

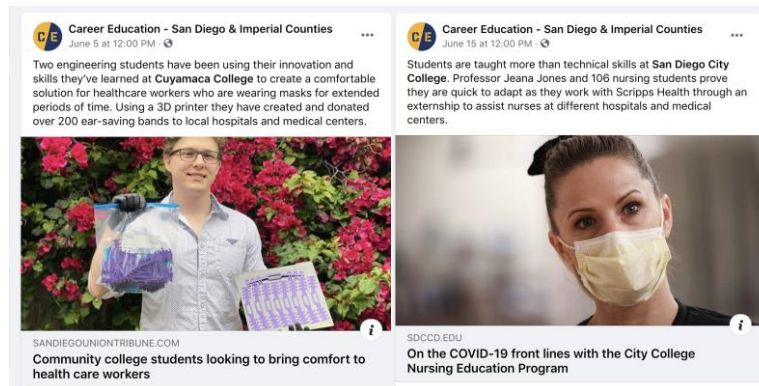
Strong Workforce Regional CE Marketing Update – June 2020

MARKETING CAMPAIGN OVERVIEW

Communications/PR

May Accomplishments:

- Pitched Career Education as the resource for COVID-displaced workers to update/upgrade job skills to regional media
- Researched changing workforce needs, unemployment rates and potential COVID-proof careers by sector and campus and created recommendation for broader campaign to reach and enroll displaced workers.
- Converted COVID Heroes content and tailored it for use in social; two stories posted to date



Looking Ahead:

- Scheduled pitching
 - Ongoing outreach for close, affordable education to sharpen job skills- working closely with Centers of Excellence to build updated talking points, infographic and outreach package
 - Reviewing opportunity to pitch deeper local story regarding local work as part of the newly launched Equity Leadership Alliance
 - Planning and coordination of ABC 10 interview for Dr. Cooke

Paid Media – Not in market during this reporting period

Enrollment Campaigns – Following media plan approval, all assets were trafficked and set live on 6/1/2020 as planned! The next marketing committee update will include insights into the first month of performance.

Organic Social – May 2020

- **Facebook**
 - 10 Posts, +2 Net Page Likes (960 Total), 292 Engagements
 - Most engaging (non-boosted) post was article on Sharla, national top female welder who attended SDCE.
 - The three boosted posts accounted for over 200 engagements and 25 shares.
 - Top boosted post was quote from Sarah at Cuyamaca with 21 shares!
- **Twitter**
 - 8 Tweets, +2 Net Followers (167 Total), 54 Engagements
 - Most engaging post was link to Business & Entrepreneurship sector of CareerEd.org.
- **Instagram**
 - 3 Posts, +3 Net Followers (460 Total), 30 Engagements
 - Most engaging post was “Did You Know?” image of Life Sciences and “recession-proof” reference.
- **LinkedIn**
 - 10 Posts, 0 Net Followers (379 Total), 40 Engagements
 - Most engaging image quote from Sara, Cuyamaca grad in Water/Wastewater Technology

Forward Looking:

- 7/3/20: SDCCC Front Line Worker Commercial Post
- 7/9/20: Palomar Virtual Campus Tour Post
- 7/13/20: SDCE Career Training Certificates Post
- 7/15/20: SWC Alumni Quote Post
- 7/29/20: All Colleges - Resource Links Post

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: May 2020

CareerEd.org (figures shown are month on month)

- 956 Sessions (+111%)
- 1:54 Ave Session Duration (-12.9%)

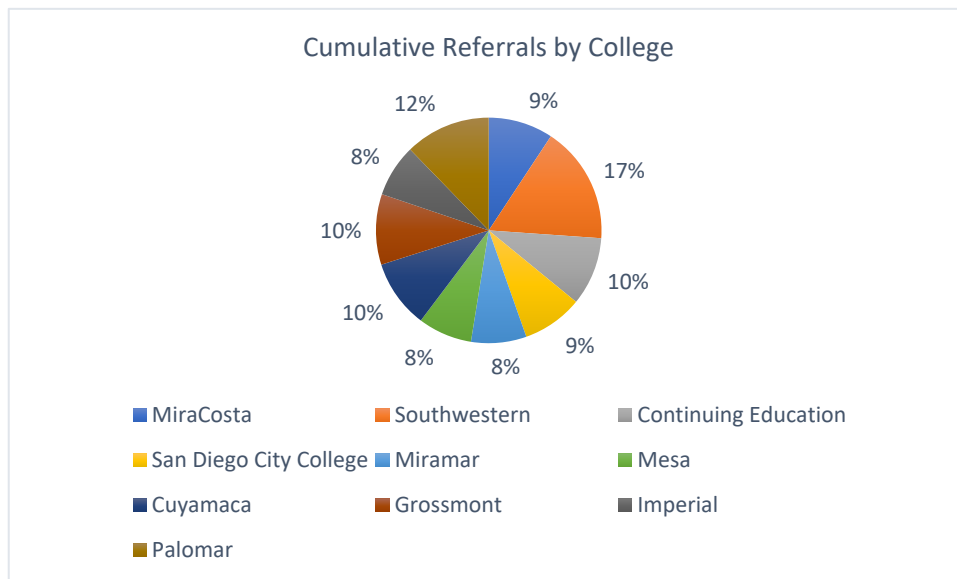
- 1,922 Pageviews (+89.4%)
- 627 Users (+82.8%)
- 571 New Users (+91.6%)
- 67.89% Bounce Rate (+10.47%)
- 123 College Referrals (+89.23%)

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 (from October 2019)

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 16,763
- Referral totals by college through May 2020

MiraCosta	1,557
Southwestern	2,819
Continuing Education	1,644
San Diego City College	1,455
Miramar	1,330
Mesa	1,300
Cuyamaca	1,643
Grossmont	1,697
Imperial	1,262
Palomar	2,056



Learn More. Earn More. | CareerEd.org

Monthly Referral & Google Analytics Snapshot

May 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.)

<u>College</u>	<u>CareerEd.org Outbound Referrals</u>	<u>Individual College GA Application Data*</u>	<u>Cumulative GA Applications to Date (Oct 2019 - Current)</u>
Miracosta	11	0 – Credit Classes 0 – Workforce Dev 0 – Continuing Education	31 – Credit Classes 40 – Workforce Dev 12 – Continuing Education
Southwestern	18	2	122
San Diego Continuing Education	17	0	27
San Diego City College	12	0	37
San Diego Miramar	8	2	43
San Diego Mesa	9	0	61
Cuyamaca	16	0	20
Grossmont	10	0	32
Imperial	10	0	34
Palomar	7	0	56

**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.*