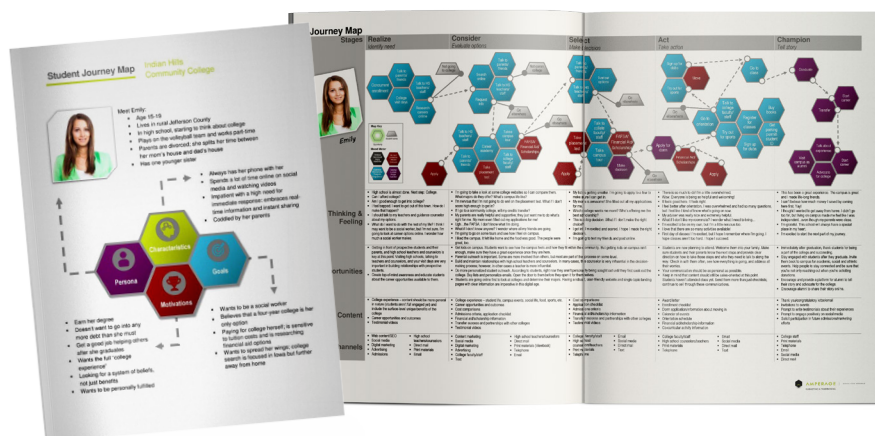


Indian Hills "Life. Changing." Marketing Campaign

When Indian Hills Community College (IHCC) needed to holistically assess their admissions sales cycle, they turned to AMPERAGE Marketing & Fundraising for a creative strategy. AMPERAGE took them on a journey to analyze the admissions recruitment process by developing a student journey map and sales funnel, which allowed them to understand all the potential touchpoints the college has with students during their college selection process. A traditional student's journey was the focus of this process, specifically those who were planning to transfer to a 4-year institution after graduating from IHCC.



Connect

Uncovering the Truth

AMPERAGE conducted three phases of research as we worked to discover the physical and emotional experiences students have during their journey and identify key strategies and tactics IHCC should employ to recruit students and grow their market share:

1. Interviews with current IHCC students
2. A Journey Workshop and Sales Funnel exercise with key IHCC staff members
3. A Secret Shopper exercise during which an AMPERAGE staff member applied to the college and tracked the materials and messages received

Motivate

Chart the Course

AMPERAGE synthesized the key insights collected and presented three deliverables to IHCC staff, focused on the recruitment journey of the traditional student:

- 1) a Journey Map, 2) a systemized Sales Funnel, and 3) strategies and recommendations for future touchpoint marketing materials.
- A timeline depicting the recruiting materials received by the AMPERAGE staff member was also provided to Indian Hills.

Measure

A More Systemized Approach

Almost immediately after completing this exercise, Indian Hills recognized and began working to reduce inefficiencies in staff and touchpoints with potential students. The college is in the process of restructuring its admissions team and process, and adapting a more systemized approach to student recruitment, which will allow Indian Hills to more efficiently increase its market share.



AMPERAGE

MOVE THE NEEDLE

MARKETING & FUNDRAISING