

Marketing 10.4.2018

Full campaign report: will be shared to committee next week once the region has seen it.

Quantitative survey- benchmark research and perceptions: available mid-November

Monthly dashboard will provide topline data: 3rd week of every month will provide metrics for the previous month

Creative refresh: there isn't a volume based need to refresh creative more than once a year. TNB: how are we tracking that an increase in enrollment is related specifically to the campaign. SC: we have technology to track where student went from the regional website to the specific colleges. LL asked is pixel was provided by Civilian. SC said they can work on making those available by next week. Southwestern, and Grossmont-Cuyamaca want it. MC has had issues with pixels in the past.

Pixel will automate the tracking of students form careered.org to the individual sites.

Questions to address:

How do other colleges track pre/post campaign data so that we can show increased enrollment is directly tied to the campaign?

What is the usual volume of visitors? (so that we can measure movement)

How will we receive and respond to feedback? Is it good for the college and good for the student?

Agnostic videos: considered approved once the last frame is changed