

# TO MASS-MAIL OR NOT: THE CLASS SCHEDULE QUESTION



# Presentation Purpose

- ◆ Present an overview of the impact of discontinuing mass mailing a class schedule
- ◆ Examine student feelings towards the class schedule
- ◆ Provide real world examples of what may happen on your campus
- ◆ Provide you with information to help you make an informed decision about your schedule

# Who we are

- ◆ Public, 2-year institution offering degrees and certificates
- ◆ 12 county (4,000 square miles) service area
- ◆ 300,000+ households
- ◆ Headcount 7300+ (credit) 2000+ (non-credit)



# Where we were

- ◆ Printing 375,000 and bulk mailing 330,000 schedule booklets in July of every year
- ◆ Schedule included credit and non-credit offerings
- ◆ Approximately 80 page booklet
- ◆ Additional 25,000 were printed for on-campus use
- ◆ Enrollment was ~6900



# How much we were spending

- ◆ Fall 2002
- ◆ Printing cost of \$64,000
- ◆ Mailing cost of \$63,000
- ◆ First class postage (\$1.49) to mail by request

# Factors leading to change

- ◆ Clarus marketing study recommended a comprehensive multi-media marketing campaign
- ◆ New President
- ◆ Declining requests for printed class schedules (as online availability increased)
- ◆ Majority of students were registering online
- ◆ Telephone registration was discontinued
  - ◆ This system was being used by less than 10% of all students who were registering and the cost for the system was \$60,000.
- ◆ 9% mid-year budget cut (preceded by 2 years of additional budget cuts)
- ◆ Sister institutions discontinued printing



# The Change – phase I “Keep the mailing ALIVE!”

- ◆ Summer and Fall 2004.
- ◆ Creation of the new “Skinny Schedule”
- ◆ Limited mailing to high yield population centers
- ◆ By decreasing printing costs (\$44,000 down to \$2,800) the remaining money was used for postage
- ◆ Creation of the “Schedule Committee”
  - ◆ Included every decision maker involved with the recruiting and registration processes.

# The Change – phase II “The mailing is dead...now what?”

- ◆ Summer and Fall 2005
- ◆ Re-organization with a focus on aggressive recruiting (hired 2 full-time recruiters)
- ◆ A very gradual awareness grew that the schedule of classes wasn't a REAL marketing tool
- ◆ Cost comparison of printing/mailing costs versus a multi-media marketing campaign

# Where we were Fall 2005

- ◆ The first year of a real marketing campaign
- ◆ \$240,000 one-time money for media buy
- ◆ Applications were up 13% for Fall 2005



# Where we are now

- ◆ Targeted marketing
- ◆ Adult and Hispanic campaigns
- ◆ E-newsletters, web, print, radio support
- ◆ Fall 2006 applications up 5%



# What we spend

- ◆ Fiscal 2006-2007
- ◆ \$15,000 for print
- ◆ \$75,000 for radio
- ◆ \$10,000 for direct mail (event based)
- ◆ \$10,000 specialty advertising

# Where we are headed

- ◆ More targeted marketing
- ◆ Working on traditional students
- ◆ Welcome magazine
- ◆ PR works to assist recruiters
- ◆ Designing e-newsletter and email blasts



# Schedule Survey

- ◆ Surveyed students in spring 2006
- ◆ 87 % rated web version of schedule good or excellent
- ◆ Generally, all age groups agree

# Schedule Survey

- ◆ If no printed schedule:
  - ◆ 6 % would be very unhappy
  - ◆ 16 % would miss it and have problems
  - ◆ 34 % prefer printed, but okay with web
  - ◆ 43 % said it would be fine

# Future of the schedule

- ◆ Printing schedule for now
- ◆ No mailing, except by request
- ◆ Will re-survey next year
- ◆ May discontinue printed schedule in the next two years

# Continuing Education

- ◆ Class descriptions were in old booklet
- ◆ Only titles in the skinny schedule
- ◆ Not mailed out
- ◆ Since the changes, non-credit enrollments have dropped 62%

# Continuing Education

- ◆ Working to develop better e-newsletters and email blasts
- ◆ Small print ad campaign each semester
- ◆ Need to find new solutions
- ◆ Mail out a smaller, Continuing Ed only schedule?



# Questions?

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