Strong Workforce Regional CE Marketing Update – September 2020

MARKETING CAMPAIGN OVERVIEW

Communications/PR

August Accomplishments:

- Distributed Fall Enrollment Press Release to regional media
  - Coordinated spokesperson preparation, talking points and follow-up for coverage on KUSI and KFMB
- Continued development of Pandemic-Proof Workforce Resilience program in collaboration with Centers of Excellence

Looking Ahead:

- Scheduled pitching
  - October – Workforce Resilience campaign focusing on pandemic resilient jobs development and outreach
- Preferred Provider program development

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

All acronyms are defined on the glossary page of the report

Programmatic:
- August programmatic delivered over 3,831,780 impressions, garnering a 0.11% CTR, 1.5x the industry average
- Top performing sectors in terms of CTR include:
  - Health
  - Business & Entrepreneurship
  - Environmental Safety
- The top performing units were the 300x250 and 320x50 in terms of CTR, driving 0.24% and 0.17% CTRs
- Campaign-to-date, programmatic tactics were responsible for over 3,583 outbound referrals

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Native:
- Native delivered 1,702,296 impressions in the month of August, garnering a CTR of 0.15%, just 0.01% behind industry average
- The eCPM for the campaign to-date is effectively 5% below target, and garnered an average CPA of just over $38
- Top performing campaigns in terms of clicks include:
  - Business & Entrepreneurship
  - IT & Communications
  - Life Sciences & Biotechnology

Paid Social - Facebook, Instagram & LinkedIn:
- In August, the campaign averaged a $3.09 CPLC and over a 0.56% engagement rate
- Facebook attributed to 1,163 outbound referrals campaign-to-date, averaging a $33.98 CPA
- Top performing segments on Facebook in terms of driving conversion include:
  - Health
  - Advanced Manufacturing
  - Life Sciences & Biotechnology
- LinkedIn garnered an average CPC of $1.63 – the average for the Education Industry on LinkedIn ranges from $5-$7. It also averaged CTR of 0.79%
- LinkedIn attributed to driving over 2,728 outbound referrals to-date, averaging a 9.23 CPA.
- The top performing sectors in terms of driving conversions include:
  - Business & Entrepreneurship
  - Agriculture, Water & Environmental Tech
  - IT & Communications

Paid Search:

- The brand campaign drove 1,717 clicks of the 3,300 clicks for the campaign in August from Paid Search.
- Top performing sectors in terms of driving clicks from the Paid Search campaign include:
  - Health
  - Advanced Manufacturing
  - Energy Construction and Utilities
- Top performing keywords driving clicks include:
  - medical technical programs
  - nursing rn
  - Welding

- o radiologic technology
- o vocational nursing

Organic Social – August

- **Facebook**
  - 19 Posts, +87 Net Page Likes (1,120 Total), 6,864 Engagements
  - Most engaging (non-boosted) post was the quote from Jennifer at Palomar College.
  - The six boosted posts in August accounted for over 820 engagements and nearly 30 shares.
  - Top boosted post was Cuyamaca's new freelancing course with 159 likes and 5 shares.
- **Twitter**
  - 17 Tweets, +0 Net Followers (177 Total), 97 Engagements
  - Most engaging tweet was the quote from Jennifer at Palomar College.with 3 retweets and 9 likes.
- **Instagram**
  - 2 Posts, +5 Net Followers (474 Total), 15 Engagements
  - Most engaging post was the quote from Jennifer at Palomar College with 8 likes.
- **LinkedIn**
  - 16 Posts, +15 Net Followers (398 Total), 75 Engagements
  - Most engaging post was interview with Dr. Javier Ayala which garnered 6 likes and 2 comments.

Forward Looking:

- 10/5: MiraCosta social workers program
- 10/19: Southwestern paramedic program
- 10/21: SDCE Fashion student quote from Chong Mi Land
- 10/27: Palomar drone program

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Website & Referral Data

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: August 2020

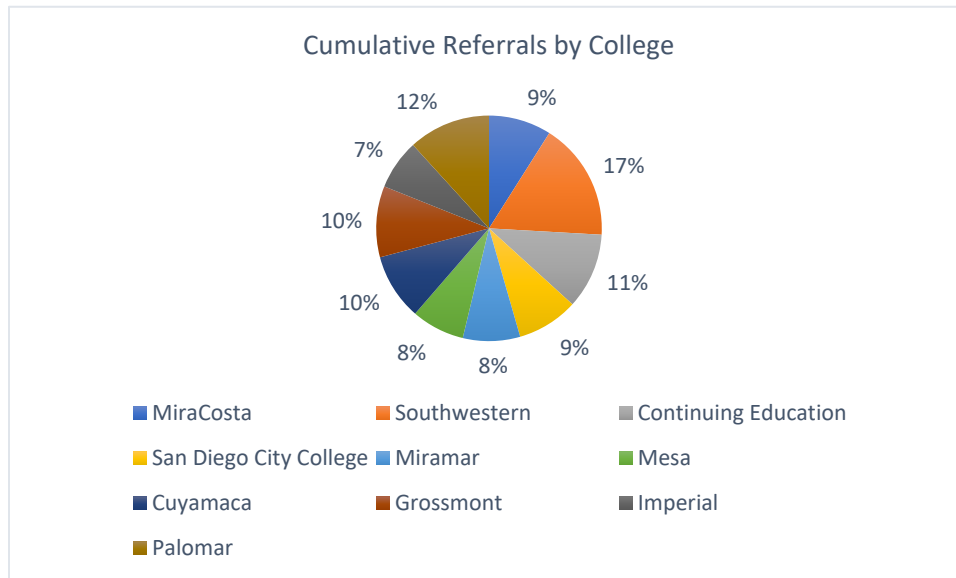**CareerEd.org** (figures shown are month on month)

- 25,548 Sessions (+27.0%)
- 1:01m Ave Session Duration (-3.52%)
- 39,870 Pageviews (+24.3%)
- 21,731 Users (+27.2%)
- 21,076 New Users (+26.0%)
- 70.60% Bounce Rate (-0.2%)
- 2348 College Referrals (+41.4%)

*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 (from October 2019 to current)

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 22,781
- Referral totals by college through August 2020

MiraCosta	**2,046**
Southwestern	**3,854**
Continuing Education	**2,473**
San Diego City College	**2,001**
Miramar	**1,870**
Mesa	**1,735**
Cuyamaca	**2,165**
Grossmont	**2,323**
Imperial	**1,634**
Palomar	**2,680**

Cumulative Referrals by College

9% 17% 11% 9% 8% 8% 10% 10% 7% 12%

■ MiraCosta   ■ Southwestern   ■ Continuing Education
■ San Diego City College   ■ Miramar   ■ Mesa
■ Cuyamaca   ■ Grossmont   ■ Imperial
■ Palomar

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Monthly Referral & Google Analytics Snapshot

August 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.)*

College	This Month's CareerEd.org Outbound Referrals	Individual College GA Application Data*	Cumulative GA Applications to Date (Oct 2019 – Current)
Miracosta	164	*	141
Southwestern	334	47	255
San Diego Continuing Education	324	25	86
San Diego City College	229	17	86
San Diego Miramar	246	25	98
San Diego Mesa	164	19	122
Cuyamaca	200	*	33
Grossmont	275	*	32
Imperial	154	6	55
Palomar	247	41	115

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.

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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

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