

# CASE STUDY

CUYAHOGA COMMUNITY COLLEGE

## “Enrollment Growth” Research Program

**Cuyahoga Community College** **Is this the career for you?** For more information visit [www.tri-c.edu/ma](http://www.tri-c.edu/ma) or call us at 216.987.4441

**Curriculum overview:**

- Integrated classroom and supervised clinical course work with hands-on professional experience in the health care industry
- Ethical and legal standards of medical practice

Accredited by the Committee on Accreditation of Allied Health Education Programs (CAAHEP)

**Medical Assisting Program Options:**

- 1-Year Certificate of Proficiency (2 Semesters) including field experience
- 2-Year Associate of Applied Science degree in Medical Assisting that is transferable to a baccalaureate degree at selected colleges

**Clinical experience offered**

Clinical experience is offered through physicians' practices or hospital-based clinics

Upon graduation, students are eligible to sit for the National Certification Exam offered by the American Association of Medical Assistants (AAMA).

**Skills and interests for success:**

- Interest in hands-on patient care
- Enjoy working as a team
- Good organizational skills
- Well-developed computer and office management skills

Salary ranges: \$16,000 to \$32,000 with the middle 50% earning between \$19,000 and \$27,000 per year

The U.S. Department of Labor states that medical assisting will be one of the fastest growing occupations through the year 2018.

### Client Situation:

Determine most cost-effective ways to grow The Health Careers Division enrollment at Cuyahoga Community College. Consider specific methods to attract males, Hispanics, African-Americans and Asians. Evaluate current marketing communications materials: how they work together and individually. Talk to the community about its needs and explore ways to meet these needs. Determine special requirements of program managers, particularly those with available capacity.

### Tactics:

Stevens Strategic Communications undertook a Communications Convergence Analysis, a unique research survey approach that considered all markets, audiences, messages, and media to determine the most effective convergence points and most appropriate public relations techniques. SSC interviewed program managers, senior management, customers at the major healthcare systems in the area, students, alumni and media. These findings, along with specific recommendations, were prepared as part of a Powerpoint presentation given to key CCC management and staff.

### Results:

SSC made three presentations to over 120 CCC staff and faculty members. The recommendations were warmly embraced and have been implemented by Cuyahoga Community College's in-house communications and marketing team. Stevens Strategic Communications provided support services as needed.

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