EAB

Marketing

West Hills Community College

Building a Multichannel Digital Marketing Strategy

West Hills Community College, Coalinga, CA

- **About:** West Hills Community College District (WHCC) is a rural college district in Coalinga, CA consisting of three campuses and 6,800 students total.
- **Challenge:** Enrollment at WHCC dropped 13% from 2011 to 2015.
- **Solution:** With help from EAB's strategic research and toolkits, WHCC updated their digital branding and enrollment strategy, growing their online community presence and focusing their messaging on student results.
- **Impact:** Enrollment growth of 18.8% in one year; won *nine* National Council for Marketing and Public Relations Medallion Awards.

Impact Highlights

$228K

Increase in Tuition Revenue
(2015-2016)

18.8%

Growth in Student Enrollment
(2015-2016)

New Digital Marketing Strategy Spurs Impressive Enrollment Growth

EAB Templates Accelerate Digital Implementation

"Colleges are complimentary of the work we produced, and interested in how we accomplish what we do with such a small team. Our work has set the standard high for other community and technical colleges. We used many of the templates provided by EAB to assist us in the design and targeting of these approaches."

Frank Gornick, Chancellor,
West Hills Community College

EAB Resources Leveraged

The Shifting Enrollment Landscape
Student Social Media Ambassador Tool

Growing Corporate Training Revenue
Event Sponsorship Selection Guide

"Reaching 'Search and Shop' Students"
Communication Plan Builder Template

Actions Taken by WHCC

> Implemented new value proposition in emails, adopted text message prompts

> Analytically reviewed regional labor data to surface programs' areas of opportunity

> Revisited internal processes to better leverage social media presence and a new CRM to reach students

Enrollment Growth at WHCC

2013	2014	2015	2016
6,720	6,429	6,193	7,359
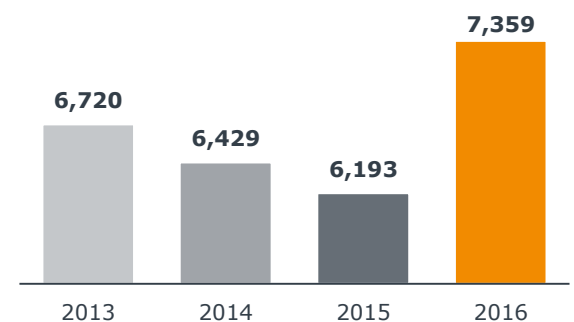
1) Source: California Community Colleges Chancellor's Office, http://datamart.cccco.edu, 2017; Community College Executive Forum interviews and analysis.

Source: EAB interviews and analysis.