

December 7, 2017

San Diego/Imperial Regional Workforce Program + Civilian

AGENDA

The background of the slide features a blue sky with a large, white, semi-transparent 'X' graphic. Several hands are visible, holding up black graduation caps (mortarboards) with tassels. The overall scene conveys a sense of achievement and celebration.

- Situation Analysis Update
- Goal-Setting
- Consumer Segmentation
- Brand Strategy
- Project Timeline + Next Steps

PLANNING & RESEARCH

PROJECT STRUCTURE + STATUS

<u>Milestone</u>	<u>Deliverable</u>
Situation Analysis	1. <i>Program Data (complete)</i>
	2. <i>Competitive Data (complete)</i>
	3. <i>Consumer Segmentation Data (underway) – 12/7</i>
3-Year Marketing Plan	1. <i>Brand Plan (underway) – 12/7</i>
	2. <i>Integrated Marketing Plan – 1/16</i>
	3. <i>Evaluation Plan – 1/16</i>

GOAL-SETTING FOR MARKETING

Regional Goal

Fill Middle-Skills Job Gaps

*Community College
Consortium Objectives*

Drive Career Education
Course Enrollment

- 1% Annual CE Growth
- Focus on In-Demand Sectors

Expand Career
Education Market

- Awareness +
Consideration among
Working Adults and
Special Populations

Place Graduates
into the Workforce*

- Increase Graduate
Employment Rate +
Salary Outcomes

**Not primarily a marketing challenge, but marketing can support the objective*

GOAL-SETTING FOR MARKETING

Regional Goal

Fill Middle-Skills Job Gaps

Community College Consortium Objectives

Drive Career Education Course Enrollment

Expand Career Education Market

Place Graduates into the Workforce*

Marketing Strategies

Targeted Program Marketing to Drive Registration within Priority Sectors

Elevate Brand Value Over Time by Marketing to Opportunity Audiences

Create Connections through Workforce Community Partnerships

The background is a solid blue color with several overlapping, semi-transparent curved lines that create a sense of depth and movement. The lines are in various shades of blue, from light to dark, and they curve across the frame in a way that suggests a stylized 'X' or a series of intersecting paths.

Consumer Segmentation

PURPOSE

- Develop consumer profiles using multiple data sources
- Provide additional layers of insight into the core audiences most likely to attend career education schools in San Diego / Imperial County
- Integrate consumer research and media planning documents created at the state level to avoid overlap or inconsistency
- Data will ultimately reveal similarities and differences between segments which can help identify ideal media vehicles and potential differences in creative messaging



WHO ARE OUR AUDIENCES?

1. High School Students
2. Parents of High School Students
3. Educators of High School Students
4. Working Adults
5. Current Community College Students
6. Employers / the Business Community

So how do we prioritize, understand and reach these people?



SEGMENTATION RESOURCES

- Consumer Orbit Custom Segmentation Study
- Cal-PASS Plus LaunchBoard Student Data
- Values and Lifestyle (VALS) Attitudinal Typologies Survey
- Simmons Syndicated Consumer Surveys
- Statewide 'Learn by Doing' Consumer Research and Media Plan

METHODOLOGY

Consumer Orbit

- Provides details on vocational school “lookalikes” to give broad insight into demographics, psychographics, consumption habits, top networks and stations
- Data derived from 9 highly valuable data sources. Serves as basis for additional targeting.

Launchboard

- Provides demographic details against actual career education students in San Diego and Imperial County

VALS

- Provides predictive attitudes that help identify motivators and key beliefs

Simmons

- Combines data from Consumer Orbit, Launchboard, and VALs to identify recommended audience segments
- Provides final layer of media consumption, psychographics, beliefs, and audience density to help guide strategy, tactics selection, audience targeting, and budget allocations

APPLICABLE TARGET LEARNINGS

INSIGHTS:

Demographics

*(Age, Gender,
Household Income, etc.)*

Psychographics

*(Attitudes, aspirations,
psychological criteria)*

Media Consumption

(Time Spent with Media)

Behavioral Characteristics

*(Purchase behavior,
interests, etc.)*

Motivations

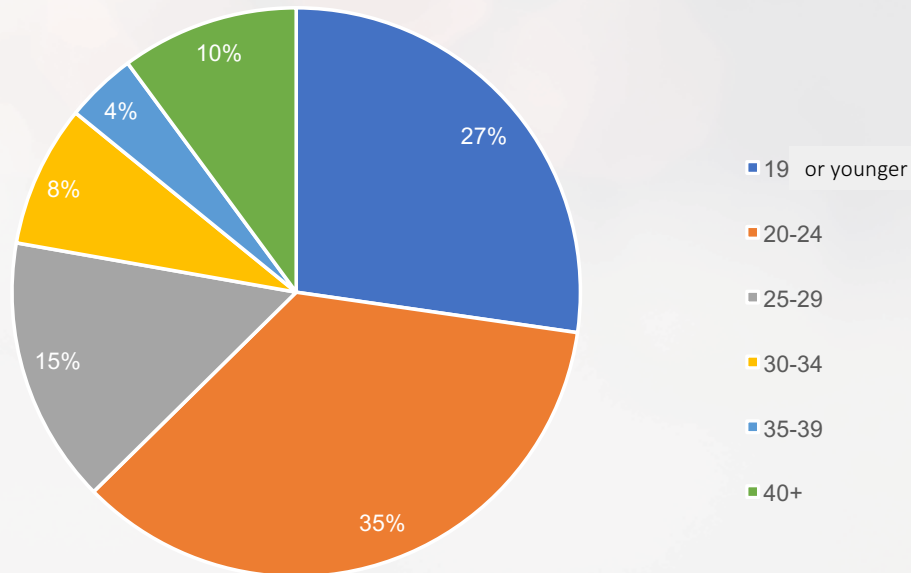
*(Earnings Potential, Personal
Achievement/Fulfillment,
Self-Expression)*

FOCUS ON CORE CONSUMERS

- Launchboard data was used to understand the demographics of the existing student body and determine if there are any unique trends worth capitalizing on
- Given that these schools are not yet at market saturation (outreach and enrollment against all potential students) goal is to expand upon the region's core competencies and understand high opportunity market segments
- Focusing on core audience segments will provide more efficient CPA rates (cost per acquisition) due to higher composition of individuals likely to consider enrollment

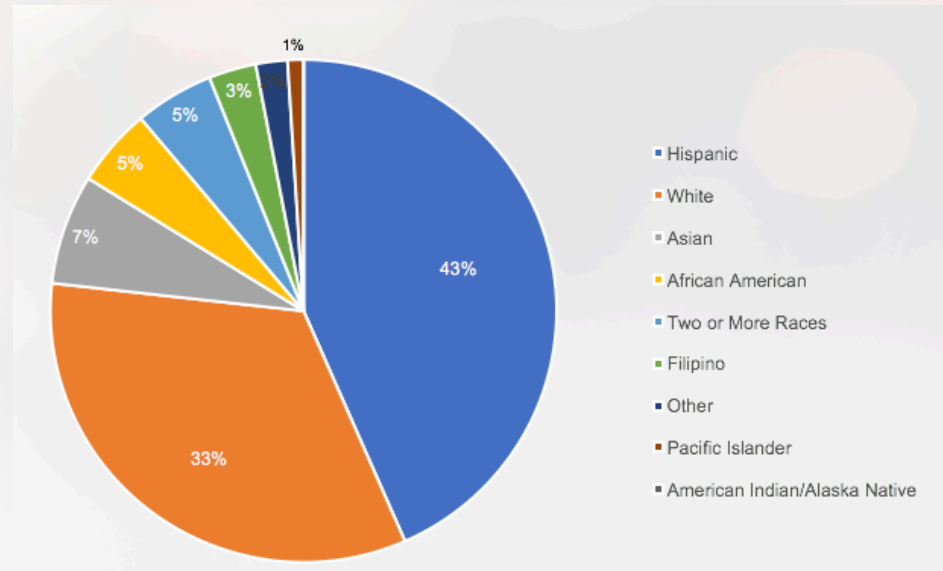
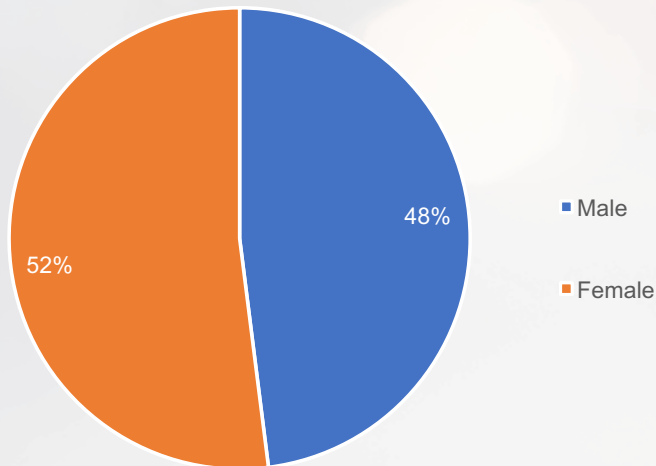
RECOMMENDATION #1

- Although opportunity may exist to grow enrollment amongst older age segments (30+ years of age), bulk of student population falls below the age of 29 (77%)
- Recommendation is to focus on the “sweet spot” of students below 29 years of age to better understand their demographics, psychographics, traits, and media consumption patterns



RECOMMENDATION #2

- Data shows an even split amongst males and females but indicates a significant Hispanic skew (43%)
- Recommendation is to dig deeper into core audiences and determine if there are any major differences in demographics, psychographics, and media habits between the dominant segments.
- Understanding Special Populations such as Military, Adult Education and Imperial Valley consumers will be valuable as well.



AUDIENCE PRIORITIES + TARGETING SUMMARY

Audiences

1. High School Students
2. Parents of High School Students
3. Educators of High School Students
4. Working Adults
5. Current Community College Students
6. Employers / the Business Community

Refined Segments

For Media Targeting:

1. Teenagers 11th and 12th Grade
 - a) Hispanic Teenagers 11th and 12th Grade
2. Adults 18-29
 - a) Hispanic Adults 18-29
3. Parents of Teenagers in 11th and 12th

For Alternate Marketing Outreach:

1. Educators of High School Students
2. Current Community College Students
3. Employers / the Business Community

TEENAGERS 11th & 12th GRADE



Defined as:

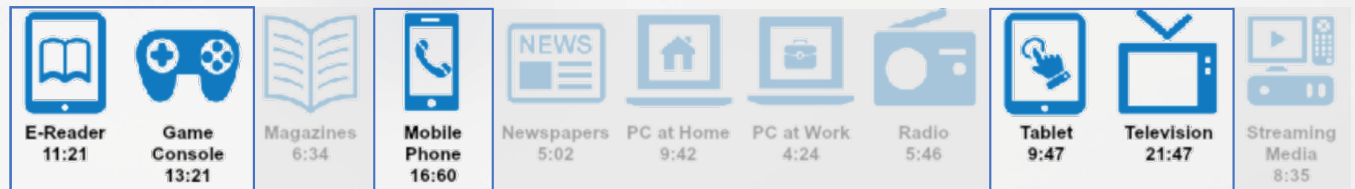
San Diego / Imperial County teens in 11th and 12th grade who are about to graduate high school

Demographic Details:	
Male / Female	48%/52%
Median HHI	\$78,300
Median Age	17
HoH: No GED	9%
HoH: HS Grad	33%
HoH: Some College	30%
HoH: College Grad	33%

Beliefs and Motivations:

	INDEX	PERCENTAGE
I ENJOY GOING TO SCHOOL	101	51%
I WOULD LIKE TO GO TO COLLEGE	101	88%
THE MILITARY OFFERS A WORTHWHILE CAREER	122	38%
HAVING A CAREER IS IMPORTANT TO ME	103	82%
I AM EASILY INFLUENCED BY OTHER PEOPLE	98	18%
I DON'T LIKE THE IDEA OF BEING IN DEBT	116	80%

Time Spend (Last 7 Days):



HISPANIC TEENAGERS 11th & 12th GRADE



Defined as:

Hispanic San Diego / Imperial County teens in 11th and 12th grade who are about to graduate high school

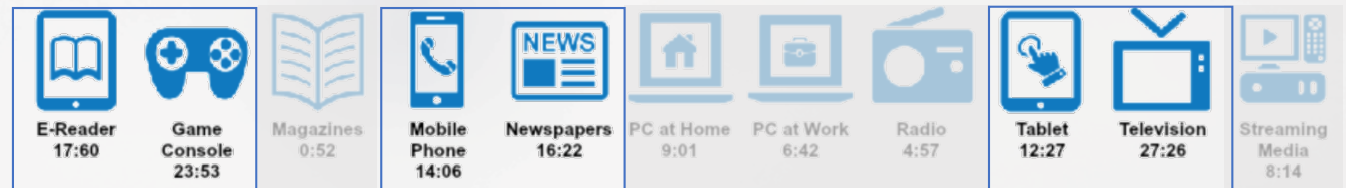
Demographic Details:	
Male / Female	59% / 41%
Median HHI	\$56,100
Median Age	17
HoH: No GED	17%
HoH: HS Grad	25%
HoH: Some College	30%
HoH: College Grad	29%
Prefer Span. Media	22%

Radio Only

Beliefs and Motivations:

	INDEX	PERCENTAGE
I ENJOY GOING TO SCHOOL	104	52%
I WOULD LIKE TO GO TO COLLEGE	99	86%
THE MILITARY OFFERS A WORTHWHILE CAREER	107	33%
HAVING A CAREER IS IMPORTANT TO ME	100	79%
I AM EASILY INFLUENCED BY OTHER PEOPLE	84	15%
I DON'T LIKE THE IDEA OF BEING IN DEBT	112	77%

Time Spend (Last 7 Days):



ADULTS 18-29



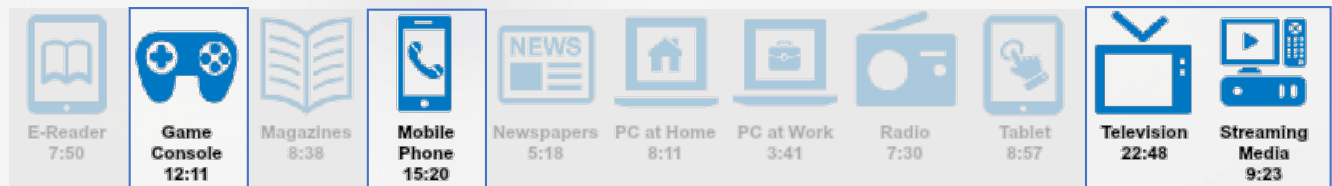
Defined as:

San Diego / Imperial County adults between the ages of 18-29 who have graduated high school and plan on enrolling or returning to college in the next 12 months

Demographic Details:	
Male / Female	41% / 59%
Median HHI	\$63,300
Median Age	21
Employed FT	33%
Employed PT	24%
Married	8%
Homeowners	52%
Military	13%

	INDEX	PERCENTAGE
Beliefs and Motivations: I DON'T LIKE THE IDEA OF BEING IN DEBT	80	53%
I WANT TO GET TO THE VERY TOP IN MY CAREER	143	51%
I LOOK AT THE WORK I DO AS A CAREER RATHER THAN A JOB	103	42%
IT IS IMPORTANT TO CONTINUE LEARNING NEW THINGS THROUGHOUT YOUR LIFE	88	68%
MONEY IS THE BEST MEASURE OF SUCCESS	93	25%
THERE'S LITTLE I CAN DO TO CHANGE MY LIFE	88	48%
CHANGE JOBS - EXPECT TO CHANGE IN NEXT 12 MOS.	498	64%

Time Spend (Last 7 Days):



HISPANIC ADULTS 18-29



Defined as:

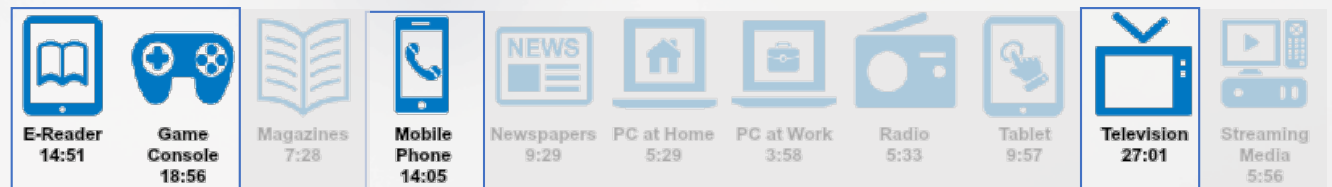
Hispanic San Diego / Imperial County adults between the ages of 18-29 who have graduated high school and plan on enrolling or returning to college in the next 12 months

Demographic Details:	
Male / Female	43% / 57%
Median HHI	\$53,900
Median Age	22
Employed FT	34%
Employed PT	29%
Married	11%
Homeowners	34%
Military	3%
Prefer Span. Media	38%

Beliefs and Motivations:

	INDEX	PERCENTAGE
I DON'T LIKE THE IDEA OF BEING IN DEBT	75	49%
I WANT TO GET TO THE VERY TOP IN MY CAREER	183	65%
I LOOK AT THE WORK I DO AS A CAREER RATHER THAN A JOB	148	60%
IT IS IMPORTANT TO CONTINUE LEARNING NEW THINGS THROUGHOUT YOUR LIFE	82	64%
MONEY IS THE BEST MEASURE OF SUCCESS	48	13%
THERE'S LITTLE I CAN DO TO CHANGE MY LIFE	109	60%
CHANGE JOBS - EXPECT TO CHANGE IN NEXT 12 MOS.	543	70%

Time Spend (Last 7 Days):



PARENTS OF TEENS APPROACHING HIGH SCHOOL GRADUATION



Defined as:

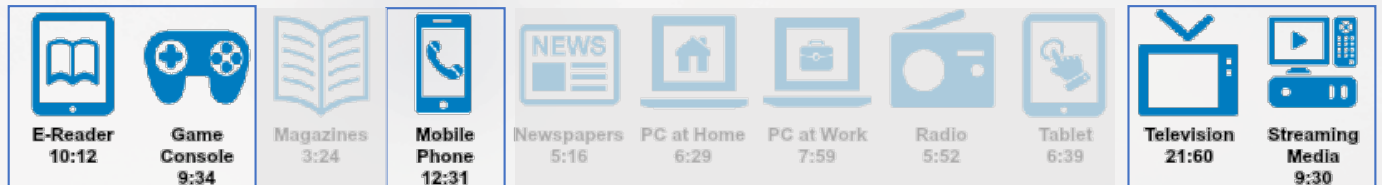
San Diego / Imperial County parents with teens between the ages of 16-17 who are about to graduate high school

Demographic Details:	
Male / Female	49% / 51%
Median HHI	\$87,400
Median Age	43
Employed FT	47%
Employed PT	16%
Married	56%
Homeowners	34%
Graduated College	33%

Beliefs and Motivations:

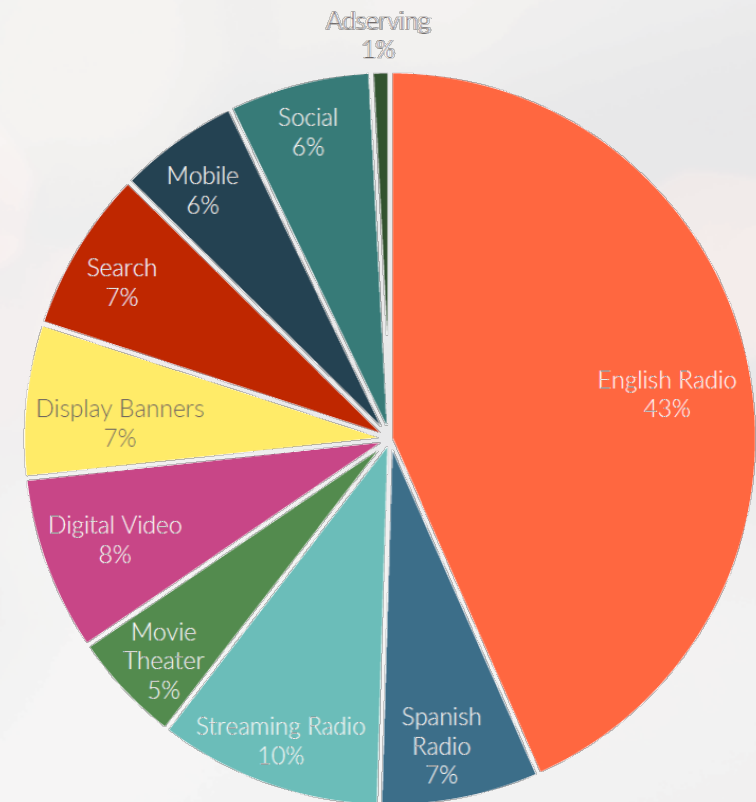
	INDEX	PERCENTAGE
I LIKE TO PROVIDE MY CHILDREN WITH THE THINGS I DIDN'T HAVE AS A CHILD	120	61%
IT IS IMPORTANT MY FAMILY THINKS I AM DOING WELL	104	53%
MONEY IS THE BEST MEASURE OF SUCCESS	22	81%
DISAGREE - THERE'S LITTLE I CAN DO TO CHANGE MY LIFE	112	61%
I DON'T LIKE THE IDEA OF BEING IN DEBT	103	68%
I WANT TO GET TO THE VERY TOP IN MY CAREER	90	32%
I LOOK AT THE WORK I DO AS A CAREER RATHER THAN JUST AS A JOB	99	40%

Time Spend (Last 7 Days):



'17 - '18 STATEWIDE CAMPAIGN

- **55%** of Statewide Campaign Budget serves to provide broad-reach general awareness (Traditional Radio and Movie Theater advertising)
- Majority of Statewide Campaign efforts provide “air-cover” for our regionally focused campaign



KEY TAKEAWAYS

Focus on Core Audience Targets

Leverage Unique Beliefs/Motivators to Guide Messaging

Consider Spanish Language Messaging to Attract Portion of Hispanic Audiences

Utilize Unique Media Consumption Traits to Guide Tactic Selection and Media Mix

Utilize Audience Sizes and Priority Segments to Direct Budget Allocations

CONNECTING OUR AUDIENCES TO PROGRAMS

1. Teenagers 11th and 12th Grade
 - a) Hispanic Teenagers 11th and 12th Grade
2. Adults 18-29
 - a) Hispanic Adults 18-29
3. Parents of Teenagers in 11th and 12th

BRAND

Strategy: Utilize knowledge of audience media habits, demographic, and behavioral profiles create general awareness for programs amongst targeted audiences

PROGRAM

Strategy: Through behavioral, contextual, and search terms filter segments by program of interest through dynamic creative (unique creative executions for each audience) and retargeting (reaching students who have previously visited specific landing pages)

ADDITIONAL SUB-SEGMENTS

Prospects

**CURRENT CC
STUDENTS**

MILITARY

Influencers

EDUCATORS

**EMPLOYERS /
BUSINESS COMMUNITY**



BRAND STRATEGY

- Perception Shifts
- Promise
- Campaign Framework

PERCEPTION SHIFTS

Current

Ten Independent
Colleges/Institutions

Stepping Stone to 4-Year
Degree

Substantial Budget +
Time Investment

Good Careers are for the
Privileged

I'm in This Alone

The Choice for 'Settling'

Desired

Single, United Group
Placing Students First

Destination for Career
Education

Strongest Value for
Career Advancement

Great Careers are Within
My Grasp

The Region Needs People
Like Me to Fill Jobs

Viable Path to a
Rewarding Career

BUT HOW?

Current

Ten Independent
Colleges/Institutions

Stepping Stone to 4-Year
Degree

Substantial Budget +
Time Investment

Good Careers are for the
Privileged

I'm in This Alone

The Choice for 'Settling'

?

?

?

?

?

?

Desired

Single, United Group
Placing Students First

Destination for Career
Education

Strongest Value for
Career Advancement

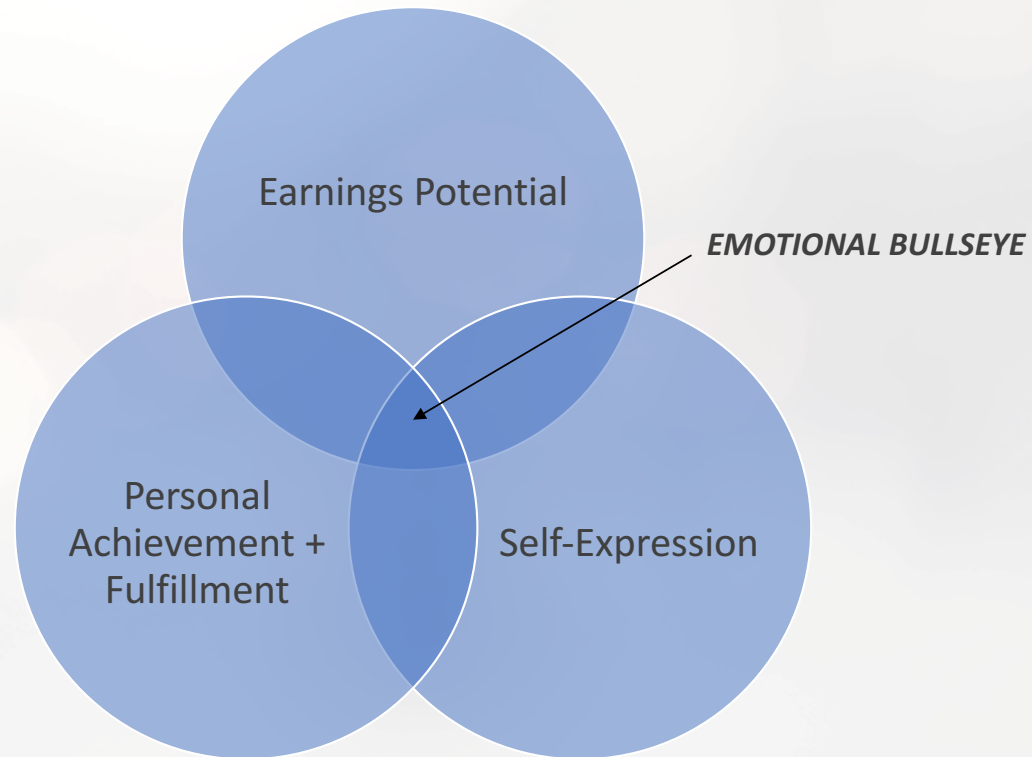
Great Careers are Within
My Grasp

The Region Needs People
Like Me to Fill Jobs

Viable Path to a
Rewarding Career

...in this region!

CONSUMER MOTIVATIONS



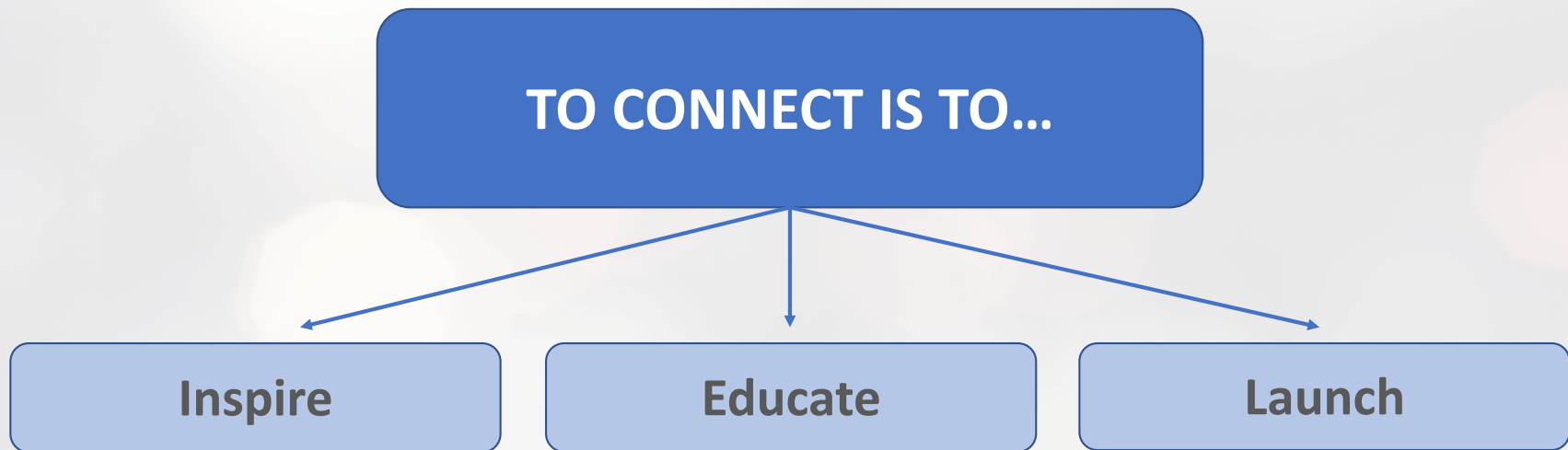


REGIONAL CE BRAND PROMISE

Value takes many forms, but nothing rivals the value of **connections** provided by a San Diego community college career education.

VALUE OF CONNECTION

PROMISE COMPONENTS



VALUE OF CONNECTION

PROMISE COMPONENTS

TO CONNECT IS TO...

Inspire

BRAND:

INTRODUCE THE VALUE CC'S PROVIDE TO STUDENTS SEEKING IN-DEMAND, GROWING, HIGH-PAYING JOBS IN THEIR COMMUNITY.

Educate

PROGRAM:

ARM STUDENTS WITH THE TECHNICAL AND SOFT SKILLS NEEDED TO CREATE SUCCESSFUL MIDDLE-SKILLS CAREERS.

Launch

COMMUNITY:

BRING STUDENTS AND EMPLOYERS TOGETHER THROUGH SUPPORT SERVICES AND COMMUNITY OUTREACH.

VALUE OF CONNECTIONS

CAMPAIGN FRAMEWORK

Lifecycle

Awareness



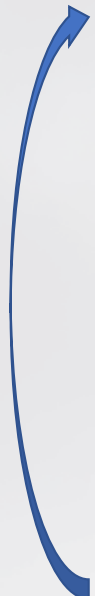
Consideration



Conversion



Advocacy



Message

Inspire

Umbrella Consumer Brand Messaging (Value/Quality)

Educate

Priority Sector Messaging (Career/Value)

Sector 1

Sector 2

Sector 3

Sector 4

Sector 5

Launch

Career Placement & Support (Career)

Employer/Union

Chambers/Gov't

High Schools

Channels*

Digital Media
Traditional Media (State)
Public Relations
Community Outreach

Search Engine Marketing
Direct Marketing
High School Outreach

Remarketing
Direct Marketing
High School Outreach

Public Relations
Community Outreach
Employer/Union Partnerships

**For directional discussion, to be confirmed within marketing plan*



CHALLENGES AHEAD

- **Positioning by Segment**
- **Creative Expression – Messaging Hierarchy with Segment Considerations**
- **Full Media/Marketing Plan**
- **Conversion Platform – Website**
- **Evaluation Plan**

TIMELINE + NEXT STEPS

- **Marketing Committee Feedback, by 12/14**
- **Updated Program + Competitive Reports, week of 12/11**
- **Full Marketing Plan Presentation, 1/16**

THANK YOU



Appendix

CONSUMER ORBIT DATABASES



National Consumer Demographic and Lifestyle

235MM consumers, 120MM households, 1,000 data attributes per record, 3,200 public and proprietary sources



Consumer Media National Study

100K annual customer surveys. 8K brands across 450+ product categories. Measures all media channels and 500+ psychographic measures

National Vehicle Database

425 MM+ vehicles U.S and Canada. Includes title, registration, mileage readings, key vehicle events



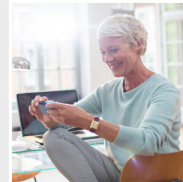
Television Ratings and Engagement

60MM set top boxes, Second by second information, General market, Hispanic, Broadcast and cable, Cross-channel engagement with social



National Credit Database

215MM credit-active consumers. Nearly 2.8B trade lines. Over 6B inquiries. Roughly 54.7MM public records. Summarized at the Zip -Four Level

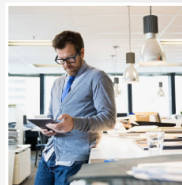


Digital Consumption

8.0B cookies, Link to physical address, Digital footprint, Direct, networks, portals

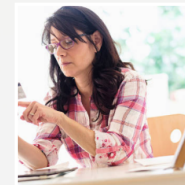
National Business Database

12MM businesses, Ownership, officers, Industry, Firmographics, 1000s of data attributes, Business Owner at-home address



Price Comparison Database

Engine serving merchants, retailers and sellers, Multi-category, Retail, CPG

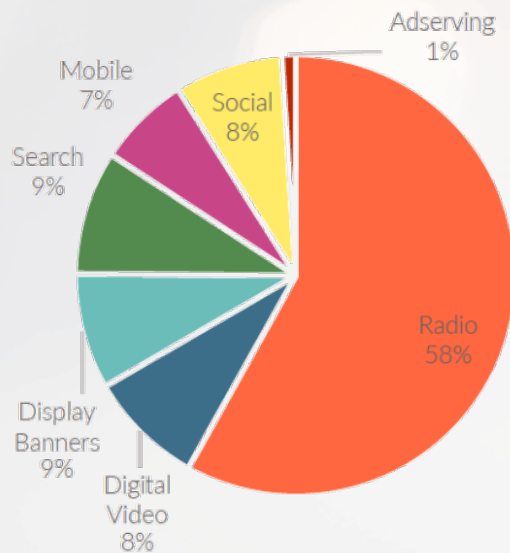


17/18 STATEWIDE MEDIA MIX (MERING CARSON)

Media Mix

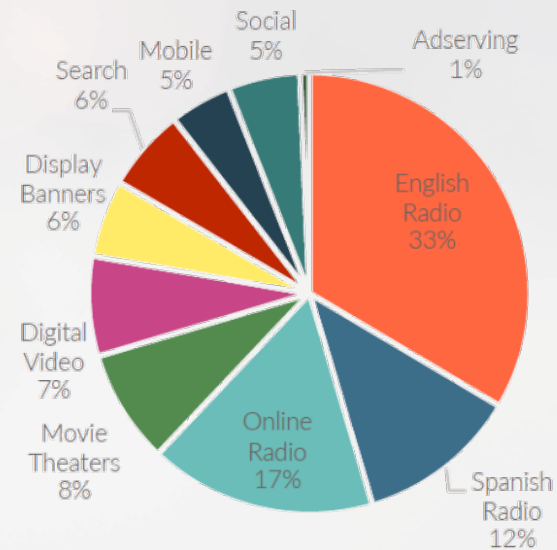
Year 1 Budget:

Comprised of radio and digital



Year 2 Budget:

Incorporates Spanish-language activity, online radio and movie theaters



17/18 STATEWIDE MEDIA MIX (MERING CARSON)

Media Mix – Overall

Radio accounts for 50% of total budget

Spanish-language efforts will be incorporated into all digital media tactics

A minimum of 20% of total budget will be dedicated to Spanish-language activity

