

Innovative Marketing Boosts Historically Under-Enrolled Career Education Programs

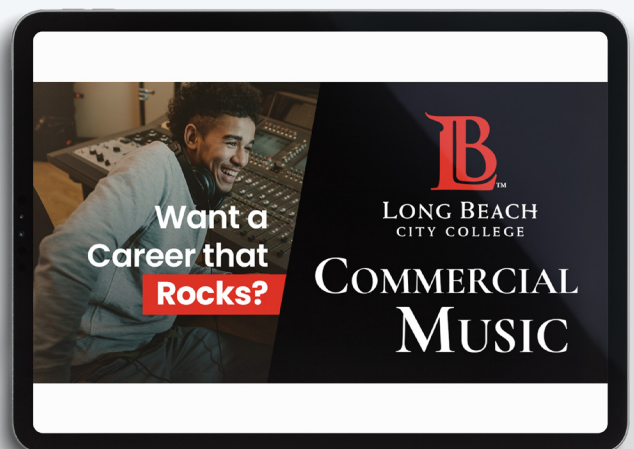
The client

Long Beach City College (LBCC) is a two-year community college that encompasses state-of-the-art, technology-rich learning environments, a broad range of academic and career technical instructional programs, strong community partnerships, and economic and workforce development initiatives that prepare students to be successful in the 21st Century.



The challenge

The college's Career Education division had a dozen programs that consistently struggled with student enrollment. Historical solutions to market these programs were half-hazard and didn't reach the unique audiences looking for specialized training. The college wanted marketing that was tailored to each program, measurable, and that produced results.





Our solutions

GradComm deployed our proprietary marketing plan process, which includes faculty retreats and listening sessions, one-on-one interviews, and other research to guide messaging and strategy. We developed mini-marketing plans for each program, then designed advertisements and booked paid media. The results were astounding!



Our achievements

By tailoring program marketing to fit target audiences' unique needs and interests, LBCC boosted enrollment in some of its historically under-enrolled career education programs by as much as 78%.

- Cloud Computing
- Commercial Music
- Construction
- Game Design
- Homeland Security
- Hospitality Management

