

# Barton Online Update

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## **Amperage – Marketing Agency**

The Center for Innovation and Excellence and the Communications Department have been working with a marketing agency, Amperage, to help the College target perspective students due to enrollment declines.

Amperage, with the help of several Barton stakeholders, worked through a journey map and surveyed a total of 275 current, perspective, and former students to get a holistic picture of who our students are and why they came to Barton.

The findings of this process did not offer many surprises but solidified what we already knew. Key findings from these exercises showed us that BARTonline is a great stepping stone for students to take prerequisite coursework and transfer to their home university/college. Other feedback revealed that BARTonline has the programs/majors students are seeking, and it is cost effective, flexible, and convenient.



# Amperage Recommendations & Updates

## What's in a Name?

The student feedback revealed students do not refer to our online courses and programs as BARTonline, but simply Barton Online.

During the past several years, we have worked hard to streamline student services and instructional support for all students. Shifting from the name BARTonline to Barton Online helps us solidify those efforts by simply stating that Barton has online offerings. This change will most likely not affect our students at all, but we know this change will affect us internally as we have come to know BARTonline as our online offerings since 1998/99. This change is forward thinking with our students at the forefront of this decision.



# Communications & Center for Innovation & Excellence Partnership

Internal Campaign Targeted to Transient Students

Adjusted Website

Faculty Interest Stories

Course Videos

Student Testimonials

University Visits

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## Additional Initiatives

- Barton Online Workgroup – meets every two week to discuss updates, projects, findings and opportunities
- Enrollment Research – Vice-President Dean shared a seven year enrollment report which revealed that while online enrollment has declined, the percentage of online enrollment when compared to overall college enrollment has remained stable (44%, 44%, 45%, 50%, 49%, 53%, 54%)
- Promotional materials and advisement contacts are extended to Emporia State University, Fort Hays State University, Kansas State University, Pittsburg State University, University of Alabama, University of Kansas and University of Missouri University of Alabama
- Identification of subject areas with the highest percentage of online enrollment: LIFE 346, CHEM 330, PSYC 311, MATH 282 and COMM 270

**Questions & Comments...**

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