Strong Workforce Regional CE Marketing Update – March 2020

MARKETING CAMPAIGN OVERVIEW

Communications/PR

February Accomplishments:
- **Impact Report Pitching and ABC News "Making It in San Diego" Partnership**
  - Provided six student options; secured inclusion in series of stories including 3 broadcast stories, online bio and series of digital progress updates
- **Creation and presentation of annual plan for Year 3; updates based on PIO input**
- **Customized Impact Report:** Creation of customized regional versions of the Impact Report based on PIO feedback

Looking Ahead:
- **Scheduled (pitching TBD based on current environment)**
  - Career-focused college options you may not have considered - Outreach to high school seniors and their parents who received rejection letters from UC/CSU schools
- **Career Education Fact-sheet:** Draft/distribute a key facts & talking points one-sheeter
- **Employer Outreach:** Developing annual calendar of key employer outreach events

Paid Media – Jan 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 Nov-Jan period far outperformed the summer push in terms of referrals driven.

Programmatic Display:
- Top performing creative was Military creative
- In January, this tactic delivered the greatest number of outbound conversions out of all other tactics on our buy (731 outbound conversions)

Native Display:
- Top performing contextual categories in which ads appeared includes: Technology & Computing, Arts & Entertainment, Productivity & Utilities
- Interestingly, the ads that feature for environmental focused imagery garnered more traffic than others.

Facebook:
- In January, the campaign performance skewed to be more male dominant, where 59% of all clicks came from men, specifically between the ages 25-34.

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- Advanced Manufacturing, Energy, Construction & Utilities, and Agriculture & Environmental Technologies were the target sectors that garnered the most landing page views.
- "Less Debt. More Career Options." Continues to be the top performing headline for social ads driving landing page visits and engagement.

LinkedIn:
- Top performing company industries that our target audiences work for are: Information Technology, Biotechnology and Computer Software. Where top performing job functions include: Engineering, Sales and Business Development.
- Most of those who are actively engaging with ads on LinkedIn are in Entry Level positions, and are the optimal target to drive interest for career education.

Paid Search:
- With very similar budgets, the "brand" campaign for Career Education way outperformed those of the sector specific campaign, with an average CTR of 2.84%, and driving an average CPC 46% less than the sector specific campaign.
- The ad groups driving the most amount of clicks in January include: Career College, Community College, Health (Sector), and Advanced Manufacturing (Sector).
- Top performing keywords include: san diego college, college community, community college, and health careers.
- Ads with the headline "Less Lecture. More Opportunity" were shown most often, as they were the most likely to be clicked on.

Organic Social – February 2020
- **Facebook**
  - 11 Posts, 2 New Page Likes, 240 Engagements
  - Most engaging post was "Grossmont College's 'Shark Tank' gives mock entrepreneurs biting lessons."
- **Twitter**
  - 9 Tweets, 8 New Followers, 47 Engagements
  - Most engaging post (2 Retweets, 9 Likes) was "Faculty, deans, and researchers all working together at the Faculty Institute to create a data informed culture at colleges and better support students!"
- **Instagram**
  - 2 Posts, 10 New Followers, 19 Engagements
  - Most engaging post was image quote from Joe Panetta, President and CEO of Biocom
- **LinkedIn**
  - 10 Posts, 10 New Followers, 44 Engagements
  - Most engaging post was the CE Impact Report

Forward Looking:
- 4/6: Grossmont & Cuyamaca construction update post

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- 4/8: Mesa student post
- 4/14: SD City urban farm post
- 4/22: SDCE president's quote post
- 4/28: SDCE design program post

Websites

- **Grossmonst/Cuyamaca**
  - Resolved header image issues and handed off web build; officially closed the contract 2/11
- **Palomar**
  - Finalized and delivered visual sitemap; received approval 1/27
  - Finalized and delivered content wireframes; received approval 3/4
  - Kicked off design phase with presentation of three homepage concepts on 2/20; received positive initial feedback to continue building out design templates
- **IVC**
  - Delivered three homepage concepts and implemented feedback; built out design package of templates and received approval on 2/24
  - Delivered Web Content Guidelines; received approval 2/21

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.
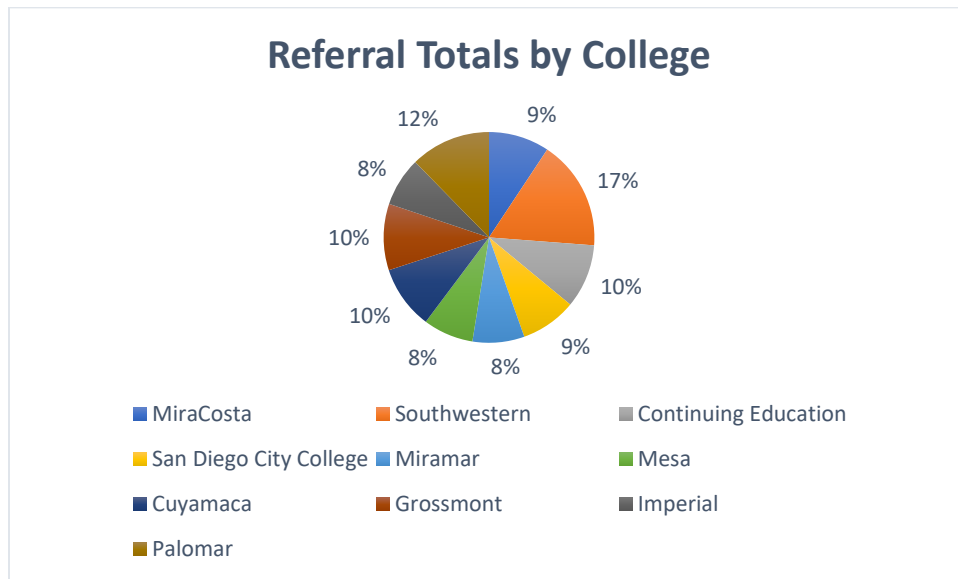
Data date range: Feb 2020

CareerEd.org

- 1,187 Sessions
- 2:57 Ave Session Duration
- 2,998 Pageviews
- 1,027 Users
- 687 New Users
- 56.95% Bounce Rate
- 262 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): 16,477
- Referral totals by college through February 2020

MiraCosta	**1,535**
Southwestern	**2,782**
Continuing Education	**1,613**
San Diego City College	**1,413**
Miramar	**1,311**
Mesa	**1,271**
Cuyamaca	**1,603**
Grossmont	**1,679**
Imperial	**1,238**
Palomar	**2,032**

Referral Totals by College

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Monthly Referral & Google Analytics Snapshot

February 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	20	2 – Credit Classes 0 – Workforce Dev 0 – Continuing Education	31 – Credit Classes 40 – Workforce Dev 12 – Continuing Education
Southwestern	57	5	119
San Diego Continuing Education	26	0	26
San Diego City College	31	0	35
San Diego Miramar	23	3	41
San Diego Mesa	23	1	57
Cuyamaca	18	7	20
Grossmont	29	2	32
Imperial	10	0	34
Palomar	25	2	55

*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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