

0 200 400 600 800 1000 1200

Common responses among nontraditional students when asked what MC could do to help them meet their educational goals include:

- ✓✓ Offer more classes and course sections
- ✓✓ Offer more evening and weekend courses
- ✓✓ Offer more online availability of courses

- ✓✓ Offer more/better advising services
- ✓✓ Improve communication efforts
- ✓✓ Lower tuition
- ✓✓ Offer more opportunity for financial aid

Montgomery College should utilize this data and knowledge of their students to tailor their messaging in a way that will

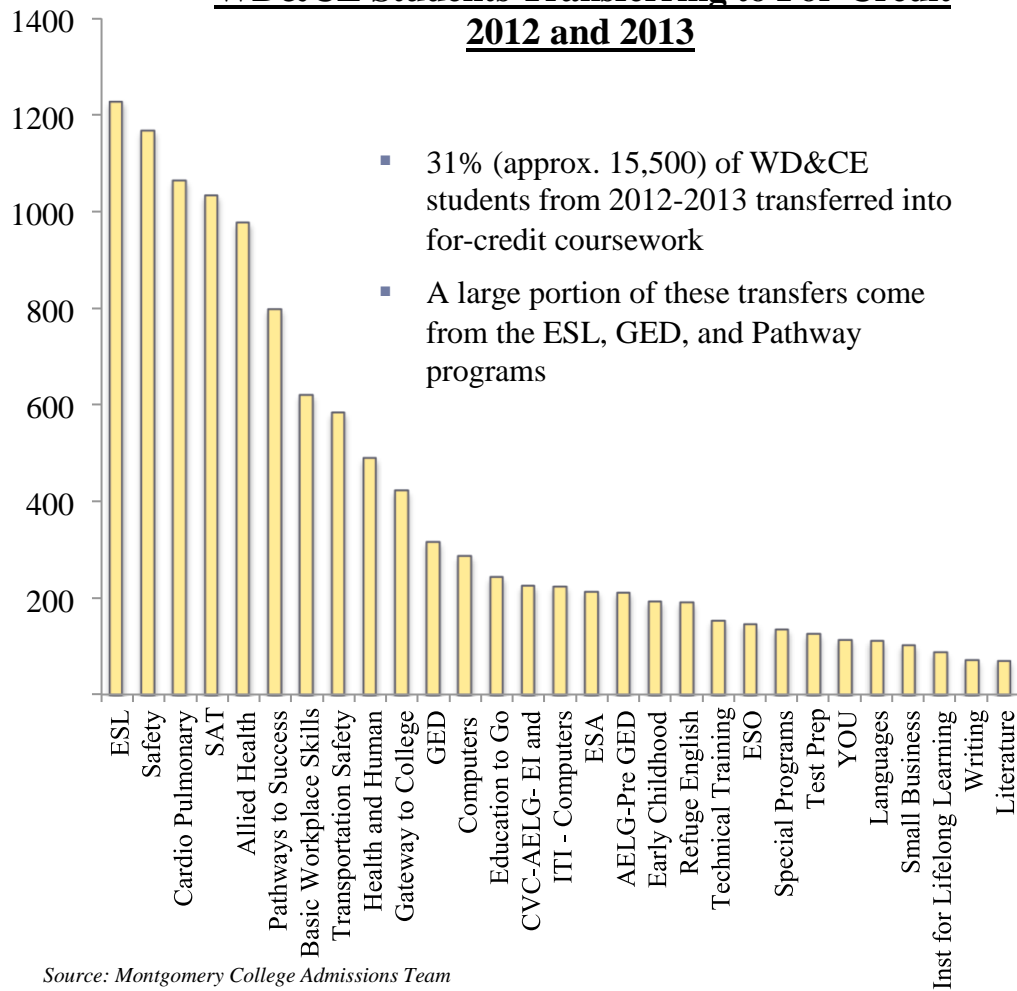
Headcount of Students

most resonate with the non-traditional population.

Increase Awareness among WD&CE Students

Another way to improve overall outreach and tuition revenue for MC is to continue building awareness among WD&CE students of the benefits of enrolling in for-credit programs.

WD&CE Students Transferring to For-Credit 2012 and 2013



Source: Montgomery College Admissions Team

Steps to Increasing Awareness/ Conversion Rates of WD&CE Students:

- Implement an integrated marketing and communications plan for WD&CE that focuses on year-long promotion and brand-building of for-credit offerings
- Implement a “one-catalog” approach for non-traditional students
- Provide additional advising to students enrolled in college-prep, ESL, or pathway programs
- Build additional partnerships with employers of WD&CE students to raise awareness about affordability and program offerings