

THE COMMUNITY COLLEGES OF SAN DIEGO & IMPERIAL COUNTIES

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Regional Marketing Update

Deans' Council
Friday, February 9, 2024



Regional Awareness/Perception Campaign

Goals:

- **Macro Campaign:** address the main messages and pain points for all relevant audience profiles
- **Micro Campaigns:** encourage 1:1 engagement with each audience profile using their preferred media tactics.

Objectives:

- **Increase awareness of Career Education programs among primary target audiences**
- **Bridge understanding gaps for primary target audiences**
- **Build sustainable and useable communications for individual colleges and collaborators for use in the regional campaign.**

Campaign Overview

Strategies

All Audiences

- Launch a high reach awareness campaign across traditional digital and social media channels, with a supportive layer of paid search.

Target Audiences

- Increase frequency of 1:1 audience specific messaging through video/audio streaming and radio.
- Engage with each micro audience on social media, digital, and localized media.

Target Audiences

- Perspective students (young)
- Perspective students (adults)
- Parents/ caretakers
- HS counselors
- Employers

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Tactics



Google Search

Padres Outreach

Audio: Pandora & Spotify

**Out of Home: Billboards,
Transit**



Meta: Facebook & IG

TikTok

Direct Mail



LinkedIn

Video Ads

Univision

**Most tactics performed well
above the industry average
for less cost**

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29.4 Million Impressions!

The Result



Post-Campaign Research

Surveys

490 respondents

- 4 profiles
- 15-minute web-based survey
Fieldwork: 11/3 - 11/27

Interviews

14 respondents

- 4 profiles
- Follow-up with survey respondents
Fieldwork: 11/29 - 12/11

Respondent Screening Criteria

- Higher education relevance
- Mix of race/ethnicity
- Relevant age segmenting
- Geographic mix within the region

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Respondent Profiles

PROFILES	2022 478N	2023 490N
Prospective Students - Career Education (18-40), San Diego and Imperial County	321	345
Parents & Caretakers - regional high school juniors and seniors	62	55
Employers - San Diego and Imperial County	57	50
High School Counselors - San Diego and Imperial County	38	40

Topline Learnings

Community College is unequivocally Higher Education

- In 2023, there is a shift in perceptions of what is defined as “Higher Education”.
- While 4-year colleges or universities remain top of mind as ‘higher education’ options, **Community College has risen as second ranked among all profiles.**



Defining higher education - 2023

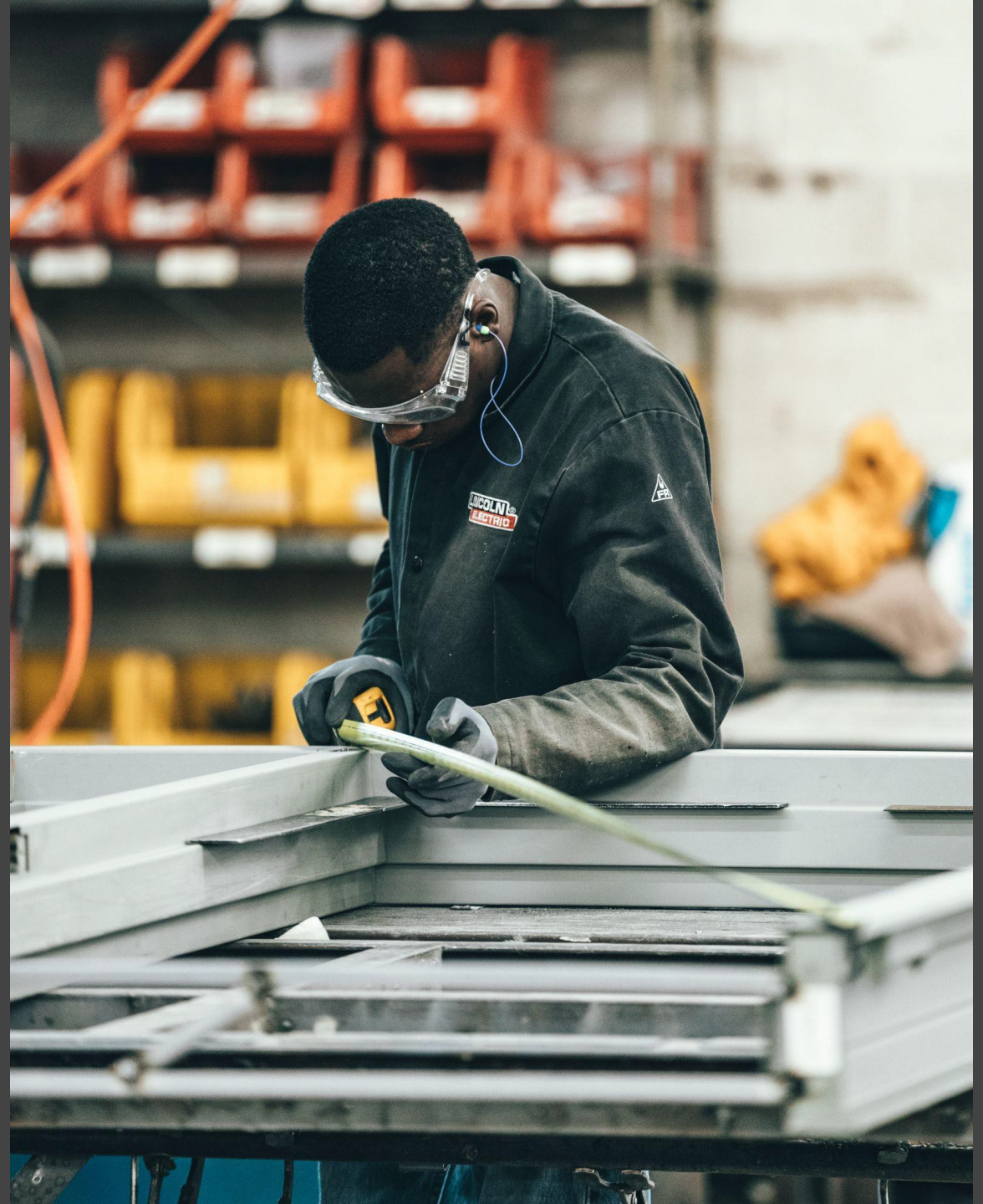
TYPE [alphabetical]	Prospective Students	Parents & Caretakers	High School Counselors	Employers
4-year college or university	-3	-8	0	-6
Community College	+17	+5	+24	+27
Job Training	-10	-20	-30	-12
Online Courses	-12	-28	-4	-8
Technical School	+1	-13	+1	+14
Trade School	+12	+8	+9	+29
Vocational School	-8	-3	+21	+14

Q: ...To me, higher education is: (mark as many as you feel fit the term "higher education") //
Shifts in perceptions from 2022 to 2023

Topline Learnings

Parents & Caretakers see Career Education as an option for some, but not all.

- Increased perceptions of the ability to get straight to a job indicate a broader awareness of the offering for a specific type of student.
- Counselors are more likely (50%) to consider a 4-year college or university as a direct pathway to a job than CC.



Defining community college - 2023

COMMUNITY COLLEGE IS... [alphabetical]	Prospective Students	Parents & Caretakers	High School Counselors	Employers
For just about anyone	+2	-25	-1	+6
For someone trying to figure out what to do next	-2	-17	0	-1
For someone wanting to get right to work - get a job	+1	+27	-31	-5
For someone wanting to make smart choices	-6	-17	-13	+4
For someone with a plan	-3	-4	-7	-9

Q: Next we'll ask you to tell us which type of schooling matches certain descriptions. For each you can mark as many as you feel fit the description. //

Shifts in perceptions from 2022 to 2023

Topline Learnings

Counselors do see the benefits of Career Education at CCs.

- When isolating Community College as the option, Counselors have a better understanding of the CC offerings.
- **Awareness of certification programs has increased**, though CCs primary benefit across all profiles remains cost-driven.

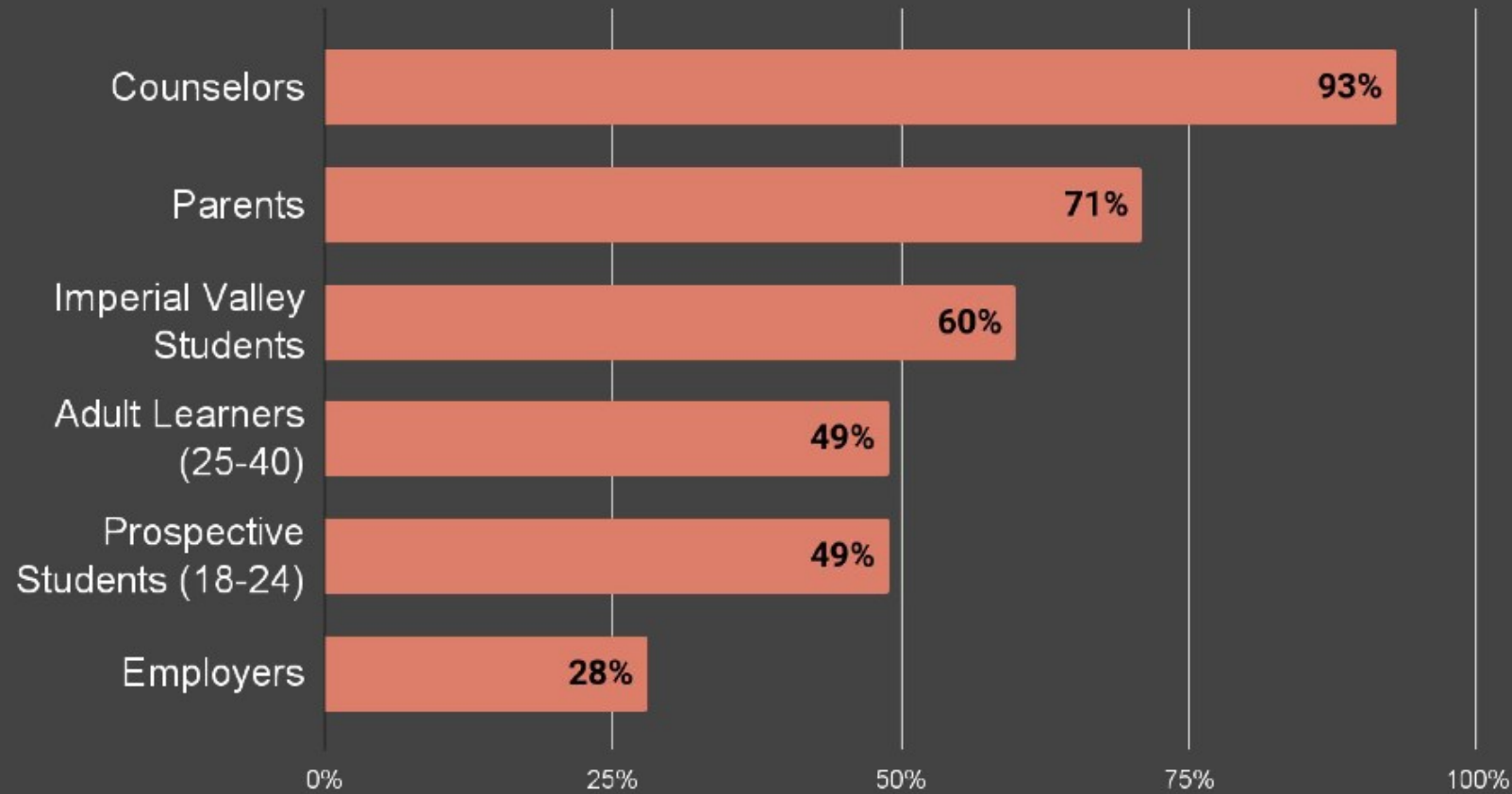


Community College Benefits

Perceived Benefits Ranked [sorted by Prospective Students]	Prospective Students	Parents & Caretakers	High School Counselors	Employers
Get pre-requisites completed in order to transfer to a 4-year college or university	#1	#1	#4↑ (OG:5)	#4↓ (OG:1)
Get part of college paid for at a lower cost than going straight to a 4-year college or university	#2	#2	#1	#2
Try different courses to help decide which career or interest to pursue	#3	#3	#2	#1↑ (OG:3)
Try college without having to go far from home	#4↑ (OG:5)	#4	#6	#3↑ (OG:4)
Get a certification for a specific type of job, then go directly to employment	#5↓ (OG:4)	#5	#3↑ (OG:4)	#5
Receive additional education for a current job where one is already employed	#6	#6	#5↓ (OG:3)	#6

Topline Learnings

'Community Crafted' Recall



Q: Do you recall seeing the "Community Crafted" tagline on any of the following social media platform(s) where you have seen advertising for Community Colleges in San Diego & Imperial Counties?

Over half of all respondents recalled Community Crafted

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Military-Affiliated Campaign

Goal:

Increase awareness and interest in The Region's Career Education programs among students who are military-affiliated in the local community college areas

Objectives:

- Promote flexible learning options highlighting modalities like online and hybrid.
- Highlight strategic partnerships and alliances using on-campus staff and resources to establish trust and community.
- Highlight alignment between skills earned and career attainment using creative and media that draws a direct line from degree to sustainable job placement.

Target Audience

San Diego and Imperial County residents who fit the following criteria:

Some/no college and no degree



Military affiliation, specifically:

- **Veterans**
- **Active duty military personnel**
- **Spouses**
- **Dependents**
- **Influencers**

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Tactics



Google Search

Padres Outreach

Fox 5

ABC 10 Hometown Heroes

San Diego Union Tribune

Radio

Naval Bases

Meta: Facebook & IG

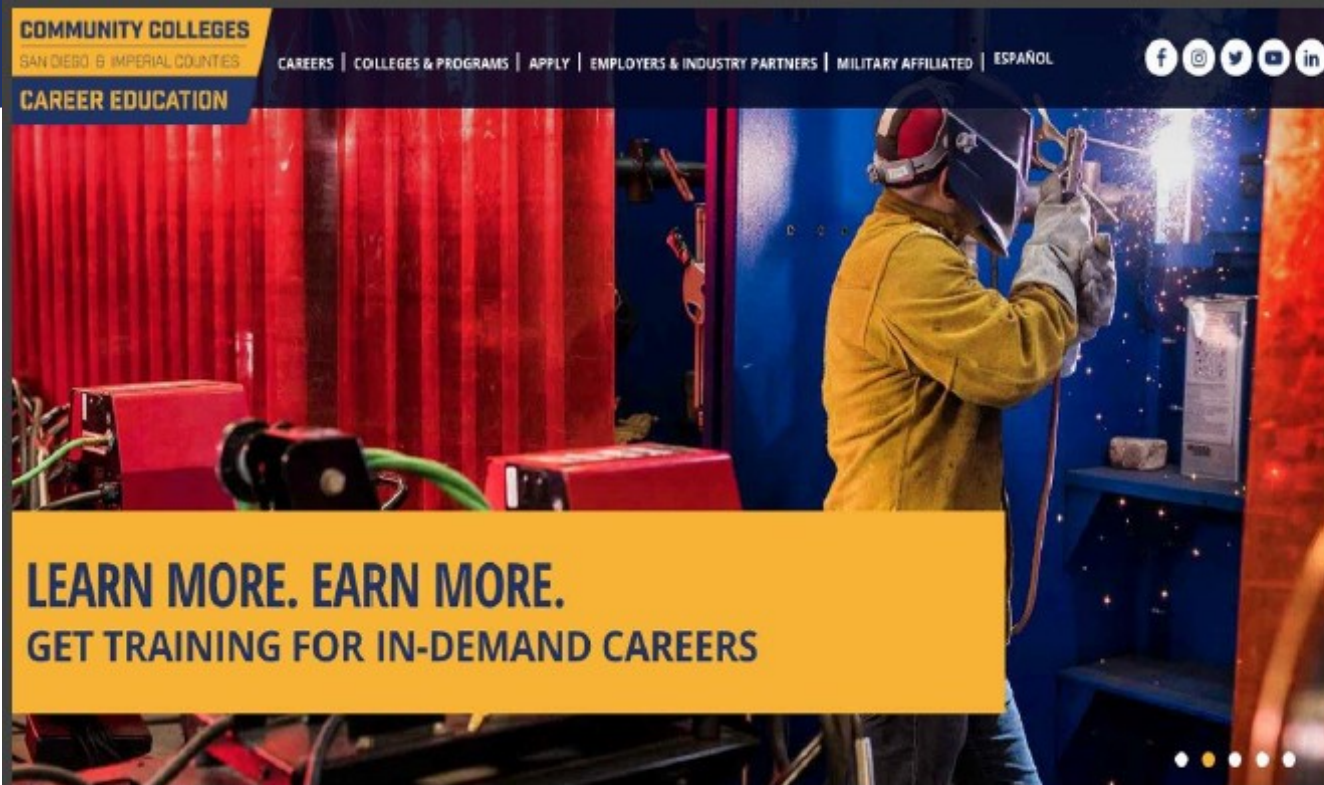
Digital Display

Outreach: Padres, Gulls, Fleet Week

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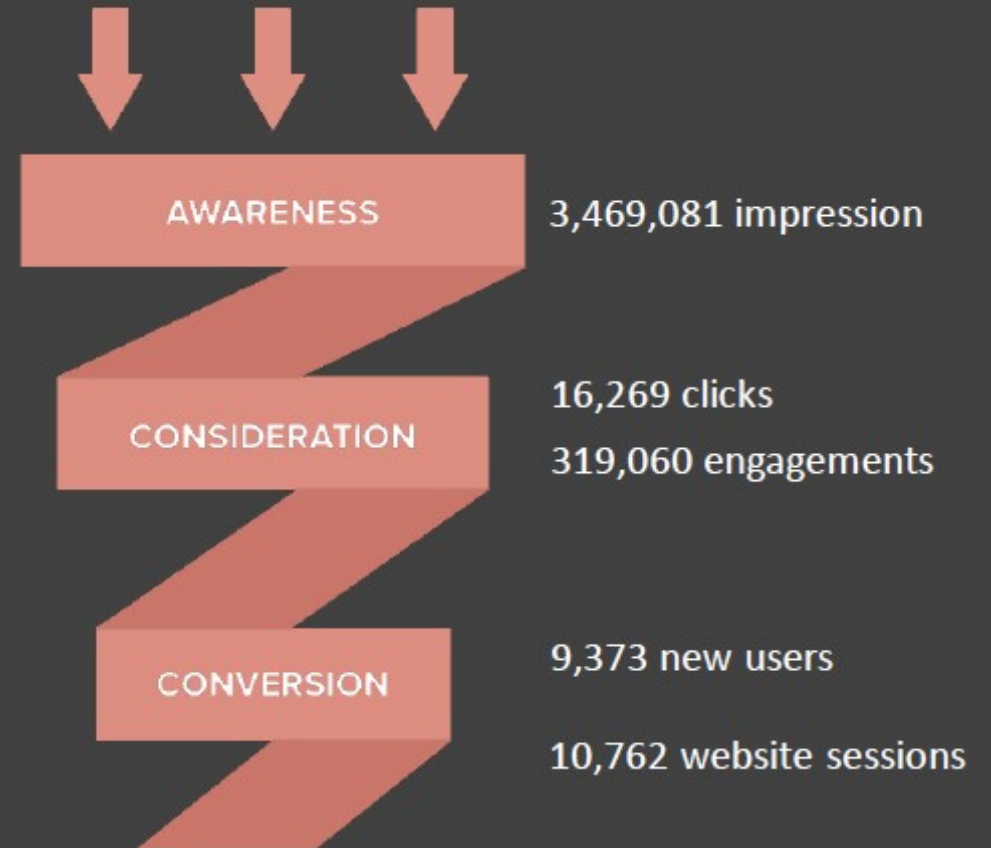
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Campaign Summary



Summary: The SDICC Military-Affiliated campaign generated over 3 million impressions in December and drove 9,373 new users to the website. During this month of the campaign digital placements had a 0.90% CTR (including CTV). To this point we have seen the campaign perform very well in terms of providing awareness for the target audience.

The Result



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THANK YOU