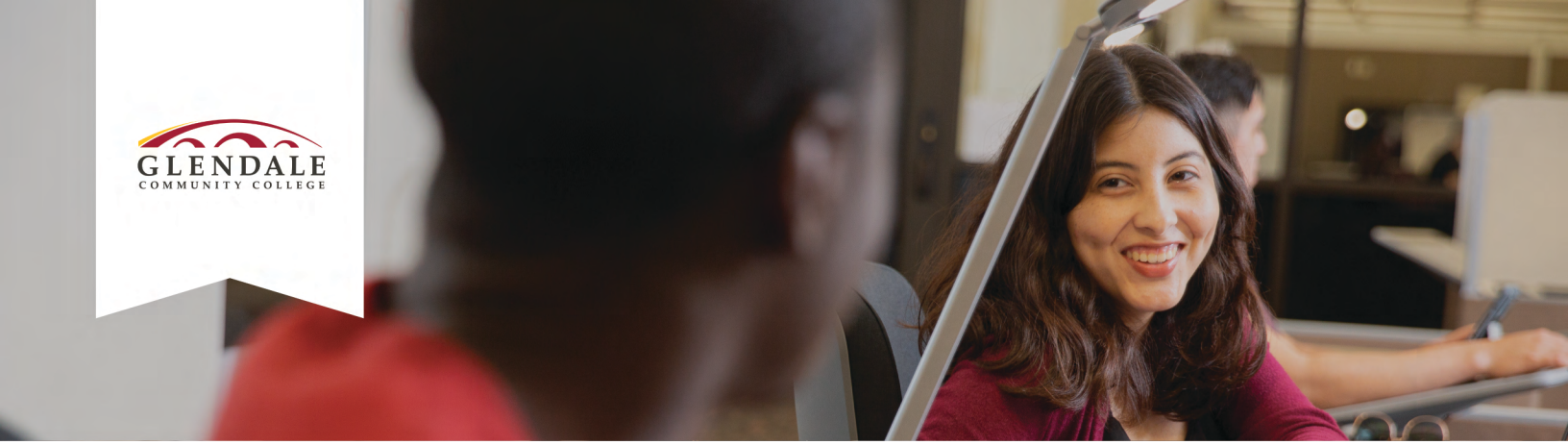
Reviving Interest to Ignite Enrollment

GLENDALE *college*

Glendale College is a Hispanic Serving Institution that has one of the top transfer rates in all of Southern California. The college is known for its beautiful campus nestled in the hillside overlooking Glendale, California.

The *challenge*

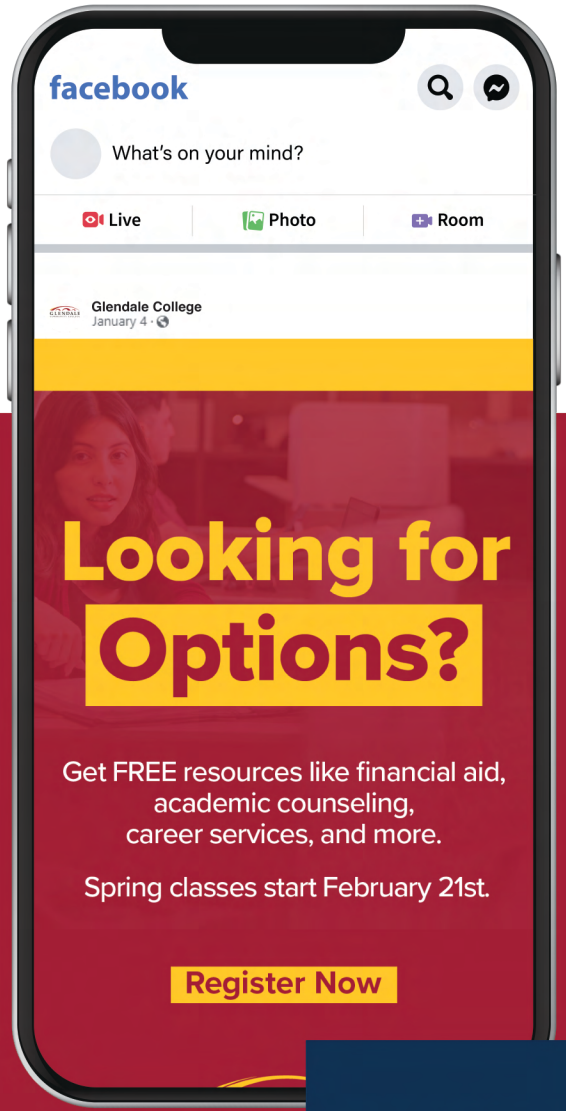
Glendale College experienced a rush of students eager to apply - yet many failed to cross the finish line and sign up for courses. To get these hopeful learners back on track, the college needed to take action and build enrollments for the upcoming semester.



GLENDALE
COMMUNITY COLLEGE

Our solutions

GradComm first surveyed term-eligible, applied-not-registered students to identify what had stopped them from signing up for classes and see who needed direct assistance. We then launched an ambitious three-month marketing campaign with targeted touchpoints. Our geofencing campaign was coupled with website retargeting and social media activities while postcards were sent out to eligible applicants followed by additional emails, texts and robocalls for those still needing a bit of extra help.



Our achievements

222 confirmed enrollments, representing a **10% growth** in headcount.

Assuming these students are full time, the **ROI for this campaign is estimated at $1.3 million** all for a budget of under $40,000.

GradComm