

October 17, 2018

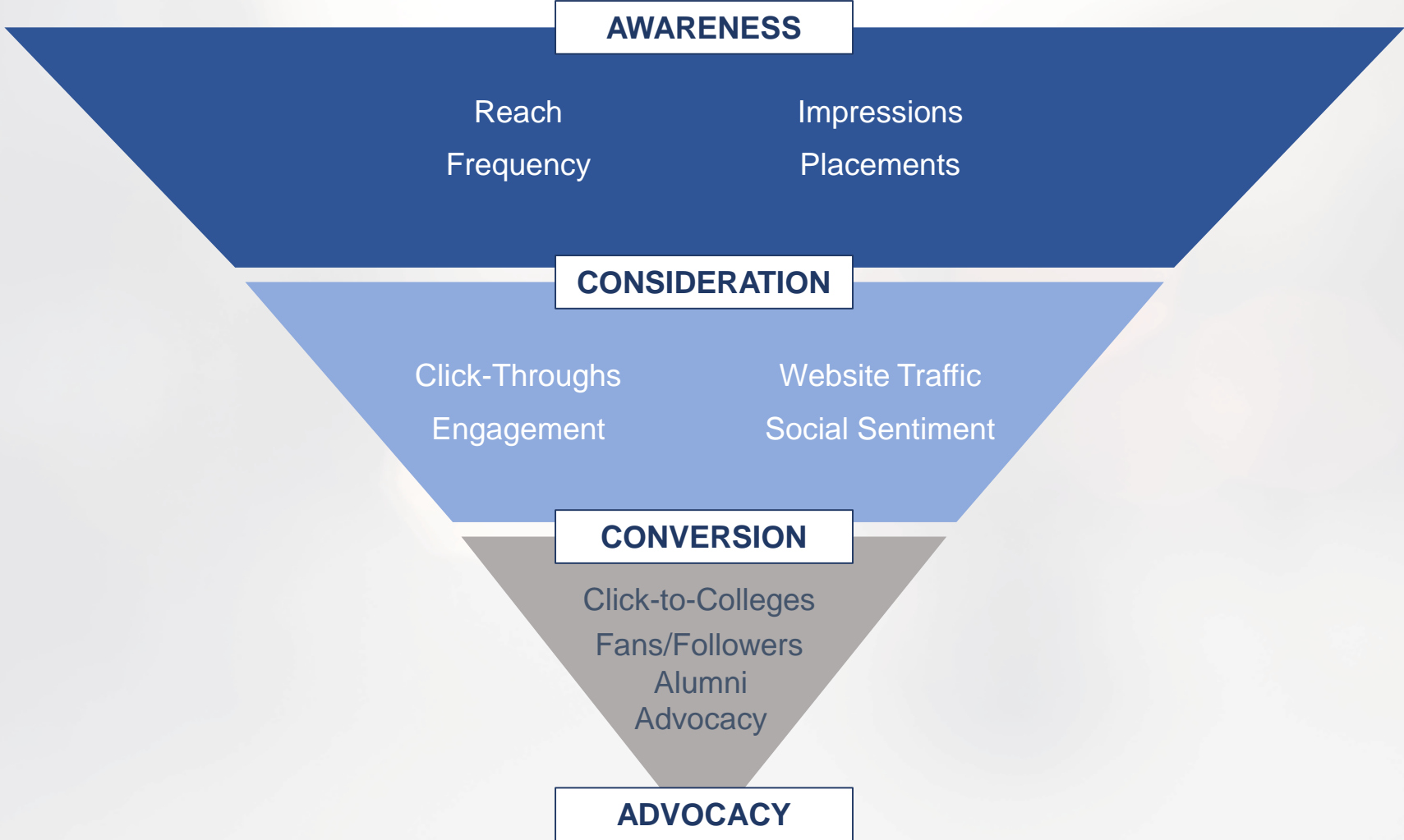
Career Education: Campaign Evaluation

EVALUATION SUMMARY

The enclosed data and analysis cover the SD/IMP Career Education launch flight, across both the Brand and Enrollment campaigns. The period under review ran from June 18 through August 31, 2018.

In addition to the advertising reporting within this presentation, a quantitative online survey is currently in-field to measure Career Education awareness, campaign awareness, and key attribute perceptions in the SD/IMP market. The report for this research will be available in mid-November.

EVALUATION METRICS



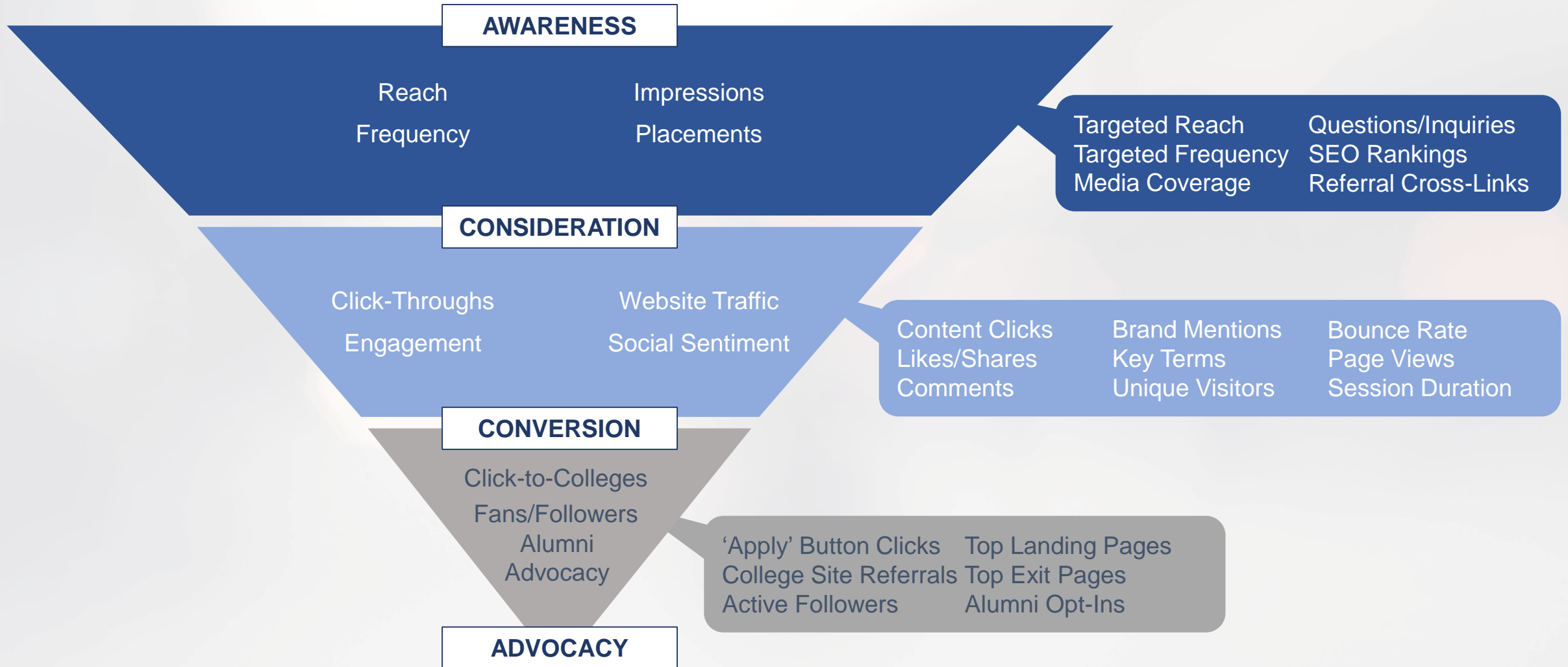
Brand:

Shift perceptions for Career Education as a whole and expand market to new audiences

Enrollment:

Drive 1% annual Career Education growth with focus on in-demand sectors

KEY PERFORMANCE INDICATORS (KPIs)



PRIMARY OBSERVATIONS

Digital media received over 74 million impressions during the campaign, garnering a 0.43% click-through rate (CTR).

Enrollment creative drove a 3x CTR times higher than Brand creative, which reinforces the strategy of deploying messages both high-level and tactical within the campaign.

Brand terms performed the strongest within Search Engine Marketing (SEM) – “career opportunities” and similar search terms drove a 2.74% click rate.

Email Marketing delivered a 58% open rate and 2.89% click rate, both very strong vs industry average.

Traffic from Search Engine and Email Marketing media led to the most outbound clicks to specific college websites

CHANNEL-BY-CHANNEL PERFORMANCE

Impressions by Channel	
Programmatic Display	16,059,888
Native Display	5,905,927
Facebook	5,363,374
LinkedIn	344,038
Snapchat	3,034,764
Kindle	3,434,673
Mobile Gaming	2,181,818
Digital Radio	6,298,905
Email Blasts	413,820
Search Engine Marketing	558,319
Billboards	25,627,932
Bus Sides	5,400,000
Organic Social	62,786
TOTAL	74,686,244

Click-Through Rate by Channel	
Programmatic Display	0.29%
Native Display	0.22%
Facebook	0.60%
LinkedIn	2.37%
Snapchat	0.78%
Kindle	1.03%
Mobile Gaming	0.17%
Digital Radio	0.06%
Email Blasts	2.13%
Search Engine Marketing	1.86%
Billboards	N/A
Bus Sides	N/A
Organic Social	0.53%
AVERAGE	0.43%

SECTOR-SPECIFIC OBSERVATIONS

Advanced Transportation & Logistics has been the strongest performer for Digital Banners.

In Paid Social – Facebook specifically – Advanced Manufacturing was the strongest performer.

Agriculture, Water & Environmental Technologies boasted the highest click-through rate across Search Engine Marketing.



*1.5M impressions, .43% CTR,
777 landing page visits*



*210K impressions, .63% CTR,
452 landing page visits*

ORGANIC SOCIAL CONTENT


Instagram is delivering a significantly higher engagement rate than all other platforms with an average engagement rate of 46.23%.

Facebook is the best platform for video content and delivered 24,799 more video views than Twitter and LinkedIn combined.

We are producing 1 minute or shorter videos for Instagram, to capitalize on higher engagement based on platform use.

In the future, we will allocate more Facebook funds toward boosted posts as well.

Social Community Growth			
Facebook	Instagram	Twitter	LinkedIn
589 Likes	37 Followers	21 Followers	589 Connections




Career Education - San Diego & Imperial Counties
Published by Isaac Maltzer · August 10 · 🌐

The life-changing power of Career Education can be hard to sum up in words. It's told best through the personal stories of incredible individuals like Tracy Naputi.
<https://careered.org/>

23,240 People Reached 307 Engagements 2,752 Clicks

[View Insights](#) [Boost Post](#)

👍❤️🔥 92 7 Comments 34 Shares 7.3K Views



Career Education - San Diego & Imperial Counties
Published by Isaac Maltzer · August 29 at 9:50 AM · 🌐

The automotive industry is experiencing a variety of changes with the addition of hybrid and electric vehicles to the road. That's why Christopher wanted hands-on, up-to-date training in the Automotive Program.
<https://careered.org/>

9,205 People Reached 19 Engagements 565 Clicks

[View Insights](#) [Boost Post](#)

👍❤️🔥 13 1 Comment 5 Shares 4.9K Views

WEB TRAFFIC

CareerEd.org saw 31,277 website sessions from 6/18 – 8/31

After landing on the Homepage, users most often clicked through to the Program Finder or to the Health sector page.

The campaign drove leads to individual institutions at the volume described on this table.

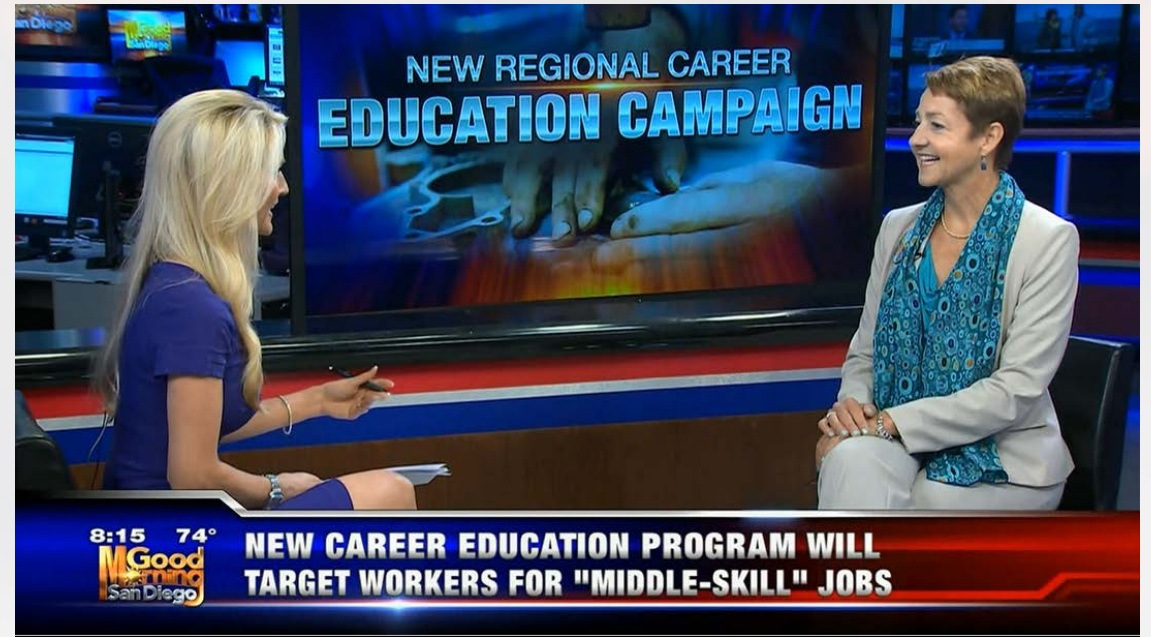
High percentage of Unique Events indicates that users are finding the information they need on the Program Finder and moving toward a given institution's website for further programs or application.

Outbound Web Traffic		
MESSAGE: BRAND		
Landing Pages Website Traffic		
Site / College	Total Events	Unique Events
Southwestern College	383	306
Palomar College	256	221
Cuyamaca College	235	176
MiraCosta College	229	181
Grossmont College	222	194
Imperial Valley College	205	186
SD City College	116	99
SD Continuing Education	115	109
SD Mesa College	111	96
SD Miramar College	108	92
TOTAL	1,980	1,660

PUBLIC RELATIONS COVERAGE

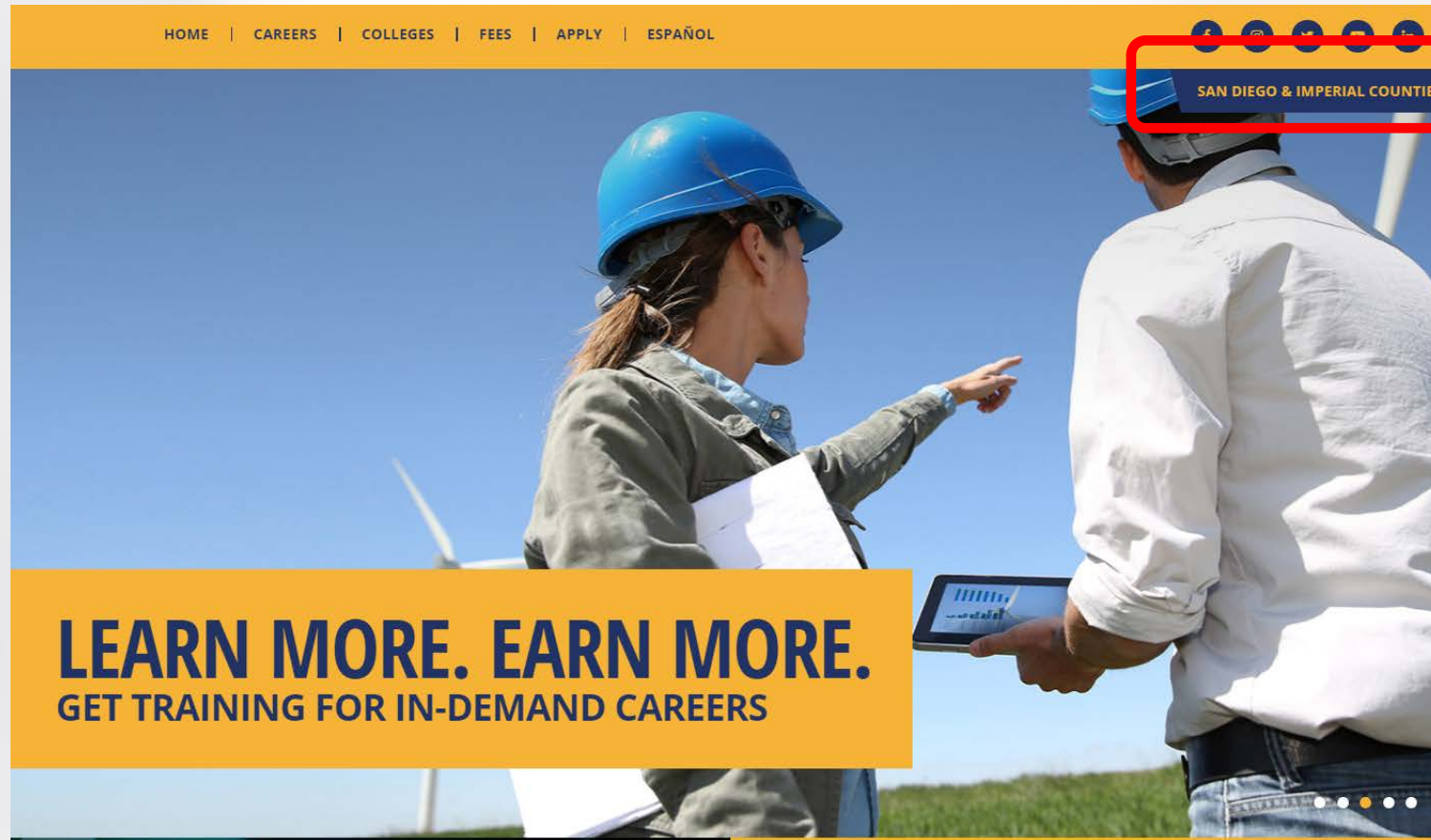
During this campaign period, the following media – both local and higher education verticals – picked up the Career Education story:

- Community College Daily (American Association of Community Colleges)
- KUSI "Good Morning San Diego"
- KOGO Radio AM 600 (twice)
- Fox 5 San Diego
- City News Service/Times of San Diego (twice)
- NBC San Diego
- Hoy San Diego
- SD Metro Magazine



WEBSITE UPDATES

Revisions currently underway to enhance the regional Career Education website experience (CareerEd.org)



Add “Community Colleges” in a new type treatment and relocate to left side of the page

WEBSITE UPDATES

Revisions currently underway to enhance the regional Career Education website experience (CareerEd.org)

HOME | CAREERS | COLLEGES | FEES | APPLY | ESPAÑOL

ADVANCED MANUFACTURING

ADVANCED MANUFACTURING

A new product is invented every day. And once you know the process of making something, there are rewards waiting for you. Programs in this sector train you in traditional manufacturing processes. Then, you learn how to branch out—things like customization, scalability and specific industry technologies. As California’s entire manufacturing industry expands, more job opportunities go to those who choose this career path.

CAREER PATHS & SALARY INFO (MEDIAN YEARLY SALARY)	
Structural Iron and Steel Workers	\$63,398
Industrial Machinery Mechanics	\$55,744
Machinists	\$49,332
Electrical and Electronics Engineering Technicians	\$64,026
Industrial Production Managers	\$95,885

PROGRAMS & SCHOOLS

- + Cuyamaca College [APPLY](#)
- + Grossmont College [APPLY](#)
- + Imperial Valley College [APPLY](#)
- + MiraCosta College [APPLY](#)
- + Palomar College [APPLY](#)
- + San Diego City College [APPLY](#)
- + San Diego Continuing Education [APPLY](#)
- + San Diego Mesa College [APPLY](#)
- + San Diego Miramar College [APPLY](#)
- + Southwestern College [APPLY](#)

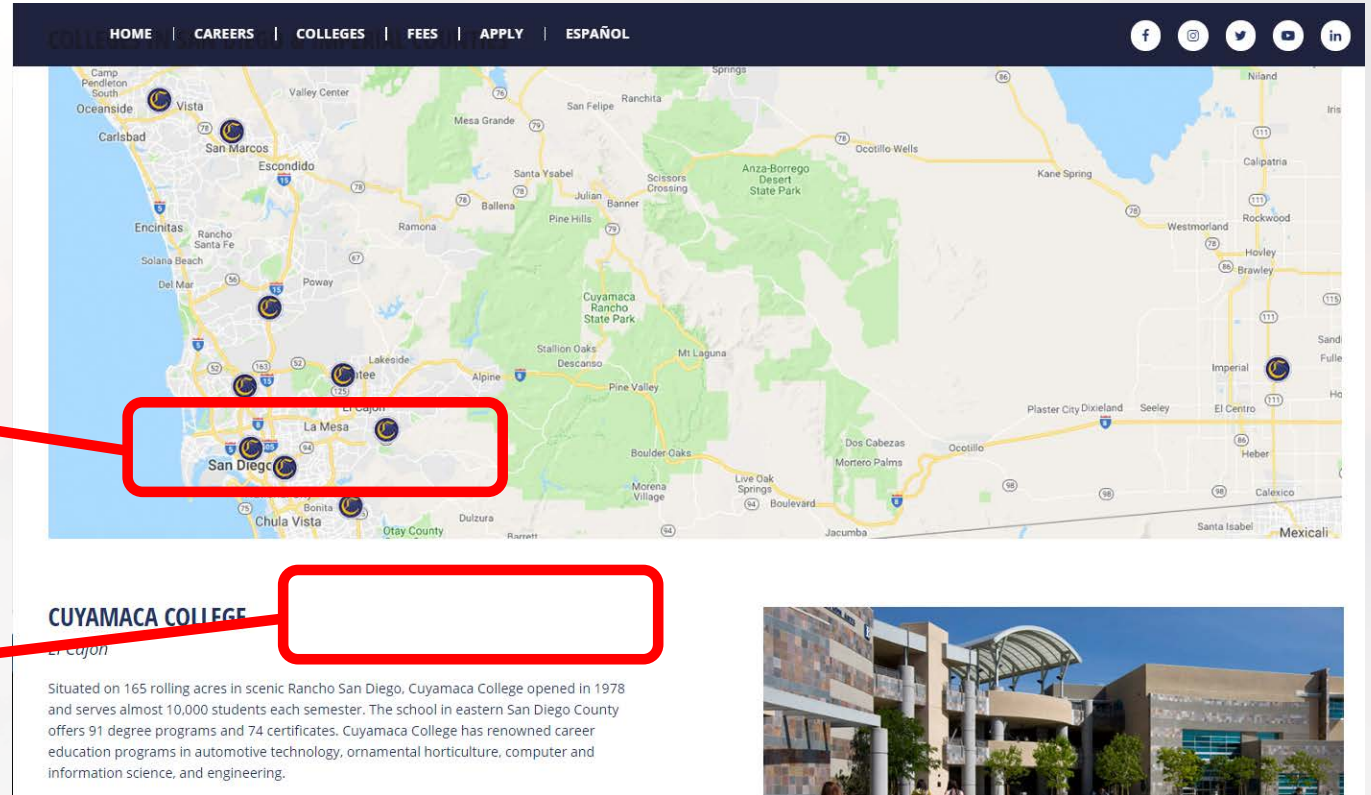
Insert additional career information for each sector: local companies hiring and ‘Did You Know?’ from CoE analysis

WEBSITE UPDATES

Revisions currently underway to enhance the regional Career Education website experience (CareerEd.org)

Update pins to remove Chancellor branding


Add logos for each institution within the list



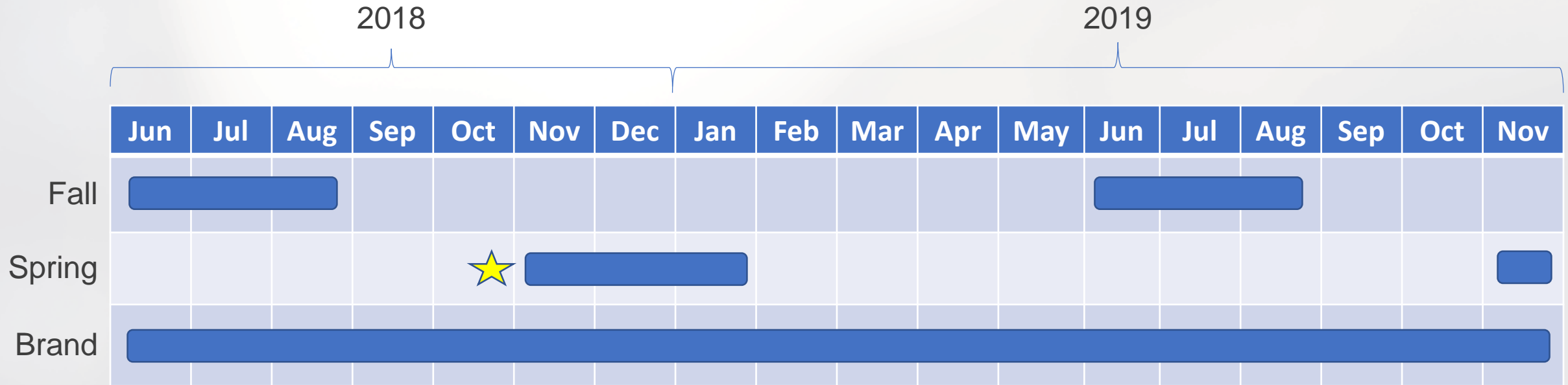
HOME | CAREERS | COLLEGES | FEES | APPLY | ESPAÑOL

CUYAMACA COLLEGE
El Cajon

Situated on 165 rolling acres in scenic Rancho San Diego, Cuyamaca College opened in 1978 and serves almost 10,000 students each semester. The school in eastern San Diego County offers 91 degree programs and 74 certificates. Cuyamaca College has renowned career education programs in automotive technology, ornamental horticulture, computer and information science, and engineering.



CAMPAIGN NEXT STEPS



Spring Enrollment campaign launches 11/1, to run through 1/31

Quantitative benchmark research to be shared mid-November

Creative refreshes underway, including video cutdowns and rebranded designs without Chancellor's logo, to roll out in Q1/Q2

Continuing Education message/targeting in planning stage, to roll out Q1

THANK YOU.

Appendix

CAMPAIGN SNAPSHOT

- The full results of all channels are summarized within the dashboard below (6/18 – 8/31)

Channel Overview												
Medium	Impressions	Clicks / Locations*	CTR	CTR Benchmark	Landing Page Visits	Landing Page Visit Rate	Interactions/ Engagements	Opens	Open Rate	CPM	CPC	Media Spend
Programmatic Display	16,059,888	46,442	0.29%	0.05%	9,124	0.06%	N/A	N/A	N/A	\$5.60	N/A	\$90,000.00
Native Display	5,905,927	13,212	0.22%	0.26%	9,514	0.16%	N/A	N/A	N/A	N/A	\$2.23	\$29,411.76
Facebook	5,363,374	31,932	0.60%	0.53%	6,477	0.12%	33,070	N/A	N/A	N/A	\$2.19	\$70,000.00
LinkedIn	344,038	8,148	2.37%	1.50%	1,794	0.52%	30	N/A	N/A	N/A	\$3.46	\$28,223.53
Snapchat Sponsored Stories	3,034,764	23,751	0.78%	0.37%	4,291	0.14%	N/A	N/A	N/A	N/A	\$0.84	\$20,000.00
Kindle	3,434,673	35,449	1.03%	0.20%	25,684	0.75%	N/A	N/A	N/A	\$10.00	N/A	\$34,346.73
Mobile Gaming	2,181,818	3,668	0.17%	0.05%	1,472	0.07%	N/A	N/A	N/A	\$8.83	N/A	\$19,256.47
Digital Radio	6,298,905	3,755	0.06%	0.16%	2,412	0.04%	N/A	N/A	N/A	\$9.34	N/A	\$58,823.53
Email Blasts	413,820	8,794	2.13%	1.00%	5,254	1.27%	N/A	67,087	16.21%	\$16.46	N/A	\$6,811.76
Google / SEM	558,319	10,368	1.86%	2.02%	7,568	1.36%	N/A	N/A	N/A	N/A	\$3.50	\$36,296.47
Billboards	25,627,932	45	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$3.16	N/A	\$80,875.29
Bus Sides	5,400,000	8	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$3.54	N/A	\$19,124.71
Organic Social	62,786	334	0.53%	1.14%	684	1.09%	1,262	N/A	N/A	N/A	N/A	N/A
Grand Total	74,686,244	185,906	0.43%		74,274	0.17%	34,362	67,087	0.09%			\$493,170.26