

ENROLLMENT, RETENTION, AND THE MILLENNIALS

“Deliver the right message as an organization to the right audience consistently and you will succeed in your journey to be enrollment and retention rich.”

PRESENTER

Mark C. Perna

Tools for Schools, Founder/Author

Mark C. Perna is the founder of Tools for Schools in Cleveland, Ohio, a national full-service marketing and consulting firm that specializes in the career and technical education field. He has published numerous articles on marketing in national publications and has worked with CTE schools, districts, and statewide organizations of all sizes in the pursuit of increased enrollment, retention, and graduation rates.

Mark has over 24 years of experience in marketing for Fortune 500 companies, and, as the founder of Tools for Schools, has devoted the last ten years to career and technical education. He is a proud member of ACTE and is also a member of the Future Horizons Committee, which is responsible for identifying emerging trends in workforce development.

Mark is a full-time single father of two boys.

Please complete the attached evaluation to request an email PDF version of the PowerPoint used during today’s presentation. Provide all the information requested and add mark@mt4s.com to your safe senders list to ensure timely delivery.

ENROLLMENT, RETENTION, AND THE MILLENNIALS

MCCTA CONFERENCE - LAKE OZARK, MO MARCH 7, 2010

Presented By Mark C. Perna

Please complete fully to receive an email PDF version of today's PowerPoint presentation

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Please circle the number or letter that describes your opinion.

1-Not at all	2-Some	3-Moderately	4-Significantly	5-Very much
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How did this presentation meet your expectations? 1 2 3 4 5

How applicable were the strategies presented? 1 2 3 4 5

C = Below Average	B = Average	A = Excellent
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Overall Session: C B A

Pace, Organization, Interest: C B A

Speaker's Knowledge: C B A

Would you recommend this presentation to others? NO YES

Would you like to have this speaker present again in the future? NO YES

What was the BEST idea or strategy you gained from today's presentation?

Additional Comments (use back if necessary): May we quote you? YES NO

I would like to receive ongoing *Tools for Schools* marketing strategies and support via email.

EMAIL (Please Print Clearly)

FIRST NAME (Please Print Clearly) LAST NAME

All information above must be completed clearly in order to add you to our powerful email resource. Thank you!

I would like to receive more information about *Tools for Schools*.

NAME (Please Print Clearly) TITLE

SCHOOL NAME

ADDRESS

CITY STATE ZIP

I am interested in talking to *Tools for Schools* about cost effective CTE marketing for our programs.

PHONE / BEST TIME TO CALL (Please Print Clearly)

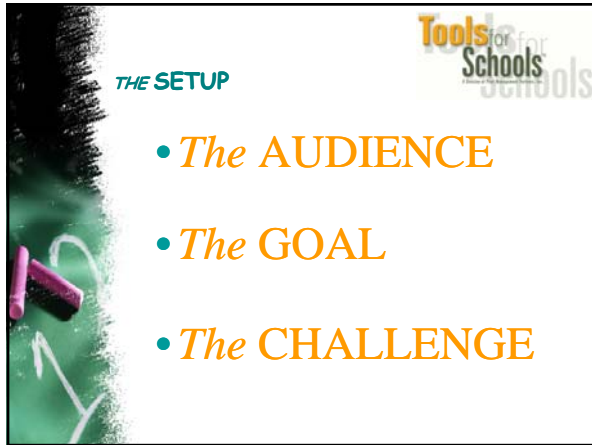


WELCOME...

**Enrollment, Retention,
and The Millennials**

Presented By
Mark C. Perna
Tools for Schools, Founder/Author
330-650-5300 * mark@MT4S.com

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THE SETUP

- **The AUDIENCE**
- **The GOAL**
- **The CHALLENGE**



Is Your School ...

**The Best Kept
Secret In Town?**

EMBRACE ...

Tools for Schools

New Enrollment
Teachers
Marketing Plan
Director

Everything We Do IS Marketing!

CONSISTENT PERSISTENCE

Tools for Schools

"The Rain Effect"

DRIP DRIP DRIP
DRIP DRIP DRIP
DRIP

"No Rain... No Gain"

MARKETING

DRIPS

Tools for Schools

- Open House
- Tour
- Presentation
- Conversation (In Person or Phone)
- Direct Mail (Letter, Post Card, Greeting Card)
- Signage (Sign, Poster, Flyer)
- Advertising (TV, Radio, Billboard, Web Banner)
- Website Visit
- Email
- Text Message



DRIPS

Tools for Schools

**ANYTHING
THAT MAKES THEM
THINK OF
YOU!**



ENROLLMENT FUNNEL

Tools for Schools

Make Each Action Step/Drip

**CONNECT
BOLD
PERSONAL
FUN**



ENROLLMENT FUNNEL

Tools for Schools

What People Remember ...

100% FEEL

50% TOLD

33% READ



ENROLLMENT FUNNEL

WIFM

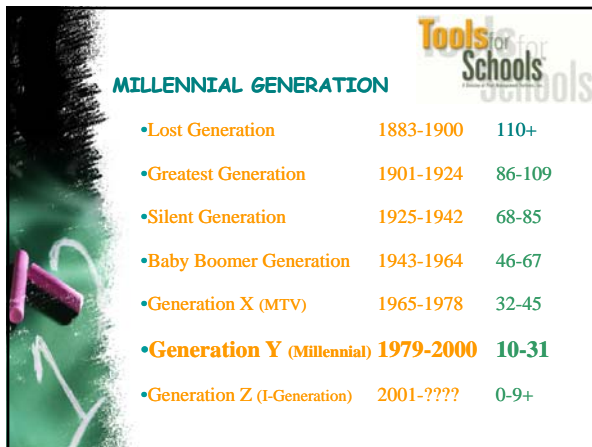
What's In It For Me?

Tools for Schools



MEET THE MILLENNIALS


Tools for Schools



MILLENNIAL GENERATION

•Lost Generation	1883-1900	110+
•Greatest Generation	1901-1924	86-109
•Silent Generation	1925-1942	68-85
•Baby Boomer Generation	1943-1964	46-67
•Generation X (MTV)	1965-1978	32-45
•Generation Y (Millennial)	1979-2000	10-31
•Generation Z (I-Generation)	2001-????	0-9+

Tools for Schools




MILLENNIAL GENERATION

- **Generation Y (Millennial)** 1979-2000 10-31
 - Echo Boom Generation
 - 71 Million Americans Born (Baby Boom 76 Million)
 - Experience is Everything
 - Friends = Family
 - Prefer Groups to One-on-One Interaction
 - Nurtured
 - Unique – Special - Important
 - Entitled
 - Celebrate Diversity
 - Rewrite the Rules
 - High Expectations




MILLENNIAL GENERATION

- **Generation Y (Millennial)** 1979-2000 10-31
 - Extremely Tech Savvy - Connected
 - Internet
 - MySpace
 - Facebook
 - Twitter
 - Blogging
 - Instant Messaging
 - Text Messaging
 - Video Games
 - Unlimited Options



MILLENNIAL GENERATION

- **Generation Y (Millennial)** 1979-2000 10-31
 - According to: 2007. Connecting to the Net Generation (7,705 Students)
 - 97% Own a Computer
 - 97% Downloaded Music or Media
 - 49% Regularly Download Music or Media
 - 94% Own a Cell Phone
 - 76% Use Instant Messaging or Social Network Sites
 - 66% Have a Facebook Account
 - 60% Own a Portable Music Device
 - 34% Use Websites as Primary News Source
 - 28% Author a Blog
 - 44% Read Blogs




MILLENNIAL GENERATION

Generation Y (Millennial) 1979-2000 10-31

➤ According to: 2007, Connecting to the Net Generation (7,705 Students)

- 58% Create Personal Content Weekly
 - Websites
 - Blogs
 - Videos
- 68% Use Cell Phone to Text Message
- 50% Prefer IM as Primary Source of Communication
- 66% Log on to IM Several Times Per Day
- 15% of IM Users are Logged in 24/7
- 37 - Average IM List Size



MILLENNIAL GENERATION

- **Twitter:** 1,444% Increase Last Year
- **Facebook:** Over 200 Million Active Users
- **Flickr:** Over 6.3 Billion Images
- **I-Tunes:** Over 100,000 Podcasts




MILLENNIAL GENERATION

Generation Y (Millennial) 1979-2000 10-31

➤ Workforce Issues

- Team Oriented
- Work Well in Groups
- Good Multitaskers
- Insist on a Stimulating Job Environment
- Expect Frequent Rewards
- Work to Live **NOT** Live to Work
- Tuned into Their Own Value
- Limited Loyalty to Employer
- Boss (No) / Coach or Mentor (Yes)



MILLENNIAL GENERATION

• **Generation Y (Millennial)** 1979-2000 10-31

➤ **Workforce Issues**

According to a survey of hiring managers and human resource executives by CareerBuilders.com

- 85% Feel Millennials have a stronger sense of entitlement than older workers
- **Greatest Expectations**
 - Flexible Work Schedules
 - More Vacation or Personal Time
 - Promotion Within 1-Year
 - Higher Pay



MILLENNIAL GENERATION

• **Generation Y (Millennial)** 1979-2000 10-31

➤ **Workforce Issues**

- **Mentoring Do's**
 - Supportive Work Environment
 - Formal Structure Needed
 - Lots of Challenges – Provide Structure
 - Breakdown Goals into Steps
 - Offer Resources & Info to Meet Challenge
 - Interactive Relationships
 - High Expectations
 - Be Prepared for Demands
 - Complaints = Demands

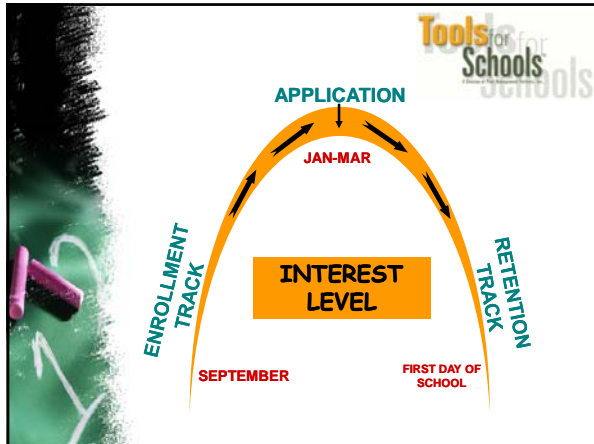


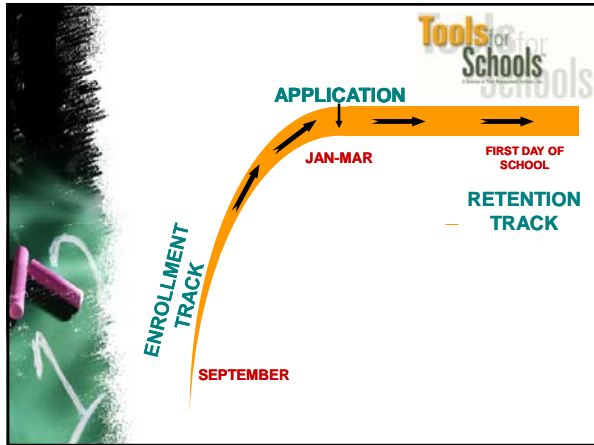
MILLENNIAL GENERATION

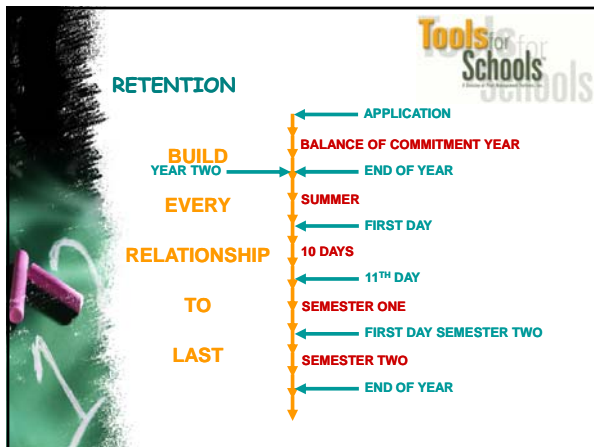
• **Generation Y (Millennial)** 1979-2000 10-31

➤ **Education Issues**

- **Mentoring Do's**
 - Supportive Work Environment
 - Formal Structure Needed
 - Lots of Challenges – Provide Structure
 - Breakdown Goals into Steps
 - Offer Resources & Info to Meet Challenge
 - Interactive Relationships
 - High Expectations
 - Be Prepared for Demands
 - Complaints = Demands







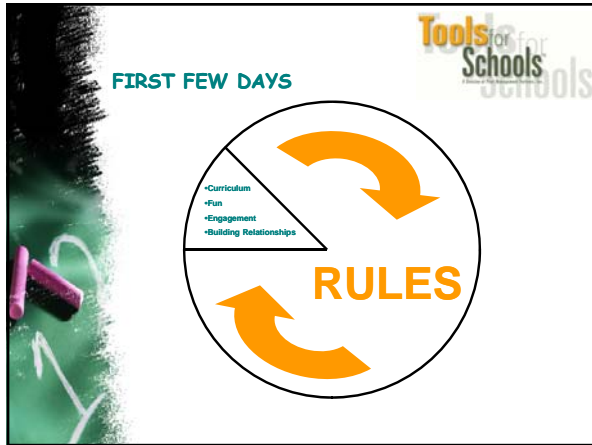


WHY?

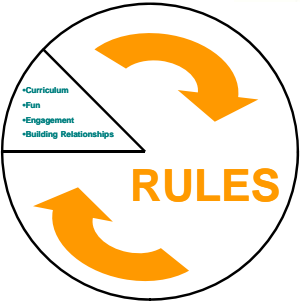
To Find and **RECRUIT** A New Student - Is 10 Times...

- ✓ Harder
- ✓ More Expensive
- ✓ Time Consuming

Than It Is To **RETAIN** An Existing Student!

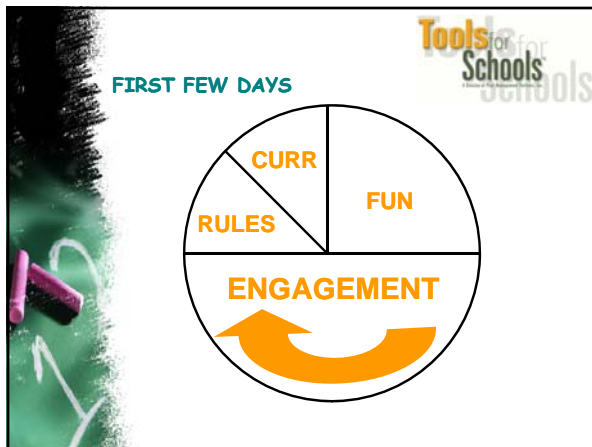


FIRST FEW DAYS

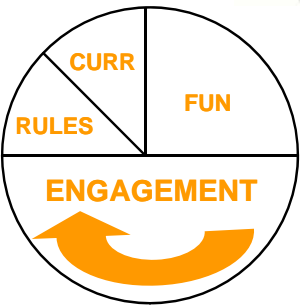


RULES

- Curriculum
- Fun
- Engagement
- Building Relationships



FIRST FEW DAYS



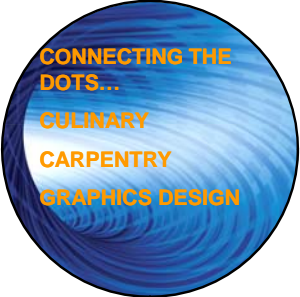
CURR

FUN

ENGAGEMENT

RULES

Light at the End of the Tunnel



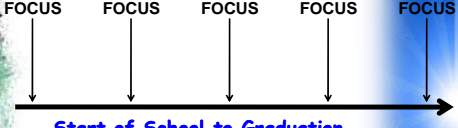
CONNECTING THE DOTS...
CULINARY
CARPENTRY
GRAPHICS DESIGN

BUILD SOLID RELATIONSHIPS

CREATE COMMON GROUND



Light at the End of the Tunnel

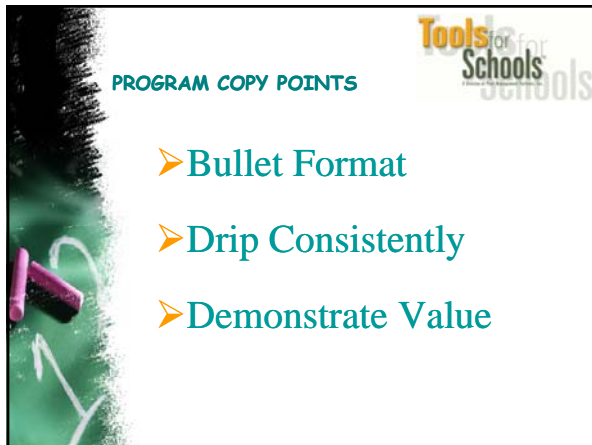


FOCUS FOCUS FOCUS FOCUS FOCUS

Start of School to Graduation

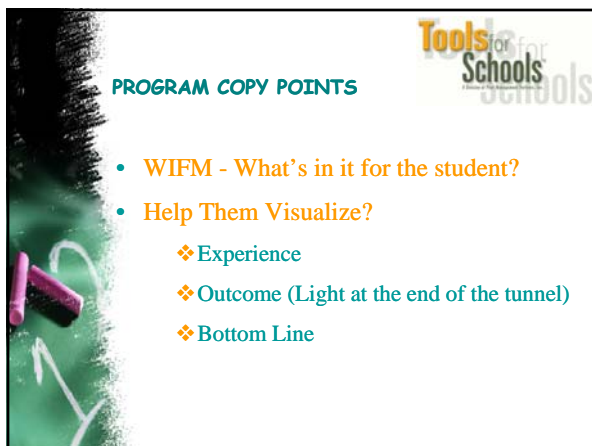


**PROGRAM
COPY
POINTS**



PROGRAM COPY POINTS

- **Bullet Format**
- **Drip Consistently**
- **Demonstrate Value**



PROGRAM COPY POINTS

- **WIFM - What's in it for the student?**
- **Help Them Visualize?**
 - ❖ **Experience**
 - ❖ **Outcome (Light at the end of the tunnel)**
 - ❖ **Bottom Line**



PROGRAM COPY POINTS

THE GOAL

The **RIGHT** Student...
In The **RIGHT** Program...
For the **RIGHT** Reasons!



CULINARY ARTS

- ✓ APPRENTICESHIP
- ✓ CHEF TRAINING
- ✓ SCHOLARSHIPS
- ✓ COLLEGE CREDIT
- ✓ GOURMET COOKING
- ✓ EAT WHAT YOU MAKE
- ✓ CREATIVE PRESENTATION
- ✓ LEARN CULINARY HISTORY OF FOOD
- ✓ BAKING AND PASTRY ARTS
- ✓ COMPETITIONS
- ✓ COOK SIDE BY SIDE WITH CHEFS

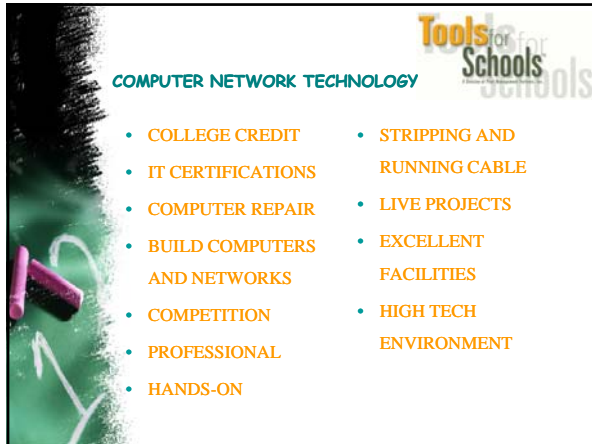


CULINARY PROGRAM

- Work side-by-side with professional chefs
- Create gourmet foods with artistic presentation
- Design cakes and pastries for upscale events

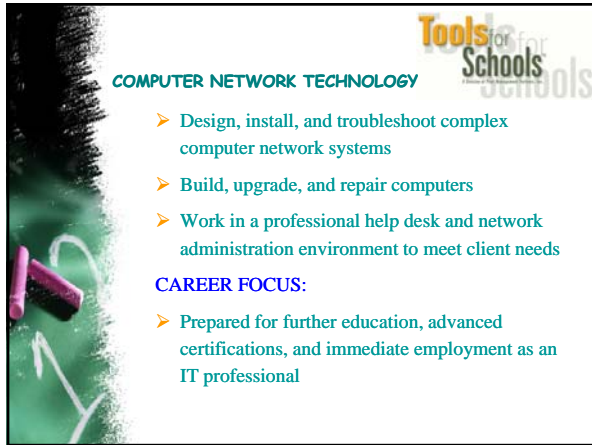
CAREER FOCUS:

- Prepared for professional culinary program, immediate employment, apprenticeship, and further education



COMPUTER NETWORK TECHNOLOGY

- COLLEGE CREDIT
- IT CERTIFICATIONS
- COMPUTER REPAIR
- BUILD COMPUTERS AND NETWORKS
- COMPETITION
- PROFESSIONAL
- HANDS-ON
- STRIPPING AND RUNNING CABLE
- LIVE PROJECTS
- EXCELLENT FACILITIES
- HIGH TECH ENVIRONMENT

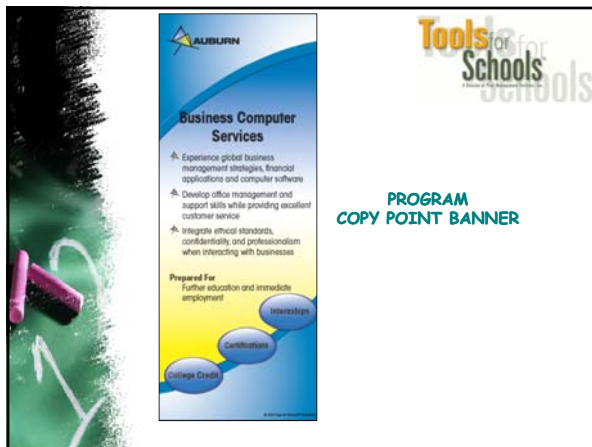



COMPUTER NETWORK TECHNOLOGY

- Design, install, and troubleshoot complex computer network systems
- Build, upgrade, and repair computers
- Work in a professional help desk and network administration environment to meet client needs

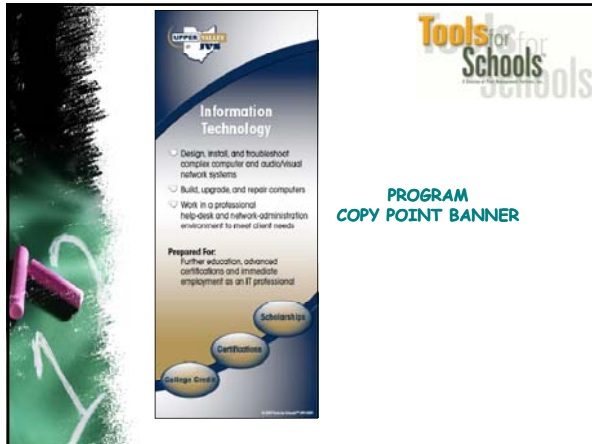
CAREER FOCUS:

- Prepared for further education, advanced certifications, and immediate employment as an IT professional

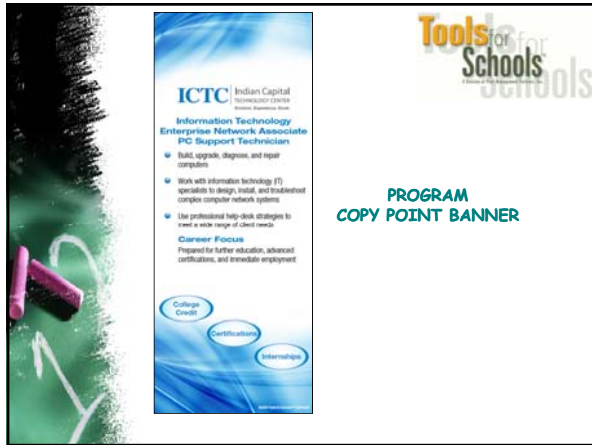




PROGRAM COPY POINT BANNER




PROGRAM
 COPY POINT BANNER



PROGRAM
 COPY POINT BANNER





ELECTRICITY

- Design, stage, and install commercial and residential electrical wiring for power control systems from “rough in” to “finish”
- Use logical thinking and math to interpret blue prints and layout design
- Troubleshoot analog and digital circuits for safe and efficient operation

CAREER FOCUS:

- Prepared for immediate employment with an electrical contractor, apprenticeship completion, advanced certifications, and further education




SOCIAL NETWORKING

- Facebook
- Twitter
- Flickr
- You Tube
- Ning
- MySpace

Content Management

- Communicate
- Personal
- Interactive
- Match Brand & Purpose
- Fun & Interesting



Walk-the-Walk & Talk-the-Talk


- *“What do you do?”*
- *“I work at ABC School.”*
- *“How is it going?”*
- *“Not Bad.”*
- *“What do you do there?”*
- *“I teach.”*
- *“Well ... good luck with that!”*



Tools for Schools

Walk-the-Walk & Talk-the-Talk

- Make a Connection (Ambassador)
- 30 Second Elevator Speech
 - Simple
 - To The Point
 - Deliver Value



Tools for Schools

Walk-the-Walk & Talk-the-Talk

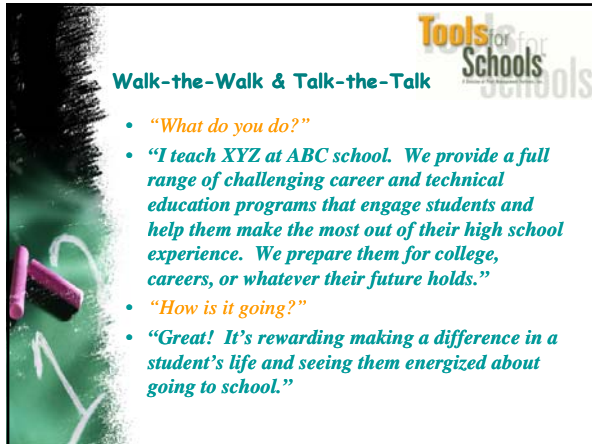
Perception
IS Reality



Tools for Schools

Walk-the-Walk & Talk-the-Talk

What if ...the
conversation
was altered?



Tools for Schools

Walk-the-Walk & Talk-the-Talk

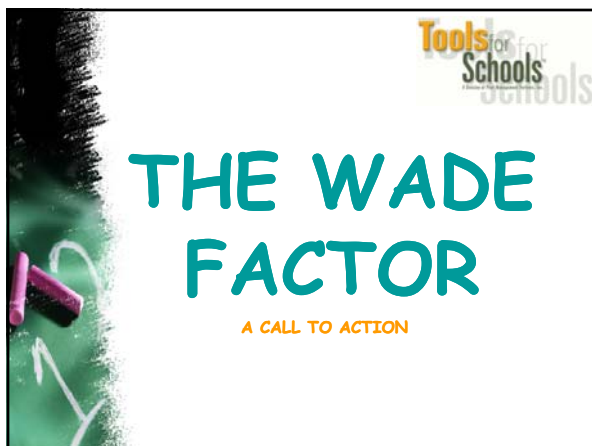
- *“What do you do?”*
- *“I teach XYZ at ABC school. We provide a full range of challenging career and technical education programs that engage students and help them make the most out of their high school experience. We prepare them for college, careers, or whatever their future holds.”*
- *“How is it going?”*
- *“Great! It’s rewarding making a difference in a student’s life and seeing them energized about going to school.”*



Tools for Schools

Walk-the-Walk & Talk-the-Talk

- **Imagine that Conversation ...**
 - Every Day
 - Organization Wide
 - Many Years



Tools for Schools

**THE WADE
FACTOR**


A CALL TO ACTION



Tools for Schools

CALL TO ACTION

- Create a Strong Message of Value
- Drip That Message Consistently
- Guard Your Image/Message
- Work Together as a Marketing Driven Organization
- Develop the WADE FACTOR
 - ✓ You
 - ✓ Team
 - ✓ Organization



Tools for Schools

Jim Lovell
Apollo 13 Commander

**“From now on we live in a world where
man has walked on the moon...
it wasn’t a miracle,
we just decided to go!”**



Tools for Schools

EVALUATION

Please Tell Us What You Think!

- EMAIL SIGN UP:
Enrollment & Retention Strategies
- LEARN MORE:
MT4S.com
- LINKEDIN:
linkedin.com/in/markperna
