



case study

Smart Lists, Strong Results: LACCD's Email Strategy Boosts Applications and Enrollment

The challenge

Community colleges often face a critical gap in marketing measurement: the ability to directly link outreach efforts to student applications and enrollments. For the **Los Angeles Community College District (LACCD)**, demonstrating that email campaigns could drive not only engagement but also actual student conversions is essential. The district wanted to validate the ROI of digital outreach and prove that targeted email could be a valuable driver of enrollment.

The solutions

LACCD launched two strategic email campaigns designed for measurable impact:

1. Promise Prospecting Campaigns

- **Audience:** Parents of high school students and adults without a college degree (via purchased lists)
- **Approach:** Two waves of Promise Program emails, with links tracked through unique campaign URLs
- **Volume:** ~800,000 emails sent
- **Messaging:** Emphasized free tuition, accessibility, and local campuses

2. Stop-Out / Applied-Not-Registered Campaign

- **Audience:** Former applicants who had not enrolled and low-enrolled students (from internal CRM)
- **Approach:** Personalized re-engagement emails with course enrollment prompts and invite students to attend Enrollment Events at any of the nine colleges for support
- **Volume:** 183,599 emails
- **Messaging:** Supportive tone, highlighting ease of re-enrollment and flexible options



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Client *Wins*

- **Trackable Outcomes:** LACCD tied the Promise campaigns directly to 8,662 applications, 13% of all Summer/Fall applications
- **Strong Conversion Rate:** Of those applicants, 49% enrolled in classes
- **ANR Re-Engagement Success:** 48% open rate and 6,183 enrollments (7.2% of the list) within one week
- **Return on Investment:** While many factors influence a student's decision to enroll, LACCD's ability to directly link email engagement to applications and enrollments enabled the district to assign a cost-per-acquisition, transforming email from a brand awareness tool into a measurable driver of enrollment. This campaign was executed alongside a comprehensive paid media strategy at the district level, complemented by localized investments from individual colleges. The cost per application for the Promise campaign was under \$5, while the cost per enrollment in the ANR campaign was less than a \$1.

