

Empowering Michigan's Future: A Community College Success Story

THE CHALLENGE

Kalamazoo Valley Community College faces the challenge of attracting a diverse student body while maximizing the potential of the state's Michigan Reconnect program. Michigan Reconnect (Reconnect) is a last-dollar scholarship program that pays for students to attend their in-district community college tuition-free, or offers a large tuition discount if they attend an out-of-district community college. (Eligible students must be 21 years old, a resident of Michigan for one year, have completed high school or equivalent, and not yet completed a degree. KVCC sought to not only increase enrollment but also ensure that their institution was poised as the right choice for Michigan Reconnect applicants.

Products Included:

- Display
- Paid Social
- Search
- YouTube
- OTT

FIRST, TRANSPARENCY

Kalamazoo Valley Community College had been working with incomplete performance marketing data in the past. With reporting that showed clicks (rather than conversions) and impression counts rather than engagement levels, they were driving their campaign without visibility. Our first step was to determine how success was measured, build reporting to provide transparency into progress, and determine a meeting cadence to evaluate performance and make recommendations.



Kalamazoo**VALLEY**[™]
community college

KVCC was the number one college noted by Michigan Reconnect applicants when asked which institution they planned to attend.

OUR APPROACH

Once we'd established how we'd consider the campaign a success, we crafted a comprehensive digital marketing strategy that focused on three key pillars: branding and awareness, engagement, and conversion. We leveraged a blend of paid social, search, OTT, and YouTube advertising to reach potential students across multiple platforms.

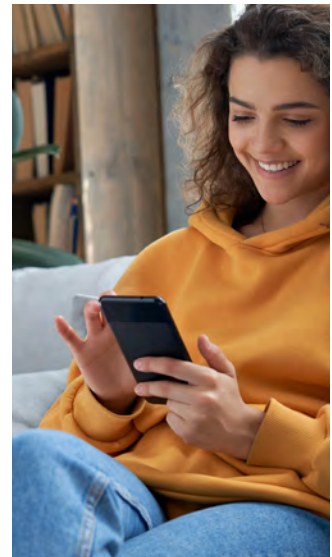


BRANDING AND AWARENESS

Through targeted advertising campaigns, we effectively communicated the college's unique selling points and highlighted the benefits of pursuing higher education through the Michigan Reconnect program. By leveraging social media and content marketing, we positioned the college as the right choice for use of the program.

ENGAGEMENT AND CONVERSION

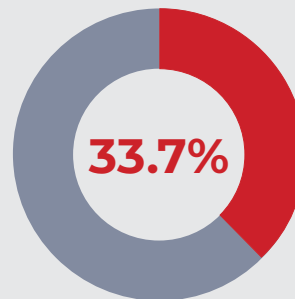
To foster deeper engagement with potential students, we implemented a variety of tactics. OTT and YouTube advertising allowed us to deliver compelling messages to a wide audience. Our goal was to drive qualified leads and ultimately convert them into enrolled students. By tracking key metrics and continuously refining our strategies, we were able to maximize our ROI and achieve significant enrollment growth.



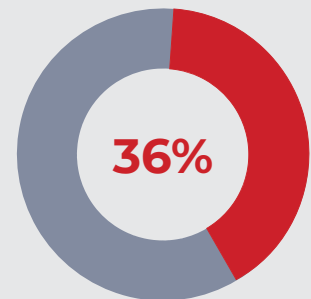
THE RESULTS

Our digital marketing efforts played a pivotal role in the college's success. KVCC was the number one college noted by Michigan Reconnect applicants when asked which institution they planned to attend.

As of September, 2024:
Kalamazoo, Van Buren, and Allegan Counties were the highest feeder geos for KVCC's Michigan Reconnect applicants.



of applicants in the program are returning to school after 3 or more years



of applicants are between the ages of 21 and 29

Our partnership with KVCC exceeded targets, increased brand awareness, and strengthened the college's reputation as a leading institution for higher education in their area. By effectively leveraging the Michigan Reconnect program and our expertise in the 2- and 4-year higher education space, we helped the college achieve its goals and make a positive impact on the lives of countless students.