



Military-Affiliated Research Findings

SDIC Exhibit A: Strong Workforce Marketing

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PROJECT
OVERVIEW



Project Overview

- Business Challenge
 - Lack of consistent awareness of Community Colleges and Career Education programs and services available for military-affiliated communities
- Marketing Challenge
 - Unclear education and direct-to-career opportunities for military-affiliated populations within CE programs

Project Overview

- Marketing Goal
 - Increase awareness and interest in the colleges' career-focused pathways among military-affiliated communities in the Region
- Marketing Objectives
 - Map the military-affiliated profile and journey to SDIC's market position relative to its competition (direct and alternative)
 - Explore military-affiliated-centric messaging and creative with SDIC's public perception campaign resources, goals, and outcomes

RESEARCH OVERVIEW



Research Overview

- **Objective:** Map the military-affiliated person profile and journey to define SDIC's market position relative to its competition (direct and alternative)
 - Community group interviews
 - Independent research

20 Stakeholders. 11 Interviews. 2 Student Listening Sessions.

- **Objective:** Explore messaging and creative with The Region's public perception campaign resources, goals, and outcomes
 - Stakeholder workshop(s)
 - Creative testing

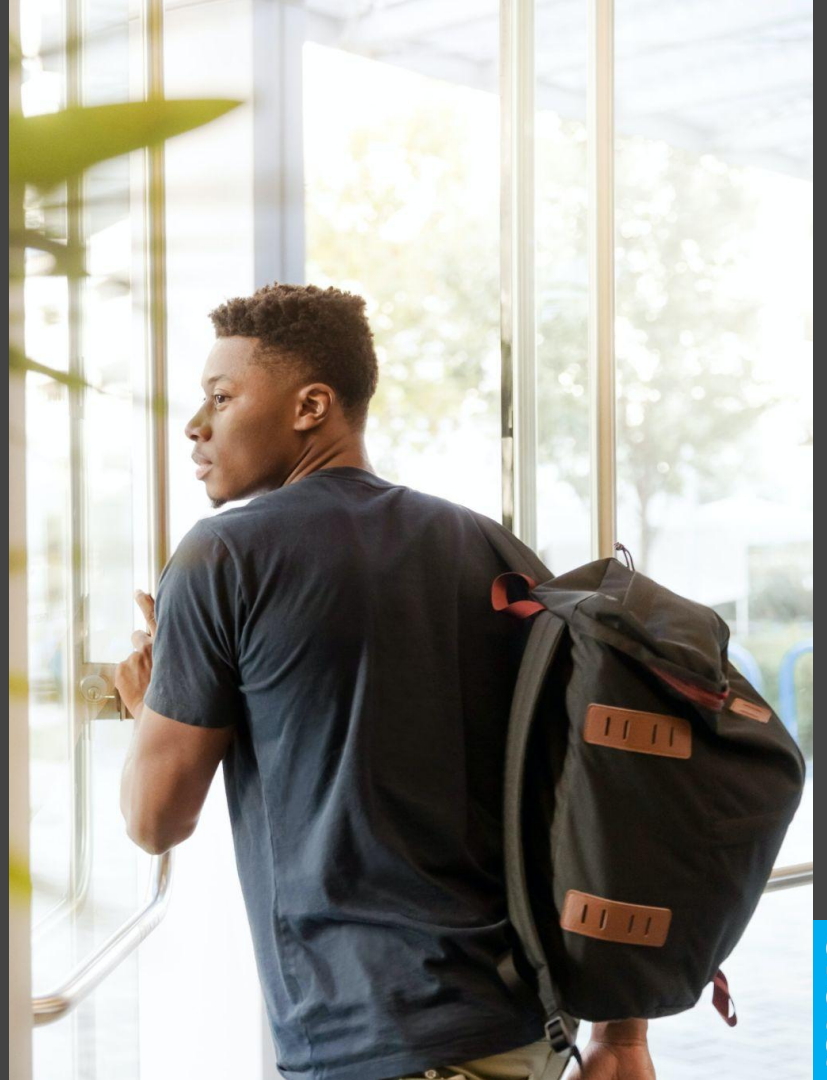
KEY FINDINGS



Key Findings

Demographics Summary

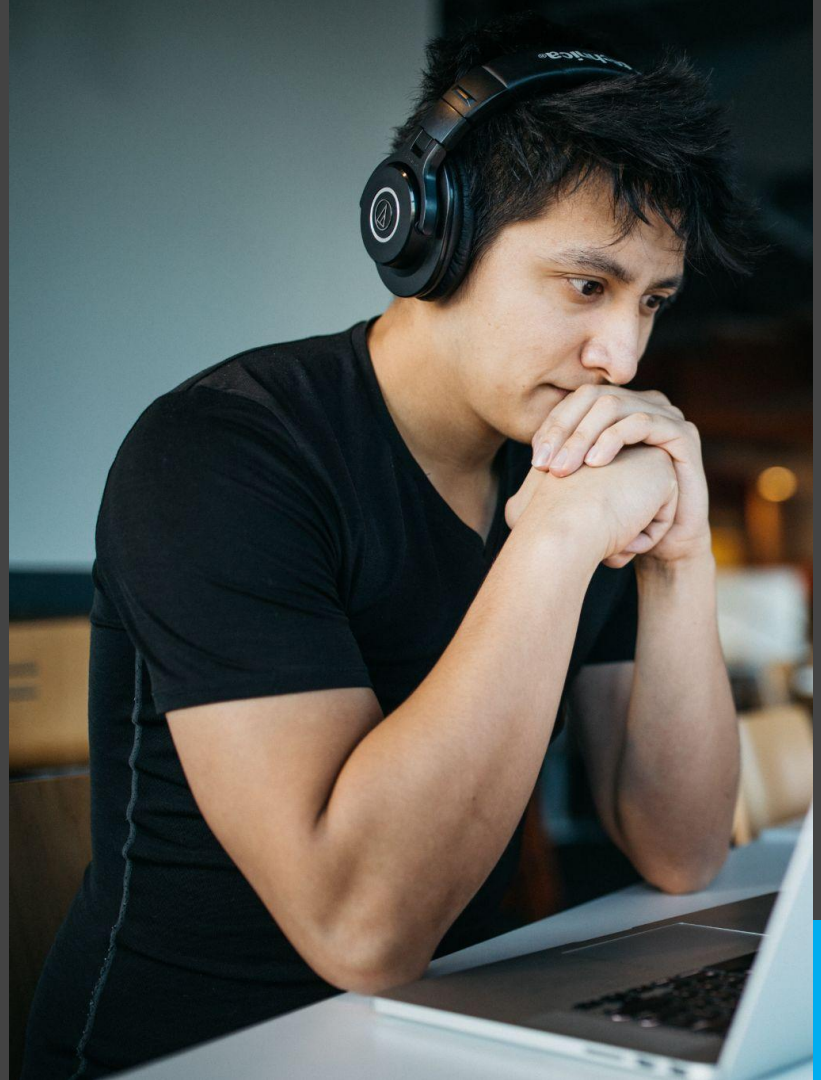
- Diversity in all demo, psycho data points
- Transfer is a main goal
- Fluent in English
- Main college differences are student demos and variety of support services



Key Findings

“What People Don’t Know” Summary

- Need structure + certainty
- Humanize their experience
- Prefer efficiency



Key Findings

“What Brings Them In” Summary

- Interested in STEM, business
- Interested in associate and transfer degrees
- Value in person interactions
- Seek out VA systems for support, then admissions
- Enjoy multiple campus availability



Key Findings

Competition Summary

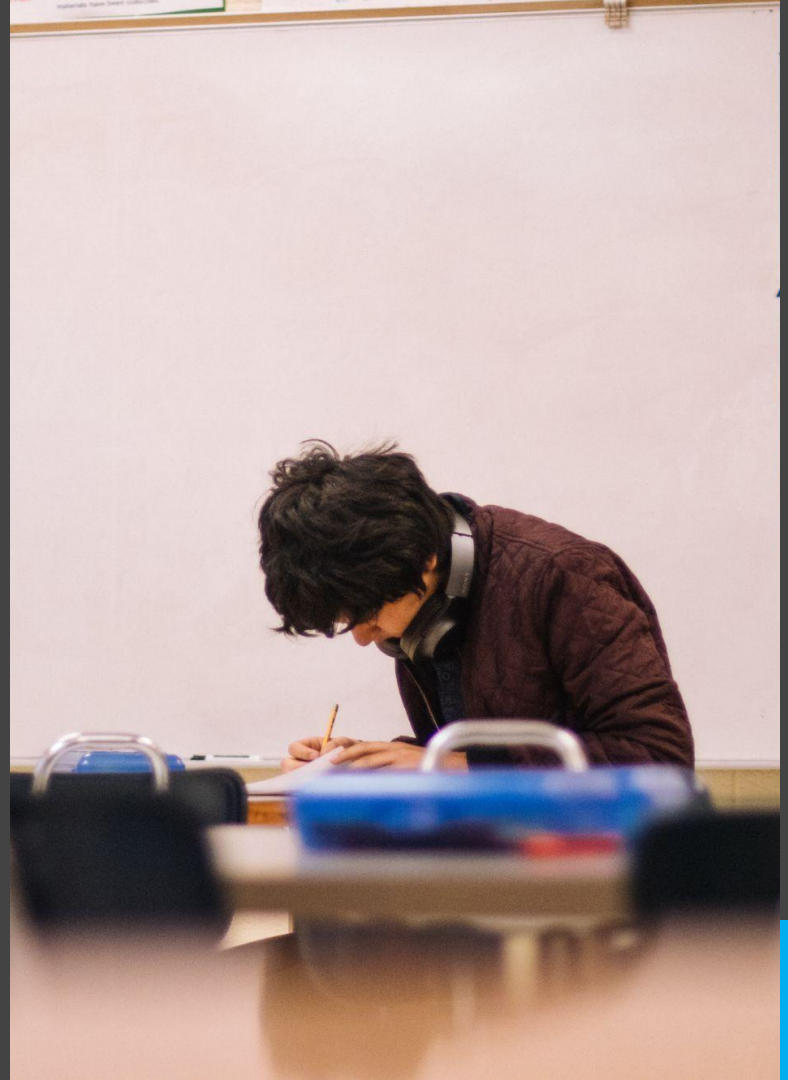
- National University, SDSU, and UCSD effectively communicate with military-affiliated populations
- Private institutions have more resources for outreach and marketing efforts
- Point Loma Nazarene and the University of Redlands focus on developing pathways for military students
- Southern Illinois and American Military University have extensive resources and practical outreach efforts
- Community colleges have a waiting period for services
- California lags in equating military training to college coursework



Key Findings

Student Experience Summary

- The importance of access and benefits rank highly
- There is a diversity of interests among military-affiliated students
- Most students care about the practical application of their education in their everyday lives
- The availability of resources at community colleges sets it apart from other institutions



ALIGNMENT



The Region's USPs

- Career-Focused Education
- Local Connection and Community Integration

Where community and
career converge.

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Thank you