



San Diego and Imperial Counties' Community Colleges

April Campaign Update

AGENDA

- Campaign Results
- Year 2 Media Plan
- Student Photography
- Noncredit and Employer Brochure
- Campaign Next Steps

CAMPAIGN SUMMARY

CAMPAIGN GOALS

Fill Middle-Skill Job Gaps:

- Drive Career Education Enrollment 1% Annually, Focus on In-Demand Sectors
- Expand Career Education Market by Shifting Perceptions and Raising Awareness

TARGET AUDIENCES

- Primary: High School Student Prospects (16-17), Working Adults (18-29) with Hispanic and Military Subgroups
- Secondary: Influencers (Parents of 16-17 Teens), with Hispanic Subgroup

JUNE '18 - FEB '19
MEDIA BUDGET

\$816,099

MEDIA OBJECTIVES

- Provide Contextual Messaging for Brand + Enrollment
- Focus on Awareness + Consideration
- Avoid Cannibalization of existing college and state efforts
- Advanced Targeting Meets Cost-Efficiency

CAMPAIGN SUMMARY

6/18–2/28 112,584,793

TIMEFRAME

IMPRESSIONS

0.48%

CLICK THROUGH
RATE

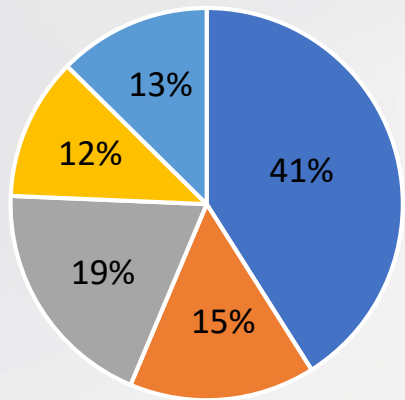
0.19%

LANDING PAGE VISITS
RATE

130,599

SITE VISITS

MEDIA MIX



- Digital Banners
- Paid Social
- Out of Home
- Digital Video/Radio
- Direct Response

- 6,257 leads for individual institutions + CCCApply
- 0.31% click-through rate for digital banners, 3x higher than education industry average of 0.05%
- LinkedIn very strong (InMail + sponsored content)
- Eblasts drove high-quality leads to CareerEd.org

KEY TAKEAWAYS

- Year 1 created a brand splash and set the foundation
- We observed strong results in program-specific enrollment tactics, with some sectors performing particularly well
- As focus shifts from awareness to enrollment in Year 2, our sights for advertising are set on conversion (vs impression) while allowing the strongest-performing sectors additional media weight

ENROLLMENT-DRIVEN APPROACH

REALITIES

- Year 2 total budget is 52% lower than year 1 due to shift from brand awareness to enrollment
- Tactics which only serve the purpose of driving awareness were cut from the plan
 - Billboards, bus sides, transit ads, online video, digital radio, Snapchat

CONSIDERATIONS

- Year 2 will focus on tactics that are cost-effective, highly-targeted, and efficient in funneling users down to the consideration and conversion phase
- We will continue to have an always-on presence throughout the year with the continuity search campaign, capturing students still searching for more information in between our 2 enrollment periods

YEAR 2 PLAN PARAMETERS

ENROLLMENT	CONTINUITY	ENROLLMENT
FALL '19		SPRING '20
Budget: \$177,000 (49%)	Budget: \$7,000 (2%)	Budget: \$177,000 (49%)
Timing: 6/1/19 – 8/31/19	Timing: 9/1/18 – 10/31/19	Timing: 11/1/19 – 1/31/20
Geography: San Diego and Imperial County		

TARGET OVERVIEW

Audiences



1. High School Students



2. Working Adults



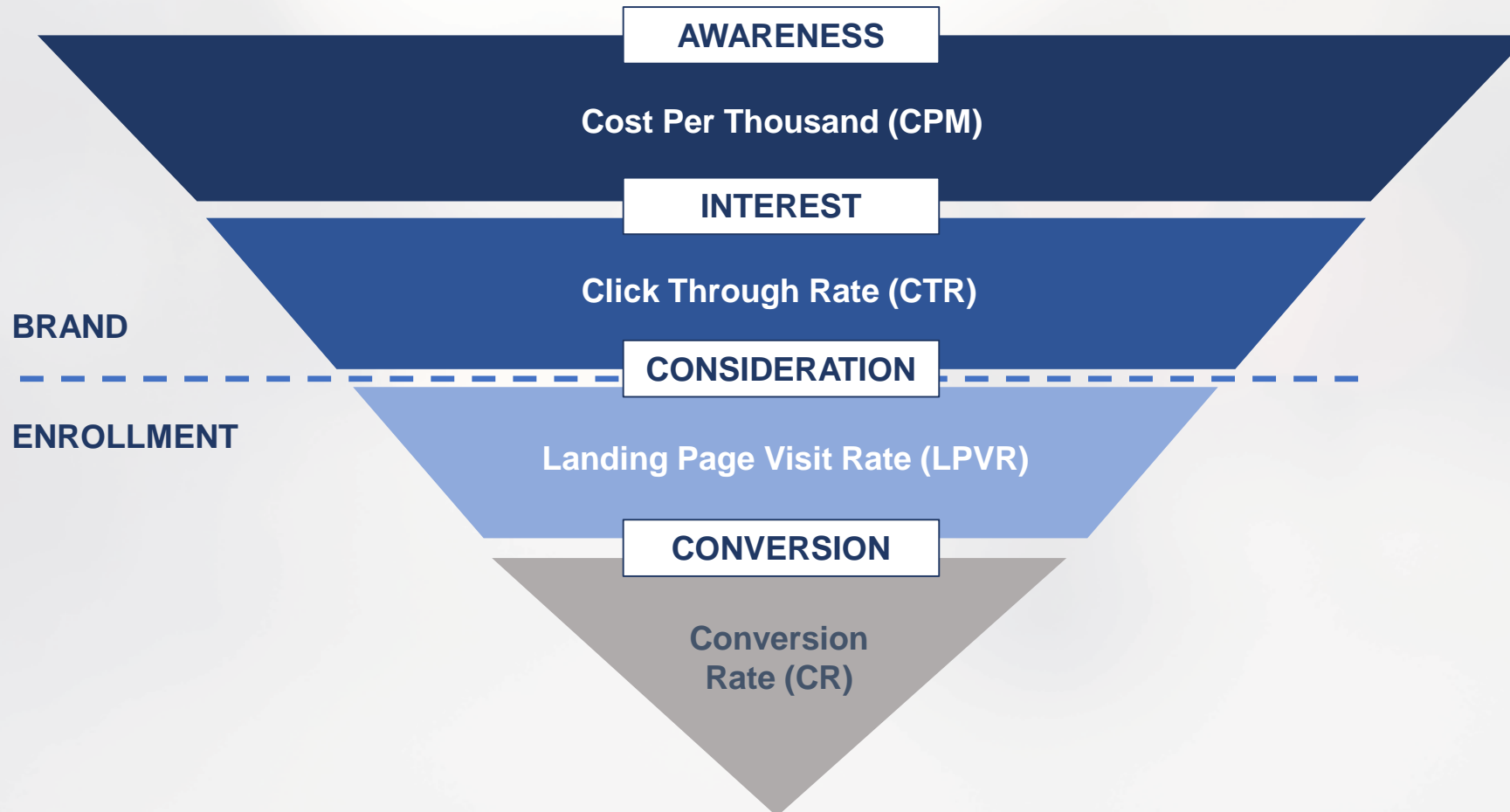
3. Parents of High School Students

Refined Segments

For Paid Media Targeting:

1. Teenagers 11th and 12th Grade
 - a) Hispanic Teenagers 11th and 12th Grade
2. Adults 18-29
 - a) Hispanic Adults 18-29
 - b) Military Active Duty/Veterans 18-29
3. Parents of Teenagers in 11th and 12th
























































KEY PERFORMANCE INDICATORS



The goal of the campaign determines how performance is measured

- Brand campaigns are measured on awareness KPIs
- Enrollment campaigns are measured on response driven KPIs

SCORECARD RESULTS

Partner	Targets	Score	CPM	Score	CTR	Score	LPVR	Score	Conversion Rate	Score	Total Weighted Score	Weighted Rank
Google / SEM	4	 10	\$69.85	 2	1.97%	 10	1.62%	 11	8.21%	 11	9.4	1
Email Blasts	4	 10	\$14.47	 4	2.07%	 11	1.14%	 10	4.43%	 9	8.9	2
Facebook	2	 5	\$11.79	 5	0.56%	 6	0.16%	 5	4.60%	 10	6.9	3
Kindle*	4	 10	\$10.47	 6	1.03%	 8	0.75%	 9	0.55%	 4	6.8	4
LinkedIn	1	 1	\$79.48	 1	1.73%	 9	0.39%	 8	1.37%	 8	6.4	5
Native Display	4	 10	\$5.35	 9	0.29%	 5	0.23%	 7	0.27%	 2	5.6	6
Programmatic Display	4	 10	\$5.31	 10	0.24%	 4	0.06%	 2	0.69%	 5	5.4	7
Digital Radio	4	 10	\$9.34	 7	0.06%	 1	0.04%	 1	1.34%	 7	4.9	8
Online Video	4	 10	\$23.25	 3	0.17%	 2	0.10%	 4	0.76%	 6	4.9	9
Snapchat Sponsored Stories	1	 1	\$4.59	 11	0.99%	 7	0.22%	 6	0.25%	 1	4.7	10
Mobile Gaming	4	 10	\$8.83	 8	0.17%	 3	0.07%	 3	0.34%	 3	4.5	11

Weighting:

10%

15%

15%

25%

35%

MEDIA PLAN FLOWCHART

CAREER EDUCATION MEDIA PLAN: 2019- 2020												
		2019							2020			
		ENROLLMENT										
TARGET AUDIENCE	TACTIC	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	TOTAL BUDGET	% OF TOTAL BUDGET
All target audiences	Programmatic Display										\$90,000	25%
Parents and working adults	Facebook										\$65,000	18%
All target audiences	Search				continuity						\$61,000	17%
All target audiences	Native Display										\$55,000	15%
High School and working adults	Instagram										\$35,000	10%
Working Adults	LinkedIn										\$30,000	8%
All target audiences	Email Blasts		1X	1X				1X	1X		\$25,000	7%
TOTAL SPEND											\$361,000	

Note: Budgets by tactic will remain fluid to allow for optimizations into highest converting channels

PRIORITY SECTOR STRATEGY

- Using live campaign data, identify most in-demand sectors via prospective students
- Aligned with priority programs/sectors highlighted by deans at each institution

ADVANCED MANUFACTURING

BUSINESS & ENTREPRENEURSHIP

HEALTH

ICT & DIGITAL MEDIA

Include 10% higher budget allocation to priority sectors to start in Year 2 program

STUDENT PHOTOGRAPHY

10 institutions in 6 days, 2 classes each

Over 18,000 images collected

‘Library’ approach to maximize bank of images for future use











STUDENT PHOTOGRAPHY

Production next steps:

- Provide selects to regional team from each of the 20 programs captured
 - Prioritize program images to be featured in Fall Enrollment advertising
- Photographer to retouch all 200 images over 3-4 weeks (May)
- Distribute final images to the region for individual institution use (late May – early June)

ADDITIONAL PROJECTS

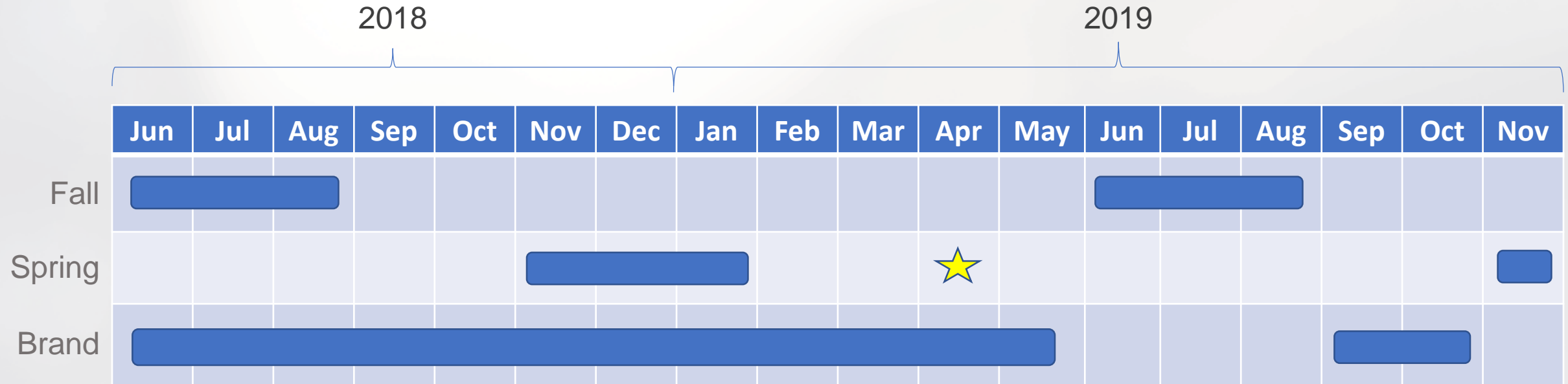
Noncredit Workforce

- Task Force met 4/8 and provided feedback to initial findings/recommendations
- Next steps to be shared in late May include:
 - Re-evaluate consumer targeting with focus on Career Education
 - Provide recommendation on whether or not to invest in paid media
 - Present CareerEd.org design concepts featuring free, Noncredit programs

Employer Outreach Brochure

- Group met on 4/15 to discuss collateral needs for DSNs
- Next steps include:
 - Confirm Target, Goal, Problem/Need, and Content Outlines
 - Review recommended copy, potentially with an informal employer focus group
 - Begin collateral design once copy is approved

CAMPAIGN NEXT STEPS



Strategic Planning Underway

Grossmont + Cuyamaca Sites Kicked Off

CareerEd.org Updates (non-priority sector programs, updated program links)

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 text 'THANK YOU' is positioned to the right of the intersection point.

THANK YOU