

Size of e-Learning market US (in million dollars)

	2014	2022	% Change
United States	165.36	243.8	47%

Size of e-Learning market by region (in million dollars)

	2013	2016	% Change
North America	23,800	27,100	14%
Western			
Europe	6,800	8,100	19%
Asia	7,100	11,500	62%

Projected High School Graduates (Knocking at the College Door)

State - Public	2016	2019	2022	2025	% Growth Change	State Funding Drop since 2008
Kansas	32,000	33,000	34000	36000	13%	21%
Arizona	65000	67000	67000	70000	8%	47%
Florida	160000	166000	164000	177000	11%	25%
Georgia	97000	101000	99000	105000	8%	22%
Louisiana	39000	40000	38000	41000	5%	42%
Mississippi	25000	26000	25000	27000	8%	23%
New Mexico	19000	20000	20000	20000	5%	32%
Texas	316000	337000	343000	363000	15%	23%

Free Application for Federal Student Aid (FAFSA) submitted by application cycle Nationwide

State	2013-2014	2014-2015	2015-2016	2016-2017	
Kansas	73016	71146	68654	64846	-11%
Arizona	136777	136782	137041	133757	-2%
Florida	483622	473505	464607	434177	-10%
Georgia	240338	231981	231588	211206	-12%
Louisiana	75103	76203	75817	72500	-3%
Mississippi	64921	65039	61976	58695	-10%
New Mexico	47191	47180	44789	41651	-12%
Texas	578292	588080	587987	593006	3%

Unemployment Rates 2017

Kansas	4.0%
Arizona	5.1%
Florida	5.0%
Georgia	5.3%
Louisiana	5.8%
Mississippi	5.2%
New Mexico	6.8%
Texas	4.9%

KBOR enrollment by age AY 2016

College	<18	18-19	20-24	25-44	45-64	65+
Barton	3.6%	10.1%	44.8%	37.0%	4.3%	0.3%
Butler	5.1%	22.6%	39.7%	28.1%	4.4%	0.2%
Cloud	19.3%	27.4%	26.4%	18.9%	6.4%	1.6%
Colby	10.6%	29.0%	37.4%	17.6%	4.1%	1.4%
Garden City	6.5%	28.4%	38.0%	19.8%	6.7%	0.6%
Hutchinson	14.1%	25.9%	29.8%	23.6%	6.2%	0.3%
Johnson	11.0%	20.3%	34.7%	26.8%	5.7%	1.5%
Seward	17.2%	27.5%	26.0%	17.5%	8.3%	3.6%

BARTonline out of State Student Enrollments

State	2014	2015	2016
Arizona	36	102	147
California	464	1068	1082
Colorado	118	132	113
Florida	117	164	150
Georgia	101	105	78
Illinois	116	118	144
Kansas	6389	6490	6315
Kentucky	98	131	84
Missouri	230	305	361
Nebraska	93	129	88
Ohio	49	62	101
Oklahoma	76	109	141
Texas	279	348	350
Utah	67	111	104
Virginia	94	101	88

BARTonline Web site data July, August, and September

Month	Users	Page views	Avg. Duration	% New Sessions
July	24032	235779	00:02:45	33.50%
August	29518	318698	00:03:15	33.35%
September	44507	20525	00:02:43	33.90%

BARTonline web site data - Where do they come from - July, August and September

State	2016 Users	2017 Users	2016 New Users	2017 New Users	% user increase	% new user increase
Kansas	34609	76087	6632	21163	119.85%	219.10%
Texas	1582	17564	378	11625	1010.24%	2975.40%
Missouri	2640	9771	807	3330	270.11%	312.64%
California	2293	8042	504	2226	250.72%	341.67%
Illinois	1186	3992	393	1609	236.59%	309.41%
Florida	793	2376	153	729	199.62%	376.47%
Georgia	507	2514	113	737	395.86%	552.21%
North Carolina	313	2185	78	808	598.08%	935.90%
Oklahoma	398	1971	102	554	395.23%	443.14%
Washington	429	1543	109	497	259.67%	355.96%

Country	2016 Users	2017 Users	2016 New Users	2017 New Users	% user increase	% new user increase
United States	52332	151425	10793	51223	189.35%	374.59%
Saudi Arabia	238	3095	43	738	1200.42%	1616.28%
India	430	1322	68	432	207.44%	535.29%
Kenya	264	1150	45	204	335.61%	353.33%
Pakistan	722	952	73	227	31.86%	210.96%
South Korea	138	842	25	243	510.14%	872.00%
Germany	365	752	38	181	106.03%	376.32%
Mexico	1	644	1	530	64300.00%	52900.00%
Kuwait	51	414	14	98	711.76%	600.00%
China	31	302	10	106	874.19%	960.00%

Where do they come from - July, August and September

	2016 Users	2017 Users	2016 New Users	2017 New Users	% user increase	% new user increase
Texas	1582	17564	378	11625	1010.24%	2975.40%

ENROLLMENTS FROM TEXAS

	Fall 16			Fall 17		
	Session 1	Session 2	Session 3	Session 1	Session 2	Session 3
Headcount	35	27	55	29	21	49
	TOTAL 117			TOTAL 99		
Ages						
17 & under						
18-19		1	1	1		
20-24	14	7	31	13	7	24
25-34	12	10	10	4	8	16
35-44	6	7	10	8	6	7
45-54	3	2	3	3		1
55 & up						1

BARTonline out of State Students

	2014	2015	2016
Texas	279	348	350

1. Environment Conditions
 - a. Barton's online enrollment gains are decreasing
 - b. Competition from Johnson, Butler, Colby, Garden City and Seward is increasing
 - c. In 2013, the Midwest generated 22% of the nation's high school grads, that share is projected to decrease to 19% by 2030
 - d. Nationally college enrollments are declining
 - e. Nationally college funding is dropping
2. Assumptions
 - a. Barton has a good chance of attracting out of state students because of pricing
 - b. Kansas online student market will become more competitive
 - c. Because of loss of state funding and college age population growth, southern states will be a good target
 - d. Online class growth will continue to increase nationwide.
 - e. States/cities with Free college tuition will not affect our efforts to grow online
3. Facts – 2015-16 data
 - a. Johnson online growth rate is currently 20% per year (16,000 credit hours)
 - b. Butler online growth rate is currently 6% per year (11,000 credit hours)
 - c. Colby online growth rate is currently 67% per year (2300 credit hours)
 - d. Garden online growth rate is currently 14% per year (450 credit hours)
 - e. Barton County online growth rate is 8% per year (13,000 credit hours)
 - f. Online e-learning in the U.S. will grow 47% over the next 5 years
 - g. Barton's 20-44 year olds make up 81% of enrollments
 - h. Texas HS graduates are projected to increase 15% by 2025, state funding dropping 23%, unemployment rate 4.9%
 - i. Georgia HS graduates are projected to increase 8% by 2025, state funding is dropping 22%, unemployment rate 5.3%
 - j. Florida HS graduates are projected to increase 11% by 2025, state funding is dropping 25%, unemployment rate 5.0%
 - k. Arizona HS graduates are projected to increase 8% by 2025, state funding is dropping 47%, unemployment rate 5.1%
 - l. Louisiana HS graduates are projected to increase 5% by 2025, state funding is dropping 42%, unemployment rate 5.8%
 - m. New Mexico HS graduates are projected to increase 5% by 2025, state funding is dropping 32%, unemployment rate 6.8%
4. Goals
 - a. Target Texas and potentially Florida to increase marketing efforts
 - b. Increase awareness of BARTonline associate degree offerings over a two-year period in Texas, expanding to other states (Florida) and beyond (Southeast Asia) if budget allows.
5. Plan
 - a. Direct advertising agency to place paid search engine and social media advertising targeted to potential students aged 18-22 years in key regions.
 - b. After six months, assess costs to look at the possibility of expanding marketing to Florida and overseas, or consider enhancing marketing to Texas depending on response.
6. Thought process
 - a. Continually monitor and adjust messaging and placement based on response to ensure we are reaching those most likely to engage and enroll.

International Marketing

1. China

- a. How it works:
 - i. Affordable (\$12,000 for a six month campaign)
 - ii. All editorial content – paid advertisements are not effective.
 - iii. Separate social media accounts (China blocks FB/Twitter, etc)
 - iv. Separate website in mandarin.
- b. Potential benefits:
 - i. Online growth
 - ii. Face-to-face growth (seems more likely)
- c. Challenges:
 - i. Potential for language barrier
 - ii. Food issues (face to face)
- d. Recommended programs to promote:
 - i. “Associate degree” promoted generically
 - ii. STEM!
 - iii. Networking/Computer Science
 - iv. Business management / Leadership / Entrepreneurship

2. India & Turkey

- a. How it works:
 - i. More expensive (\$20K per 8 week campaign)
 - ii. Paid ads & editorial content.
- b. Potential benefits:
 - i. Online growth
 - ii. Face-to-face growth
- c. Challenges:
 - i. Language barrier with Turkey. India presents less of a challenge.
- d. Recommended programs for India:
 - i. “Associate degree” promoted generically
 - ii. Computer Science
 - iii. STEM
 - iv. Dietetics
 - v. Natural Gas
 - vi. Education
- e. Recommended programs for Turkey:
 - i. “Associate degree” promoted generically
 - ii. This has been a little more difficult to research.

BARTON
COMMUNITY COLLEGE

**INTERNATIONAL STUDENT
RECRUITMENT CAMPAIGNS**

CHINA | INDIA | TURKEY



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RECOMMENDATIONS

CHINA RECOMMENDATIONS

COMPONENT	DESCRIPTION	FREQUENCY	COSTS
Account Verification & Set Up	Verified Official WeChat, Miaopai, Youku, QQ video, Hosted hashtag		\$2,000
Content Creation and Social Listening	Transcreation of Barton content in Mandarin onto Chinese social platforms	Long Articles: 2 Short Form Posts: 4 Videos Subtitling : 2	\$4,000
	Ongoing engagement with prospective student questions and queries about Barton Community College	2 Hours P/W Engagement Over 6 Months	Engagement: \$3,000 (\$500/month)
Microsite Creation	Creation of a microsite within WeChat - this would include key information about Barton by highlighting USPs, and would include a form embedded within WeChat to help track outcomes	3 Pages 1,000 Words	\$3,000
Total Cost			\$12,000



INDIA RECOMMENDATIONS

	Campaign	Audience	Platform	Description	Costs (Including 15% Management)
PHASE ONE	BRAND AWARENESS & INQUIRY GENERATION	Passive Audience	Facebook Inquiry Generation	<p>Social media is an effective means of generating awareness in a brand new market and heavily tailored towards inquiry promotion. Based on this, Facebook will be the number one platform Net Natives would recommend to kickstart Barton's international activity.</p> <p>We will use information gathered from a user's profile to target them effectively. Using interest, location, and age targeting, Net Natives will determine the most relevant demographic in India for Barton's inquiry campaign. Further, prospects will be encouraged to inquire using messaging which promotes USPs, testimonials, and any video content Barton may have.</p> <p>Using a variety of different ad types on Facebook, we will create multiple ad variants with different messaging, imagery and copy, which will enable the advertising team to split-test and optimize budgets to the ads that are generating the highest quality inquiries.</p> <p>All advertising will be mobile optimized, so your brand is ever present on desktop and mobile devices, and traffic will be driven to an engaging Akero landing page where prospects can inquire to find out more information about Barton.</p>	\$3,000 (6 Weeks)
		Active Audience	Google Search	<p>Google Search advertising will ensure that when target audiences in key cities in India are actively searching for your brand, Barton will appear with eye-catching, engaging search content. Keywords and copy will be specifically tailored to audiences searching for Barton. It is typically the number one platform for generating direct applications and inquiries.</p> <p>As with Facebook, we will create multiple keywords groups with different copy to split-test and optimize budgets to the specific keyword variants that are best performing. Again, traffic will be driven to an Akero landing page where they will be encouraged to find out more about Barton.</p> <p>Targeting on both Google and social media will allow Barton to reach both their active and passive audiences. As greater awareness is raised on Facebook, typically more prospects will search on Google. Thus, one campaign strategically feeds into the other.</p>	\$2,500 (6 Weeks)
		Passive Audience	Google Display	<p>We will target prospective students on relevant websites they are likely to be spending time on, such as blogs, forums, etc using banner ads. Additionally, we can target according to location and content by specifically targeting websites that have content relating to education, competitor institutions, and studying in the U.S. across the Google Display Network.</p>	\$2,500 (6 Weeks)
PHASE TWO	CONVERSION & KEEP WARM	Custom Audience	Facebook Conversion	<p>Using email data gathered from Phase One of activity, as well as any other organic email data gathered from events and other marketing activity, Net Natives will build a custom audience campaign by matching said email addresses to Facebook profiles. This will enable us to reach prospects who have previously inquired with Barton and are therefore further along the conversion funnel.</p> <p>Again, we will create multiple ad variants, but this time with a firmer call to action to "Choose Barton" by applying. Rather than drive traffic to the Akero landing page, we will direct traffic to a landing page on Barton's website with information about how prospects can apply before the deadline.</p>	\$2,000 (6 Weeks)
		Remarketing	Google Display	<p>Net Natives will place a remarketing tag onto Barton's India-specific landing page and other relevant pages of Barton's website. By implementing remarketing tags across these pages, we will build a list of prospects who have visited and engaged with your website and landing pages from the 6-week promotion phase of activity on Facebook and Google.</p> <p>Net Natives will then remarket to these prospects across the Google Display Network with engaging HTML5 ads, encouraging them to return and learn how to apply. This will not only further build awareness of Barton's brand for an extra 6 weeks, but also drive even more inquiries from an engaged audience.</p> <p>We recommend running this activity with Barton sees an influx of inquiries, or before an application deadline to remind prospects that they can find out more about studying at Barton and how to apply.</p>	\$2,000 (6 Weeks)
	DATA CAPTURE		Akero	As always, lead all traffic to a specific page encouraging inquiries. The form will be customized with conditional form fields to determine lead quality, which can be tracked and added into the lead nurture campaign. We will also set up marketing automation to send inquirers relevant information to help convert prospects to qualified applications.	\$0
TOTAL:					\$12,000

TURKEY RECOMMENDATIONS

	Campaign	Audience	Platform	Description	Costs (Including 15% Management)
PHASE ONE	BRAND AWARENESS & INQUIRY GENERATION	Passive Audience	Facebook Inquiry Generation	<p>Social media is an effective means of generating awareness in a brand new market and heavily tailored towards inquiry promotion. Based on this, Facebook will be the number one platform Net Natives would recommend to kickstart Barton's international activity.</p> <p>We will use information gathered from a user's profile to target them effectively. Using interest, location, and age targeting, Net Natives will determine the most relevant demographic in Turkey for Barton's inquiry campaign. Further, prospects will be encouraged to inquire using messaging which promotes USPs, testimonials, and any video content Barton may have.</p> <p>Using a variety of different ad types on Facebook, we will create multiple ad variants with different messaging, imagery and copy, which will enable the advertising team to split-test and optimize budgets to the ads that are generating the highest quality inquiries.</p> <p>All advertising will be mobile optimized, so your brand is ever present on desktop and mobile devices, and traffic will be driven to an engaging Akero landing page where prospects can inquire to find out more information about Barton.</p>	\$3,000 (6 Weeks)
		Active Audience	Google Search	<p>Google Search advertising will ensure that when target audiences in key cities in Turkey are actively searching for your brand, Barton will appear with eye-catching, engaging search content. Keywords and copy will be specifically tailored to audiences searching for Barton. It is typically the number one platform for generating direct applications and inquiries.</p> <p>As with Facebook, we will create multiple keywords groups with different copy to split-test and optimize budgets to the specific keyword variants that are best performing. Again, traffic will be driven to an Akero landing page where they will be encouraged to find out more about Barton.</p> <p>Targeting on both Google and social media will allow Barton to reach both their active and passive audiences. As greater awareness is raised on Facebook, typically more prospects will search on Google. Thus, one campaign strategically feeds into the other.</p>	\$2,500 (6 Weeks)
		Passive Audience	Google Display	<p>We will target prospective students on relevant websites they are likely to be spending time on, such as blogs, forums, etc using banner ads. Additionally, we can target according to location and content by specifically targeting websites that have content relating to education, competitor institutions, and studying in the U.S. across the Google Display Network.</p>	\$2,500 (6 Weeks)
PHASE TWO	CONVERSION & KEEP WARM	Custom Audience	Facebook Conversion	<p>Using email data gathered from Phase One of activity, as well as any other organic email data gathered from events and other marketing activity, Net Natives will build a custom audience campaign by matching said email addresses to Facebook profiles. This will enable us to reach prospects who have previously inquired with Barton and are therefore further along the conversion funnel.</p> <p>Again, we will create multiple ad variants, but this time with a firmer call to action to "Choose Barton" by applying. Rather than drive traffic to the Akero landing page, we will direct traffic to a landing page on Barton's website with information about how prospects can apply before the deadline.</p>	\$2,000 (6 Weeks)
		Remarketing	Google Display	<p>Net Natives will place a remarketing tag onto Barton's Turkey-specific landing page and other relevant pages of Barton's website. By implementing remarketing tags across these pages, we will build a list of prospects who have visited and engaged with your website and landing pages from the 6-week promotion phase of activity on Facebook and Google.</p> <p>Net Natives will then remarket to these prospects across the Google Display Network with engaging HTML5 ads, encouraging them to return and learn how to apply. This will not only further build awareness of Barton's brand for an extra 6 weeks, but also drive even more inquiries from an engaged audience.</p> <p>We recommend running this activity with Barton sees an influx of inquiries, or before an application deadline to remind prospects that they can find out more about studying at Barton and how to apply.</p>	\$2,000 (6 Weeks)
	DATA CAPTURE		Akero	As always, lead all traffic to a specific page encouraging inquiries. The form will be customized with conditional form fields to determine lead quality, which can be tracked and added into the lead nurture campaign. We will also set up marketing automation to send inquirers relevant information to help convert prospects to qualified applications.	\$0
TOTAL:					\$12,000