

SAN DIEGO & IMPERIAL COUNTIES COMMUNITY COLLEGES

Regional Continuing Education Marketing Workgroup Meeting

Thursday, January 17, 2019
Miramar College, Room M-108

Year 2 Planning

- **What's worked? Where can we improve?**
 - Student success videos have been very impactful
 - Website is very well-received
 - PR has made movement but looking forward to seeing opportunities for growth especially with more local media pickups
 - Op-Eds in lieu of releases if there isn't actual news is a good direction
 - Seems to be low awareness of the campaign around campus with faculty/staff
 - Discerning the difference between state/region could be a concern – not necessarily negative or positive
- **Communication and Collaboration**
 - Proposed quarterly calls with each institution or district to discuss opportunities across the board
 - Amplify social media
 - Quarterly eNewsletter could become a publishable public effort to showcase what's going on in the region in one digestible piece. Audience: decision-makers, not necessarily prospective/current students
 - Note that unless collateral is very specific to each college they can't utilize it
 - Request for toolkit to house all materials including guidelines, videos, templates, infographic, fact sheet, creative assets etc – add link to the footer of all marketing committee and PIO emails
- **Managing and Implementing Feedback**
 - All has improved, especially the openness and acceptance of press release feedback
 - Committee would like to see continued streamlining of press drafts, discussions and revisions
- **Advertising Priorities**
 - Confusion with Enrollment CTA – how can we better encourage students to apply at a specific institution for a specific program?
 - Consider sector-specific landing pages for school enrollment to minimize clicks for stronger conversion
 - Explore identifying top-performing – and highest-priority – sectors to receive larger weight than under-performing sectors in digital media. Collaborate with CE Deans to select these sectors for future advertising.

- **Connecting with Influencers**
 - In general, have more conversations and relationships with existing PIO connections to tell the regional story and highlight specific schools and students as applicable
 - Would like to see more pieces directed at opinion leaders, stakeholders, employers, decision-makers: how can we use this plan to help students get jobs?
 - Consider partnering with a local TV station to feature a different school/sector like, “Hot Job of the Month”
 - Need: a shortlist of voices to represent the CE Region consistently
- **Noncredit Update**
 - Taskforce outcome was that there does not need to be a separate marketing program/separate paid media flight.
 - How do we accurately represent it on the website?
- **Improving the Student Enrollment Experience:**
 - MiraCosta: progress continues and currently on target to launch in March.
 - GCCCD: interested in the recommended Omnia Update platform; internal decisions around timing of making the switch from the current platform are being made.
 - IVC: an initial discussion meeting was held at Imperial Valley on 12.7.18 and there is interest in the project. Internal conversations are being made around the CMS and feasibility.
 - There will be a request for funds released on 1.18.19 for the colleges who choose not to work with Civilian within the regional current scope. The colleges who wish to apply will be responsible for performing their own gap analysis and contract to update their website according to the regional framework.
- **Guided Pathways**
 - Difficulty with CRM especially at Palomar as it resides in Enrollment Services and PIOs cannot manage/control those prospects
 - Opportunity to collaborate with county’s office of education’s resources, San Diego Workforce Partnership, The Chamber, etc.
- **Next Steps**
 - Deans to help determine priority sectors for the new strategy
 - Civilian to provide performance of sectors to help inform priorities
 - Civilian to provide evolved Noncredit profiles based on school data
 - Civilian to share custom audiences, channels and search terms with all institutions

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

The next workgroup meeting will be held on Thursday, February 14, 2018 at Miramar College.