



## From Insight to Enrollment: How a Community College Used Data to Confidently Optimize their Program Mix



### The Challenge

For two-year colleges, serving the local community is a foundational mission. When a public community college began to see demographic shifts in its region, leaders knew they needed to proactively align their academic programs with both evolving student interests and the workforce demands of the local economy.

### Our Approach

To address these challenges, the college partnered with RNL to conduct a comprehensive Academic Program Demand Study as part of a larger strategic enrollment planning initiative. This research was designed to provide a clear picture of the market and inform the college's strategic decisions.

The study centered on a comprehensive Academic Program Demand Survey of residents in the college's region. The research was designed to:

- Quantify market demand for the college's existing program offerings.
- Determine which programs were in the highest demand both in the general market and specifically among those who preferred the community college.
- Examine the differences between these two groups to better understand the college's unique value proposition.
- Identify potential differentiators and top-level market perceptions of the college.

# The Impact

A major finding of the research was the shifting age demographic looking to enroll in the college. Respondents to the survey trended to age ranges older than traditional 18-20-year-old community college students with a greater number representing early to mid-career individuals who were seeking a credential to advance in their job. This finding informed the college's strategy of creating direct outreach to students over the age of 20 who may be interested in the college's career-oriented academic programs. The survey results identified labor market needs and the college has begun shaping new academic offerings that provide direct pathways to careers in the region.

Additionally, survey results indicated that students are seeking more online courses and program offerings. With this insight, plans are being developed for greater diversity in course modality and online programs.

With the insights gained through the survey, the college was able to not only create an institution-wide plan to increase enrollment but can now directly address student academic interests with the creation of new, online programs that meet the evolving needs in the region.



## Ready to address your institution's unique market challenges?

Partner with RNL to gain the insights you need for a data-informed enrollment strategy. Schedule a call today to learn how RNL can help you grow enrollment and serve your community more effectively.



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Ask for a complimentary consultation  
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