

Strong Workforce Regional CE Marketing Update – August 2020

MARKETING CAMPAIGN OVERVIEW

Communications/PR

July Accomplishments:

- Finalized Fall Enrollment support release along with data on priority programs at each campus for localized pitching
- Continued development of Pandemic-Proof Workforce Resilience program working with Centers of Excellence on updated recession and pandemic-resilient occupations. Created first draft of infographic and coordinated ongoing discussions regarding focus programs and research updates
- Creation of PR-ready kit for all campuses including Zoom backgrounds and talking points.

Looking Ahead:

- Scheduled pitching
 - August - Fall enrollment support outreach – press release and localized pitching using key program input from campuses (secured opportunities with KUSI and KFMB)
 - September – Workforce Resilience campaign focusing on pandemic resilient jobs development and outreach

Paid Media – Performance insights for this update cover the month of July, which is the second month of the Fall Enrollment Paid Media Push

Programmatic Display:

- July programmatic delivered over 3.8 Million impressions, garnering a 0.12% CTR (over 1.5x the industry average)
- Top performing sectors in terms of CTR include:
 - Agriculture
 - Water and Environmental Technology
 - Business & Entrepreneurship
 - Advanced Transportation
 - Energy, Construction & Utilities
- The top performing units were the 300x250 and 320x50 in terms of CTR, driving 0.20% and 0.15% CTRs respectively

- Since launching, programmatic tactics have been responsible for over 2,024 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

Native Media:

- Native delivered just under 1 million impressions in the month of July, garnering a CTR of 0.12%. Industry average for Native is around a 0.16%
- The eCPM for the campaign to-date is effectively 56% below target, garnering CE nearly 400k more impressions than initially planned
 - By making optimizations to the media placements and audience segments we've been able to be more efficient with how we're spending, driving down the CPM and, in turn, driving up the CTR over time
- Top performing sectors in terms of clicks include:
 - Business & Entrepreneurship (284 clicks)
 - Health (145 clicks)
 - Energy, Construction & Utilities (134 clicks)
 - Agriculture, Water & Environmental Technology (126 clicks)

Paid Social - Facebook:

- Facebook tactics were turned off early in the month to align with Stop Hate for Profit boycott but were effective early on. To-date, the campaign is averaging a \$2.48 CPLC and over a 1% engagement rate. The industry average for Facebook conversions is typically around a 1.2%
- Facebook has attributed to 831 conversions campaign-to-date, averaging a \$23 CPA.
- Top performing segments on Facebook in terms of driving conversion include:
 - Advanced Manufacturing
 - Advanced Transportation
 - Health
 - Agriculture, Water & Environmental Technology

Paid Social - LinkedIn:

- LinkedIn is also driving solid performance since launching, garnering an average CPC of \$2.4 (average CPC for the Education Industry on LinkedIn ranges from \$5-\$7). It is also averaging a CTR of 0.81%
- LinkedIn has also attributed to driving over 2,429 conversions to-date, averaging a \$9.25 CPA
- The top performing sectors in terms of driving conversions include

- Business & Entrepreneurship
- Agriculture, Water & Environmental Technology
- Information Communication Technology
- Advanced Manufacturing

Paid Search (July):

- July saw paid search deliver over 78,000 impressions and over 3,100 clicks. This included over 700 conversions (college or application website referrals).
- Top performing sectors (in terms of conversions) include:
 - Health
 - Advanced Manufacturing
 - Energy, Construction, and Utilities
 - Business and Entrepreneurship
- Top performing keywords (in terms of conversions) include:
 - free online training classes
 - free training
 - california college san diego
 - nursing rn
 - san diego college
 - free learning classes
 - college courses
 - free classes
 - vocational nursing
 - welding

Organic Social – July

- **Facebook**
 - 13 Posts, +18 Net Page Likes (1,036 Total), 204 Engagements
 - Most engaging (non-boosted) post was the Grossmont's summer career academy virtual event post.
 - The three boosted posts accounted for 190 engagements and all but two of the shares.
 - Top boosted post was share How to Apply page on CareerEd.org with 73 likes and 2 shares.
- **Twitter**
 - 12 Tweets, +6 Net Followers (177 Total), 60 Engagements
 - Most engaging tweet was share of How to Apply page on CareerEd.org with 5 retweets and 7 likes.
- **Instagram**
 - 4 Posts, +5 Net Followers (469 Total), 24 Engagements

- Most engaging post was the quote on being a role model to her kids by Angela. An ICT & Digital Media graduate from Southwestern.
- **LinkedIn**
 - 12 Posts, +3 Net Followers (383 Total), 49 Engagements
 - Most engaging post was share of 10 News story of COVID-impacted workers reinventing themselves through entrepreneur lab of Miramar College.

Forward Looking:

- 9/3: Southwestern College's Tutoring Center
- 9/21: TheCoastNews article highlighting MiraCosta's program expansion for no and low-cost courses
- 9/23: Palomar's Zoom backgrounds feature
- 9/25: Quote from SDCE's Professional Bakeshop graduate, Kayla

Throughout late August & Early September there will also be a flurry of organic social activity supporting key college-identified programs that can benefit from enrollment support. This will increase the regions organic social presence and gain views and engagement, as we will be boosting each post (which is a way to pay for more reach of organic content without running it as actually paid advertising).

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: July 2020

CareerEd.org (figures shown are month on month)

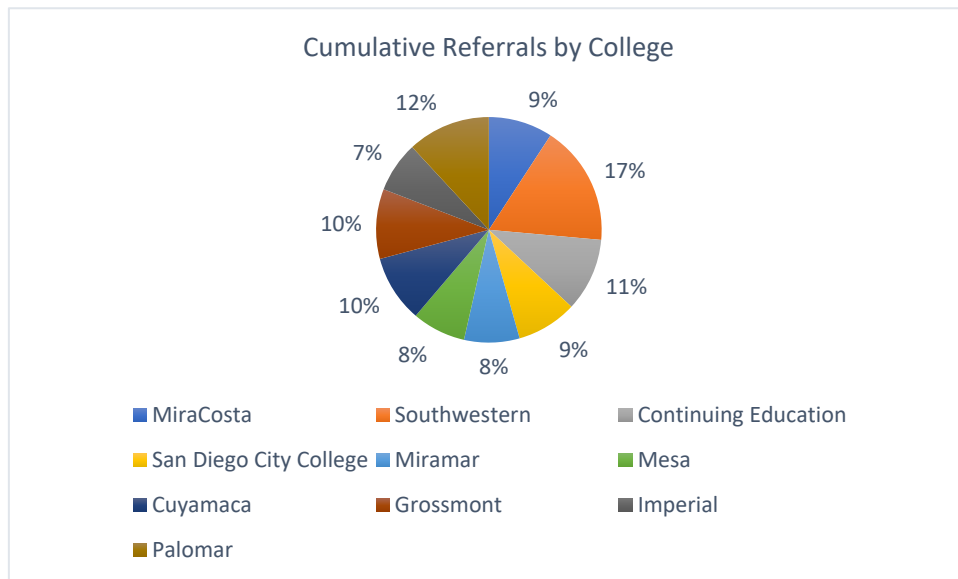
- 20,113 Sessions (+37.0%)
- 1:03m Ave Session Duration (+8.21%)
- 32,084 Pageviews (+53.0%)
- 17,082 Users (+53.6%)
- 16,731 New Users (+52.3%)
- 71.03% Bounce Rate (-5.61%)
- 1661 College Referrals (-19.1%)

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): 20,444
- Referral totals by college through July 2020

MiraCosta	1,882
Southwestern	3,520
Continuing Education	2,149
San Diego City College	1,772
Miramar	1,624
Mesa	1,571
Cuyamaca	1,965
Grossmont	2,048
Imperial	1,480
Palomar	2,433



Monthly Referral & Google Analytics Snapshot

July 2020 (Note: as paid media activity resumed in June, a substantial increase in referrals and applications was tracked. July 2020 is slated to be the 3rd 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	160	19	141
Southwestern	306	38	208
San Diego Continuing Education	197	25	61
San Diego City College	151	16	69
San Diego Miramar	139	18	73
San Diego Mesa	115	14	101
Cuyamaca	150	4*	33
Grossmont	167	*	32
Imperial	83	10	49
Palomar	183	6	74

*Not currently tracking on new websites. Any metrics shown were tracked prior to the website switchover.

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.

ACRONYM GLOSSARY:

CTR	Click Thru Rate	The percentage of users that see and click on an ad
eCPM	Estimated Cost Per Thousand	The dynamic, or fluctuating, cost per one thousand impressions. The eCPM represents a sort of average cost per thousand when media is bought in a way in which the CPM can change dynamically
CPLC	Cost per Link Click	The cost of an individual link click based on the performance of the campaign
CPC	Cost per Click	The cost of an individual click
CPA	Cost per Action	The cost of a specific action as tracked by the campaign