

# SAN DIEGO & IMPERIAL COUNTIES COMMUNITY COLLEGES

## Regional Continuing Education Marketing Workgroup Meeting

Thursday, November 8, 2018

Miramar College, Room L-107

- Civilian presented the updated [careered.org](http://careered.org) website that reflected feedback received. Changes include the following:
  - Moved Chancellor's Office logo from the top to the bottom of the page
  - Created "San Diego & Imperial Counties Community Colleges" type treatment and applied to both the main navigation (top left) and footer
  - Added "Community" across the website where we currently only feature "College," with a focus on sub-headlines and specifically on the homepage, college list page, and college/program finder pages
  - Added new "Sample of Local Employers" and "Did You Know" sections to the sector pages
  - Replaced Chancellor's Office logo with general pin drop icon on the college locator map
  - Added colleges logos to the college listing page
  - Added generic, non-school specific videos to each sector page
- Civilian shared an updated compilation video cut that featured the new verbal ending "And I went to community college".
- Two :30 video ad concepts for YouTube pre-roll were presented and the group provided feedback and made a selection on the "More What?" concept. **ACTION ITEM:** Civilian will provide the regional team updated copy based on workgroup input.
- Spring enrollment campaign will feature targeted advertising for military
- Civilian reviewed the campaign performance to date (6/18/18-8/31/18). Outcomes included:
  - 31,277 website sessions on [carrered.org](http://carrered.org)
  - Advanced Transportation & Logistics was the strongest performer for digital banners
  - Advanced Manufacturing was the strongest performer in paid social (Facebook)
  - Landing pages visits to the college websites resulted in 1980 total events and 1660 unique events across the region (Southwestern College generated the most visits).
- Civilian presented their recommendations for how they can assist the colleges in tracking the leads generated by the CE campaign to their campuses and then to application and enrollment. **ACTION ITEM:** The regional team will schedule a meeting with all PIOs and CE Deans to discuss these recommendations and implications in detail.
- Civilian presented the creative refresh roll out timeline, which encompasses updates to regional templates, infographic, Instagram posts, paid media assets and the website.
- In response to the region's request to use current student photography, Civilian is collecting an inventory of each campuses CE photography. If you haven't already please send what you have to Chelsea at [chelsea@civilian.agency](mailto:chelsea@civilian.agency)

- J. Beresford requested shooting original student photography on each campus. Civilian will submit a proposal and report back to the committee. **ACTION ITEM:** Civilian will submit a proposal.
- The PIOs and CE Deans from MiraCosta, Palomar, SDCE and Southwestern have been meeting to discuss how to represent noncredit education on the regional website. There was a recommendation to formalize those discussions and create a Noncredit Workforce Task Force co-chaired by Dr. Joi Blake, Palomar College, and Dr. Carlos Turner Cortez, SDCE. The task force is charged with answering two questions: How to represent noncredit program on the website; and how to market noncredit programs? The group approved the recommendation to propose the Noncredit Workforce Task Force to ROC.

The full presentation from today's meeting can be found at: [http://myworkforceconnection.org/wp-content/uploads/2018/11/CE\\_CampaignUpdates\\_110818\\_For-Website.pdf](http://myworkforceconnection.org/wp-content/uploads/2018/11/CE_CampaignUpdates_110818_For-Website.pdf)

*The next workgroup meeting will be held on Thursday, December 13, 2018 at Miramar College.*