



# How Kalamazoo Valley Community College Raised Enrollment Rates

## Executive Summary:

Kalamazoo Valley Community College has been providing life-changing experiences for students and their families for over 50 years. The school uses Guided Pathways to prepare students for advanced coursework at top universities and meaningful employment in a changing world.

Areas of study include business, engineering, education, art, public service, humanities, liberal arts, health, and industrial trades. The college also offers corporate training and noncredit community classes for personal enrichment.

Kalamazoo Valley partnered with Federated Digital Solutions (a subsidiary of Federated Media) to:

1. Increase enrollment
2. Raise awareness of specific courses of study and degree programs
3. Promote the on-campus Kalamazoo Valley Museum

## The Problem:

The main challenge affecting Kalamazoo Valley Community College was low student registration. Administrators wanted to create brand awareness and promote courses, degree programs, and continuing education opportunities. They wanted potential students to understand the simplicity of attending the school and the ease of transferring credits to a 4-year institution.

Kalamazoo Valley also wanted to promote the Early Middle College Program that enables high school students to coattend for college credit before graduation. They were similarly interested in promoting and increasing attendance at the Kalamazoo Valley Museum.

**“The college needed to have a more modern approach for our potential students and families seeking information.”**

- Linda Depta, Kalamazoo Valley Community College Director of Development and Marketing; Executive Director of the Kalamazoo Valley Foundation

## The Process:

To meet the challenges that Kalamazoo Valley Community College was facing, Federated Digital Solutions developed a comprehensive digital solution. Once an extensive digital needs analysis was conducted, the following campaigns were created:

- Search Engine Marketing
- Custom Audience Targeting
- Social Media Management
- Facebook Targeting
- Video/OTT/CTV

Because the audience is widely varied, each campaign had to be tweaked for individual programs. For example, Health Services, Technical Trades, and the Police Academy each have their unique audiences based on the nature of the program and the types of students they attract. The Early Middle College campaign was targeted towards the parents of high school students. The Museum's campaign focused on parents of young children.

The steps taken to ensure that the right solutions were in place involved the Campaign Team analyzing the data. Working together with Kalamazoo Valley to really concentrate on what the "story" of the data was saying, we were able to make adjustments to the individual campaigns to reflect this.

**Kalamazoo**VALLEY™  
community college

**"We found that working in close partnership with our account representative, we've really been able to dial in to reach our target audiences."**

-Linda Depta, Kalamazoo Valley Community College Director of Development and Marketing;  
Executive Director of the Kalamazoo Valley Foundation



## The Result:

**“Our results, which include analytics measuring our social media footprint by impressions, engagement, click-through rates, and website views, have continued to improve over the last three or four years that we have been involved with Federated Digital Solutions.”**

- Linda Depta, Kalamazoo Valley Community College Director of Development and Marketing; Executive Director of the Kalamazoo Valley Foundation



The ROI for Kalamazoo Valley was ultimately an increase in student registration. Federated Digital Solutions campaigns began producing a positive impact at the beginning of the partnership. The results have exceeded expectations month over month, year over year.

Kalamazoo Valley has continued to be very pleased with the success of the overall campaign and the special campaigns needed to boost specific programs, increase awareness of an area of study, or do a push for registration.

