



San Diego and Imperial Counties' Community Colleges

Career Education Campaign Update

AGENDA

- **Introductions**
- **Review of Current Media Activity**
- **PR & Outreach Activities**
- **Website Updates**

CIVILIAN TEAM



Leah Davis

Director of Account Management



Amon Rappaport

VP of Strategic Development



Kim Coutts

Director of Communications and Outreach



Pete Levine

Director of Client Services



Ron Wesson

Director of Digital Services



Syed Hussain

Director of Media Services



Art Ebu

Senior Art Director



Joanna Gentillalli

Senior Media Strategist

MEDIA PLAN FLOWCHART

CE MEDIA PLAN: 2019- 2020													
		2019						2020					
		ENROLLMENT											
TARGET AUDIENCE	TACTIC	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	TOTAL BUDGET (GROSS)	% 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	

The background is a solid blue color with several large, overlapping, semi-transparent geometric shapes in a slightly darker shade of blue. These shapes include a large 'X' formed by two intersecting diagonal bands and several curved, fan-like shapes that create a dynamic, abstract pattern.

PR & Outreach Activities

PR & Outreach Activities – Spring Enrollment

Press Release in development

Needs from each college:

- When does spring enrollment start for your college?
- Final sprint enrollment deadlines
- New classes or programs at your campus
- Any under-enrolled classes or programs that need support
- Any new facilities or employer partnerships you'd like to announce for the spring semester

PR & Outreach Activities – New Year New you

Showcase the life changing role of a Career Education in SD/Imperial County
Same general pitch four different ways to four outlets; coverage in January



Goal: Feature story community college is the place for working adults to continuing education; graduate in 2 years and improve their life
Asset: *Aria Boone*, City College Business Already has a BS now pursuing additional education to open her own spa



Goal: Online feature story in the *Making it in San Diego* column about wage gains increases quality of life
Asset: *Tracy Naputi*, graduate Miramar Life Sciences/Bio Continuing to advance at Inova, thought she needed a BS



Goal: Feature on young students/recent grads focused on middle-skills career
Assets: *Sarah Hargis*, Cuyamaca Water Studies; *Christian*, Imperial Valley Water and Environmental Tech



Goal: Feature on employers working with colleges to fill jobs
Assets: *Brian Havins*, Miramar Adv. Transportation works at Boeing
Abe Chohan, VP Operations at Inova

PR & Outreach Activities – New Year New you

- Life coach to provide a “third-party” quote on the value of further education; quick return on investment of middle-skills programs
- Coach will be available as a media resource and serve as co-spokesperson for January broadcast opportunities
- Ideal partner will have strong network we can leverage and/or experience working with teens



Jill Ippolito

- Works with young adults and parents of college-age kids
- Personal connection w/ a smaller online network



Megan Ladd

- Life and business coach
- 1,200 Instagram followers; experienced podcaster




Diana Kelly

- High-level local exec featured in media frequently
- Life coaching on “the side”
- Twitter 3,675

PR & Outreach Activities – Impact Report 2019

Highlight the tremendous impact Career Ed programs and schools have on the region from the student, employer, and community viewpoint.

- Outreach currently underway to students and employers representing all campuses
- Final report to be released in January – pitched to media, available for online download or printing



"I FEEL THAT THE SKILLS I'M LEARNING HERE ARE REALLY PREPARING ME TO GET MY DREAM ACCOMPLISHED."

- Christian
Agriculture, Water, Environmental Technologies student at Imperial Valley College

SAN DIEGO & IMPERIAL COUNTIES
COMMUNITY COLLEGES

Learn more at CareerEd.org

“

THE PROFESSORS EQUIPPED ME WITH THE PROPER **KNOWLEDGE AND INDUSTRY SKILLS** NECESSARY TO OBTAIN A JOB. I WAS ABLE TO PASS MY STATE EXAM MY FIRST ATTEMPT, LAND AN INTERNSHIP WITHIN 6 MONTHS AND BEGIN WORKING AT A **WATER MUNICIPALITY** WITHIN A YEAR. I NOW HAVE A JOB I'M PASSIONATE ABOUT IN AN INDUSTRY THAT HAS ENDLESS OPPORTUNITY.

”

SARAH
GRADUATE FROM THE CENTER FOR WATER STUDIES PROGRAM AT CUYAMACA COLLEGE

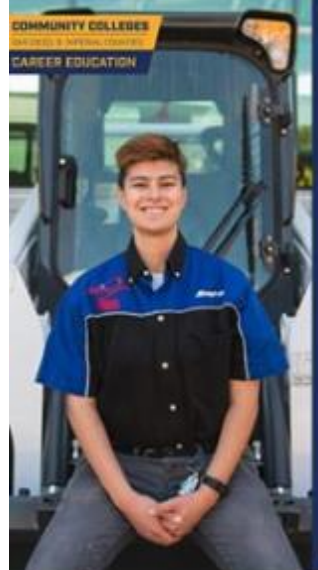


SAN DIEGO & IMPERIAL COUNTIES
COMMUNITY COLLEGES

"THE SECOND COMPANY I INTERVIEWED WITH GAVE ME THE JOB, JUST BASED ON THE EXPERIENCE I LISTED FROM THE BIOTECH PROGRAM."

- Tracy
Graduate from the Biotech Program at Mesaer College

Learn more at CareerEd.org



COMMUNITY COLLEGES
SANDIEGO & IMPERIAL COUNTIES
CAREER EDUCATION

"PALOMAR MADE IT POSSIBLE FOR ME TO GET A JOB IN A MALE-DOMINATED INDUSTRY."

- INGRID
Diesel Technology student at Palomar College

Learn more at CareerEd.org

The background is a solid blue color with several large, overlapping, semi-transparent geometric shapes in various shades of blue. These shapes create a dynamic, layered effect, with some appearing as curved bands and others as angular forms. The overall aesthetic is modern and professional.

CareerEd.org Website Updates

Website Updates

Noncredit

Free noncredit classes were featured on CareerEd.org with the following enhancements:

- Custom landing page
- Callout box to page on the homepage
- Direct link to page in the footer menu
- Special designation for free noncredit classes appearing in the program finder
- Custom search ad campaign featuring free noncredit options

The screenshot displays the CareerEd.org website interface. At the top, there is a navigation bar with 'COMMUNITY COLLEGES' and 'CAREER EDUCATION' tabs, along with links for 'CAREERS', 'COLLEGES', 'FEES', 'APPLY', and 'ESPAÑOL'. A header image shows two men in a server room. Below this is a yellow banner with the text 'LEARN MORE. EARN MORE. FREE NONCREDIT CAREER TRAINING'. The main content area is divided into three columns. The left column has a section titled 'WHAT IS NONCREDIT AND WHY IS IT FREE?' with a sub-section 'WHY IS NONCREDIT RIGHT FOR YOU?' listing benefits like 'FREE - no tuition or enrollment fees' and 'Flexible scheduling'. The middle column features 'SCHOOLS & AREAS OF STUDY' with a list of schools (MiraCosta College, Palomar College, San Diego Continuing Education, Southwestern College) and a list of program areas (Accounting/Business Information Worker, Automotive, Business, etc.). The right column contains a 'STUDENT SUCCESS STORY' section with a video player and a 'SEE ALL NONCREDIT CLASSES' button. The footer includes 'PRESS RESOURCES | INDUSTRY PARTNERS/EMPLOYERS | NONCREDIT | CONTACT | PRIVACY POLICY | TERMS & CONDITIONS' and 'POWERED BY California Community Colleges'.

Website Updates

MyWorkforceConnection.org

The Regional Consortium website was completely redesigned and rebuilt with the following features:

- A beautiful new user interface
- Reorganized information architecture and page structure
- Fully searchable Resource Library
- Integration of “Breakthroughs” documentaries
- Interactive contact section with regional contacts, sector contacts, and map of colleges

The screenshot shows the homepage of the MyWorkforceConnection.org website. At the top left is the logo for the San Diego & Imperial Regional Consortium of Community Colleges. To the right of the logo is a navigation menu with links for CALENDAR, ABOUT US, and CONTACT. Below the navigation is a large hero image of a woman with glasses looking at a whiteboard. Overlaid on the right side of the hero image is a dark blue box with the text 'STRONG WORKFORCE PROGRAM' and a paragraph of text. Below the hero image is a section titled 'YOUR WORKFORCE CONNECTION' with a paragraph of text and a 'MORE INFORMATION' button. To the right of this section is a diagram with three icons: 'Employers' (a person in a hard hat), 'Career Education' (a robotic arm), and 'Students' (a person sitting at a desk). Below these icons is the Regional Consortium logo. At the bottom of the page is a dark blue footer with navigation links for CALENDAR, ABOUT US, and CONTACT US, and a logo for 'POWERED BY California Community Colleges'.

REGIONAL CONSORTIUM
SAN DIEGO & IMPERIAL
COMMUNITY COLLEGES

CALENDAR | ABOUT US | CONTACT

SECTORS | EDUCATOR RESOURCES | WORKFORCE DEVELOPMENT | STRONG WORKFORCE PROGRAM | LABOR MARKET INFORMATION | RESOURCES

STRONG WORKFORCE PROGRAM

In 2014, the California legislature requested the California Community College's Chancellor's Office create a "Task Force on Workforce, Job Creation, and a Strong Economy." Composed of education, workforce development and business/industry members, the Task Force completed its work - which resulted in 25 recommendations, approved by the California Community Colleges Board of Governors. These recommendations enhance career technical education and workforce training to meet the demands of the economy and the labor market, thus benefiting individuals, communities, and the entire state.

YOUR WORKFORCE CONNECTION

Connecting industry sector employers, community college career education, and students with a regional-based framework that simplifies and clarifies partnerships which result in a stronger regional economy and reduces the jobs skills gap - this is what the regional consortium can do for you!

MORE INFORMATION

Employers | Career Education | Students

REGIONAL CONSORTIUM
SAN DIEGO & IMPERIAL
COMMUNITY COLLEGES

POWERED BY
California
Community
Colleges

CALENDAR | ABOUT US | CONTACT US

© 2019 California Community Colleges. All rights reserved.

Website Updates

Program Finder

The interactive Community College and Program Finder was updated to feature ALL CE programs, not just priority sectors. This includes free noncredit programs with a special designation on the finder.

The screenshot displays the 'COMMUNITY COLLEGE & PROGRAM FINDER' website. At the top, a navigation bar includes 'COMMUNITY COLLEGES', 'SAN DIEGO & IMPERIAL COUNTIES', 'CAREERS', 'COLLEGES', 'FEES', 'APPLY', and 'ESPAÑOL'. Below this is a 'CAREER EDUCATION' banner with a photo of two people looking at a computer screen. A yellow callout box reads: 'COMMUNITY COLLEGE & PROGRAM FINDER. CHOOSE THE CAMPUS AND CLASSES THAT BEST FIT YOUR LIFE.'

The main content area features a map titled 'COMMUNITY COLLEGES IN SAN DIEGO & IMPERIAL COUNTIES'. The map shows various locations with blue pins. Below the map is a search filter section with dropdown menus for 'ZIP CODE', 'SECTOR', 'PROGRAM', 'DEGREE', and 'SCHOOL'. A 'CLEAR ALL' button and a 'SUBMIT' button are also present.

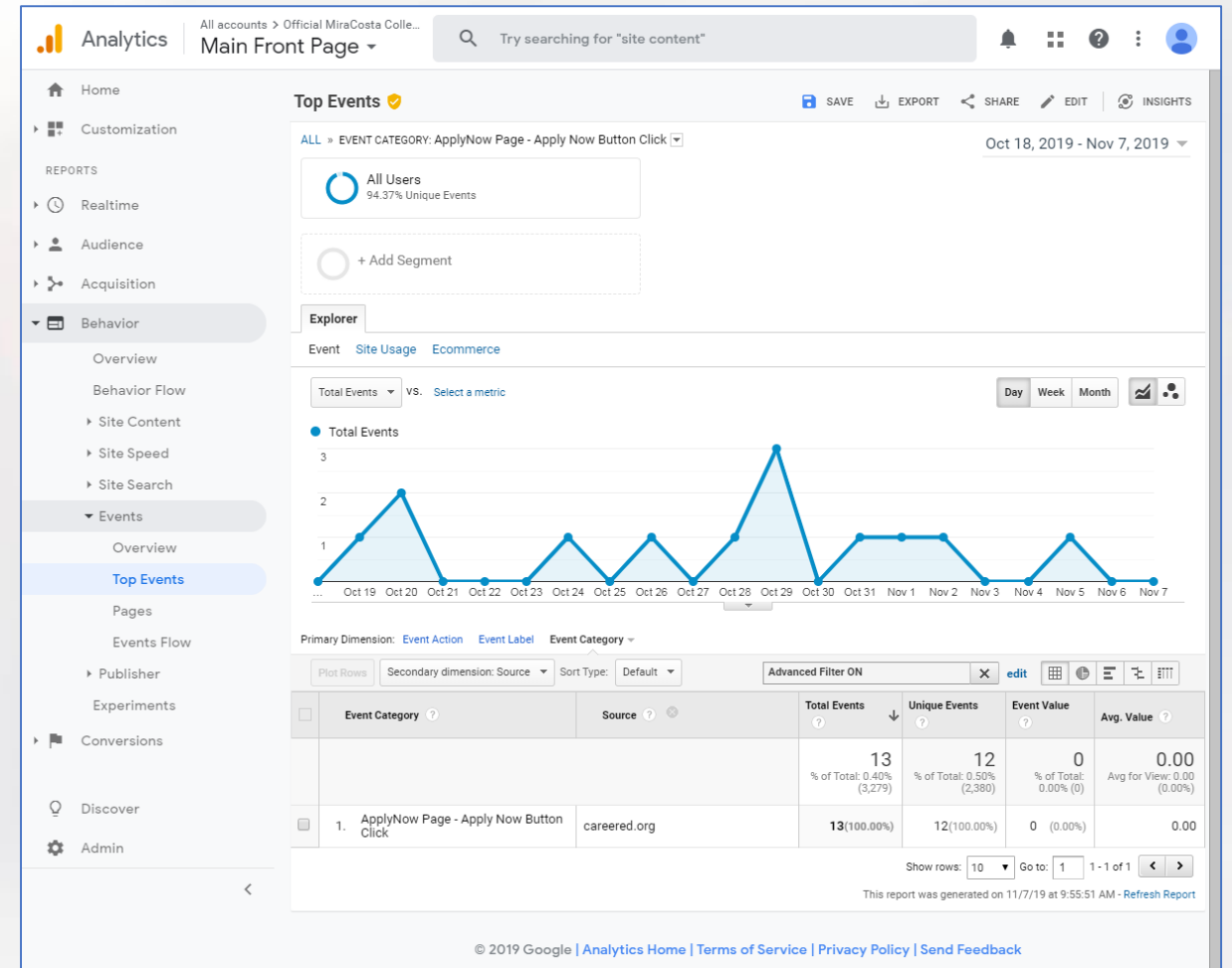
The search results table is partially visible, showing columns for 'ZIP CODE', 'SECTOR', 'PROGRAM', 'DEGREE', and 'SCHOOL'. The 'SECTOR' dropdown menu is open, listing various categories such as 'Advanced Manufacturing', 'Advanced Transportation & Logistics', 'Agriculture, Water, & Environmental Technologies', 'Behavioral & Social Sciences', 'Business & Entrepreneurship', 'Child, Family, & Consumer Sciences', 'Education & Human Development', 'Energy, Construction, & Utilities', 'Global Trade', 'Health', 'Information Communication Technologies & Digital Media', 'Life Sciences & Biotechnology', 'Public Safety', 'Retail, Hospitality, & Tourism', and 'Specialty Programs'. The table rows show entries for 'SAN DIEGO DOWNTOWN', 'SAN DIEGO CLAIREMOUNT', 'SAN DIEGO ACROSS STATE', 'SAN DIEGO MIRA MESA', 'GROSSMOUNTAIN EL CAJON', and 'SOUTHWEST'.

Website Updates

Google Analytics

Civilian has been working with each college individually to assist in the schools' ability to track website traffic referred from CareerEd.org and subsequent clicks out to the application websites.

This will help inform on the effectiveness of CareerEd.org, the overall marketing efforts, and the individual user friendliness of each school's website in terms of converting new students.



THANK YOU

