



Overview

A Plan for the Future





Marketing Overview

Introductions

Year 1

Audience

Marketing Opportunities

Priority Tactics

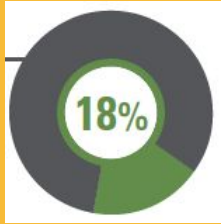
Q&A

Year 1 Launch August 2022



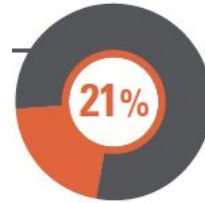
- 5 B.A. degree completion programs: anthropology*, economics, interdisciplinary studies, interdisciplinary engineering*, and information science and data analytics..
**First CSU to offer these online BA programs*
- Enroll up to 400 students by fall 2024.
- Support staff embedded across campus departments to support the fully online student experience.
- Dedicated enrollment counselors with a “concierge” approach.
- Outreach will begin with former SJSU students (6K) and community colleges.

Who is our target audience?



Career Starters

- Extremely job oriented
- Price-sensitive
- Focused on reaching an ideal career position after college in the shortest amount of time.
- Job placement rate and career services are key.



Career Accelerators

- Typically older, working adults who want to advance their career within their current company or industry.
- Career counseling and placement is key for them.

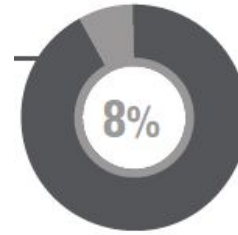
Source: [Haven Ladd, Seth Reynolds, Jeffrey J. Selingo. The Differentiated University: Recognizing the Diverse Needs of Today's Students. The Parthenon Group](#)

Who is our target audience?



Industry Switchers

- Looking to start a career in a different field.
- Often unemployed or in precarious financial situations.
- Place high value on institutions link to labor markets.



Academic Wanderers

- Older students who don't know what they want to do, but believe obtaining a degree will open doors for them.
- Likely to be unemployed or have lower incomes.
- Least likely to believe they will complete their degree/most at-risk.

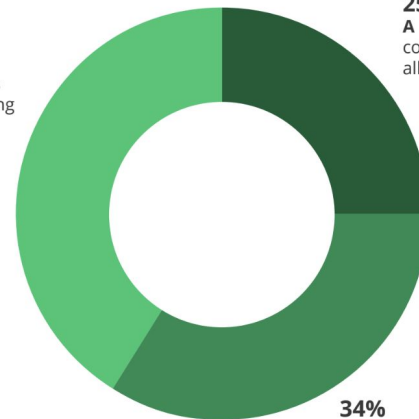
Online Learner Demographics

According to *Best Colleges Trends in Online Student Trends Report 2021* survey, the respondents of the survey (n=1,300):

- Slightly skewed toward predominantly male (53%); female (46%); Transgender/Non-conforming (<1%)
- Between the ages of 25 and 44 (61%); 45-54 (18%); >54 (7%)
- Pursuing a bachelor's degree (29%); Associate's degree (17%)
- Married or living with a partner (65%); Single (29%)
- A parent (61%)
- White (68%), Black (16%), Hispanic/Latino/a (8%), Asian/Pacific Islander/Asian Indian (5%), Native American (2%), Other (1%)
- Employed full time (57%), Part-time (9%), Self-employed (15%), Homemaker (6%), Unemployed (9%)
- Enrolled full-time in their courses (78%), Part-time (22%)
- Income level <\$25K (11%); \$25-49,999K (21%); \$50-\$74,999K (15%); \$75-\$99,999K (15%); \$100K+ (36%)

How much did the pandemic impact your decision to consider an online program? (For prospects and those that enrolled in 2020-21.)

41%
Not at all – I was always considering online, it didn't change that



25%
A lot – I was not considering it at all and now I am

34%
A little – I was sort of considering it before and it gave me the push

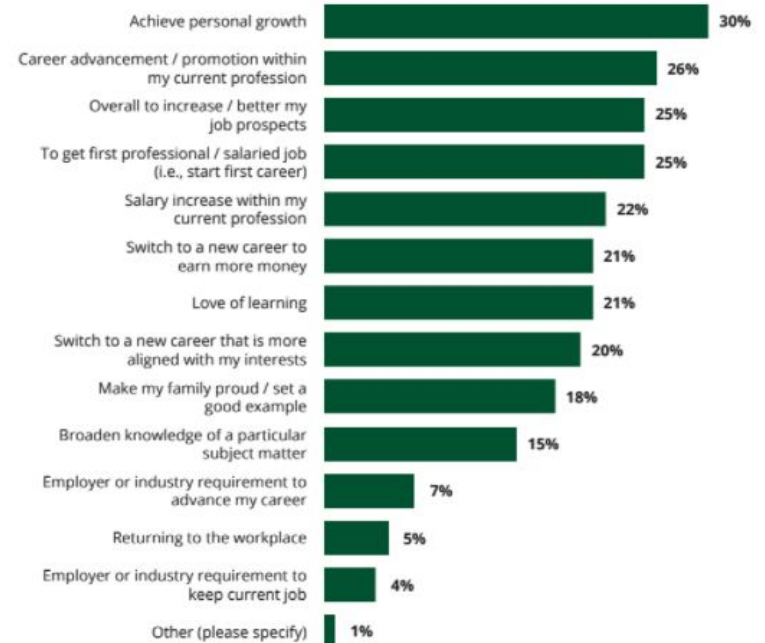
What Motivates These Students?

Designing messaging that resonates.

[\(Capranos, D., Dyers, L., Magda, A. J. \(2021\). Voice of the online learner 2021: Amplifying student voices in extraordinary times. Louisville, KY: Wiley Education Services.\)](#)

- 30% of online learners said achieving personal growth was a leading motivator to enroll
- 26% of learners sought advancement in their current profession
- 25% hoped to improve their job prospects
- 25% wanted to secure their first professional job
- 22% wanted a salary increase in a current profession
- 22% of online learners were looking to switch into a new career.

Please select which of the following factors influenced your decision to pursue a degree. *Select all that apply.*



Marketing & Recruitment Messaging

All Personas

OPTION 1

With SJSU Online, you can – and you will.

(Unlock your potential, achieve your dreams, go far, level up, change careers, advance yourself).

OPTION 2

Login to transform your [blank]

(career / life / future / community / skills / mind / hopes / dreams / goals / reality / direction / trajectory / lineage)

OPTION 3

Unlock your career with SJSU Online.

- Allows for all motivators, a mix of personal growth, career advancement and love of learning.
- Fulfilling a long-awaited dream is common among all audiences.
- Appealing to the common feeling of uncertainty if they can do it.
- Capitalizes on the SJSU “transformation” ranking.

Marketing & Recruitment Messaging

Tone

Vibrant
Innovative
Modern
Motivating
Exciting
Transformative



Marketing & Recruitment Visual Identity



Vibrant and Meaningful Colors Palette

Invoking a **vibrant and exciting feeling** with SJSU's blue and gold that pops on screen and print.

#1957a9
R: 25
G: 87
B: 169

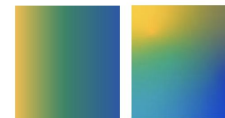
#f7bb38
R: 247
G: 187
B: 56

Contrast Ratio:
7.07:1

Contrast Ratio:
12.12:1

Vibrant and Meaningful Colors Palette (cont.)

With this color palette, we can introduce a new and vibrant gradient. A strong and distinct gradient such as this can communicate **transition and change**.



Introducing teal accent color to that will be unique to the SJSU Online brand. This teal symbolizes and achieves several things:

-Symbolizes **wealth, growth, transition** (derived from blue to gold gradient).

-Makes SJSU Online brand **stand out** from other SJSU sub-brands

-Provides an accent color that can be used to **highlight key messages**.

#14a382
R: 20
G: 163
B: 130

#108469
R: 16
G: 132
B: 105

Contrast Ratio:
3.18:1

Contrast Ratio:
4.63:1

Tones of grey used for several instances of typography, imagery, hierarchy, etc.

#5b5b5b
R: 91
G: 91
B: 91

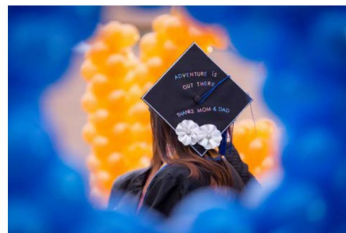
#b2b2b2
R: 178
G: 178
B: 178

#e1e1e1
R: 225
G: 225
B: 225

Marketing & Recruitment Visual Identity (cont'd)

Photography

Photos that not only add context to content, tell **stories of success**, where people can see **themselves in**, and photos that show **campus beauty**.



Other Elements

Type Patterns
Classic part of SISU's brand, could add gradient to add our unique identity.



Triangles
Triangles are something we have used everywhere (SRAC, our current website). This triangle comes from the plume in the spirit mark, and, if used strategically in our branding, could serve as a symbol for change and moving forward.



Angles
Visually related to the triangles, adds to the dynamic visual tone.



Marketing & Recruitment Opportunities

OPPORTUNITY 1

Re-engage previous SJSU students who stopped out.

OPPORTUNITY 2

Expand the SJSU brand across California (and beyond).

OPPORTUNITY 3

Establish partnerships with community colleges and employers.

63% of online learners chose a school within 100 miles of their location.

(Capranos, D., Dyers, L., Magda, A. J. (2021). Voice of the online learner 2021: Amplifying student voices in extraordinary times. Louisville, KY: Wiley Education Services.)

How can we reach these students?

TACTIC 1

Modern website.

TACTIC 2

Personalized outreach from SJSU.

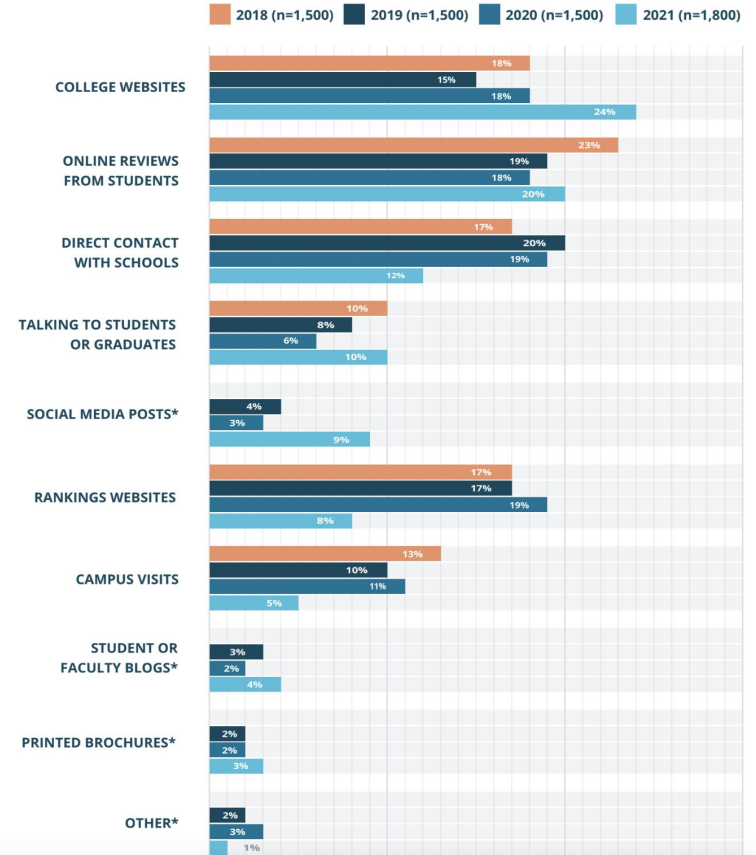
TACTIC 3

Student perspectives and community.

TACTIC 4

Digital ads and direct mail campaigns.

Sources of Student Research and Program Comparison - By Report Year



Marketing & Recruitment Tactics

Direct Mail

Letter and postcard mailed

Advertising

*Facebook/Instagram
Google Ads*

*Google Keyword
Search*

*Community College
Geofencing*

*Website visitor
retargeting*

CRM

*Personal
outreach/calls*

*Personalized and
automated email
campaigns*

Texting

Website

RFI forms

Landing pages

Event registration

Calls to action

Digital & Social Media

Livestream series

Student ambassadors

Discord channel

*Cross-promotion on
main SJSU channel*

News

NewsCenter story

*Campus leadership
updates*

Employer partnerships

New website: <https://newdev.sjsu.edu/online/>

[SJSU.edu](https://sjsu.edu) 

[Info Sessions](#)

[Apply](#)

[408-924-7000](tel:408-924-7000)



[Degree Programs](#)

[Admissions](#)

[Costs and Financial Aid](#)

[Student Experience](#)



With SJSU Online, you can – and you will.

Complete the same bachelor's degree as SJSU on-campus students with the same faculty, curriculum and accreditation. 100% online.

[Explore Our Programs](#)

Direct Mail and Digital Outreach



August XX, 2022

Dear <<First Name>>,

I'm pleased to share some exciting news with you – San José State University has launched SJSU Online. This means your previous course credits can be applied toward completing your bachelor's degree, 100% online. In two years or less, you can get a degree that makes you eligible for a raise, a promotion, or simply offers a sense of personal accomplishment.

Like you, I stopped out of college before earning my degree. I was a first-generation student whose college plans were interrupted by life. It was overwhelming to think about returning to college as a busy adult, navigating the application process, and developing an education plan, all while continuing to balance life and school.

That's why I created a "concierge" approach to help returning SJSU Online students be successful. An experienced counselor will work with you every step of the way – from enrollment through financial aid to academic advising through graduation. And, yes, when you earn your SJSU bachelor's degree, you also get the real-life experience of walking across the stage as your name is called and your friends and family cheer you on.

It's all here waiting for you, and our counselors are ready to guide you through any questions you may have. All it takes is for you to log on and get started.

If you're ready to take the next step, visit sjsu.edu/online/transform and request more information today. I can't wait to see what you'll accomplish next.

Sincerely,

Ronald Rogers
Interim Vice Provost for Academic Innovation
and Online Initiatives, SJSU Online



Log in to transform
your life
sjsu.edu/online

100%

Fully online programs designed to offer flexibility for your busy life.

1:1

One-on-one counseling provided for every returning student.

5

Five degree-completion programs available, with more on the way.

#7

SJSU's ranking among top public universities in the West by U.S. News & World Report.

#1

SJSU is named the Most Transformative University in the Nation, according to Money magazine.

SJSU Online
Complete your bachelor's degree
100% Online
ADVENTURE IS OUT THERE
[Learn More](#)

SJSU Online
With SJSU Online, I finally went back and finished my bachelor's degree.
[Learn More](#)

SJSU Online
Ready to **complete** your bachelor's degree?
With us, you can – and you will.
[Learn More](#)

SJSU ONLINE SPOT #1.mov

Lost Coast Media

SJSU SAN JOSÉ STATE UNIVERSITY

00:30

vimeo