



COMPTON COLLEGE
PROPOSAL

PRESENTED BY:

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Swim

- Higher education consulting firm headquarters in Tampa, FL
- Specializing in student acquisition, enrollment and retention to increase conversion rates throughout the enrollment funnel.
- Works with more than 20 colleges and universities across the United States
- Founded in 2009

OUR APPROACH

- Relationships are at the heart of everything we do. We understand that engaging in this work requires vulnerability and we never take that for granted.
- We are software agnostic. We are committed to designing your process and student experience with no intention of molding your services to meet a piece of technology, but to molding the experience for your students - meeting them where they are.
- One size never fits all. Each solution we provide is rooted in the realities that every college and their teams are different.
- Our work is rooted in the student experience. We believe the student experience drives student success, and we specialize in knowing, measuring, and perfecting every step of that experience.
 - By immersing ourselves in that student experience, we are able to identify gaps and challenges, and then create high-impact practices and solutions that will propel your institution forward.



WHAT WE DO



ENROLLMENT MANAGEMENT & STUDENT SERVICES CONSULTING

Research and data analysis surrounding every aspect of institutional operations.

Identification of gaps in the student experience to build custom solutions to increase student acquisition, enrollment, retention, and graduation.

PROCESS & COMMUNICATION STRATEGY

Process reengineering and communications strategy development to increase student conversions.

STRATEGIC PLANNING & MARKETING

Long-term strategies that affect departments or divisions, including strategic enrollment plans and marketing plans.

Impactful marketing strategies that move the needle for recruitment and enrollment goals.

LEAD GENERATION PROPOSAL

THE CHALLENGE

Currently Compton College is 20% down in enrollment for the academic year. Swim Digital Group is proposing strategies that would supplement current recruitment and enrollment efforts in place at the College.

SWIM'S APPROACH

Swim recommends a strategy that leverages new lead data to increase prospect pool into the enrollment funnel at Compton College.

Swim has access to data for the services areas of Compton College for custom analysis, data downloads, and person-level contact information. Our database allows for zip codes and census block-level filtering for all data points, including intent and preference scores. This allows us to:

- Identify potential students with strong intent to continue their education.
- Access hundreds of data points to create custom and addressable audiences.
- Micro-target to low-engagement populations within the target audience.

TARGET AUDIENCES

Swim will leverage data for three target audiences, names, addresses, phone number or email addresses:

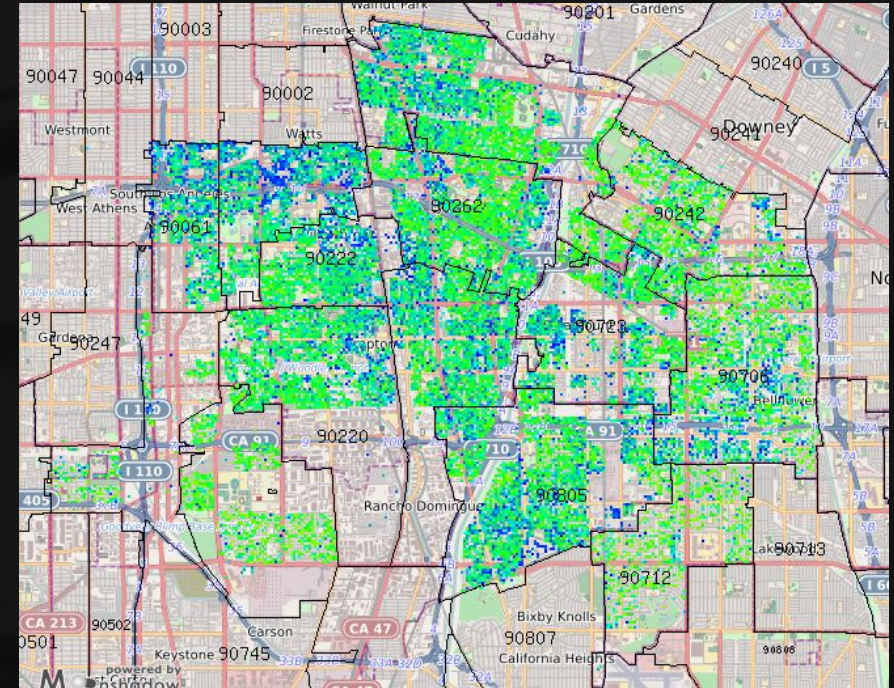
1. Leads, ages 18 - 21, who may qualify for the Compton College Promise Program and their parent/guardian
2. Leads, ages 25 - 45, who are underemployed or unemployed

All leads will live within the target zip codes:

- 90746
- 90280
- 90706
- 90747
- 90242
- 90712
- 90220
- 90723
- 90805
- 90248
- 90221
- 90223
- 90061
- 90262
- 90224
- 90059
- 90222

Based on these parameters, Swim has ran preliminary reports. From those reports we are able to provide Compton College with the following:

- Leads: Adults who are underemployed or unemployed: 53,000
- Leads: Students and guardians/parents that may qualify for the Compton College Promise Program: 10,000



PROPOSED ACTIVATION



To reach the target audiences previously mentioned, Swim will deploy a five-month digital campaign with targeted communications and advertising. We will communicate with them in the following ways:

SOCIAL MEDIA

Targeted image and video campaigns based on audience lists through social media channels.

DISPLAY ADS

Based on target audience lists, display ads will be served through the Google Display Network.

1. Search Engine Marketing
2. Geo-fencing

DIRECT COMMUNICATIONS

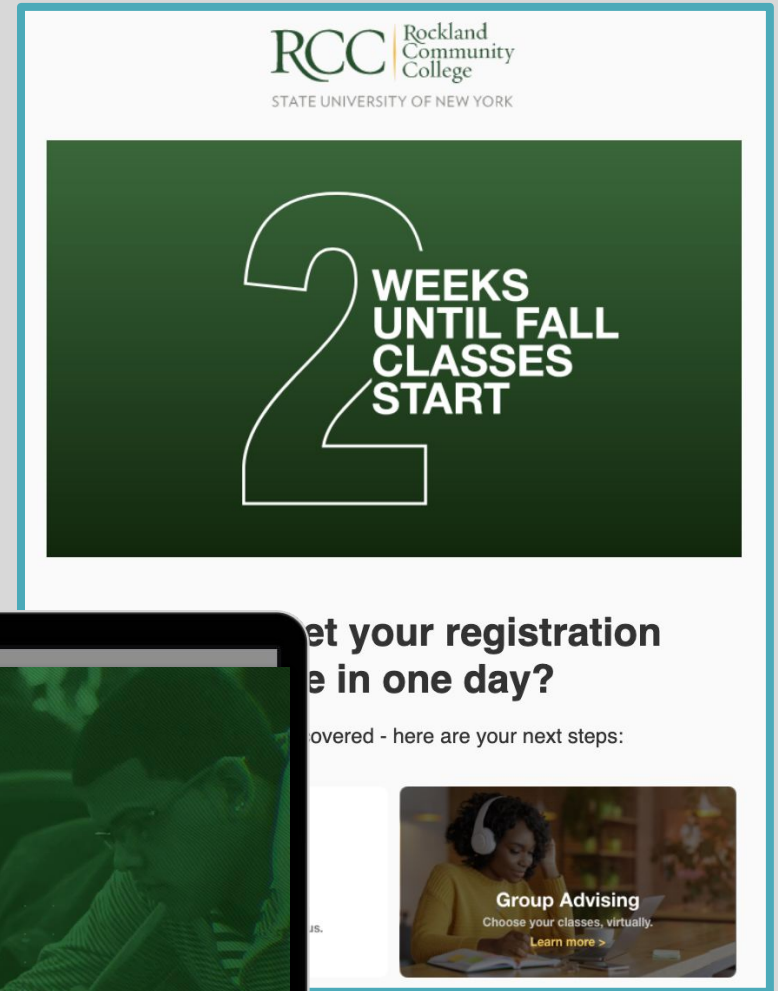
Strategic outbound communications campaigns to promote Compton College, using the contact information provided by the data lists.

1. Email campaigns
2. Text message campaigns
3. Robo-call campaigns

RESULTS

CHALLENGE: Leading up to the Fall 2020 semester, Rockland Community College was facing significant enrollment decline (down by over 50% in July 2020).

SOLUTION: RCC engaged Swim to acquire new leads within their target audiences leveraging the same data warehouse and implement a targeted communications and marketing strategy.



RESULTS

RCC converted more than 200 students from the new leads list, leading to a significant increase in enrollment of more than 10% of new students.

11%

**Of New Student
Enrollment for Fall 2020
and Spring 2021**

25%

**Of New Student
Enrollment for Spring
2021**

TIMELINE & BUDGET

PROPOSED TIMELINE & BUDGET

Swim is proposing a six-month engagement to create and execute the marketing campaign in preparation for the Fall 2021 and Spring 2022 semesters.

	June	July	August	September	October	November
Campaign Creation						
Campaign Activation						
Analysis & Modifications						

The total price for this proposal is \$52,700.

*A full budget by line item will be developed following approval of the proposal. This total cost will include consulting, campaign development, media placement and list acquisition.

WHY US?

Swim understands that Compton College has choices on who to partner with. We want to assure you that a partnership with Swim is a partnership designed to ensure that we are an extension of the Compton College family.

FULL SERVICE

Swim executes all copywriting, design, planning, implementation, placement and analysis of the campaign. We will leverage Compton College's brand standard to implement all deliverables related to this work without impacting capacity of the Compton College family.

TARGETED GROUPS

The proprietary list we use is targeted to meet the demographics we identify. All of our targeted groups will have very specific call to action and specific value propositions that evoke action for that group.

NATIONAL PURVIEW

By working with colleges across the country, Swim has had exposure to strategies that are effective with various target audiences. This allows us to leverage best practices to find a customized solution that is the most effective for Compton College.

HIGHER EDUCATION EXPERTISE

Swim has an intimate understanding of the enrollment funnel and how to convert leads to prospects, which allows us to create campaigns that are effective in gaining conversions.

DISCUSSION

CONTACT INFORMATION

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