



Marketing Campaign Promoting the Value of Higher Education to Increase Enrollment

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Rusty Monhollon

Vice President for Academic Affairs
Kansas Board of Regents

In an era where many are questioning the value of a higher education, it's critical for institutions to shift their focus to remain relevant and competitive. Now, more than ever, it's important for institutions to strategize about how they can navigate challenges and grow enrollment.



Jennifer Bonds-Raacke

Director, Academic Affairs
Kansas Board of Regents

This session will explore how two institutions, The Ohio State University and the Kansas Board of Regents System, are being proactive with their strategies to engage with and motivate students, parents, and other key stakeholders to believe in the value and opportunities a college education provides. Presenters will highlight best practices through a marketing lens to create engaging campaigns that educate and inspire audiences to achieve optimal enrollment and student success.



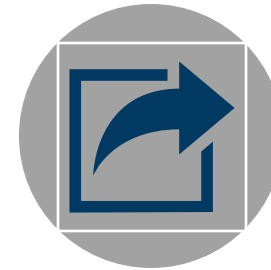
Agenda



Higher Education
in Kansas



HirePaths
Campaign &
Results



Moving Forward



Higher Education in Kansas



Enrollment
Shifts



Achievement
Gaps



Employee
Shortage



Kansas
Perceptions



Kansas Enrollment Shifts - 2018



10.7%
SYSTEMWIDE



7.1% STATE
UNIVERSITIES



17.3% COMMUNITY
COLLEGES



.4% TECHNICAL
COLLEGES



Kansas Achievement Gaps

**COMPLETE
COLLEGE
AMERICA**

KANSAS

What does college completion look like in Kansas?

Graduation Rate at Public Institutions, 2021-22

Type of Institution	On-time Grad Rate	150% Grad Rate
Public 4-year	36%	60%
Public 2-year	29%	38%

Sources: IPEDS

150% Graduation Rate by Race/Ethnicity at Public Institutions, 2021-22

Type of Institution	American Indian or Alaska Native	Black	Hispanic or Latino	Native Hawaiian/ Pacific Islander	Asian	White
Public 4-year	45%	32%	52%	31%	69%	65%
Public 2-year	31%	27%	33%	26%	37%	43%

Sources: IPEDS



Kansas Achievement Gaps

The Value of College Completion in Kansas

MEDIAN EARNINGS (2022)



\$32,127
Less than HS
diploma



\$36,397
HS diploma



\$42,332
Some college or
assoc. degree



\$58,777
Bachelor's
degree



\$71,617
Graduate or
professional degree

Sources: US Census Bureau, American Community Survey



Kansas Board of Regents

kansasregents.gov

Kansas Employee Shortage

- Currently - 700K Adults lacking Credentials
- By 2030 - 34,000 Unfilled Positions

General
Workforce
Shortages



Kansas Employee Shortage

- Currently – 94% of counties are designated Mental Health Professional Shortage Areas
- Within 5 years – Nursing Retirements
 - 29% RN
 - 23% LPN



General
Workforce
Shortages



Healthcare
Professional
Shortages



Kansas Employee Shortage

- By 2032 – 40% short of STEM demand



General
Workforce
Shortages

Healthcare
Professional
Shortages

Technical &
Skilled
Trade
Shortages



Kansas Perceptions of Higher Education



HirePaths

Mission

- Inform and excite parents and guardians, as well as K-12 teachers, about options young people can pursue after high school to quickly and affordably launch a successful, well-paying career.

Goals

- To inform parents, guardians and educators about the variety of educational paths available to young people for achieving successful careers.
- To broaden parents' viewpoints about their child's future by informing them about well-paying, in-demand careers that do not require a bachelor's degree.
- To reinforce that a young person going straight to work or attending a technical program is not in any way a failure .



HirePaths Campaign: Career Exploration



The career options in Kansas are endless!

Thinking through all possible careers can be overwhelming, so we've provided you with this easy way to explore various industries. This list focuses on career paths that can be quickly pursued after high school with on-the-job training or by enrolling in a technical school or community college program. Searching for additional resources? Check out [Today's Occupations](#), [Tomorrow's Opportunities](#), developed by the Kansas Department of Labor, for more exploration.

TAKE OUR CAREER QUIZ ➡

This short quiz will help students narrow down where to start their career search.



HirePaths Campaign: Career Videos

Cool Careers Videos

Unable to access YouTube? Click on an episode below, then follow the link to watch the video without using YouTube. Plus, you can right-click once the video appears to download it directly.

Season 4



Advanced Manufacturing Technician

Episode #28 | Kansas City



Land Surveyor

Episode #27 | Basehor



Civil Engineer

Episode #26 | Overland Park



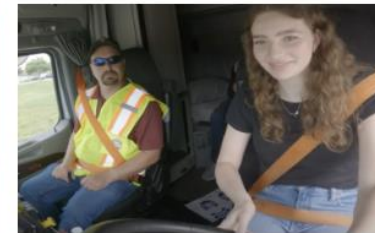
Family Medicine Doctor

Episode #25 | Colby



IT Network Installer

Episode #24 | Columbus



Commercial Driver

Episode #23 | Fort Scott



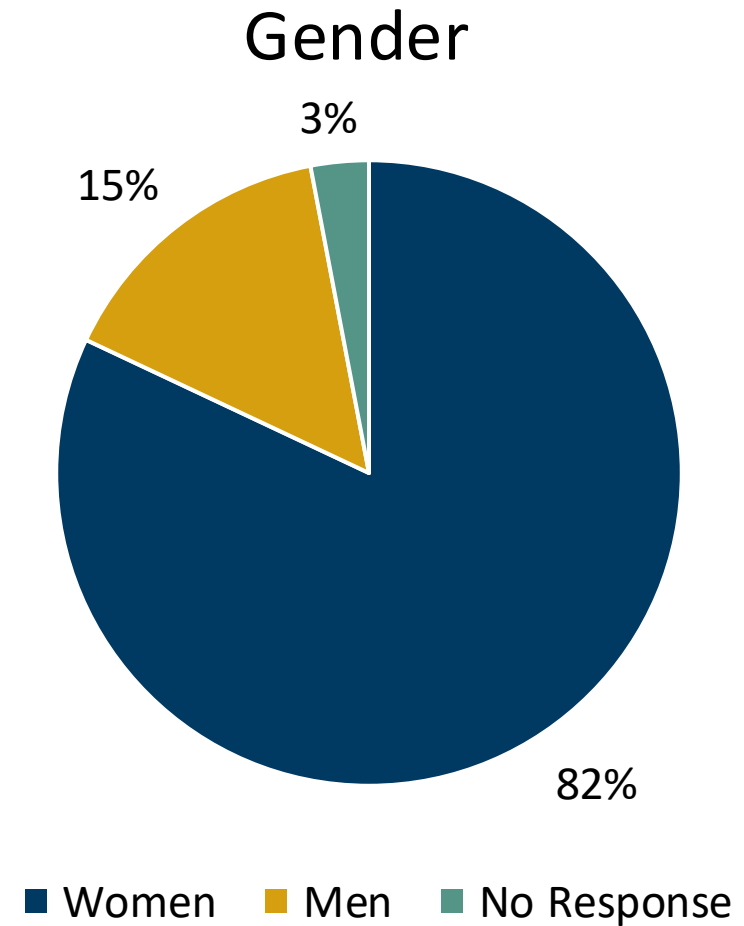
2024 Survey Methodology

- **Statewide Distribution:** KSDE emailed all Kansas school districts inviting participation.
- **Survey Administration:** Participating districts shared survey links with parents via email or social media.
- **Survey Design:** Hosted in Qualtrics and included a KSDE cover letter outlining project goals.



2024 Participants (Demographics)

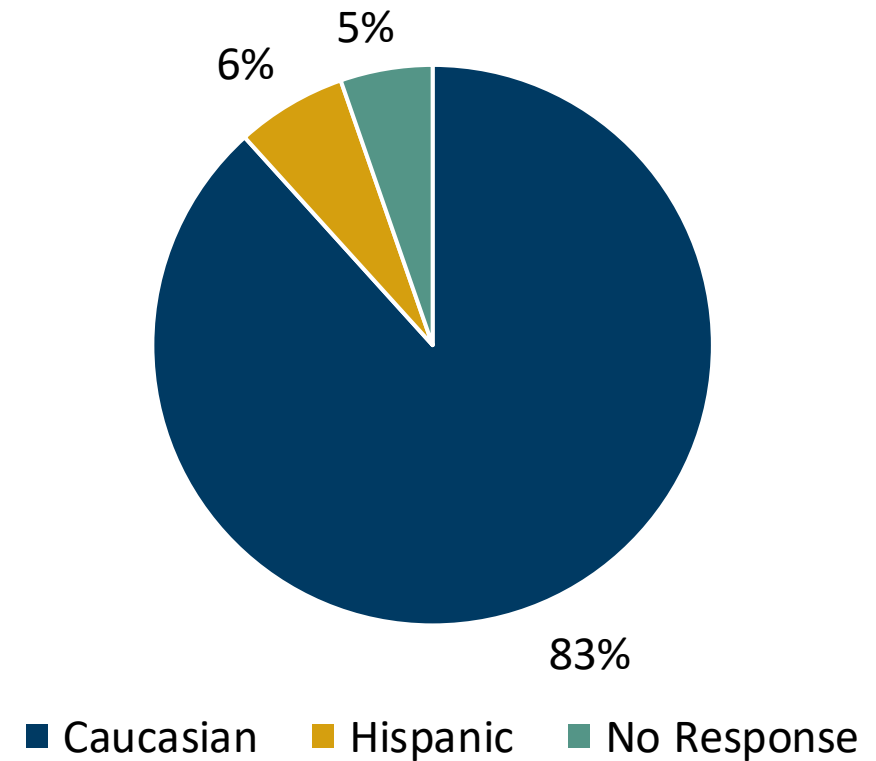
- 4,897 respondents
- 100% with child / children under 18
- 99.4% lived in Kansas



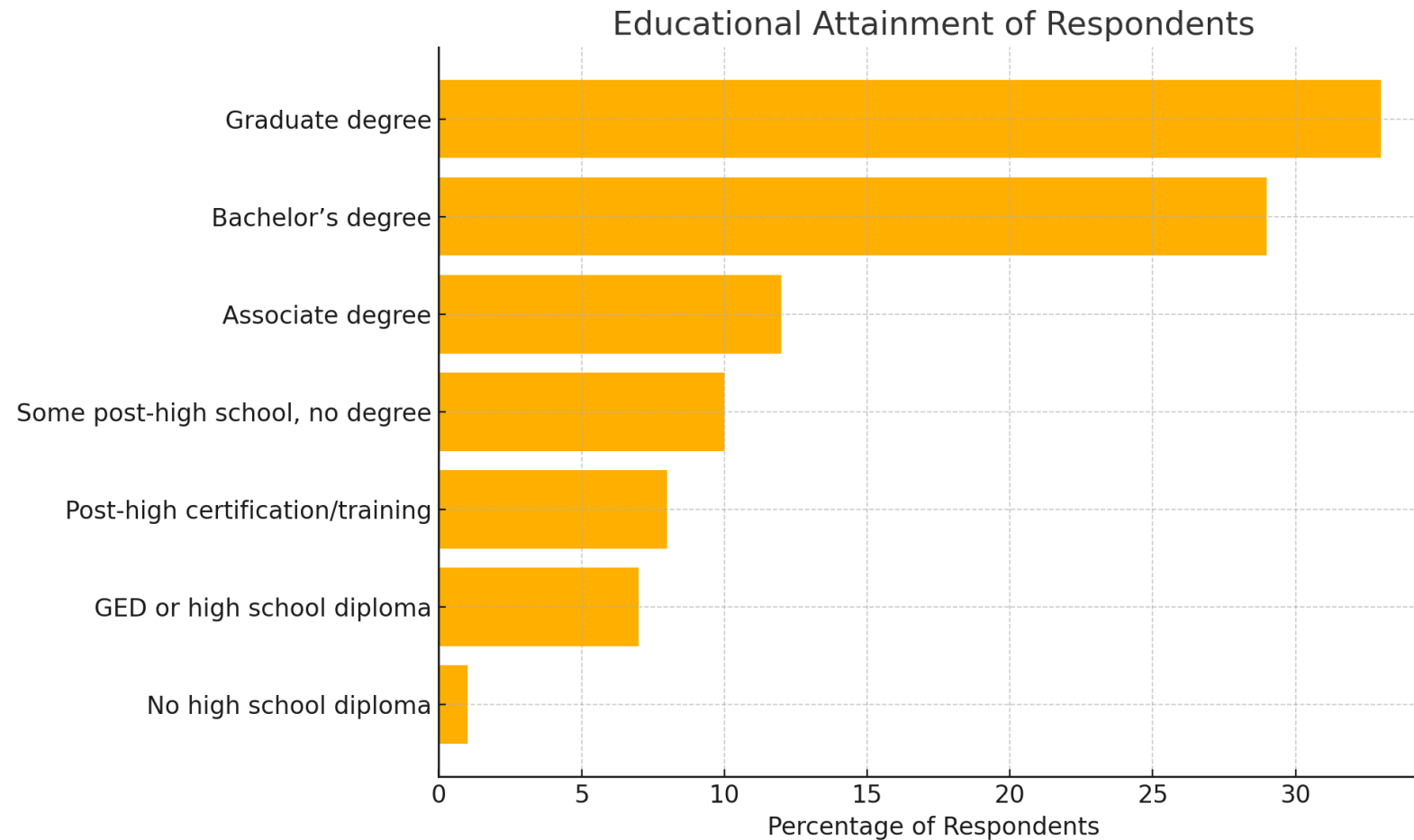
2024 Participants (Demographics)

- Age
 - 33.1% aged 30-39
 - 46.5% aged 40-49

Race / Ethnicity
(Top Selections)

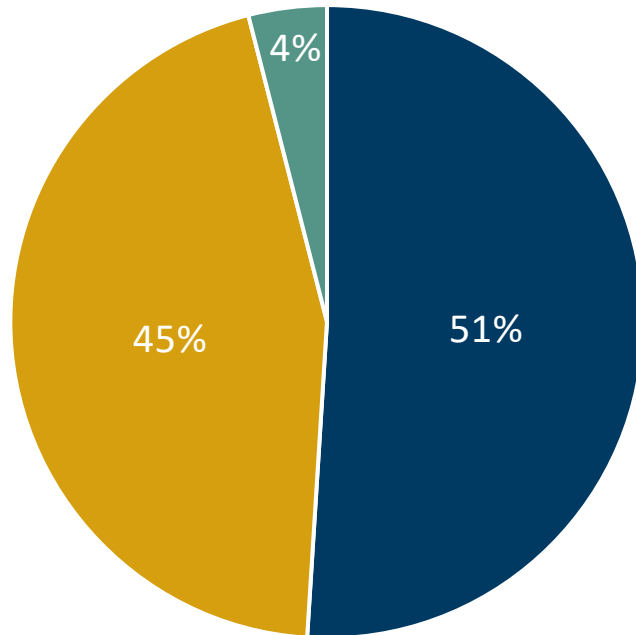


2024 Participants (Demographics)



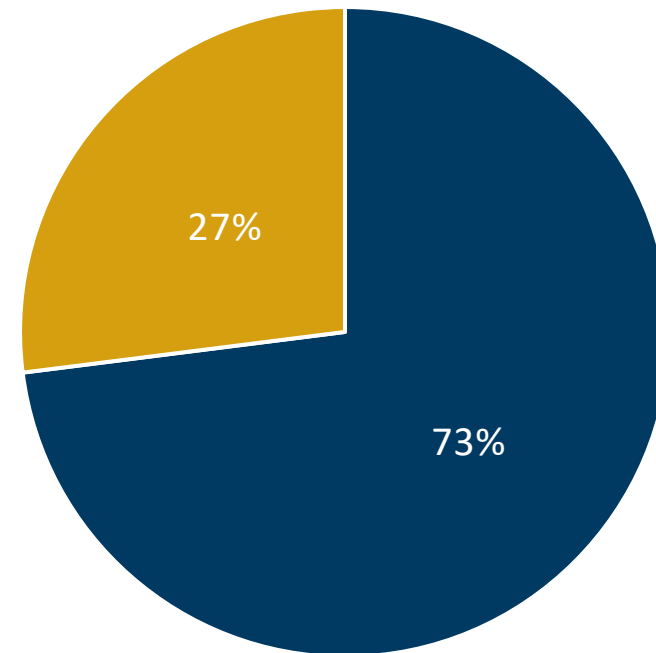
2024 Participants (Demographics)

Gender of Child



■ Boy ■ Girl ■ No Response

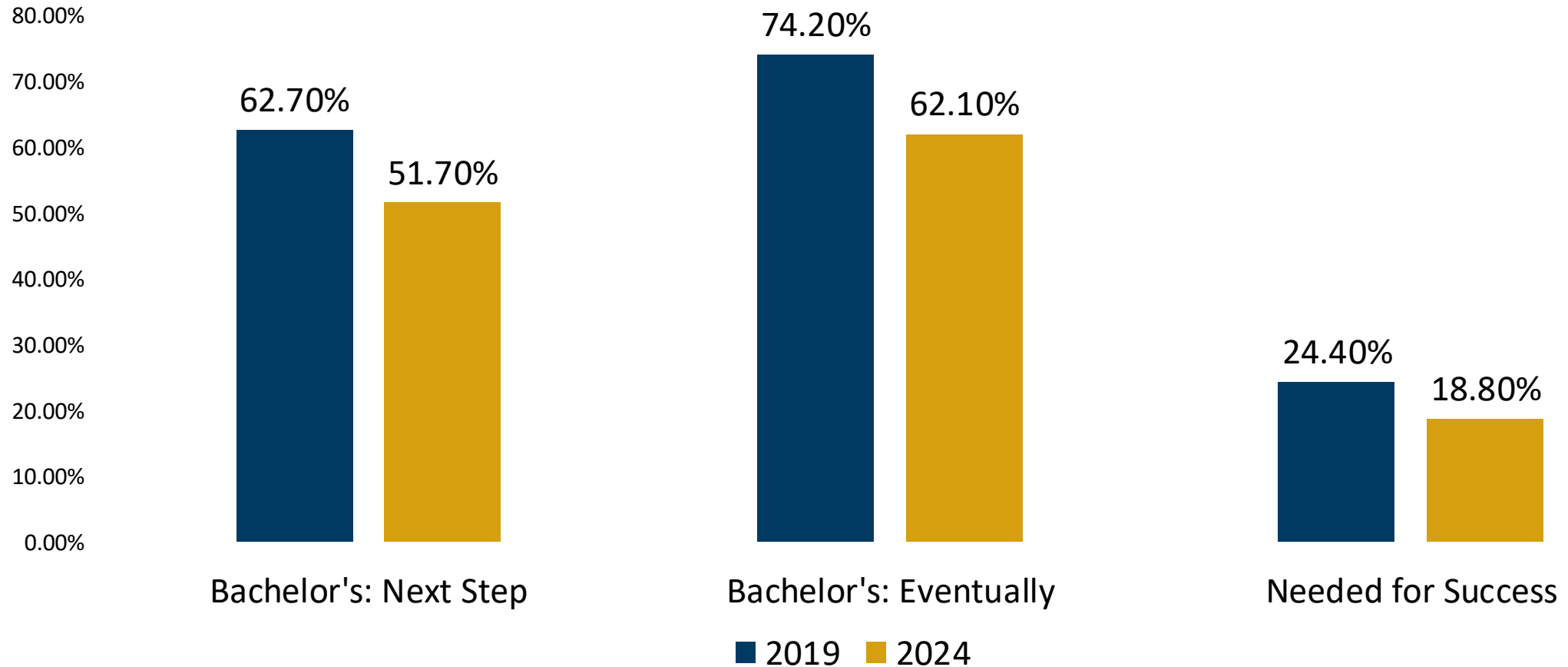
Age of Child



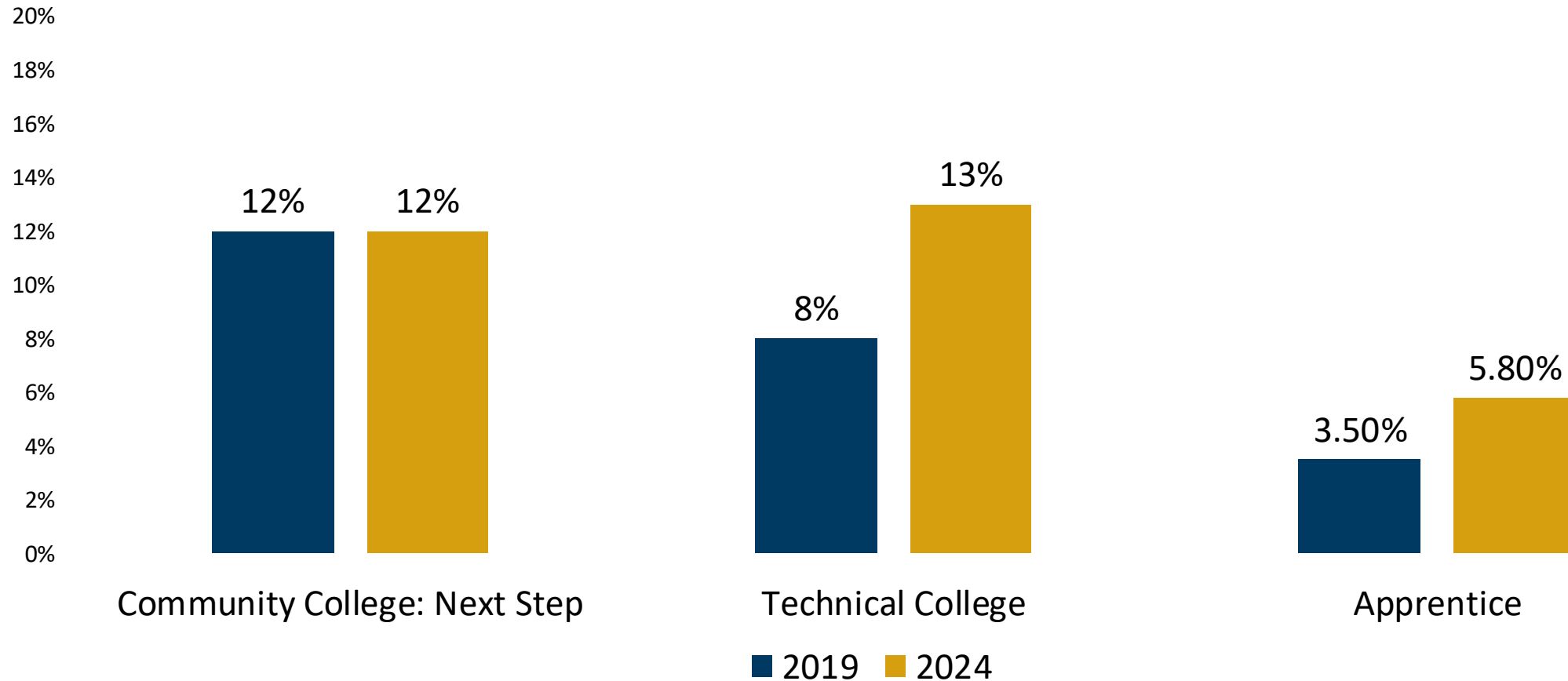
■ 11 or Older ■ 10 or Younger



Views on the Bachelor's Degree: 2019 vs. 2024

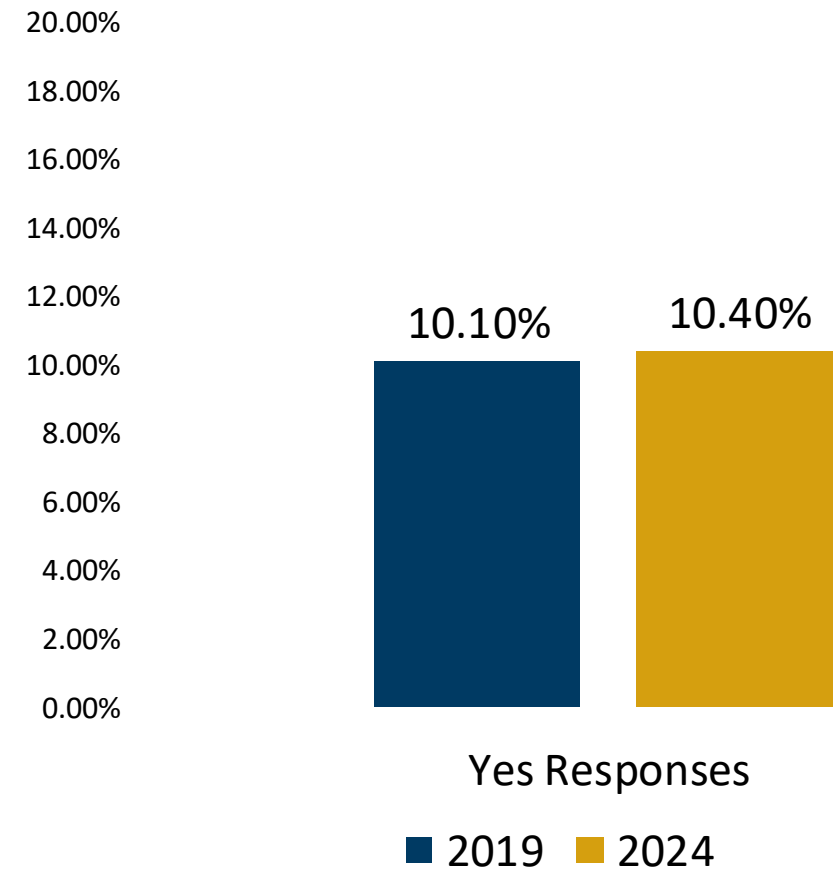


Views on Alternative Pathways: 2019 vs. 2024



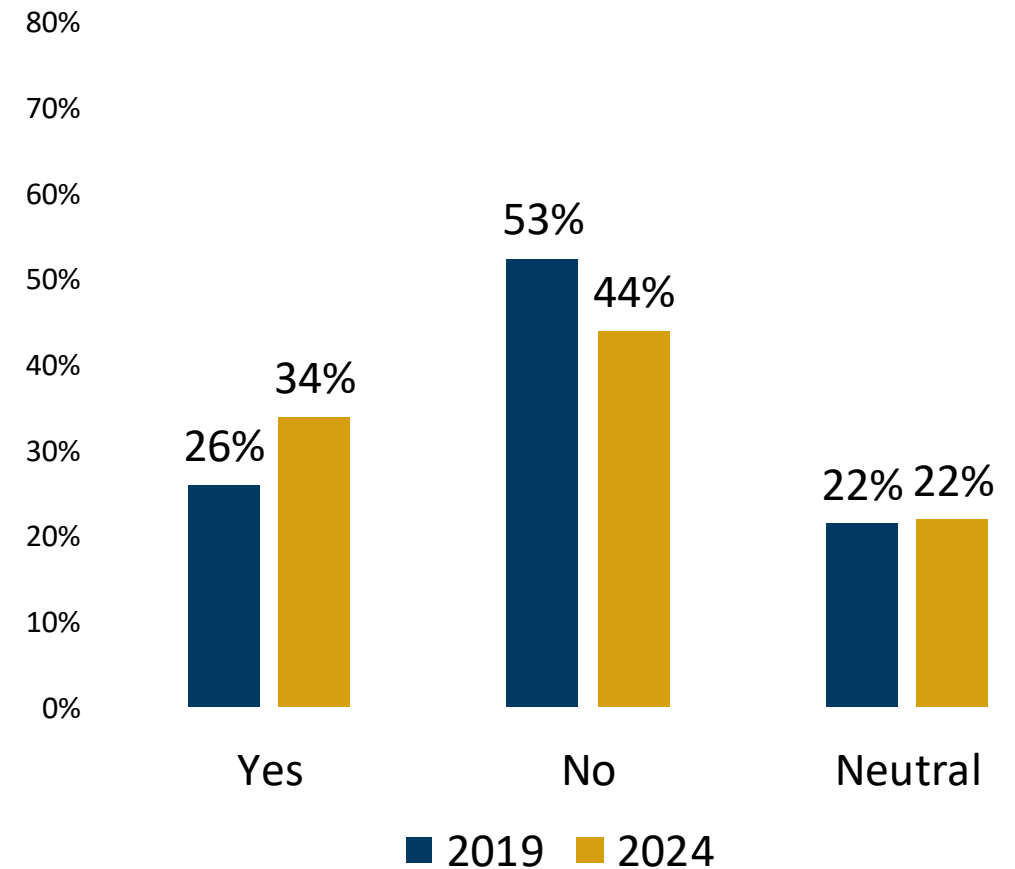
Views on Leaving Kansas: 2019 vs. 2024

Do you believe your child needs to leave Kansas after high school to be successful?



Views on Cost of Higher Ed: 2019 vs. 2024

Does the cost of higher education prevent you from wanting your child to enter a formal education program right after high school?



Perceptions of 10 In-Demand Careers

- **Jobs that had a more positive perception** in 2024 included many of the skilled-trades professions, including electrician, welder, heavy tractor-trailer driver, construction worker and administrative office assistant.



Perceptions of 10 In-Demand Careers

- **Jobs with decreases in positive perception** included many careers impacted by the pandemic, including registered nurse, medical technology assistant, elementary school teacher, computer support specialist and police officer.



Moving Forward Together

1

Increase awareness
of multiple
postsecondary
pathways

2

Strengthen pipelines
to in-demand
careers across
sectors

3

Reaffirm the value of
a bachelor's degree
in today's economy

4

Address Kansas'
workforce shortages,
especially in degree-
required fields

5

Align family
perceptions



Q & A

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