



Marketing Solutions For Community Colleges

## Market Evaluation

- ✍ Market Share and Market Penetration Studies
- ✍ Retention Studies
- ✍ Enrollment Management Plans
- ✍ Brand Development
- ✍ Marketing Plans

## Marketing Research

- ① Student Scan, Customer Service Studies
- ① Non-Enrolling Student Scan, Non-Returning Student Scan
- ① High School Scan, Gatekeeper Scan, Community Scan, Workforce Development Scan

## Academic Evaluation

- 📄 Master Academic Plan, Scheduling Scan
- 📄  Academic Analysis Software

## Educational Seminars and Webinars

- 📄 Generational Marketing: Gen X, Gen Y, Baby Boomers, Matures
- 📄 Current Community College Marketing Trends

## Getting Started

To schedule an online presentation of the results colleges have achieved from our scans or a conference call to address your needs, call CLARUS Corporation at 800.896.7431 or send an e-mail request to [info@claruscorporation.com](mailto:info@claruscorporation.com).

## What Clients Are Saying...

*“CLARUS has completed two market research studies and two marketing plans for Community College of Philadelphia. Before creating our current integrated marketing plan, CLARUS performed community, employer and student scans and a customer service audit. They then had the task of incorporating the College's seven other plans into one integrated marketing plan that offered consistent branding and marketing strategies for a strong, College-wide message. CLARUS attended several meetings in Philadelphia, and they were always prepared to answer questions from the board and the College community. They were professional, knowledgeable and always attentive to our needs and questions. We now have a marketing plan for all major areas of the College, which has allowed us to create an image campaign, expand our advertising campaign, market more of our programs and services and better reach our target markets. Responses from internal and external audiences have been extremely positive.”*

**Lynette Brown-Sow**  
**Vice President for Marketing & Government Relations**  
**Community College of Philadelphia (PA)**

*“In higher education, it is unusual to use the same vendor multiple times. Given the quality of CLARUS' work, we have been pleased to work with them on three different projects over the last 10 years. Each project has given us meaningful and useful results, mainly by providing the catalyst to focus our marketing efforts. CLARUS acts as a neutral party to interview community members and businesses, and as such they are able to elicit a large amount of in-depth information that the College cannot. A project by CLARUS Corporation provides quality feedback and a good return on your investment.”*

**Sue Montesi**  
**Dean of Enrollment Services**  
**Delta College (MI)**

## About CLARUS Corporation

At CLARUS Corporation, we've been helping community colleges brand their institutions, increase enrollment and define their market opportunities for two decades.

- We are effective because we are marketing communication professionals.
- We are successful because we specialize in community colleges.

That combination makes us unique in our ability to understand your needs and to customize solutions to meet them.

Your circumstances and needs are unique. The strategy for meeting your needs must also be unique. CLARUS Corporation does not walk in with the boilerplate answers to your questions. We identify the type of decisions you need to make. We work in partnership with you to conduct the project.

Our primary goal is to leave you not only research results and a plan that can be implemented, but we also strive to leave you the skills in the process to update the plan yourself and continue without our assistance in the future.

## About Our President

**Kathi J. Swanson, Ph.D.** is a popular and highly rated speaker who has made numerous presentations at ACCCA, AACC, Chair Academy, NCIA and NCMPR district and national conferences. Her practical, down-to-earth style, combined with her intelligence, quick wit and research-driven hard facts, make her an invaluable resource to community college marketers. Community colleges from coast to coast have called on Kathi and her project team at CLARUS Corporation to solve marketing dilemmas. Kathi has served as president of CLARUS Corporation since its founding in 1988.

**Improve Efficiency Of Class Scheduling!**  
**Maximize Facility Utilization!**  
**Increase Faculty Productivity!**

## What ClassTracks Does

ClassTracks is an academic analysis software package that gives colleges accurate, timely information about enrollment, facility utilization, class scheduling and information on program, discipline and faculty productivity! ClassTracks gives you both current and historical data so that you can make better decisions about what to offer, when to offer it, and when to cancel classes or add new sections.

## ClassTracks Modules

- Class Analyzer** – Increase efficiency and class utilization
- Curriculum Analyzer** – Gaps in curriculum scheduling process
- Scheduling Module** – Efficiency and flexibility for planning an upcoming schedule

## Available Reports

- Conflict Report
- Course Report
- Curriculum Report
- Discipline Report
- Room Report
- Section Patterns
- Section Report
- Utilization Report
- And More!!!

## Join Our ClassTracks Clients

**Burlington County College (NJ), Carroll Community College (MD), Grayson County College (TX), Los Angeles Community College District (CA), Pensacola Junior College (FL), Pima County Community College District (AZ), South Texas College (TX), Thomas Nelson Community College (VA), Western Wyoming Community College District (WY)**

## How To Get On Track With ClassTracks

**Seeing is believing.** To schedule an online demonstration of ClassTracks or to try the software on your campus, e-mail a request to CLARUS Corporation at [classtracks@claruscorporation.com](mailto:classtracks@claruscorporation.com) or call us at 800.896.7431.