



### INSIDE:

Launching New Degree Programs

How to Take Your Classes to the Next Level

Degrees for the Current Job Market

# *College for the Modern Student*

Updating and marketing your programs for today

An important factor in remaining competitive and increasing enrollment is to offer the right programs to the right students. To do so, **institutions must conduct market research** to determine which new program offerings will be most successful in aligning to your students' goals, the institution's brand identity, and the job market. This research is critical to understand which degrees, skills, and job industries are popular among prospective students.







# Launching a New Program

It's always crucial to consider your institution's brand identity when launching a new program.

Does it fit with your mission and values? Does it serve the interest of your student body? If you are an institution founded upon business and technology, a new program for fine arts may not best represent your identity. Once you determine your brand's influence, analyze your

competitor's degree programs to determine enrollment and graduation rates, retention rates, and the types of classes within the program. You can also conduct research surrounding employer demands and skill sets they seek.

## MODERN EMPLOYERS CONSIDER THE FOLLOWING FACTORS IN HIRING DECISIONS:

- Major
- Leadership experience
- Extracurricular activities
- GPA
- Alma mater

**LESS THAN 19% OF**  
**INSTITUTIONS CONDUCT**  
**MARKET RESEARCH PRIOR**  
**TO ROLLING OUT A NEW**  
**DEGREE PROGRAM.<sup>1</sup>**

# Market Your Program



Once you determine your new degree offerings and the target audience who will benefit from them, it's time to create a marketing strategy to attract and retain students.

Students today want to see practical outcomes of their choices, so construct outward messages around benefits of your program and job placement opportunities. Also consider with whom you're speaking: high school seniors require a less formal tone than those adult learners looking for a career change. In all cases,

ensure you're moving the relationship between you and your prospective students forward. Include call-to-actions on every piece of collateral and follow up at appropriate times, depending where they are in the enrollment journey.

# Take Your Classes to the Next Level

Nearly 3 million people are working toward a degree that's completely online. Most of these students are either trying to complete their degree after dropping out or trying to advance their careers in a specific industry, like business or healthcare.

Newer course delivery methods are on the rise as well, like “flipped classrooms,” experimental learning, and gamification teaching. Students have identified positive impact on these innovative learning methods, including increased motivation, intensified retention of information, and improved problem-solving skills.<sup>2</sup>

In addition to new methods of teaching classes, offer curriculum that goes beyond introductory level. Does

your marketing degree offer analytics or mobile-readiness courses? Does your fine arts degree offer practical application in advertising or business? By offering classes where students can learn real-world application, your program can be a competitive choice for students concerned about job security and salary expectations after graduation.



## CASE STUDY

### *George Washington University School of Public Health*

George Washington University School of Public Health and Health Services established the Master of Public Health (MPH@GW) as an innovative new program that combines the flexibility of an online degree with the hands-on experience of working directly in the field. They sought a way to attract students all over the world to enroll in this top-tier master's program with field-based practicum opportunities. Our team met MPH@GW's strategic goals with an integrated campaign and a brand style guide to promote this degree. Messaging, typography, and photography treatments pushed the boundaries to create a bold identity that would leave a big impact on prospective students all around the world. The MPH@GW program continues to attract students with our program elements through digital and print ads, fact sheets, email templates, and program view book. **View the case study here.**

#### ENDNOTES

<sup>1</sup> Four Leading Strategies to Identify, Attract, Engage, and Enroll the Right Students, Blackboard

<sup>2</sup> <http://www.ct.edu/files/pdfs/workgroup-report-marketing-trends.pdf>

## *Contact us today.*

Orange Element helps companies find new energy, clarity and confidence when presenting their brands. We strive to be a valued and trusted leader in integrated branding and design thinking.

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**info@orange-element.com**  
**orange-element.com**



509 South Exeter Street  
Suite 300  
Baltimore, MD 21202

410 244 7221