

## **Strong Workforce Regional CE Marketing Update – July 2020**

### **MARKETING CAMPAIGN OVERVIEW**

#### *Communications/PR*

#### June Accomplishments:

- Continued regional media outreach regarding Career Education as the resource for COVID-displaced workers to update/upgrade job skills
  - Secured ABC 10 opportunity: Drafted talking points for interview, created potential FAQ based on current events, followed-up with reporter to provide student references, program costs and salaries
- Continued development of Pandemic-Proof Workforce Resilience program. Worked with Centers of Excellence on updated recession and pandemic-resilient occupations, compared to campus programs to make recommendations, researched and drafted infographic content

#### Looking Ahead:

- Scheduled pitching
  - Fall enrollment support outreach – press release and localized pitching using key program input from campuses
  - Pandemic-resilient workforce leadership campaign development and outreach
  - Reviewing opportunities to local stories regarding law enforcement training reform and the newly launched Equity Leadership Alliance as appropriate

*Paid Media – Performance insights for this update cover the month of June, which is the first month of the Fall Enrollment Paid Media Push*

#### **Programmatic Display:**

- June programmatic delivered over 2.9 Million impressions, garnering a 0.11% CTR (nearly 1.5x the industry average)
- Top performing sectors (in terms of CTR) include:
  - Advanced Transportation
  - Energy, Construction & Utilities
  - Business & Entrepreneurship
  - Agriculture
  - Water and Environmental Technology
- The top performing units were the 300x250 and 320x50, driving 0.15% CTRs.

- Since launching, programmatic tactics have been responsible for over 800 conversions. Conversions in this instance are considered clicks leading a user to the college specific website from the 'apply now' button. This represents roughly 38% of total conversions for the campaign to date.

**Paid Social:**

- Paid Social tactics have proven to be effective in driving quality traffic to the site and engaging potential students. To-date, the campaign is averaging a \$2.25 Cost Per Link Click (CPLC) and over a 1% engagement rate. There are no set industry standards for this metric due to the large variance caused by variables such as ad quality, relevance, seasonality, and other factors. That said, the CPLC for the previous enrollment campaign ranged from \$1.28 to \$3.77, and campaigns generally gain efficiency over time in market, so we expect this to continue to improve.

**Facebook:**

- Facebook has attributed to 531 conversions campaign-to-date, averaging a \$19 Cost Per Action (CPA). Conversions in this instance are considered clicks leading a user to the college specific website from the 'apply now' button. Our previous enrollment campaign had a CPA of \$20 or higher, indicating improvements in targeting, efficiency, and response to this campaign
- Top performing segments on Facebook (in terms of driving conversions) include:
  - Health
  - Advanced Manufacturing
  - Life Sciences and Biotechnology
  - Information Communication Technology

**LinkedIn:**

- LinkedIn has also been driving solid performance, garnering an average CPC of \$3 (the average for the Education Industry on LinkedIn ranges from \$5-\$7). It is also averaging a CTR of 0.41%
- LinkedIn has attributed to driving over 1,900 conversions to-date, averaging a \$8.63 CPA
- The top performing sectors (in terms of driving conversions) include:
  - Business & Entrepreneurship
  - Agriculture, Water & Environmental Technology
  - Information Communication Technology
  - Health

**Paid Search:**

- Since the beginning of June 2020, Paid Search has driven 1,511 clicks of the 2,937 clicks for the campaign.
- Top performing sectors (in terms of clicks) include:
  - Health
  - Energy
  - Construction and Utilities
  - Business and Entrepreneurship
  - Advanced Manufacturing
- Top performing keywords (in terms of clicks) include:
  - nursing rn
  - vocational nursing
  - Architecture
  - technician medical
  - real estate
  - radiologic technology

*Organic Social – June*

- **Facebook**
  - 10 Posts, +53 Net Page Likes (1,018 Total), 195 Engagements
  - Most engaging (non-boosted) post was confetti congrats image for graduation.
  - The three boosted posts accounted for 189 engagements and all shares and comments.
  - Top boosted post was share of CareerEd.org Fees page
- **Twitter**
  - 9 Tweets, +4 Net Followers (171 Total), 58 Engagements
  - Most engaging tweet was link to Glassdoor internship article
- **Instagram**
  - 3 Posts, +4 Net Followers (464 Total), 31 Engagements
  - Most engaging post was the quote on education from Prof. Cassoni at MiraCosta
- **LinkedIn**
  - 8 Posts, +1 Net Followers (380 Total), 38 Engagements
  - Most engaging post was the quote on education from Prof. Cassoni at MiraCosta

**Forward Looking:**

- 8/3: SDCE Front line worker support
- 8/13: Grossmont-Cuyamaca article in La Mesa Courier regarding the benefits of community colleges
- 8/17: SD Mesa Professor Carl Luna's op-ed to graduates in the SD Tribune

- 8/19: Quote from Valedictorian Jennifer at Palomar College

### **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: June 2020

**CareerEd.org** (figures shown are month on month)

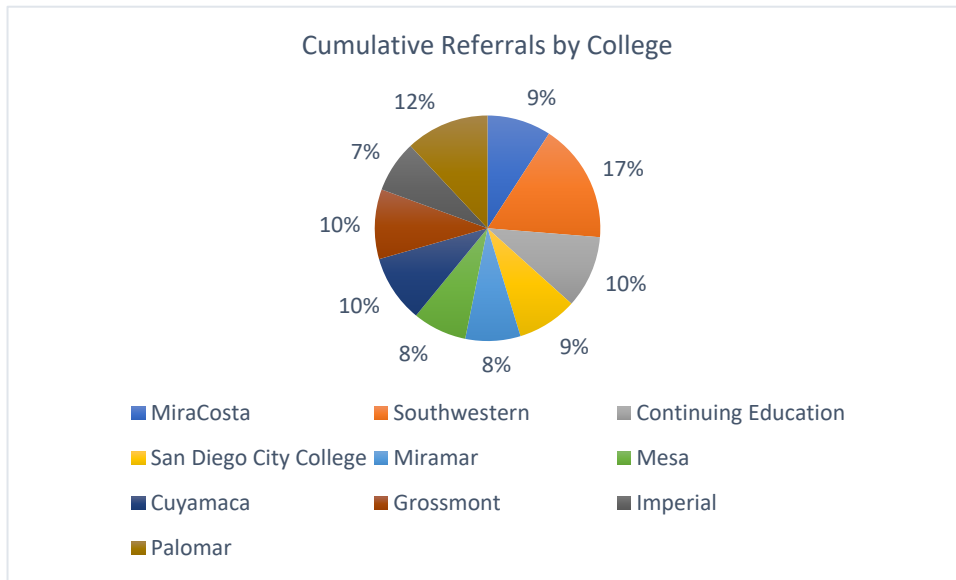
- 14,603 Sessions (+1,427%)
- 0:59 Ave Session Duration (-48.6%)
- 20,869 Pageviews (+985.8%)
- 11,067 Users (+1,665.1%)
- 10,912 New Users (+1,811.0%)
- 75.23% Bounce Rate (+10.8%)
- 2,053 College Referrals (+1,625.2%)

*\*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 to current)

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 18,793
- Referral totals by college through June 2020

<b>MiraCosta</b>	<b>1,722</b>
<b>Southwestern</b>	<b>3,214</b>
<b>Continuing Education</b>	<b>1,952</b>
<b>San Diego City College</b>	<b>1,621</b>
<b>Miramar</b>	<b>1,485</b>
<b>Mesa</b>	<b>1,456</b>
<b>Cuyamaca</b>	<b>1,815</b>
<b>Grossmont</b>	<b>1,881</b>
<b>Imperial</b>	<b>1,397</b>



**Monthly Referral & Google Analytics Snapshot**

**June 2020** (Note: as paid media activity resumed in June, a substantial increase in referrals and applications was tracked. June 2020 is slated to be either the 1<sup>st</sup> or 2<sup>nd</sup> best month for referrals and applications since tracking began, once the data is finalized.)

<u>College</u>	<u>This Month's CareerEd.org Outbound Referrals</u>	<u>Individual College GA Application Data*</u>	<u>Cumulative GA Applications to Date (Oct 2019 – Current)</u>
Miracosta	165	18 – Credit Classes 16 – Workforce Dev 5 – Continuing Education	67 – Credit Classes 72 – Workforce Dev 22 – Continuing Education
Southwestern	395	48	170
San Diego Continuing Education	308	9	36
San Diego City College	166	16	53
San Diego Miramar	155	Not Received	
San Diego Mesa	156	26	87
Cuyamaca	172	9	29
Grossmont	184	Not Tracking due to Website transition	
Imperial	135	Not Received	
Palomar	194	12	68

*\*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.*