

TELLING OUR OWN SUCCESS STORIES

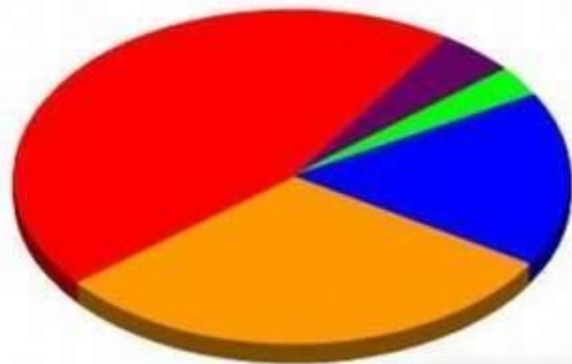


What is your Brand?

**What stigmas do you
need to overcome?**



Time Spent While in Community College



- Doing Homework
- Learning
- Checking Facebook
- Driving to School
- Finding a Parking Spot

GraphJam.com

WHY?

**YOU'RE ATTENDING
COMMUNITY COLLEGE?**

**HAVE FUN GOING NOWHERE WHILE
I GO TO AN ACTUAL COLLEGE AND
HAVE THE TIME OF MY LIFE**

**I TOOK CLASSES AT
COMMUNITY COLLEGE TO
TRANSFER TO MY UNIVERSITY**

**SEEING OTHER PEOPLE STRUGGLE
WITH SUCH EASY CLASSES RESTORED
MY ACADEMIC CONFIDENCE**

WE HAVE LET OUR CRITICS DEFINE US!



THE COMMUNITY COLLEGE STIGMAS

Last chance U

Inferior

Cheap means low quality

“Oh, you didn’t have the grades or test scores to get into your top 3 schools?”

That’s where faculty goes to retire!

Ok for Dual Enrollment, but not college!



How Can You Change Your Narrative?



5 THINGS YOU CAN DO RIGHT NOW

College
University
Business
Government Entity



**1. Pick your ONE thing and
be ALL about it!**

$$S(A+Q) = V$$

Affordability + Quality x Success = Value



State College Students Graduate Debt-Free

Fort Myers | Naples | Punta Gorda | LaBelle

**66% OF
STUDENTS
GRADUATE
DEBT FREE**



Join Us

Open House • February 19 - 21 • 3-5pm



SELLING YOUR VALUE!

WHAT'S YOUR FSW SUCCESS STORY?



Success Stories

70% GRADUATE DEBT FREE

#FSWSuccess

FLORIDA
SOUTHWESTERN
STATE COLLEGE


3 Campuses &
1 Center

More Than **22,079**
students enrolled in 2017 - 2018

70 Percent Graduate Debt Free

96%
of students
continue their
education or are
employed

FSW Keeping it 100

100% Job Placement

6 programs where all graduates are hired

-  AS, Radiological Tech
(Associate in Science Degree)
-  AS, Nursing
(Associate Degree)
-  AS, Dental Hygiene
(Associate Degree)
-  AS, Respiratory Care
(Associate Degree)
-  AS, Cardio Technology
(Associate Degree)
-  Paramedic Certificate
(Certificate Program)

100% Licensure Rate

5 programs with 100% licensure testing rates

-  AS, Dental Hygiene
(Associate Degree)
-  AS, Respiratory Care
(Associate Degree)
-  AS, Health Information
Technology
(Associate Degree)
-  Paramedic Certificate
(Certificate Program)
-  Firefighter/PSAV
(Certificate Program)


33%
of students
transfer to FGCU



Make An Educated Decision

TOP 3 U.S. LOAN DEBTS

1. Home: \$9.4 Trillion
2. Student: **\$1.4 Trillion**
3. Auto: \$1.3 Trillion

source Experian.com

70%
of FSW Students
Graduate
Debt Free

MAKE AN
EDUCATED
DECISION



Don't Overpay For an AA

Our AA



Their AA



Don't overpay for the same AA degree.

FLORIDA
SOUTHWESTERN
STATE COLLEGE

Make an educated decision
www.FSW.edu/future



Essential Careers (VALUE) for the Local Workforce



HELLO
my name is

Essential

Get and stay employed with
an affordable degree.

FSW

FLORIDA SOUTHWESTERN STATE COLLEGE

There is a
Brighter
Future
with
**YOUR
NAME**
on it



Apply Today
www.FSW.edu/Future

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SOUTHWESTERN
STATE COLLEGE

**Lee
Campus**

Call (239) 489-9054

Being an employer, you may be interested in our workforce development programs and services. We are proud to offer these services to our diverse, highly motivated students and graduates. Please contact us at (239) 489-9054 or visit our website at www.fsw.edu/future. We are committed to providing the highest quality workforce development programs and services to our students and graduates. We are committed to providing the highest quality workforce development programs and services to our students and graduates. We are committed to providing the highest quality workforce development programs and services to our students and graduates.



2. Prove *your* VALUE using student/customer voice in video

FSW SUCCESS STORIES

Riley Havel

<https://www.youtube.com/watch?v=Ubjar>

Chase Lopez

<https://www.youtube.com/watch?v=2zlnS>



2.5 Sell **your** Program **VALUE** using student voice in video

Dental Hygiene

<https://www.youtube.com/watch?v=5zKCrm4srH0>

Music Program

<https://www.youtube.com/watch?v=NkTkln9iR-4>

Respiratory

<https://www.youtube.com/watch?v=im5k8NFRuLM>



3. Evangelize **your storytelling** **and content creation**

Hand out social media accounts

Train them to identify/produce or submit brand
supporting content and success stories

Everyone can take pictures/video with a phone!

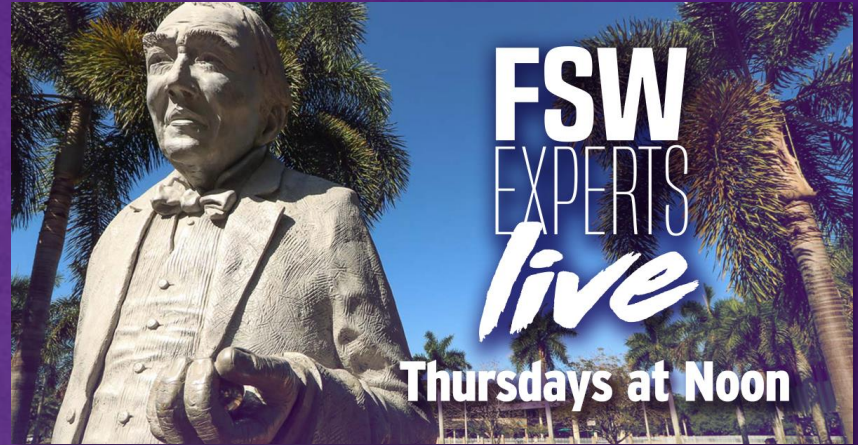
success@fsw.edu

marketing@fsw.edu



4. Your experts need to speak! Prove their expertise and value to the student

On your social channels
Not just media placements

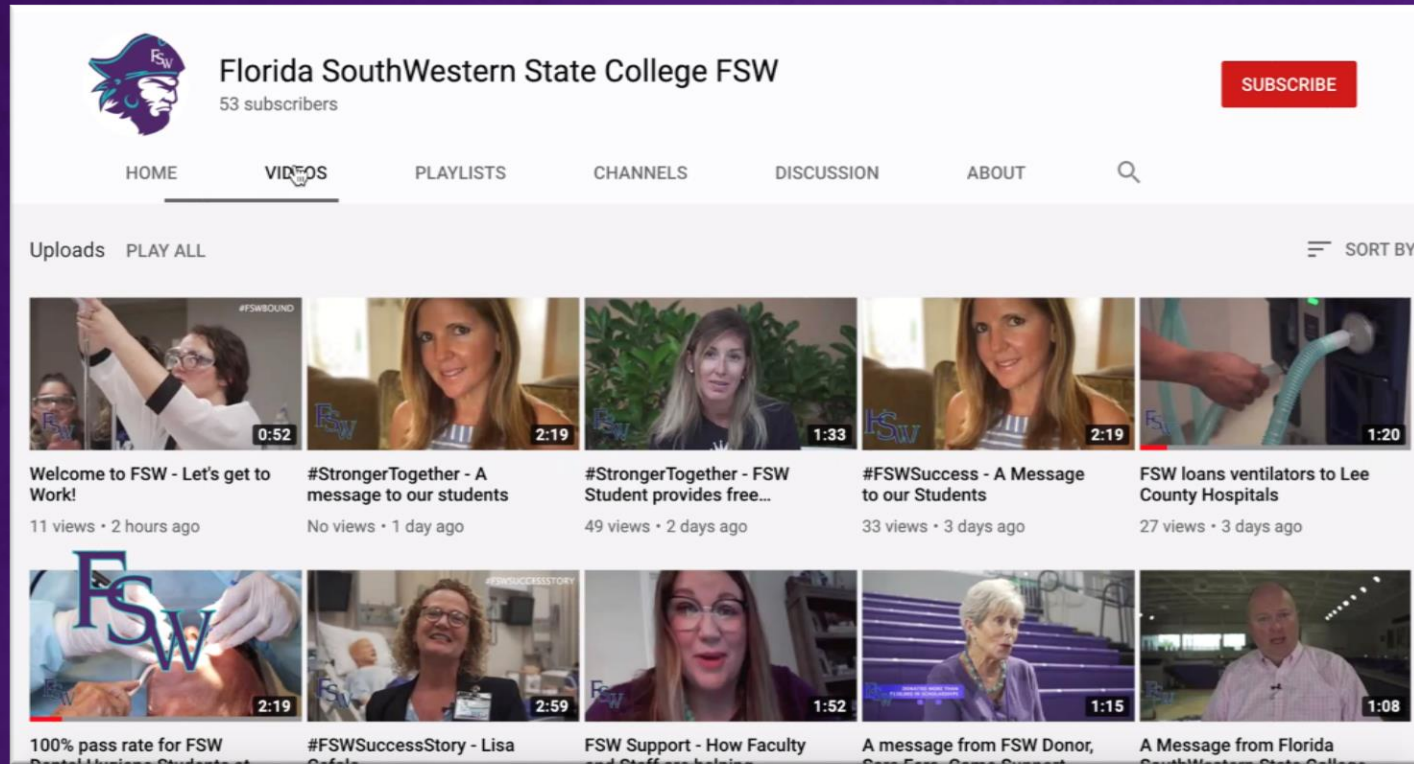


FSW Experts LIVE

<https://www.facebook.com/FSWCollege/videos/696376731159068/?t=13>



4.5 Have a YouTube page to curate your content



The screenshot shows the YouTube channel page for Florida SouthWestern State College FSW. The channel has 53 subscribers. The navigation bar includes links for HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, and ABOUT. The main content area displays a grid of video uploads. The first row contains five videos: 'Welcome to FSW - Let's get to Work!', '#StrongerTogether - A message to our students', '#StrongerTogether - FSW Student provides free...', '#FSWSuccess - A Message to our Students', and 'FSW loans ventilators to Lee County Hospitals'. The second row contains five more videos: '100% pass rate for FSW Dental Nursing Students', '#FSWSuccessStory - Lisa', 'FSW Support - How Faculty and Staff are helping', 'A message from FSW Donor, Gae Faye, Gae Support', and 'A Message from Florida SouthWestern State College'.

Florida SouthWestern State College FSW
53 subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads PLAY ALL SORT BY

Welcome to FSW - Let's get to Work!
11 views • 2 hours ago

#StrongerTogether - A message to our students
No views • 1 day ago

#StrongerTogether - FSW Student provides free...
49 views • 2 days ago

#FSWSuccess - A Message to our Students
33 views • 3 days ago

FSW loans ventilators to Lee County Hospitals
27 views • 3 days ago

100% pass rate for FSW Dental Nursing Students

#FSWSuccessStory - Lisa

FSW Support - How Faculty and Staff are helping

A message from FSW Donor, Gae Faye, Gae Support

A Message from Florida SouthWestern State College



5. Take control of your website!

Make it a customer recruitment tool

Success stories and program quality

Not a yard sale of stuff

Keep it fresh!

www.fsw.edu

www.fsw.edu/sohp



Videos that make a difference!

Count the FSW accolades!

Shirin Bos

<https://www.youtube.com/watch?v=k1cA5MwrcWM&t=8s>



THE FINAL WORD: VALUE FOR ALL!



Brandon Cardin

https://www.youtube.com/watch?v=zJh3s_amQ_E



