Swim

RESULTS BOOK

Higher Ed – Done Differently

Swim Digital Group was born out of a profound commitment to breaking the cycle of generational poverty by facilitating increased access to higher education. Established in 2009 by President & CEO Trimeka Benjamin, the organization has since flourished, driven by a combination of extensive higher education expertise, strategic communications prowess, rigorous industry research, and the application of proven best practices. Our journey has been marked by exponential growth through generating results, our unwavering dedication to disrupting the status quo, and placing the student at the heart of the college experience.

Our Founding Principles:

At Swim Digital Group, we remain firmly connected to our origins, constantly mindful of where we came from and the path that led us here. This unwavering confidence in our purpose serves as our guiding light, propelling us forward into a future where transformative change in higher education remains our foremost mission.

Our Approach:

Swim Digital Group approaches our work with a profound commitment to empowering students and reshaping the college experience. We achieve this by immersing ourselves in the unique character of each institution we serve, meticulously understanding their processes and experiences. Our approach is both scalable across institutions and fueled by a relentless pursuit of measurable results and tangible outcomes.

Swim Digital Group is more than a consultancy; it is a force for positive change in higher education. Our journey began with a passion to address generational poverty, and today, it is marked by a profound commitment to empower students and institutions alike. With Trimeka Benjamin's visionary leadership and our unwavering dedication to our mission, Swim Digital Group is poised to continue making a lasting impact on the future of education.

As for results... dive in, and see for yourself.

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OUR APPROACH

01

CONTRACT PLANNING & CHANGE READINESS

Each engagement begins with the Project Governance structure and defining global outcomes.

02

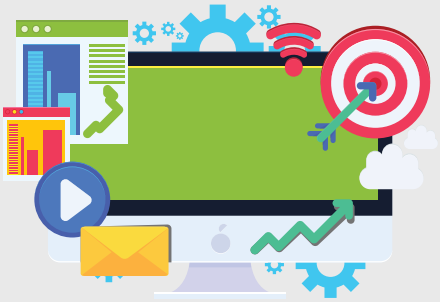
INTERNAL RESEARCH

Swim uses a toolkit of research and analytics, including data reports and trends, audits, secret students, and process analysis to learn all we can about the current state of each client.

03

DEEP DIVES

In-depth meetings with department or division staff assists Swim in gaining a true understanding of what happens on a day-to-day basis.



04

ANALYSIS

Synthesizing our findings from the independent research and from the deep dives to identify gaps and challenges.

06

RECOMMENDATIONS

Based on research and findings, the recommendations outline the solutions for the challenge at hand.

05

MORE RESEARCH

The initial analysis often identifies more unknown information, which leads to further investigations into the finer details of the project.

07

STRATEGIC IMPLEMENTATION PLANNING

Using our proprietary implementation framework, Swim defines and prioritizes the work ahead with college leadership and key stakeholders.

08

EXECUTION

Building and creating the customized action plan to combat the core challenges, while continuously analyzing progress and monitoring success.

09

ASSESSMENT & REFINEMENT

At each milestone during the execution, Swim will review project results and analyze effectiveness, and use those findings to execute or plan the next steps.

Revolutionizing Student Onboarding: Swim Digital Group's Impact at Austin Community College

In February 2022, Swim Digital Group partnered with Austin Community College (ACC) to enhance student onboarding and enrollment. Our collaboration focused on process reengineering, communication plans, and strengthening ACC's Enrollment Funnel. Here's an overview:

Process Reengineering:
We streamlined ACC's onboarding by optimizing communication plans and reinforcing the Enrollment Funnel, ensuring a smooth ACC student journey.

Enrollment Funnel Enhancement:
Swim Digital Group contributed to the Austin Marketing & Enrollment Strategic (AMES) Plan, a comprehensive roadmap for growing enrollment, involving both human and technological resources.

Redesigned Student Onboarding:
We redefined the student onboarding experience, creating a clear Enrollment Funnel with consistent hand-offs, ownership, and collaboration among ACC faculty and staff.

Communication Plans:
We developed structured communication plans to enhance efficiency, student progression, and timely information using Salesforce Marketing Cloud.

Ongoing Partnership:
Swim remains dedicated to ACC, working on transfer student retention, completion, and class schedule improvements, guided by a commitment to excellence and measurable change.

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Onboarding Experience Strike Teams

- Marketing & Enrollment Strike Team
- Process Reengineering Strike Team
- Communications Plan Strike Team
- Change Management Strike Team

> *Working with Swim has been a game-changer for Austin Community College. Through our partnership, we have seen rapid enrollment growth and a commitment to ensure students have the tools they need to cross the finish line and realize their future.*
>
> *— Dr. Russell Lowery-Hart, Chancellor*

RAPID CYCLE INNOVATION

New Enrollment

+11.9% @

ACC

Overall Headcount

+3.4%

OVERALL CREDIT HOURS +5.3%

+5.3%

OVERALL CONTACT HOURS

47% increase in new students enrolled in 8 week courses

Charting a Brighter Future:
Swim's Blueprint for One Hartnell

Swim Digital Group partnered with Hartnell College to analyze their onboarding and enrollment strategies. We conducted an environmental analysis, focusing on internal processes related to student onboarding, re-enrollment, student acquisition, community and workforce partnerships, and out-of-class support.

To identify application and enrollment experience gaps from the student's perspective, we deployed five Secret Students representing different student personas, which revealed areas needing improvement. Our research involved reviewing internal and labor market resources as well as conducting in-depth interviews with stakeholders, resulting in clear solutions to long-standing challenges.

Our findings and recommendations fall into four key categories:

Onboarding & First Year Experience:

- Strategic recruitment planning
- Targeted marketing for adult learners
- Restructuring of outreach teams
- Redesigning orientation for a comprehensive First Year Experience

Counseling & Persistence Experience:

- Enhancing counseling services, especially for part-time students
- Analyzing counseling processes and role definitions
- Implementing automated communication plans for retention and completion

Organizational Operations:

- Reorganizing Student Services for improved responsiveness and equity program integration
- Supporting a One-College framework for collaboration among educational centers

Technology Support:

- Developing a detailed breach recovery plan with priorities, timelines, and open communication
- Recommending a technology efficiency analysis

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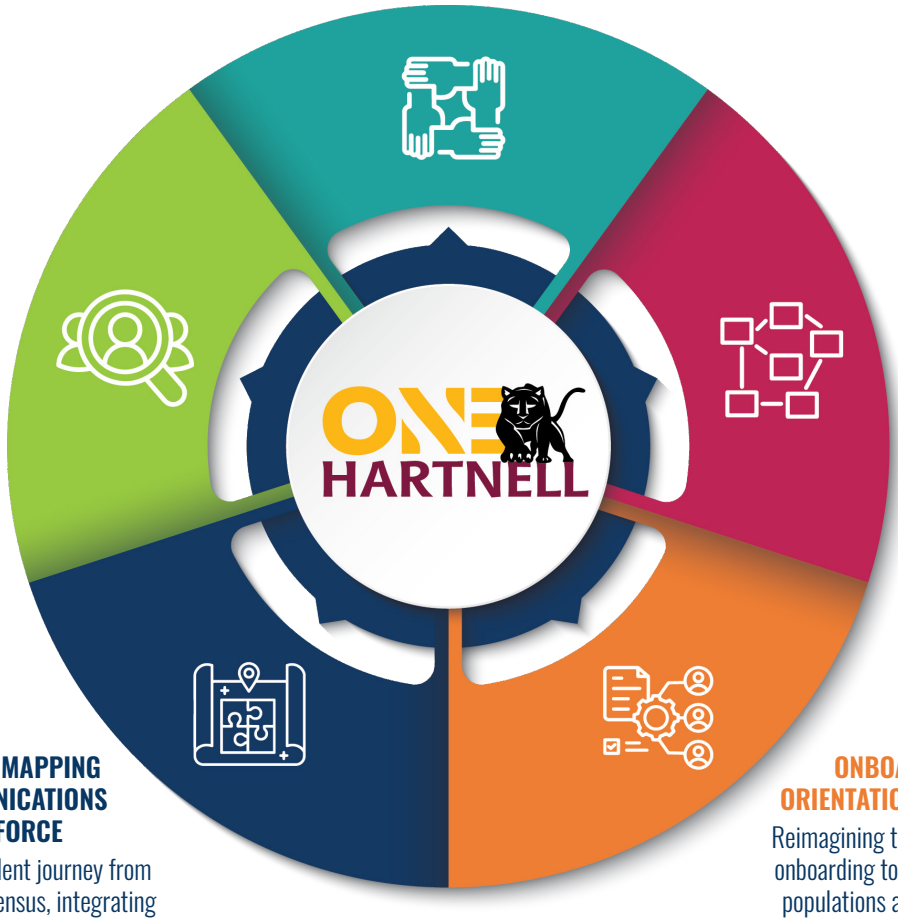
Project Governance & Change Management

HARTNELL COLLEGE

STEERING & CHANGE MANAGEMENT TASK FORCE

Oversight of all strategic priorities and initiatives, managing change, and defining the meaning of change within the institution



STRATEGIC RECRUITMENT TASK FORCE

Developing and executing a data-driven recruitment plan that leverages innovative strategies for diverse student populations

ORGANIZATIONAL DEVELOPMENT TASK FORCE

Creating an inclusive One College model, by standardizing and optimizing both student and employee experiences across campuses

PROCESS MAPPING & COMMUNICATIONS TASK FORCE

Mapping the student journey from inquiry through census, integrating technology, and implementing automated communication plans

ONBOARDING & ORIENTATION TASK FORCE

Reimagining the college student onboarding to be inclusive of all populations and student types with the goal of improving enrollment and retention

HEADCOUNT FALL 2023 UP 12%

> *Project governance & change management is the first key piece of our work with Swim. It has guided our institution to phenomenal and immediate enrollment success through collaboration with college employees.*
>
> *— Michael Gutierrez, President*

Our Values

Student-Centric Focus:
Our foundation is built on the unwavering belief that students are at the core of every higher education institution. We prioritize their needs, aspirations, and experiences in all that we do.

Expertise and Innovation:
Our team is comprised of experts with a deep understanding of higher education, marketing, and strategic communications. We continually seek innovative solutions to drive change and enhance the student journey.

Measurable Impact:
Swim Digital Group is dedicated to delivering tangible, data-driven results. We measure our success by the positive transformation we bring to institutions and the lives of the students they serve.

Our Vision

Swim Digital Group envisions a future where higher education is truly transformative, breaking down barriers and empowering every student to achieve their full potential. We will continue to lead the charge in reshaping the landscape of higher education, always committed to our mission of changing lives and futures through education.

Our Services

Swim Digital Group offers a comprehensive range of services designed to empower higher education institutions and their students. Our portfolio includes:

- **Environmental & Needs Analysis:**
  Conducting assessments to understand environmental factors and student needs
- **Enrollment & Onboarding Strategic Planning:**
  Developing plans to enhance student enrollment and onboarding experiences
- **Student Retention & Completion Design:**
  Designing strategies to improve student retention and completion/transfer rates
- **Optimization & Design - Enterprise & Divisional:**
  Enhancing efficiency and design at both enterprise and divisional levels
- **Process Reengineering & Implementation - Enterprise & Divisional:**
  Restructuring and implementing processes for improved efficiency
- **Communication Mapping & Implementation - Enterprise & Divisional:**
  Mapping and executing communication strategies for both enterprise and divisional operations

Higher Education has experienced a dramatic shift in the last five years. Students are more clear than ever about their expectations and want to see a clear relationship between the value of attending college and their earning potential.

At Swim, we recognize that each institution has its unique way of demonstrating this value to its students. Our mission is to help you fulfill this commitment and ensure that students receive the best possible education and opportunities for success.

TRIMEKA BENJAMIN

President & CEO of Swim Digital Group

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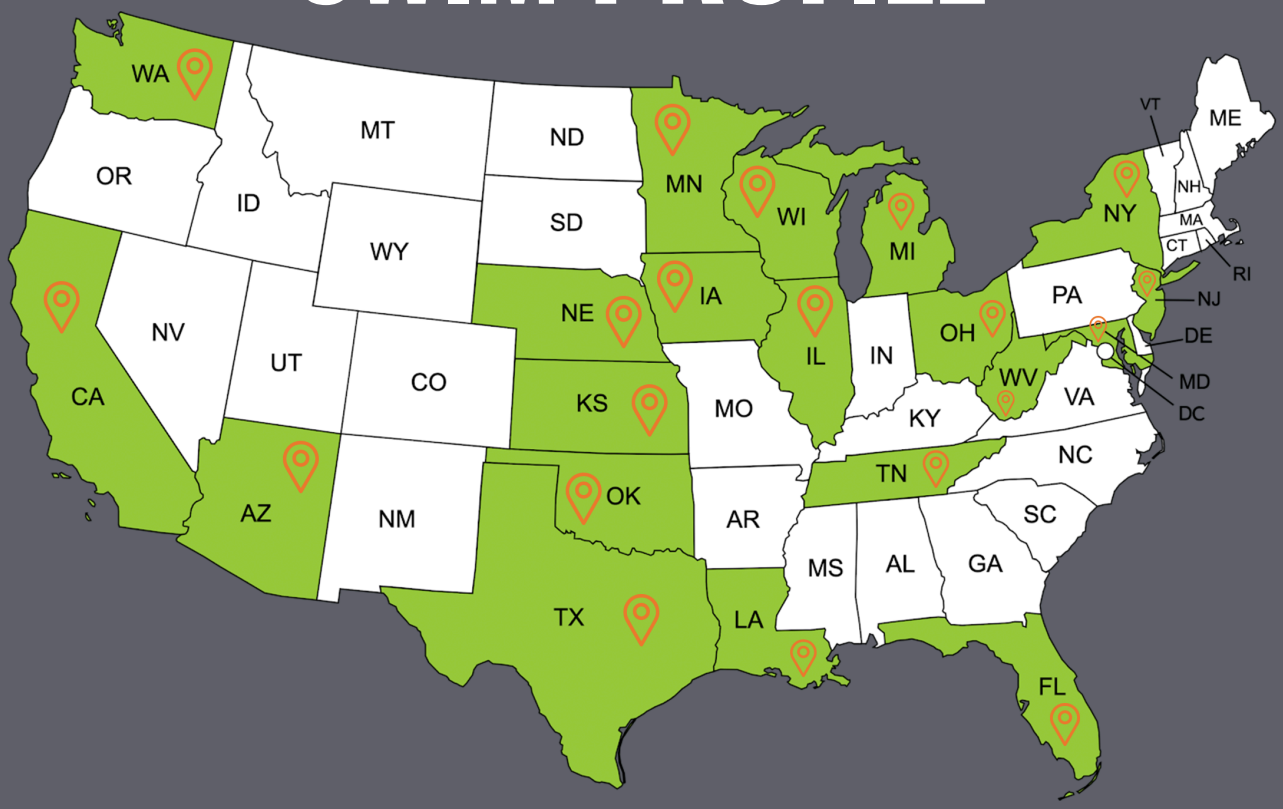
SWIM PROFILE



- Alameda, CA
- Amarillo, TX
- Auburn, NY
- Austin, TX
- Baltimore, MD
- Baton Rouge, LA
- Brooklyn Park, MN
- Clearwater, FL
- Cleveland, OH
- Cleveland, TN
- Columbia, MD
- Compton, CA
- Daytona Beach, FL
- Des Moines, IA
- Dryden, NY
- Duluth, MN
- Eau Claire, WI
- Eunice, LA
- Everett, WA
- Flint, MI
- Fort Lauderdale, FL
- Gallatin, TN
- Garden City, NY
- Green Bay, WI
- Houston, TX
- Jacksonville, FL
- Lake Worth, FL
- Largo, MD
- Menomonie, WI
- New Port Richey, FL
- New York, NY
- Oakland, CA
- Omaha, NE
- Palatine, IL
- Princess Anne, MD
- Randolph, NJ
- Sacramento, CA
- Salinas, CA
- South Charleston, WV
- St. Cloud, MN
- Suffern, NY
- Tampa, FL
- Tempe, AZ
- Tulsa, OK
- Wichita, KS
- Winter Haven, FL

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www.swimdigitalgroup.com