

February 14, 2019

Career Education: Campaign Updates

AGENDA

- **Library Photoshoot Next Steps**
- **Brand Identity: Regional Campaign**
- **Creative Refresh Schedule**
- **Campaign Reporting – New Dashboard**

LIBRARY PHOTOSHOOT

Create a broad, diverse library of CE-related imagery

Shoot locked for week of 4/1

- PIOs to confirm all available half-days at their campuses, ASAP

Sector and corresponding program list (>10) from each institution will inform coordination across all campuses

- Program grid to be developed and approved by 3/1

Talent recruitment, location selection/clearance, and any props or faculty oversight to be managed by each PIO

PIOs encouraged to capture 'behind-the-scenes' video/photo for maximum day-of content

Once production ends, anticipate 2-3 weeks for shot selects and retouching



BRAND IDENTITY

No longer under the Chancellor's office brand, the regional effort needs its own visual identity

Logo design underway to represent Career Education in external marketing/advertising and provide a shorthand visual mark which can be used with or without the established type treatment

Concepts to be shared during 3/14 Marketing Committee

SAN DIEGO & IMPERIAL COUNTIES

COMMUNITY COLLEGES

MONTHLY DASHBOARDS

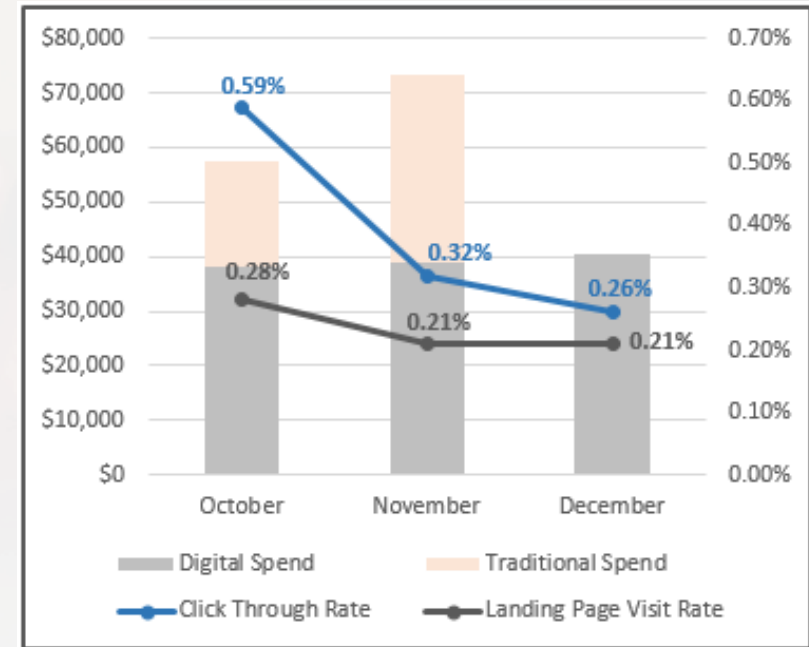
REPORTING TRENDS OVER TIME TO CORE TEAM

High CTR in October due to Snapchat, which did not run in Nov/Dec

Email blasts performed well in both Oct/Nov, did not run in Dec

Landing Page Visit Rate has remained consistent - shows effectiveness driving users to CareerEd.org

Current media flight (Brand) to run through May, with Fall Enrollment in planning for June-August



Channel Overview											
Month	Impressions	Clicks*	CTR*	Landing Page Visits*	Landing Page Visit Rate*	Interactions/ Engagements*	Opens*	Open Rate*	CPM	CPC*	Media Spend
October	9,195,953	23,151	0.59%	11,050	0.28%	3,729	45,699	17.20%	\$6.26	\$ 1.65	\$57,569.25
November	10,910,201	16,033	0.32%	10,737	0.21%	2,170	49,758	18.73%	\$6.74	\$ 2.42	\$73,468.28
December	4,874,983	12,809	0.26%	8,037	0.21%	486	N/A	N/A	\$8.32	\$ 3.17	\$40,486.68
TOTAL	24,981,137	51,993	0.38%	29,824	0.22%	6,385	95,457	17.97%	\$6.87	\$2.26	\$171,524.21

*Only includes digital media not traditional (billboard)

CREATIVE REFRESH

Updates to be made to creative campaign reflecting the following:

- Optimize headlines to speak to top motivating factors for student prospects: Career Attainability and Affordability
- Phase in new regional brand (replace 'C')
- Incorporate regional student photography
- Reconsider programs to highlight based on what has performed the strongest and which are highest priorities for the colleges

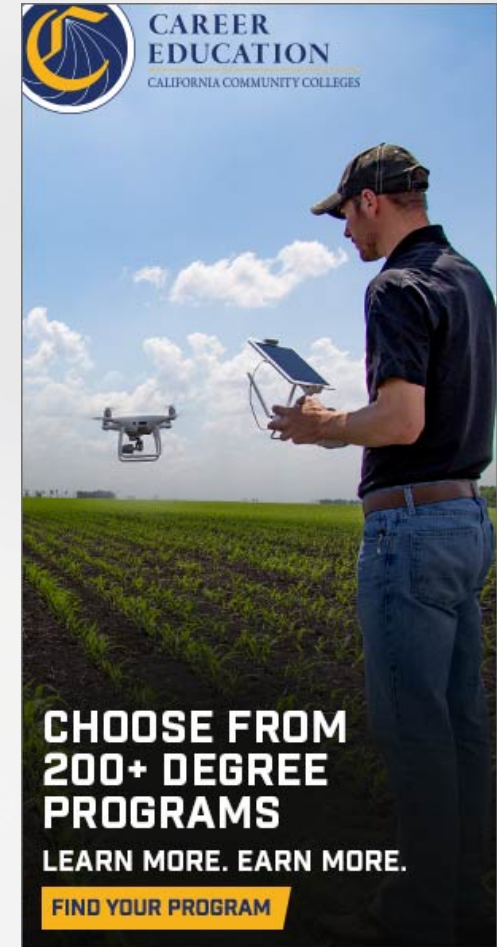



SAN DIEGO COUNTY

**LESS LECTURE.
MORE
EXPERIENCE.**


**CAREER
EDUCATION**
CALIFORNIA COMMUNITY COLLEGES

CareerEd.org



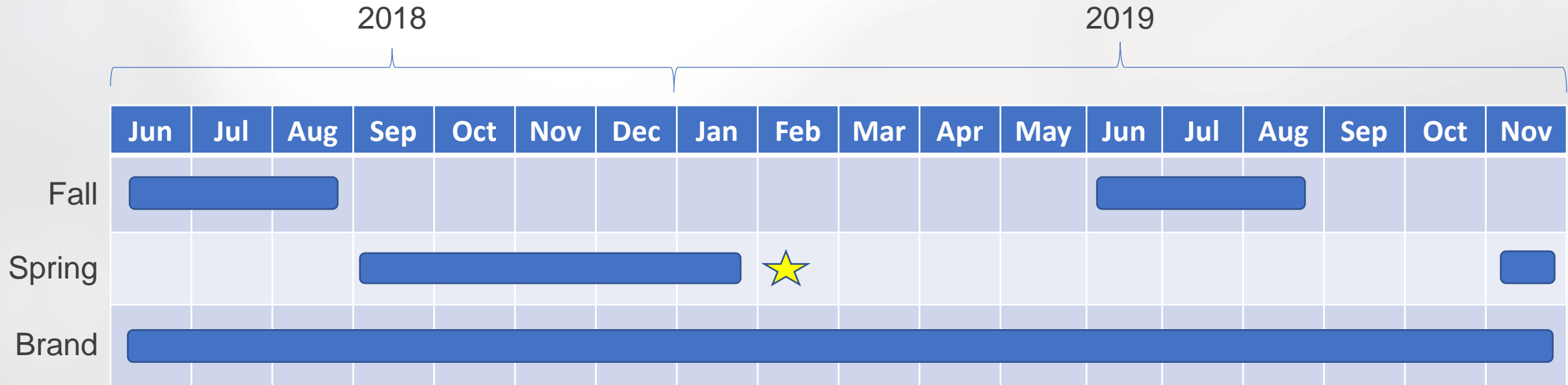

**CAREER
EDUCATION**
CALIFORNIA COMMUNITY COLLEGES

**CHOOSE FROM
200+ DEGREE
PROGRAMS**

LEARN MORE. EARN MORE.

FIND YOUR PROGRAM

CAMPAIGN NEXT STEPS



Campaign Brand + Regional Consortium Brand Refreshes underway, March

Noncredit message/targeting in planning stage, to roll out Q2

Accelerated programs, parent/employer outreach in planning stages

Website Updates to roll out Q2

Student Photography scheduled for early April

Creative Refresh for Brand + Fall Enrollment to roll out Q2

Enrollment Releases + Op Eds monthly and quarterly

The background is a solid light blue color. A large, dark blue 'X' shape is formed by two intersecting diagonal bands that cross in the center of the image. The bands have a slight gradient and are positioned to create a large, stylized 'X' that covers most of the frame.

THANK YOU