CE Marketing Committee Update – 12/12/19

MARKETING CAMPAIGN OVERVIEW
Communications/PR
- **Awards** - CE Won a Platinum MarCom Award for Integrated Marketing! Civilian submitted an entry for our *Learn More. Earn Mor*e campaign. This International awards program is sponsored by the Association for Marketing Communications Professionals. Took top award in category from among 6,000 entries. Press sent to media & posted.
- **Spring Enrollment** - Currently pitching spring enrollment and new programs to 100+ media contacts in San Diego and Imperial Valley.
- **New Year New You** - Pitching underway for tips to make resolutions that really matter. Pitching college and student stories to San Diego Magazine, Imperial Valley Weekly (lifestyle story), The Reader, ABC News Making it in San Diego, San Diego Business Journal.
  - Local broadcast personality Life Coach Rick from 94.9FM agreed to serve as co-spokesperson for January broadcast opportunities.
  - Reached out to Elizabeth Espinoza for an employer in Imperial Valley to feature in a business pitch.
- **Impact Report -** Currently researching and compiling an 8-12 page Impact Report highlighting the positive impact of Career Education on the community, students, and employers. Report to be distributed to media contacts and partners via email in January; posted online for download or printing.
- **Career Education Guide 2019** - Updated. Printed hard copy inventory with Molly Ash.

Paid Media
- **Enrollment Campaigns** - Back in market as of 11/01/19 through January; inclusive of: programmatic display, native display, search, Facebook, E-Blasts, Instagram and LinkedIn.
- **E-Blasts** - Deployed on December 1st (1x) to 415k recipients aged 18-34 in San Diego & Imperial counties. Next scheduled for January 3rd (1x).
- **Creative Assets** - Continuing with assets and messaging from Fall Enrollment flight as site traffic increased compared to the brand campaign. Civilian will be looking at seasonality data and findings to compare Fall and Spring media.
- **Paid Search (Google)** - The new Free Noncredit ads had the highest click-rate and highest rate of individuals proceeding on to a college website from Careered.org but spend is being kept at a low threshold to avoid skewing performance away from more widely offered programs. The Health sector received the most clicks and also had the highest referral (conversion) rate. The most commonly clicked search terms related to programs were "lvn programs" and "ultrasound technician school."

Organic Social

Learn More. Earn More. | **CareerEd.org**

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

- **Content Strategy** - Continuing content to support the region and individual college initiatives across Facebook, Instagram, Twitter and LinkedIn
- **Performance** - Highest engagement posts are student testimonials and outside sources highlighting college and industry related news. Higher engagement on posts after switching from stock photography to photos from college photoshoot. Both results point to success in strategic shift to diversify content away from solely traffic driving/apply now content.
- **Channel Stats** - LinkedIn has been the most consistently engaging platform, with articles related to college and industry news garnering the most interaction. Differences between platform performance will be analyzed to inform year 3 strategy.

Websites
- **CareerEd.org** - The Community College and Program Finder was updated and completed to feature all Career Education programs, not just priority sectors.
  (Note: list of programs will be revisited/updated again in January)
- **Free Noncredit Classes** - Updates were made to CareerEd.org to feature noncredit classes with additional enhancements including: custom landing page, callout box on homepage, link from footer menu, and added to program finder.
  - Additionally, supported through a custom paid search ad campaign.
- **MyWorkforceConnection.org** - The Regional Consortium website was completely redesigned and rebuilt
- **Imperial Valley Improving the Student Enrollment Experience** - Civilian engagement is in progress, driving toward content wireframe approval by mid-December. Design phase to commence early January.
- **Palomar Improving the Student Enrollment Experience** - Civilian engagement is in progress, driving toward sitemap approval by mid-December and content wireframe approval by late January. Design phase to commence early February.
- **MiraCosta Improving the Student Enrollment Experience** - Civilian engagement is complete. Internally MiraCosta are making modifications and customizations. Launch plans TBD by MiraCosta leadership.
- **Grossmont/Cuyamaca Improving the Student Enrollment Experience** - Civilian engagement is complete as of 11/27. Launch plans to be confirmed by G/C leadership; tentatively planning for January 2020.
- **Southwestern** - Civilian to attend third meeting on December 10 to evaluate needs.

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. So far the site has had almost a quarter-million visits and sent over 14,000 referrals to the participating college websites and associated information sites.

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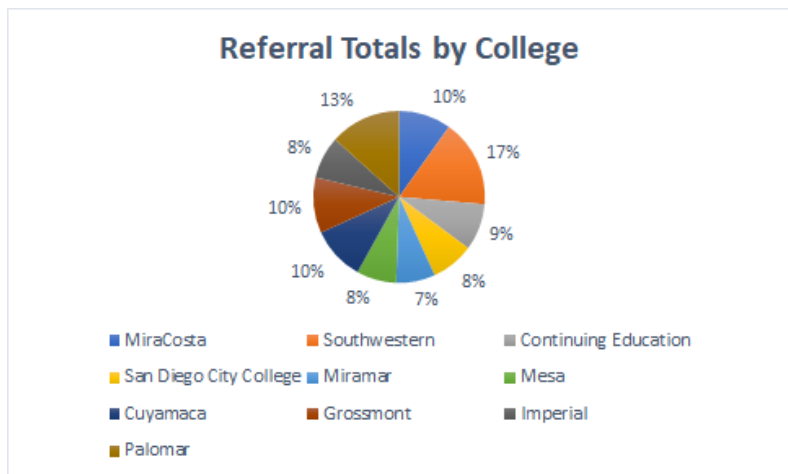
Cumulative data: Jun '18 - Nov '19

CareerEd.org

- Total Visits (Sessions) to CareerEd.org* - 248,905
- Unique Visitors (Users): 178,568
  - 72% of total users driven to CareerEd.org are unique, and visiting for the first time
- Total Pageviews*: 354,103

*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.*

Cumulative Referral Data

- Total outbound referrals (college pages, district sites, state application site, state financial site): 14,012
- Referral totals by college
  - MiraCosta: 1,196
  - Southwestern: 2,000
  - San Diego Continuing Education: 1,064
  - San Diego City College: 974
  - San Diego Miramar: 892
  - San Diego Mesa: 909
  - Cuyamaca: 1,230
  - Grossmont: 1,266
  - Imperial: 969
  - Palomar: 1,619

Referral Totals by College

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

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Monthly Snapshot (inclusive of Google Analytics data)

November 2019

College	CareerEd.org Outbound Referrals	Individual College GA Application Data*
Miracosta	117	9 – Credit Classes 6 – Workforce Dev 3 – Continuing Education
Southwestern	300	0
San Diego Continuing Education	288	6
San Diego City College	171	8
San Diego Miramar	147	8
San Diego Mesa	131	17
Cuyamaca	96	3
Grossmont	150	0 – Data not currently recording
Imperial	152	10
Palomar	153	7

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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