

Strong Workforce Regional CE Marketing Update – February 2020

MARKETING CAMPAIGN OVERVIEW

Communications/PR

January Accomplishments:

- **"New Year, New You":** In association with our New Year, New You campaign featuring Life Coach Rick, we coordinated an ABC 10 appearance featuring Tracy Naputi (graduate), Life Coach Rick (faculty counselor), and Dr. Marsha Gable (interim president of Miramar) which aired on Jan 31st and kicked off Career Education Month
- **CE Impact Report:** The 2019 Impact Report was produced and finalized, featuring stories of the impact CE has had on students, faculty, and employers

Looking Ahead:

- **CE Month:** Pitching the CE Month Press Release and 2019 Impact Report to local media
- **Customized Impact Report:** Creation of customized regional versions of the impact report based on PIO feedback
- **Career Education Fact-sheet:** Draft/distribute a key facts & talking points one-sheeter

Paid Media – Dec 2019 (Paid Media reporting has a one month lag time)

- **Enrollment Campaigns** - Back in market as of November 1, 2019 through January 2020; inclusive of: programmatic display, native display, search, Facebook, E-Blasts, Instagram and LinkedIn. Early reporting shows that November/December far outperformed the summer push in terms of referrals driven

Programmatic:

- Top performing sectors: Business & Entrepreneurship, Global Trade, and ICT & Digital Media.

Native:

- Top performing sectors: Global Trade, Advanced Transportation, and Lifesciences & Biotechnology.
- Top performing interest categories: Continuing Education, Small Business Professionals, Tax and Financial Services and IT Professionals.

Facebook, Instagram & LinkedIn:

- Facebook was the most successful in driving engagements, driving over 95% of the clicks from social media in December.
- Facebook & Instagram top performing sectors include: Advanced Manufacturing, Life Sciences & Biotechnology, and ICT & Digital Media
- Top performing LinkedIn sectors: Energy Construction & Utilities, Agriculture, Water & Environmental Technology, and Advanced Manufacturing.

Paid Search:

- Top performing sectors: Health, Business & Entrepreneurship, Energy, Construction & Utilities and Advanced Manufacturing.
- Top performing keywords: nursing rn, real estate, vocational nursing, med tech school, and paramedic.

Organic Social – January 2020

- **Facebook**
 - 11 posts garnered 4,875 engagements
 - Most Engaging post was Jan 6 post of San Diego Times article of *Report: San Diego Community College Alumni Create \$4 Billion Economic Impact*
- **Twitter**
 - +7 change in Twitter followers in Jan
 - Most Retweets and Likes from the Jan 16 tweet: *Do you know which of the 10 community colleges in San Diego and Imperial Counties are located near you? Check out the different campuses and explore programs offered at each.*
- **Instagram**
 - +16 change in Instagram Followers in Jan
 - Most Engaging post was the Jan 14 quoted image from Tara and the MiraCosta nursing program: *“The program can be intense, but the instructors always found ways to make class fun. Making learning fun was so pivotal to my success.”*
- **LinkedIn**
 - 11 posts published on LinkedIn in January
 - Most engaging LinkedIn post was a link to the CareerEd.org college page: *Do you know which of the 10 community colleges in San Diego and Imperial Counties are located near you? Check out the different campuses and explore programs offered at each.*

Looking Ahead:

- Mar 6: SD Mesa's Spring 2020 Career Fest post
- Mar 10: IVC Grad's Quote post
- Mar 16: Southwestern's Dental Program Success post
- Mar 26: Grossmont Grad's Quote post

Websites

- **Imperial Valley Improving the Student Enrollment Experience:** Civilian engagement is in progress and on track. Design phase commenced January 6th; produced 3 homepage concepts for final selection by Cabinet in order to design templates in February.
- **Palomar Improving the Student Enrollment Experience:** Civilian engagement is in progress and on track. Approved sitemap and reviewed primary page content wireframes to influence design phase commencement in early February.
- **Grossmont/Cuyamaca Improving the Student Enrollment Experience:** Civilian engagement completed November 27th. Per G/C request, reconvened on January 17th and agreed to resolve selected header image issues by early February. As of February 10th, Civilian's effort is complete and site is handed off.
- **MiraCosta Improving the Student Enrollment Experience:** Resuming Usability Testing workstream that had previously been on hold, with an aim to deliver by mid-March.

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: Jan 2020

CareerEd.org

- Users, New users, and Total Sessions up 20% over previous month
- Site traffic was up in all categories (Display, Social, Paid Search, Direct, and Organic Search) save Referral, averaging 21% (23,716 sessions)
- 10news.com referred 46 new visitors on Jan 31 alone with their CE story <https://www.10news.com/news/making-it-in-san-diego/san-diego-community-college-programs-open-up-job-opportunities>

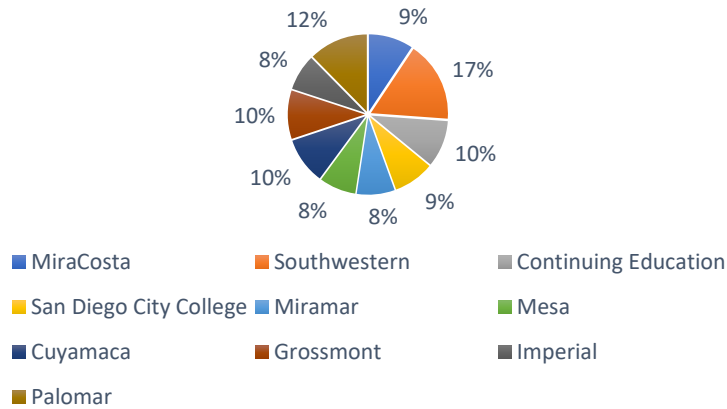
Note: A **session represents a single visit to the website and a **pageview** represents each time a page on the website is loaded by a user. Therefore, a single session can include multiple pageviews if a user navigates to multiple pages on the site before leaving.*

Cumulative Referral Data

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 16,215
- Referral totals by college
 - MiraCosta: 1,515
 - Southwestern: 2,725

- San Diego Continuing Education: 1,587
- San Diego City College: 1,382
- San Diego Miramar: 1,288
- San Diego Mesa: 1,248
- Cuyamaca: 1,585
- Grossmont: 1,650
- Imperial: 1,228
- Palomar: 2,007

Total Referral by College



Monthly Snapshot (inclusive of Google Analytics data)

January 2020

College	CareerEd.org Outbound Referrals	Individual College GA Application Data*	Cumulative GA Applications to Date (Oct 2019 – Current)
Miracosta	172	11 – Credit Classes 19 – Workforce Dev 6 – Continuing Education	29 – Credit Classes 40 – Workforce Dev 12 – Continuing Education
Southwestern	359	38	114
San Diego Continuing Education	278	7	26
San Diego City College	213	19	35
San Diego Miramar	230	18	38
San Diego Mesa	159	23	56
Cuyamaca	131	3	13
Grossmont	166	21	30
Imperial	125	11	34
Palomar	205	15	53

**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.*