Strong Workforce Regional CE Marketing Update – April 2020

MARKETING CAMPAIGN OVERVIEW

Communications/PR

March Accomplishments:
- **Outreach temporarily put on hold while colleges transition to online instruction**
- **Career Education Fact-sheet:** Draft key facts & talking points one-sheeter to be reviewed at marketing committee meeting on 5/7/20.

Looking Ahead:
- **Scheduled (pitching TBD based on current environment)**
  - Community college students helping San Diego & Imperial County through coronavirus – healthcare workers, volunteers sewing masks, etc.
- **Editorial calendar:** Development call occurred with the PIOs on 4/20/20
- **Employer outreach:** Team continuing to develop annual calendar of key partnership and promotional events

Paid Media – Not in market during this reporting period

Enrollment Campaigns - The Y3 media plan was approved on 3/10/20 and is now in the process of being implemented ahead of launch. Our Y3 media start date is slated for 6/1/20. The paid media plan will be reviewed in the Marketing Committee meeting on 5/7/20.

Organic Social – March 2020

- **Facebook**
  - 14 Posts, 0 New Page Likes, 14 Engagements
  - Most engaging post was image quote from Isaac, Palomar College
- **Twitter**
  - 12 Tweets, 4 New Followers, 57 Engagements
  - Most engaging post was "Did you Know?" image featuring Business and Entrepreneurship sector
- **Instagram**
  - 4 Posts, 0 New Followers, 34 Engagements
  - Most engaging post was image quote from Albert, Electrical Technology graduate from IVC
- **LinkedIn**
  - 13 Posts, 0 New Followers, 63 Engagements
  - Most engaging post was link to article on Campus Career Centers

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

Forward Looking:
- 5/12/20: Palomar online learning events post
- 5/14/20: Cuyamaca graduate post; Sarah, Water/Wastewater Technology Program
- 5/20/20: Miramar virtual campus tour post

Websites

- **IVC**
  - Delivered full handoff package via Google Drive on 3/12/20
  - Extended engagement dependent on ongoing support & training

- **Palomar**
  - Delivered full handoff package via Google Drive on 4/7/20
  - Extended engagement dependent on ongoing support & training

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: March 2020
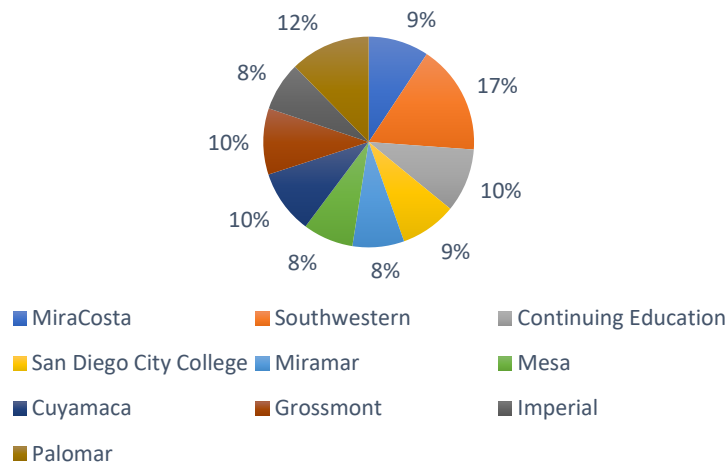
CareerEd.org

- 535 Sessions
- 2:00 Ave Session Duration
- 1,048 Pageviews
- 393 Users
- 319 New Users
- 65.61% Bounce Rate
- 109 College Referrals

*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): 16,586
- Referral totals by college through March 2020

MiraCosta	**1,542**
Southwestern	**2,794**
Continuing Education	**1,620**
San Diego City College	**1,432**
Miramar	**1,316**
Mesa	**1,285**
Cuyamaca	**1,623**
Grossmont	**1,685**
Imperial	**1,245**
Palomar	**2,044**

Referral Percentage by College

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

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Monthly Referral & Google Analytics Snapshot

March 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	7	0 – Credit Classes 0 – Workforce Dev 0 – Continuing Education	31 – Credit Classes 40 – Workforce Dev 12 – Continuing Education
Southwestern	12	0	119
San Diego Continuing Education	7	0	26
San Diego City College	19	1	36
San Diego Miramar	5	0	41
San Diego Mesa	14	4	61
Cuyamaca	20	0	20
Grossmont	6	0	32
Imperial	7	0	34
Palomar	12	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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