



5/16/2023

# Brand Outreach & Engaging Adult Learners

Outreach & Engagement  
Committee

# Brand Outreach and Engaging Adult Learners



MINNESOTA STATE

## » Minnesota State

- Noelle Hawton, Chief Marketing and Communications Officer
- Barbara Hein, Director of Marketing



METRO STATE  
UNIVERSITY

## » Metro State University

- Audrey Bergengren, Vice President of Strategic Enrollment and Marketing
- Laura Lindahl, Director of Marketing and Communications



ALEXANDRIA  
Technical & Community  
COLLEGE

## » Alexandria Technical & Community College

- Jeffrey Wild, Vice President of Advancement and Outreach
- Nichole Aber, Director of Marketing and Communications

# Minnesota State Brand Research

- » What We Heard: Affordability, Quality, Diverse Academic Programming
- » What we did: Revamp messaging and delivery
- » Target audience
  - 16–49 years old
  - First generation students
  - Traditionally underrepresented communities
  - Minnesota and neighboring state's border cities such as Sioux Falls, Cedar Rapids, and La Crosse

# Student Testimonials: Affordability, Quality, Experienced Professors



“Anoka Tech’s financial aid department was able to help me find several programs that have been beneficial to my family and has created an opportunity for me to focus on my degree.”

**Cortez Whitaker, student**  
Health Information Technology  
Anoka Technical College

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MINNESOTA STATE COLLEGE SOUTHEAST  
MINNESOTA STATE COLLEGE NORTH



“I have been fortunate to have free childcare for my three kids (through the CCMPS Grant). I have a work study job, and everyone has been so helpful and supportive to me.”

**Sarah Kaba, student**  
Nursing  
Minnesota College

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MINNESOTA STATE COLLEGE NORTH



“I haven’t had to take out a loan ... there are scholarships, crisis grants, and Covid relief grants that really helped me. I had to pay very little out of pocket during my two years here. Very affordable.”

**Oluwatimi (Carla) Jinadu, student**  
Business and Economics  
Anoka-Ramsey Community College

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MINNESOTA STATE COLLEGE NORTH



“M State allowed me to achieve a goal that did not seem possible for a large portion of my life. I was a single mom, working full-time, trying to make ends meet.”

**Shawna Davenport, graduate**  
Business Entrepreneurship  
Minnesota State Community and Technical College

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MINNESOTA STATE COLLEGE NORTH



“All the professors here are great and great at what they teach and what they do... I’m proud to go here. I always say where I am going and tell people which school I’m at!”

**Kevin Thao, student**  
Exercise Science Pathway  
Anoka-Ramsey Community College

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MINNESOTA STATE COLLEGE NORTH



“I chose to go to Minnesota State College Southeast because of the partnership... not only do we get to learn here at school, but we also learn at work as well.”

**Ivey Wadman Vahrenkamp, student**  
CNC Machine Tool  
Minnesota State College Southeast

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MINNESOTA STATE COLLEGE NORTH

# Employer Partnerships



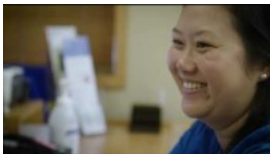
- » Long version for web
- » 15 and 30 second versions for social media



Delta



Visual Communications



Mayo Clinic



JBS Worthington



Ziegler CAT



Travelers



Syngenta

# Omnichannel Approach



## DIGITAL

- Facebook
- Instagram
- YouTube
- TikTok
- Snapchat
- Geo-Fencing



## AUDIO

- Streaming audio
- Spotify
- KFAN
- KS95



## VIDEO

- Streaming TV
- Broadcast TV
- Twitch

# Goals and Metrics

Numbers are from September 1, 2022 – April 30, 2023

- » **Brand awareness—why choose Minnesota State**
  - **Number of targeted Facebook/Instagram impressions:** 15,204,466
  
- » **Drive visitors to our website**
  - **Pageviews:** 3,609,469 (6.5% increase over last year)
  - **New Unique Users:** 627,357 (13% increase over last year)
  - **Sessions:** 954,660 (11% increase over last year)
  
- » **Positive impact on applications**
  - 10% increase in applications vs. previous year (via Google Analytics)
  - 148,209 applications vs. 135,172 previous year
  - Cost per application = \$2.84

# Additional Metrics

Numbers are from September 1, 2022 – April 30, 2023

## » Search Engine Marketing (SEM)

- 70,185 impressions, 7,989 new unique users to website

## » Geo-Fencing

- 178,109 impressions, 1,129 new unique users to website

## » TikTok and Snapchat

- 2,607,534 impressions, 4,896 new unique users to website

## » MSHSL State Tournaments

- 104,407 impressions on streaming, 72 broadcast ads, 3,223 new unique users to website

## » YouTube

- 7,240,070 impressions, 8,403 new unique users to website

## » Streaming TV (OTT/CTV)

- 1,049,633 impressions

## » Spotify

- 7,139,137 impressions, 4,092 new unique users to website

## » Radio: KFAN and KS95

- 852 spots



# Minnesota Future Together Grant

(3-month campaign)

## » Facebook/Instagram

- Impressions: 10,412,581
- Click through rate: 1.82%
- New users to website: 81,279

## » Audio

- Spotify impressions: 4,218,471
- Streaming Audio impressions: 1,752,073
- Radio: KMOJ-FM and WREY

