

Southeast Technical College
Marketing and Admissions Report
EXECUTIVE SUMMARY

Purpose:

Provide the School Board with updates to Southeast Technical College's marketing and admissions strategies during the COVID-19 pandemic.

Highlights of the presentation include the following:

- Southeast Tech has adapted many of its marketing and admissions strategies to online and virtual platforms.
 - Southeast Tech has invested in nearly 40 new videos to showcase the campus, highlight academic programs, and provide instructional information to students wishing to enroll at Southeast Tech.
 - Efforts and tactics are calculated, targeted, flexible, and measurable.
-

Administrative Recommendation to School Board:

To acknowledge the Southeast Tech Marketing and Admissions report.



SOUTHEAST
Technical College

Admissions & Marketing

Megan Fischer and Jen Lambley

Covid-19 – A Change in Strategy

- Admissions and Marketing needed to pivot in the pandemic
- More virtual options
 - Zoom Office Hours
 - Virtual Visits and Online Tours
 - College Fairs
- More videos and website enhancements
- Increased direct mail/communications

Videos- Video Library

- Campus Tour Videos
- Program Videos
- Admissions Process Videos

Nearly

40

TOTAL VIDEOS

Video Library

- PROGRAM VIDEOS
- ADMISSIONS VIDEOS
- VIDEO TUTORIALS
- TOUR VIDEOS

Explore Our Campus



Campus Overview
Take a tour of Southeast Technical College's campus, located just off Interstate 29 in Sioux Falls, South Dakota on the northwest side of the city.

[INTERACTIVE MAP](#)



George S. Mickelson Center
The Mickelson Center is home to the Admissions office, Financial Aid office and the Student Success Center. Academic departments housed in the Mickelson Center include Business, Engineering Technology, Early Childhood and Media Communications.

[INTERACTIVE MAP](#)



Terrance Sullivan Health Science Center
Students seeking degrees in Healthcare and Law Enforcement Science take the majority of their classes inside the Terrance Sullivan Health Science Center.

[INTERACTIVE MAP](#)



Southeast Technology Center
The Southeast Technology Center houses all of the college's Information Technology programs and Mechatronics programs. It is also home to the on-campus I.T. Support Center.

[INTERACTIVE MAP](#)



Ed Wood Trade & Industry Center
Students in the Industrial Trades, Transportation, Horticulture and Construction Management programs will spend the majority of their time inside the Wood Center. The Southeast Tech Testing Center and Foundation office are also located here.

[INTERACTIVE MAP](#)



The HUB
The HUB is the newest building on Southeast Tech's campus. It is home to the Diesel Technology and Automotive Technology programs, as well as administrative offices and our on-campus dining facility, Paavo's Pizza and Grill.

[INTERACTIVE MAP](#)

Enroll at Southeast Tech



Admissions
Deadlines, procedures and tips for applying to Southeast Tech.

[MORE ABOUT ADMISSIONS](#)

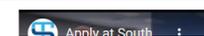


Financial Aid
The Financial Aid awards process and getting a school loan.

[MORE ON FINANCIAL AID](#)



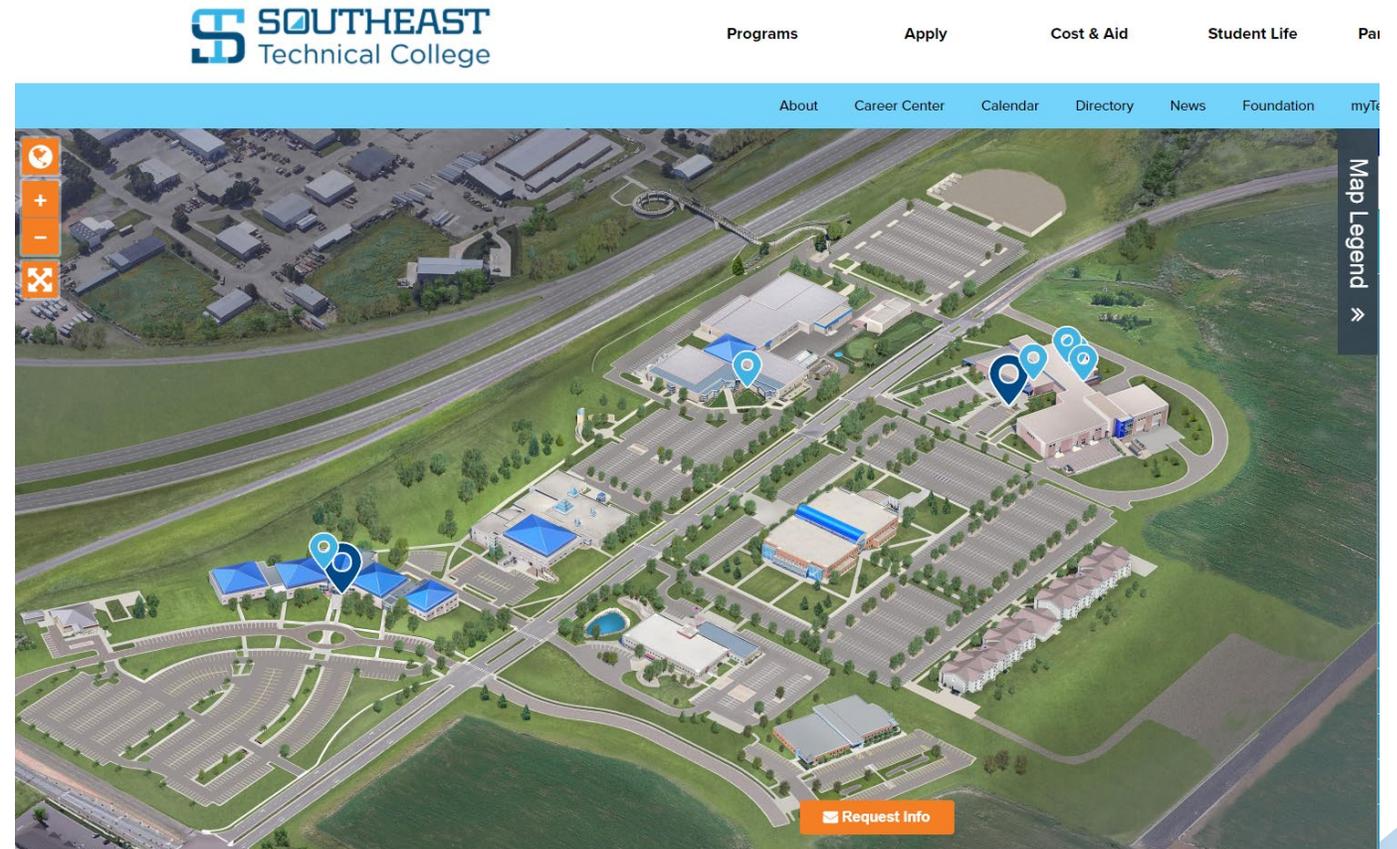
Career Services



Housing

Interactive Campus Map

- Integrates:
 - Program Videos & Photos
 - Tour Videos
 - Matterport 360 videos
 - Program descriptions
 - Links to directions (through Google)



Other Website Upgrades

- API Catalog Pulls
 - Utilizing technology that lets our catalog and website communicate
 - More accurate, fewer updates
- Search Engine Optimization
 - Configuring our website content and management system to make our site rise higher in online searches
- Website Chat
 - Allows users to ask questions to the Admissions Office in Real Time.

2020-21 Advertising/Recruiting Campaign

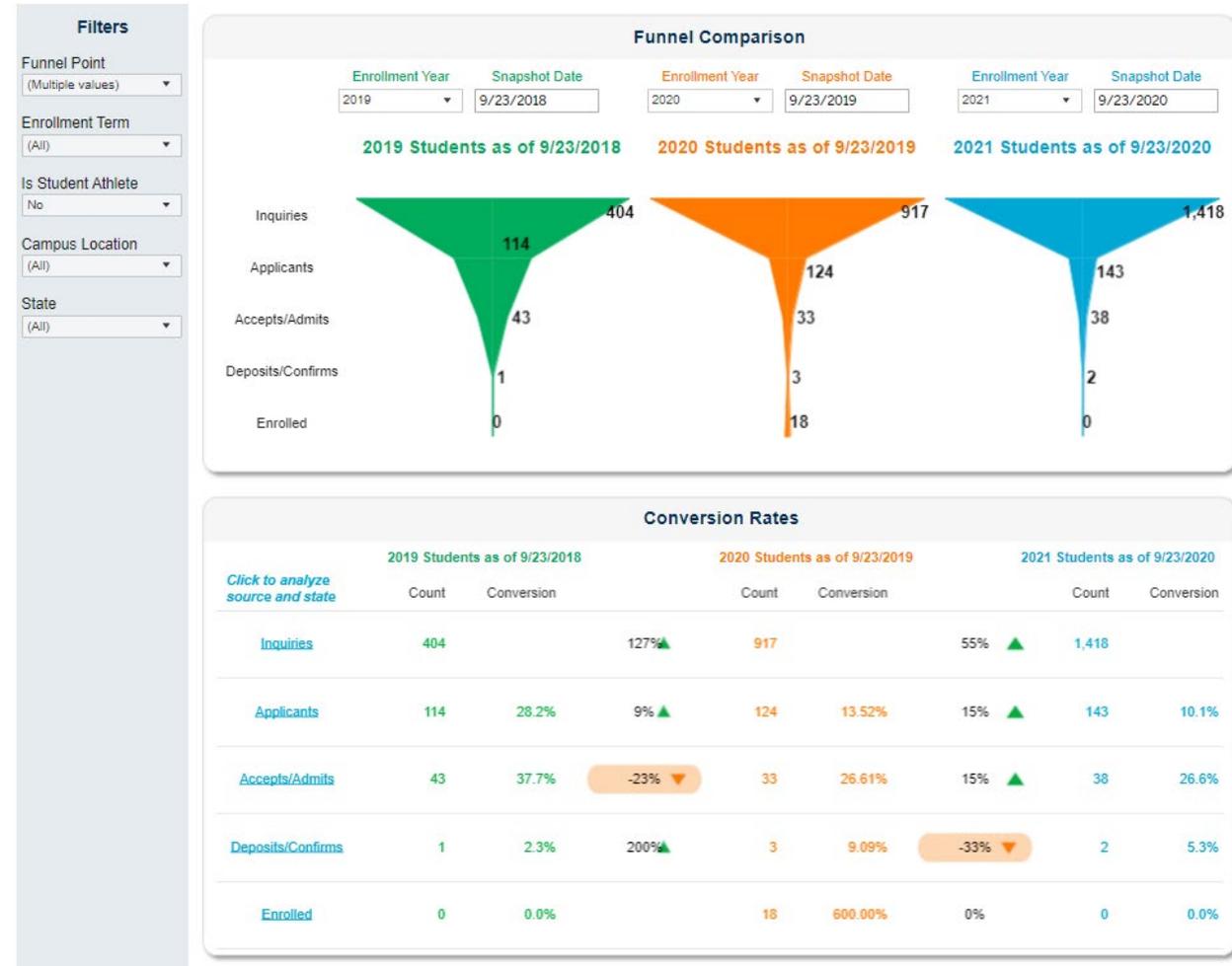
Using Digital and Traditional Media

- SVOD: Hulu
- Digital Video
- Digital Audio
- Dynamic Mobile Display
- Search Retargeting Display
- Social Media (Facebook, Instagram, Snapchat, Tik Tok)
- Paid Search
- Direct Mail Amplification
- Outdoor
- Empire Mall
- Interactive Video
- Website Retargeting Display
- Competitive Paid Search
- Competitive Mobile Geofencing
- College Fair Mobile Geofencing

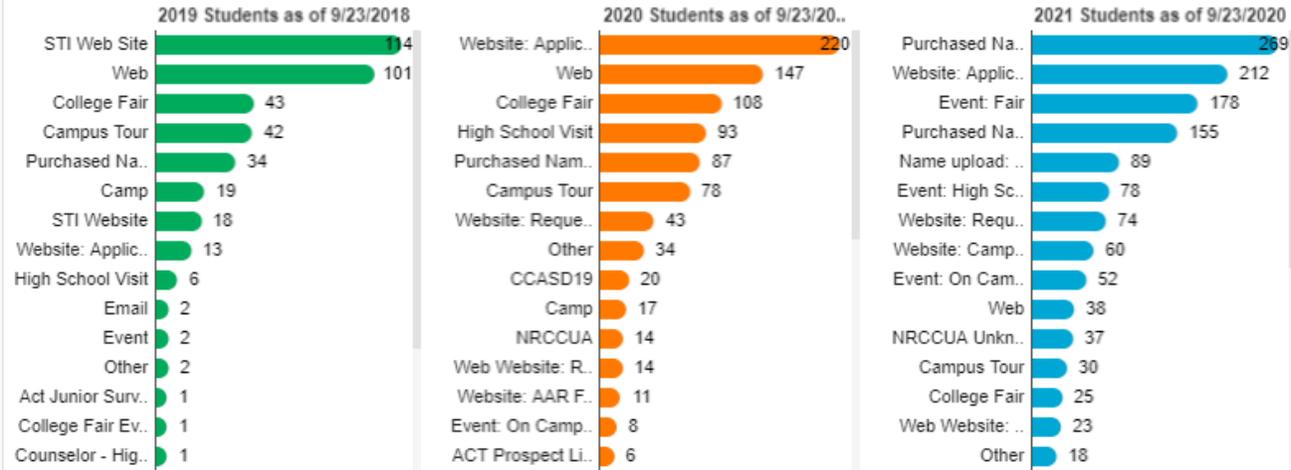
Predictive Analysis/Modeling

- Purchase 30,000 names yearly.
- Encoura Data Lab that enables us to assess our **enrollment with the current high school Senior Class** and how they convert.
- Being able to utilize this for years to come will allow us to better assess our territory based on conversion data and where it might be valuable to invest in future recruitment and advertising.

Southeast Technical Institute
Data Import Date: 09/23/2020

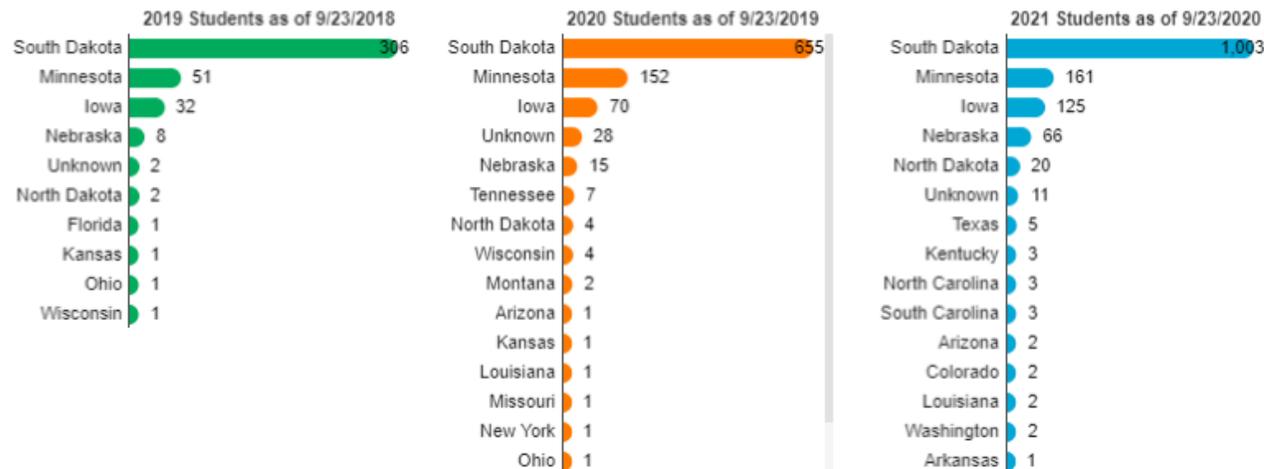


First Source



Displaying Funnel Points: Inquiries, Applicants, Accepts/Admits, Deposits/Confirms, Enrolled

State



Displaying Funnel Points: Inquiries, Applicants, Accepts/Admits, Deposits/Confirms, Enrolled

Admissions Direct Marketing Campaigns

- Increased our communication plan efforts: # of items and audience.
- Approximately, twice a month send cultivation/broadcast messages to prospective students in the form of emails or postcards.
- Additional messages:
 - Transactional messages to applicants
 - Personal contacts by Reps for Inquiries, Applicants and Accepted Students
 - Dual Credit communication
 - Scholarship communication
 - Jumpstart communication
 - Registration communication (AAR events)



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