



San Diego and Imperial Counties' Community Colleges

May Campaign Update – WDC Meeting



AGENDA

- **Year 1 Campaign Recap**
- **Year 2 Media Plan Approved**
- **Creative Updates**
- **Campaign Next Steps**
- **Year 2 Strategy & Plan**

CAMPAIGN SUMMARY

6/18–2/19

TIMEFRAME

112,584,793

IMPRESSIONS

0.48%

CLICK THROUGH
RATE

0.19%

LANDING PAGE
VISIT RATE

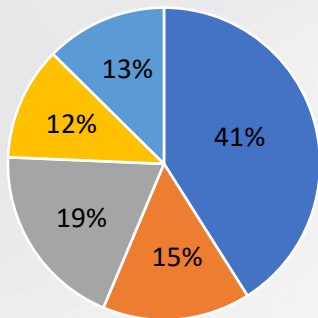
130,599

SITE VISITS

100,713

NEW USERS
TO SITE

MEDIA MIX



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

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

What does this mean?

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

Nearly half of all users clicked on an ad, which is three times higher than the 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

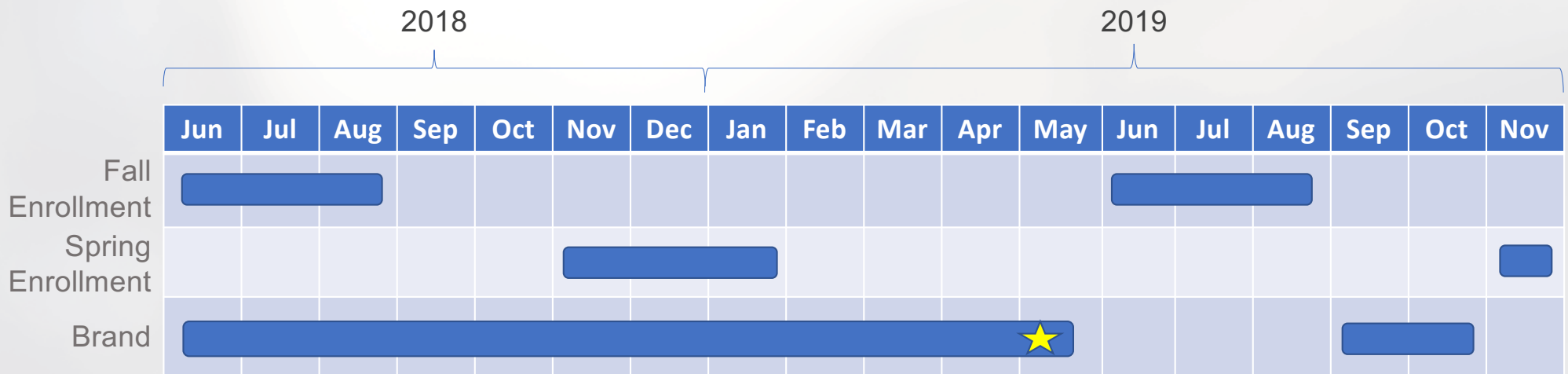
10 Shots per Program (200 total) Retouched Photographs to be delivered in June for institutional use

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



- Strategic Planning Complete
- Reverse Career Fair Input Needed
- 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

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

STRATEGIES

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

TACTICS

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

EVALUATION

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

