

San Diego and Imperial Counties' Community Colleges

Career Education Year 2 Planning

AGENDA

- **Revisiting Year 1**
- **Year 2 Advertising Priorities**
- **Connecting with Influencers**
- **Focus Topics**
- **Guided Pathways**

Year 1: Open Discussion

What's worked?

Where can we improve?

(Creative, Media, Digital, Social, PR + Outreach)

Communication and Collaboration



Managing and Implementing Feedback

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Year 2: Advertising Priorities

CAMPAIGN EVOLUTION

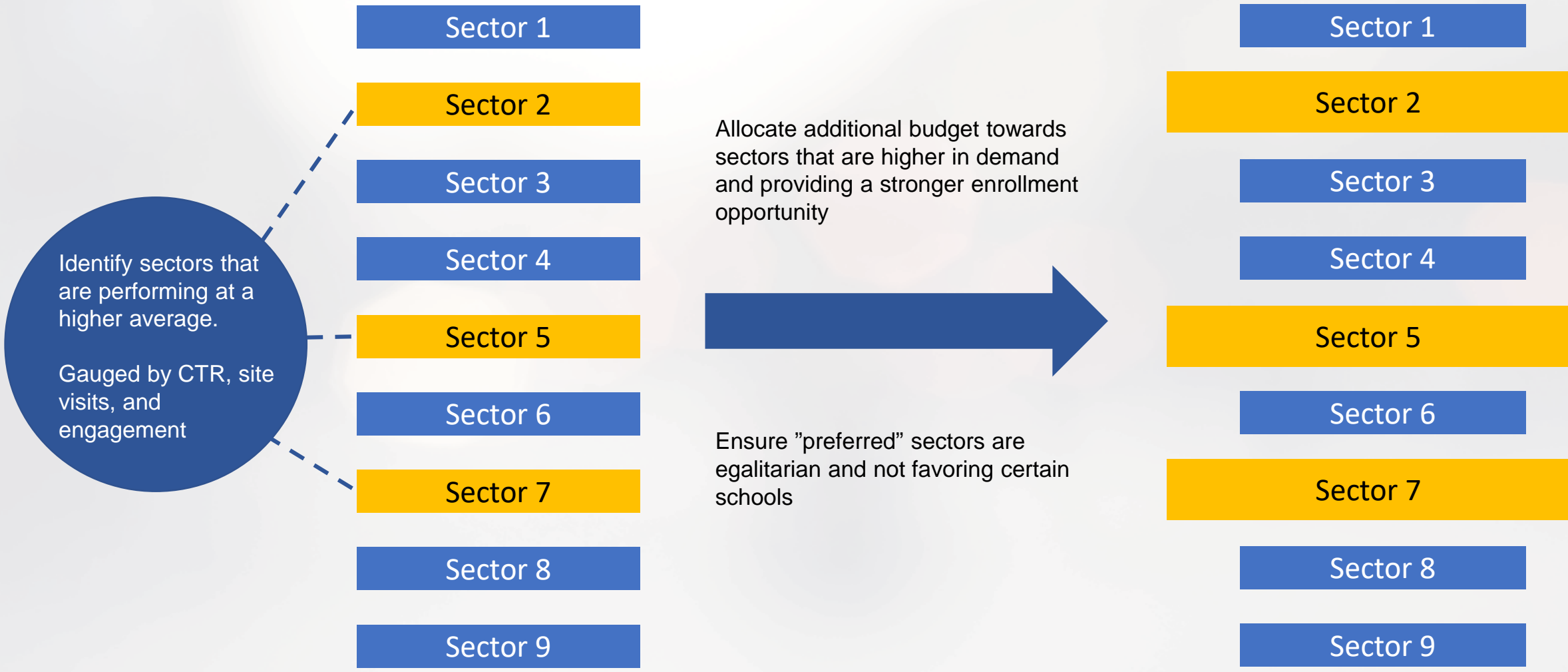
SHIFTING PRIORITIES ACROSS 3 YEARS



MEDIA PLAN TO-DATE

CE MEDIA PLAN: BRAND + SPRING ENROLLMENT																
		2019														
BRAND	TACTIC	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	GROSS BUDGET	% OF TOTAL BUDGET
BRAND	Programmatic Display + Native														\$223,000	35%
	Digital Radio														\$75,000	12%
	Facebook														\$123,000	19%
	LinkedIn														\$15,000	2%
	Snapchat														\$13,000	2%
	Search														\$35,000	5%
	Billboards														\$154,000	24%
TOTAL															\$638,000	100%
ENROLLMENT	TACTIC	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN		
ENROLLMENT	Programmatic Display														\$87,000	10%
	Native Display														\$25,000	3%
	Facebook														\$68,000	8%
	LinkedIn														\$10,000	1%
	Email Blasts														\$12,000	1%
	Online Video														\$40,000	4%
	Search														\$20,000	2%
TOTAL															\$262,000	100%
TOTAL SPEND															\$900,000	100%

SECTOR PERFORMANCE STRATEGY



Identify sectors that are performing at a higher average.

Gauged by CTR, site visits, and engagement

Sector 1

Sector 2

Sector 3

Sector 4

Sector 5

Sector 6

Sector 7

Sector 8

Sector 9

Allocate additional budget towards sectors that are higher in demand and providing a stronger enrollment opportunity

Ensure "preferred" sectors are egalitarian and not favoring certain schools

Sector 1

Sector 2

Sector 3

Sector 4

Sector 5

Sector 6

Sector 7

Sector 8

Sector 9

CREATIVE PRIORITIES

Branding

- Career Education is not currently memorable, there is an opportunity to clarify and reinforce the brand

Messaging

- Based on research findings, future messaging will focus on *Career Attainability* and *Affordability*

Design

- Highlight real students across the campaign as it evolves

What Else?

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CONNECTING WITH INFLUENCERS

EVOLVE OUTREACH STRATEGY IN YEAR 2

Goal

Establish connection with influential figures in High School students' life (parents, teachers, counselors)

Objectives

Be strategic, targeted in how we communicate with audiences. Don't always follow the traditional PR model

Strategic Framework

- Merge PR + digital/social efforts
- Target hyperlocal news organizations
- Create newsworthiness through stories and data
- Develop programs which provide content and interest over time:
 - One Year Anniversary CTE Update
 - CE Champions
 - CE Road Show



The background is a solid blue color with a large, white, semi-transparent 'X' shape overlaid on it. The 'X' is formed by two thick, curved lines that intersect in the center. The text 'FOCUS TOPICS' is centered horizontally and vertically within the intersection of the 'X'.

FOCUS TOPICS

Noncredit Update

INBOUND MARKETING OPPORTUNITY

Opportunity

- Explore advertising to CE prospects in nearby markets (LA, Phoenix, etc) with San Diego destination-based messaging

Data Needed

- Short list of top feeder markets for current CE students in the SD/IMP region

Test Campaign

- Strategy: A search targeting display campaign would most likely be the most efficient recommendation for a test, this would include a bank of CE program-related programs
- Geography: The test campaign would exclude San Diego and Imperial Counties, but any searches related to CE would also need to include county or city names within the search for the user to be served ads
- Flexibility: If this test campaign receives low performance (demand) the budget could easily be shifted back into the larger display campaign

The background features a solid blue color with large, overlapping, semi-transparent geometric shapes in various shades of blue, creating a dynamic, abstract pattern. The text 'GUIDED PATHWAYS' is centered in a white, bold, sans-serif font.

GUIDED PATHWAYS

RETENTION, SUPPORT, SUCCESS

HOW CAN MARKETING HELP?

Click → Apply

Apply → Enroll

Enroll → Completion

Completion → Career

AWARENESS

RETARGETING

OWNED/EARNED

CRM

NEWSLETTERS

RETARGETING

**STUDENT
COMMUNICATIONS**

LAPSE STUDENT CRM

EMPLOYER PARTNERSHIPS

INTERNSHIPS

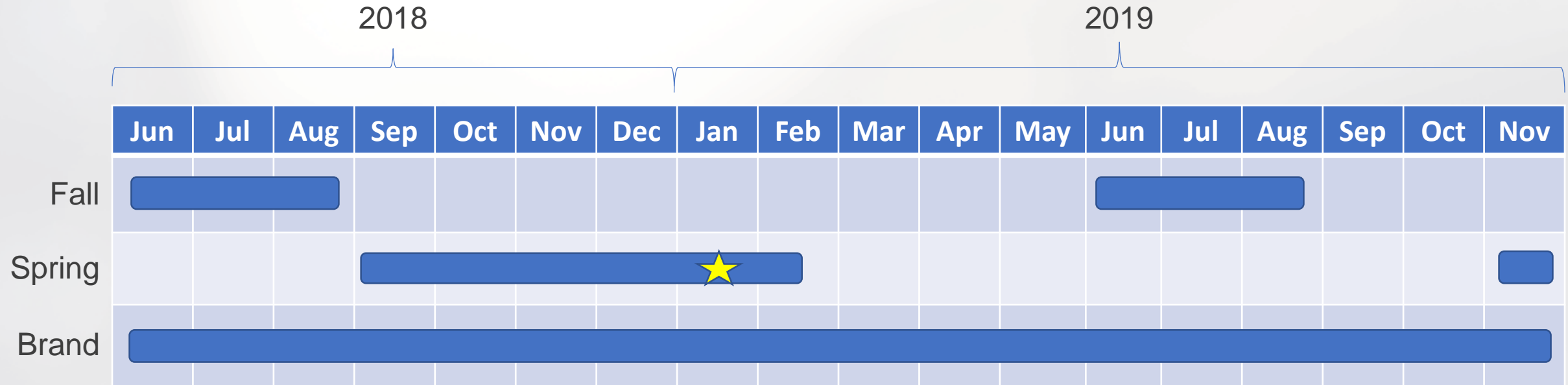
CAREER FAIRS

ALUMNI COMMUNICATIONS

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NEXT STEPS

CAMPAIGN NEXT STEPS



Spring Enrollment campaign running through 1/31

Annual planning underway for Year 2 – focus on new markets + parent outreach

Noncredit message/targeting in planning stage, to roll out Q1

Website Updates to roll out Q2

Student Photography scheduled for March

Creative Refresh for Fall Enrollment to roll out Q2

One Year Anniversary Press Event Q2

Enrollment Releases + Op Eds monthly and quarterly