

## CE Marketing Committee Update – January 2020

### MARKETING CAMPAIGN OVERVIEW

#### *Communications/PR*

- **"New Year, New You"**: Local broadcast personality Life Coach Rick has agreed to be a co-spokesperson for the "New Year, New Year" CE media campaign, and a piece including Life Coach Rick, Dr. Marsha Gable from Miramar, and Miramar Biotech grad Tracy Naputi has been recorded for Channel 10 with final air date to be confirmed (likely end of January)
- **CE Impact Report**: Draft nearly completed, on track to have a final report ready by the end of January.

#### *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.
  - Programmatic display, Facebook, Instagram, and LinkedIn all saw large spikes in outbound referrals compared to previous enrollment campaign
- **E-Blasts** - Deployed on December 1st (1x) & Jan 3<sup>rd</sup> (1x) to 415k recipients aged 18-34 in San Diego & Imperial counties.
- **Paid Search (Google)** – The Noncredit Campaign drove 118 clicks and a 5.48% CTR.
  - Top performing keywords: welding, real estate, management, nursing RN, med tech school, and radiologic technology

#### *Organic Social*

- **Content Strategy** - Continuing content to support the region and individual college initiatives across Facebook, Instagram, Twitter and LinkedIn
- **Performance** – top performing posts differed across most platforms, but reflect the strategy that real world stories and applicability drive engagement
  - **Facebook**: Most engaging was Sara and the Occupational Therapy Assistant Program
  - **Twitter**: Most engaging was "Weld like a Girl" Forbes article
  - **Instagram**: Most engaging was "Advanced Transportation Sector"
  - **LinkedIn**: Most engaging was "Weld like a Girl" Forbes article
- **Channel Stats** – Facebook drove the most engagements with almost 3,000. This was followed by LinkedIn, which has been a consistently strong performer.

#### *Websites*

- **MyWorkforceConnection.org** - The Regional Consortium website has undergone continued QA

- **Imperial Valley Improving the Student Enrollment Experience** – Civilian engagement is in progress and on track. Content strategy phase completed and approved 12/2; design phase commenced on 1/6
- **Palomar Improving the Student Enrollment Experience** – Civilian engagement is in progress and slightly behind schedule, however sitemap approval has been received and next steps are under way
- **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; per G/C request, meeting on 1/17 with leadership, to resolve outstanding header image issues.
- **Southwestern** – Civilian attended third meeting on 12/10

### 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: Dec 2019

#### CareerEd.org

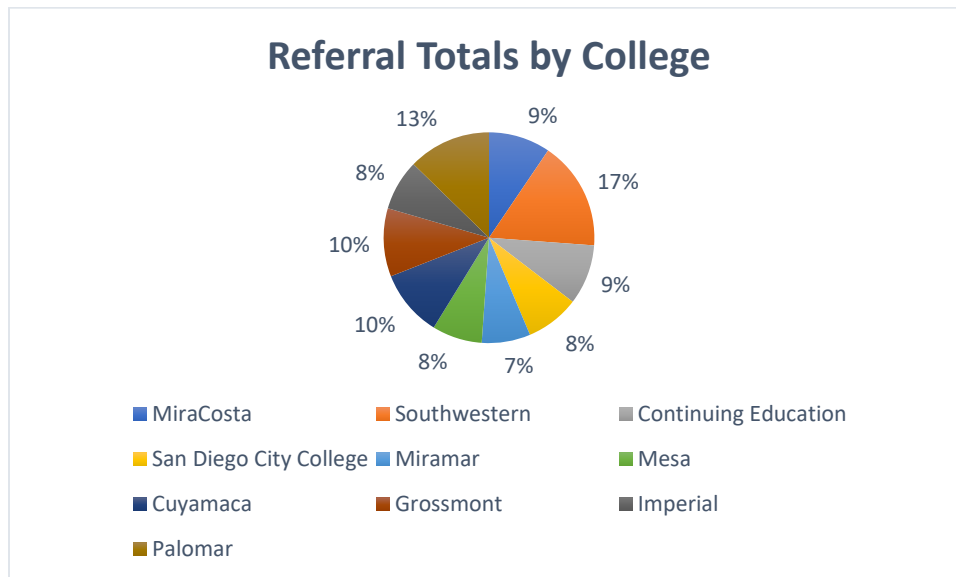
- Total Visits (Sessions) to CareerEd.org\* - 19,795 (up 29% over November)
- Unique Visitors (Users): 15,905 (up 24% over November)
- Total Pageviews\*: 29,991 (up 42% over November)

The jump in sessions and users was due to the early December eBlast which brought in over 4,200 new users.

*\*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): 14,177
- Referral totals by college
  - MiraCosta: 1,343
  - Southwestern: 2,366
  - San Diego Continuing Education: 1,309
  - San Diego City College: 1,169
  - San Diego Miramar: 1,058
  - San Diego Mesa: 1,089
  - Cuyamaca: 1,454
  - Grossmont: 1,484
  - Imperial: 1,103
  - Palomar: 1,802



**Monthly Snapshot (inclusive of Google Analytics data)**

December 2019

College	CareerEd.org Outbound Referrals	Individual College GA Application Data*
Miracosta	147	4 – Credit Classes 10 – Workforce Dev 3 – Continuing Education
Southwestern	366	0
San Diego Continuing Education	245	10
San Diego City College	195	5
San Diego Miramar	166	11
San Diego Mesa	180	10
Cuyamaca	224	3
Grossmont	218	9
Imperial	134	12
Palomar	183	16

*\*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.*