AGENDA

- **Year 1 Campaign Recap**

- **Creative Updates**

- **Campaign Next Steps**

- **Year 2 Strategy & Plan**

CAMPAIGN SUMMARY

6/18–2/19
TIMEFRAME

112,584,793
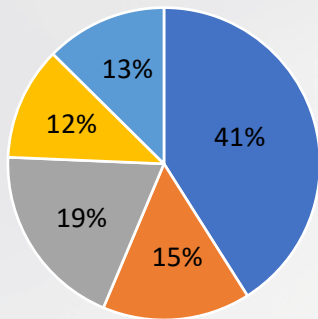IMPRESSIONS

0.43%
CLICK THROUGH RATE

0.19%
LANDING PAGE VISIT RATE

130,599
SITE VISITS

100,713
NEW USERS TO SITE

MEDIA MIX

- 41% Digital Banners
- 15% Paid Social
- 19% Out of Home
- 12% Digital Video/Radio
- 13% Direct Response

- 6,257 total events for individual institutions + CCCApply
- 4,485 unique events for individual institutions + CCCApply

- 0.24% click-through rate for digital banners, nearly 5x higher than education industry average of 0.05%

- LinkedIn very strong (InMail + sponsored content)

- Eblasts drove high-quality leads to CareerEd.org

What does this mean?

From June, 2018 through February, 2019, all paid media placements were seen 112,584,793 times.

Of the 30 million users who saw our digital banner ads, 71,000 clicked to learn more, which delivered a ratio nearly five times higher than the higher education industry standard.

100,713 people visited www.careered.org and of those, 4,485 people clicked on one of the 10 institutions and landed on their website to potentially apply.

STUDENT PHOTOGRAPHY

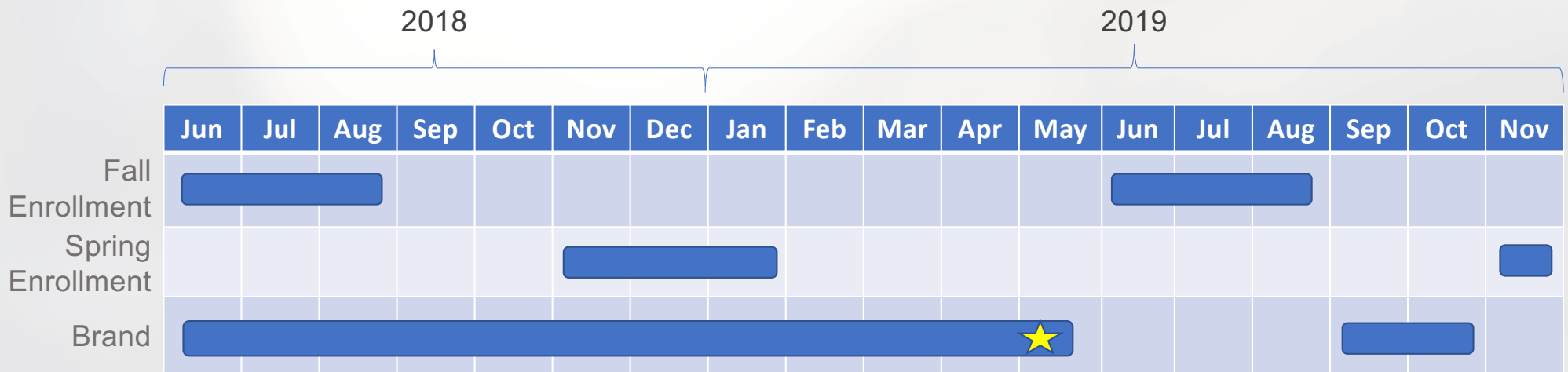16 out of 20 Program Contact Sheets Delivered to Core Team

10 Shots per Program (200 total) Retouched Photographs to be delivered in June for institutional use

First round of photography to be featured in 9 Enrollment Display Ads launching June 1

Additional Use by the Region:
- CareerEd.org

- Organic Social Platforms

- Paid Social Ads

CAMPAIGN NEXT STEPS

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
	2018												2019					
Fall Enrollment	███	███	███										███	███	███			
Spring Enrollment						███	███	███										███
Brand	███	███	███	███	███	███	███	███	███	███	███	★				███	███	

- **Strategic Planning Complete**
- **CareerEd.org Updates (non-priority sector programs, updated program links, updated photography)**
- **Noncredit Workforce Taskforce**
- **Employer Outreach**

STRATEGY & PLANNING

WHERE WE ARE

CAMPAIGN SNAPSHOT

CHALLENGE   **OBJECTIVE**   **STRATEGIES**   **TACTICS**   **EVALUATION**

CONSUMER

COMPETITIVE

CORPORATE

SITUATION ANALYSIS

Diminished supply of prospects for CE pathways to middle-skills jobs
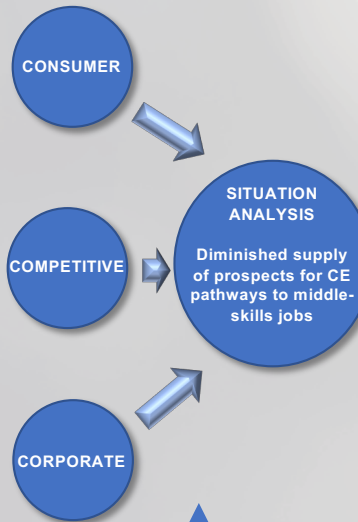
OBJECTIVE

Fill middle-skills jobs to equilibrium, with 1% annual growth in CE enrollments and new enrollments proportional to job gaps

OVERALL CAMPAIGN STRATEGY

Promote pathways to middle-skills jobs with the highest employer demand and pay, and the most compelling connection with target interests, hobbies, and values

PAID STRATEGY
Continually create audience anticipation that they're in high demand; seasonally, urge them to learn more

OWNED STRATEGY
Stimulate, reinforce and fulfill search for in-depth information that turns anticipation into action

EARNED STRATEGY
Leverage credible business and economic sources to tout educational pathways to regional jobs in high demand

PAID MEDIA
- Digital banners – 41%
- Out of Home – 19%
- Paid social – 15%
- Direct-response – 13%
- Digital video/radio – 12%

OWNED MEDIA
- CareerEd.org
- Social media properties
  - Facebook
  - Instagram
  - Twitter
  - YouTube
  - LinkedIn

EARNED MEDIA
- Traditional Media Relations: op-eds, press releases, pitch reporters
- Editorial Calendar: themes guide content development, media outreach, and events
- Community Outreach: engage audiences with content and events

MEDIA KPIs
Track/report reach, frequency, clicks, web visits, college site referral

SOCIAL LISTENING
Monitor and analyze target audiences' social media posts for positive/negative sentiment and content

CREATIVE VALIDATION
Pre-test campaign creative concepts to inform message selection/refinement

CAMPAIGN BENCHMARKING
Brand and ad awareness; Perceptions of CE attributes and benefits; Increases over time and attributes/benefits correlations to ad awareness

ANNUAL/PERIODIC PLANNING UPDATES

WHAT WE KNOW
& NEED TO KNOW

EVALUATION

Benchmarking Survey – November 2018

- Awareness of "career education" low (54%) among high school students

- Perception of community college as "Plan B" higher among ad aware

- Desired perceptions OK, but can improve

- Most important attributes: attainability, affordability, empowering

- Aided awareness: low English, better Spanish

- Most motivating ad message: "Get trained for a job that needs you right now."

EVALUATION

Acquiring Data to Determine ROI

- Application activity on college sites by users referred from CareerEd.org
  - Asking each college PIO/webmaster to:
    - Use Google Analytics to track/report activity (e.g., clicks on "Apply Now")
    - Report to Civilian for each spring/fall enrollment campaign

- Career Education enrollment
  - Asking each college Institutional Research Office to report 2018-2019 enrollment:
    - Overall
    - By school
    - By program and sector
    - By TOP code
    - Demographics: ethnicity, gender, age, etc.

HOW WE'RE EVOLVING

STRATEGY: YEAR 2 (6/19-5/20)

Underway

- Focus on enrollment first, perception second

- Additional Target Audiences (30-39) Revisited (inc. Military)

- Increase outbound referrals

- Allocate media spend by program demand

- Prioritize best performing media tactics

- Focus on "attainability" and "affordability"

- Increase earned media/outreach emphasis

- Use more terms for "career education" and specific programs in social media

STRATEGY: YEAR 2 (6/19-5/20)

Upcoming

- Focus perception efforts on key attributes, not "career education" brand or term

- Use earned, outreach, and social for secondary audience perception messaging

- Refine benchmarking research frequency and focus

- Build the foundation for employer outreach

MEASURING ROI

From Leads to Completions

WHAT We Measure	1. ADS TO CLICKS	2. CLICKS TO APPLY	3. APPLICATIONS TO ENROLL	4. ENROLLMENTS TO COMPLETIONS
WHERE It Happens	CareerEd.org	All Institution Websites	CCCApply	All Institutions
HOW It Happens	Marketing Campaign	Referrals from CareerEd.org and other sources	Referrals from College Sites	All Institutions (Student Retention, Success & Support, On-boarding)
WHO Is Responsible	Marketing	Marketing	Individuals Institutions	All Institutions

THANK YOU

Civilian

INDIVIDUAL COLLEGE OUTBOUND CLICKS

Site / College	Total Events	Unique Events
Southwestern	1,018	739
Palomar	992	637
Cuyamaca	817	575
Grossmont	630	478
MiraCosta	603	422
Imperial	515	407
Continuing Ed	475	363
City	434	290
Mesa	394	294
Miramar	377	280
TOTAL	**6,257**	**4,485**