

CE Marketing Committee Update-10/10/19**August 1, 2019 – August 31 2019****DIGITAL MEDIA**

- Organic social – our sentiment (the way we received across our social platforms) is 62% positive, skewing heavily female at almost 70%.
- Top performing sectors: Life Sciences & Biotech, energy construction & utilities, Information Communication & Technology and Advanced Transportation.
- Twitter -- We are seeing the majority of Tweets coming from individual schools or faculty members, however we are not seeing the faculty and students liking/sharing the content, we would like to have their support.
- The majority of these tweets were in regards to SDCE supporting the National City Chamber of Commerce, as well as two tweets from the SD County of Education and SD Community College District speaking specifically of career education.
- Facebook/LinkedIn – Our FB & LI marketing approaches have proven to be effective in driving engagement and clicks to the website. Facebook was by far the most successful in driving over 2.6k social actions in August.
- Instagram – IG has been an underperformer for social tactics, and we have since allocated a majority of budget back into Facebook to optimize where users are most inclined to click out to college websites. (best use of our limited budgets)
- Paid Search (Google) -- Top performing sectors: Health, Business & Entrepreneurship, Advanced Manufacturing, and Energy, Construction, & Utilities. Top performing keywords: radiologic technology, nursing RN, health careers, med tech school, massage therapist

STRATEGY

- Enrollment Data – working with the schools directly to obtain enrollment data as a stopgap alternative to Launchboard.
- Google Analytics – working with the schools to get a “GA Tracker” placed on their websites to that we have the ability (moving forward) to keep track of the people “clicking to apply” We’ve started connecting with the schools 1:1 to implement the necessary steps for tracking ROI.

WEBSITES

- We are heading into the final stages of the Grossmont/Cuyamaca Student First Website project; migration for both schools has begun.
- MiraCosta Student First Website project is completed; internally they are working on some redesigns based on a new strategic direction they have created. Launch is tentative
- We have kicked off the Student First Website projects for Imperial Valley and Palomar, and we are moving forward with both schools.
- Noncredit website – Launching in early October

PR/Communications

- Community College daily SWP op-ed – ongoing support
- President’s newsletter offering editing/design assistance