Strong Workforce Regional CE Marketing Update – May 2020

MARKETING CAMPAIGN OVERVIEW

Communications/PR

April Accomplishments:

- Pitched series of 12 'COVID heroes' crisis response stories
- Uncovered opportunity to take part in ABC 10 Rebound series on an ongoing basis
- Facilitated Editorial Calendar input call and created the calendar through December 20220

Looking Ahead:

- Scheduled pitching
    - 'Close to home / affordable next steps' for June graduates who need a new plan – CE programs/transferable skills/credits
    - Planning and coordination of first ABC 10 opportunity
- 'COVID heroes' content being developed for distribution on our social channels
- Team to update talking points with new Centers of Excellence statistics regarding expected San Diego job openings, recovery sectors, etc to ensure relevancy

Paid Media – Not in market during this reporting period

Enrollment Campaigns - Our Y3 media start date is slated for 6/1/20. The paid media plan was reviewed in the Marketing Committee meeting on 5/7/20 and will include display, social, e-blast, and native media.

Organic Social – April 2020

- **Facebook**
    - 12 Posts, +1 New Page Likes (959 Total), 22 Engagements
    - Most engaging post (tied) was YouTube KUSI video (SDCE Design Students) and quote from Dr. Sunita Cooke, MiraCosta.
- **Twitter**
    - 10 Tweets, +5 New Followers (165 Total), 64 Engagements
    - Most engaging post was Dr. Cortez quote, SDCE
- **Instagram**
    - 6 Posts, +6 New Followers (457 Total), 52 Engagements
    - Most engaging post was $500 hardship grant
- **LinkedIn**

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San Diego Continuing Education · San Diego Mesa College · San Diego Miramar College · Southwestern College

- 11 Posts, +3 New Followers (379 Total), 49 Engagements
- Most engaging post was a quote from Dr. Sunita Cooke, MiraCosta

Forward Looking:
- 6/1/20: Miramar virtual campus tour post
- 6/3/20: Online commencement congratulations to all students!
- 6/5/20: Cuyamaca Engineering students COVID response story
- 6/15/20: San Diego City College Nursing professor and students COVID response story
- 6/17/20: Miracosta Professor Cassoni block quote on the value of education

CAREERED.ORG TRAFFIC AND SITE REFERRALS
The CareerEd.org website continues to be the anchor of the campaign, allowing students to investigate different career possibilities, and find the best college for them.
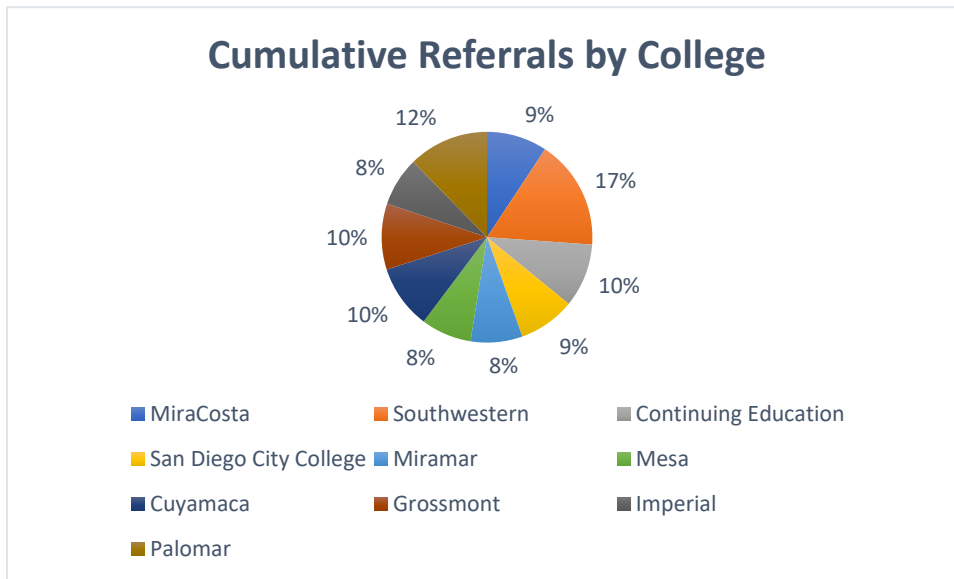
Data date range: April 2020

CareerEd.org

- 454 Sessions (-15.1%)
- 2:11 Ave Session Duration (+9.4%)
- 1,015 Pageviews (-3.1%)
- 3943 Users (-12.7%)
- 298 New Users (-6.5%)
- 61.45% Bounce Rate (-6.3%)
- 65 College Referrals (-42.4%)

*Note: A **session** represents a single visit to the website and a **pageview** represents each time a page on the website is loaded by a user. Therefore, a single session can include multiple pageviews if a user navigates to multiple pages on the site before leaving.*

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Cumulative Referral Data

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 16,645
- Referral totals by college through April 2020

MiraCosta	**1,546**
Southwestern	**2,801**
Continuing Education	**1,627**
San Diego City College	**1,443**
Miramar	**1,322**
Mesa	**1,291**
Cuyamaca	**1,627**
Grossmont	**1,687**
Imperial	**1,252**
Palomar	**2,049**

Cumulative Referrals by College

Legend:
- MiraCosta
- Southwestern
- Continuing Education
- San Diego City College
- Miramar
- Mesa
- Cuyamaca
- Grossmont
- Imperial
- Palomar

Monthly Referral & Google Analytics Snapshot

April 2020 (*Note: as paid media activity ended in January 2020 month on month numbers have seen an expected and correlated drop. This is expected to change once paid media is back in market.*)

College	CareerEd.org Outbound Referrals	Individual College GA Application Data*	Cumulative GA Applications to Date (Oct 2019 – Current)
Miracosta	4	0 – Credit Classes 0 – Workforce Dev 0 – Continuing Education	31 – Credit Classes 40 – Workforce Dev 12 – Continuing Education
Southwestern	7	1	120
San Diego Continuing Education	7	0	27
San Diego City College	11	1	37
San Diego Miramar	6	0	41
San Diego Mesa	6	4	61
Cuyamaca	4	0	20
Grossmont	2	2	34
Imperial	7	0	34
Palomar	5	1	56

Note: CareerEd.org outbound referrals are leading visitors from the Regional site to individual college pages. GA is tracking application data within those individual sites. Data should be used directionally, as tracking challenges exist once on individual college sites.

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