

Marketing Committee Meeting

Q3 - September 2020

Agenda.

- Since we last spoke
- Creative Updates
- Fall Enrollment Campaign Performance
- Website Improvements
- PR Pitching
- Workforce Resilience Pitch
- Ways We Can Help You
- What's Next

**Since we last
spoke...**

We've kept busy supporting enrollment and optimizing the online environment.

- Revamped creative to respect social distancing and keep the enrollment messaging resonant
- Completed in-depth audit of CareerEd.org & optimized numerous elements of the website
- Developed zoom background and refined talking points for regional PR efforts
- Launched fall enrollment paid media campaign
- Secured media engagements on ABC10, KUSI, and KFMB
- Researched and developed pitch for Workforce Resilience
- Expanded search functionality on program finder
- Substantially increased organic social activity to support enrollment and key programs

Creative Updates

Fall Enrollment Push

Brief Recap.

The COVID-19 crisis has created a new and evolving landscape for potential students and caused an unknown amount of disruption to the established education system

CE enrollment campaigns help support enrollment for colleges and programs throughout the region, in a way that is agnostic to any one college.

There was some confusion around whether classes are available, given that most of them used to be very in-person and hands-on.

There is a need to be sensitive to the current moment and update copy to something that reassures potential students that CE is still open for and encouraging enrollment.

Our process.

1

Photography Audit

Using the archive of photography from programs at all of the colleges, we audited each program to look for imagery that was respectful of social distancing while still reflecting the dynamic nature of the programs.

Multiple options were then reviewed and photography selected and modified as needed to reflect social distancing

2

Message Development

Three territories were explored, each leaning into a slightly different aspect of the brief.

Ultimately messaging was chosen that reflected the value and immediate opportunity students can access through Career Education.

3

Final Asset Delivery

Once all updates were chosen, assets were updated across every program and rolled out into the campaign.

Image Selection Process

Current Photo



People in the photo are too close

Suggested Photo



Images will have to be cropped

Creative Examples.



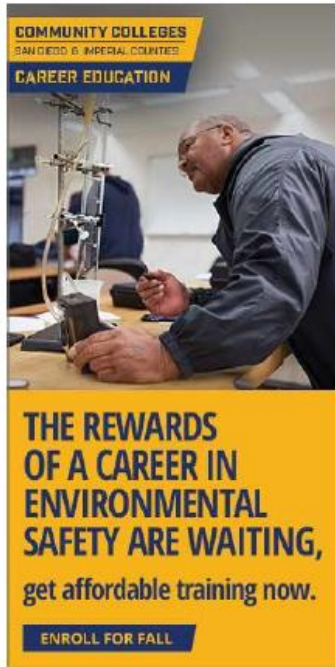
728x90



728x90



160x600



300x600



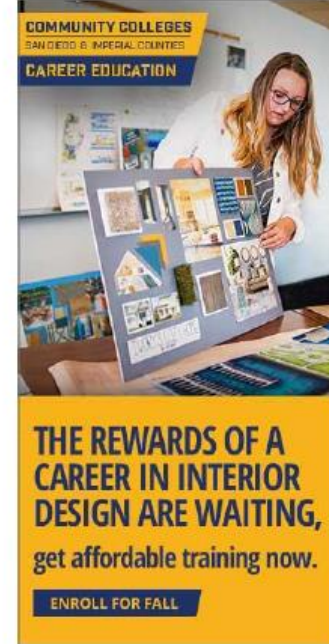
320x50



300x250



160x600



300x600



320x50



300x250

Creative Examples.



728x90



728x90



160x600



300x600



320x50



300x250



160x600



300x600



320x50



300x250

Paid Media

Fall Enrollment Performance

Media Flowchart: Fall & Spring Enrollment

- Fall Enrollment phase (Jun-Aug)
- Continuity phase (Sep-Oct, search only)
- Spring Enrollment phase (Nov-Dec)

CE MEDIA PLAN: 2020							
ENROLLMENT							
TACTIC	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SEARCH	[Yellow]			continuity		[Yellow]	
FACEBOOK	[Orange]			[White]		[Orange]	
EMAIL BLASTS	1X	1X	[White]	[White]		1X	1X
LINKEDIN	[Green]			[White]		[Green]	
PROGRAMMATIC DISPLAY	[Blue]			[White]		[Blue]	
NATIVE DISPLAY	[White]	[Light Blue]		[White]		[Light Blue]	
LANDING PAGE VISIT TEST (DISPLAY)	[White]					[Orange]	

Media Overview

CE FALL ENROLLMENT

Month	Impressions	Clicks	CTR	Y2 CTR Benchmark	Landing Page Visits	Landing Page Visit Rate	Y2 LPVR Benchmark	Interactions/ Engagements	Opens	Open Rate	CPM	CPC	Outbound Referrals	Y2 Referrals
June	5,265,724	16,193	0.31%	0.36%	13,738	0.26%	0.25%	1,784	0	0.00%	\$8.16	\$3.22	2,078	859
July	6,063,947	24,700	0.41%	0.30%	18,953	0.31%	0.22%	487	69,493	16.74%	\$8.84	\$2.54	1,689	853
August	7,906,241	30,068	0.38%	0.50%	24,475	0.31%	0.31%	1,503	62,787	15.13%	\$6.64	\$1.75	2,422	1,045
TOTAL	19,235,912	70,961	0.37%	0.39%	57,166	0.30%	0.26%	3,774	132,280	16.60%	\$9.25	\$2.51	6,189	2,757

- Users were most likely to come to the site and click outbound to college websites between 10am - 2pm, specifically on Mondays, Thursdays and Fridays. Those days of the week accounted for 44% of outbound referrals.
- Social media was a huge driver of outbound referral traffic, accounting for 69% of outbound referrals.
- Women specifically were most inclined to click outbound to referral sites, accounting for 58% of total outbound referrals.

Fall Enrollment Recap

Age Break Performance

- A18-24: 279 outbound referrals
- A25-34: 557 outbound referrals
- A35-44: 541 outbound referrals
- A45-54: 435 outbound referrals
- A55-64: 397 outbound referrals

Device Performance

- Mobile: 67% of outbound referrals
- Desktop: 29% of outbound referrals
- Tablets: 4% of outbound referrals

Best Performance Sectors (outbound referrals)

- Health: 1,163
- Ag, Water & Environment: 776
- Advanced Manufacturing: 687
- IT & Communications: 605
- Life Sciences: 489
- Energy, Construction & Utilities: 407
- Business & Entrepreneurship: 331
- Advanced Transportation: 279

Programmatic Display

Banner ads are purchased at a low, efficient rate through automated bidding. Banners come in a variety of sizes and are primarily used to build awareness by serving impressions to select audiences on whatever websites that may visit.

Sector	# Outbound Referrals
Life Sciences	87
Health	79
Advanced Transportation	77
Agriculture, Water & Environment	62
Advanced Manufacturing	58
IT & Communications	57
Energy, Construction & Utilities	53
Business & Entrepreneurship	43
TOTAL	516

Performance Insights

Programmatic Tactics delivered:

- 10,593,993 impressions
- 0.11% CTR – 1.5x the industry average
- 0.11% LPVR - **15% increase** from 2019

Programmatic Performance:

- 59% of outbound referrals came from males
- Top performing sectors (in terms of outbound referrals) included: Life Sciences, Health, and Advanced Transportation
- Top performing ad sizes throughout the entire campaign were 300x250 (0.20% CTR) and 320x50 (0.16% CTR)

Native

Native ads are content-based ads that are designed to look like the content on the page, driving more efficient traffic and direct response. The increased space for copy allows us to provide more detailed messaging to educate consumers.

Sector	# Outbound Referrals
Business & Entrepreneurship	56
IT & Communications	38
Life Sciences	36
Advanced Transportation	30
Agriculture, Water & Environment	26
Health	15
Advanced Manufacturing	15
Energy, Construction & Utilities	13
TOTAL	229

Performance Insights

Native Tactics delivered:

- 1,334,966 impressions
- 0.14% CTR – industry average is 0.16% CTR
- 0.143% LPVR

Native Performance:

- Top performing sectors (in terms of outbound referrals) included: **Business & Entrepreneurship, IT & Comms, and Life Sciences**
- Top performing headline in terms of clicks: *"6 Top Local Programs In [SECTOR]"*

Facebook

Facebook ads are sponsored posts on users' Facebook feeds that are targeted to users based on location, demographics, user interests and behaviors and user preferences.

Sector	# Outbound Referrals
Health	266
Advanced Manufacturing	205
Life Sciences	155
IT & Communications	133
Advanced Transportation	123
Energy, Construction & Utilities	109
Business & Entrepreneurship	90
Agriculture, Water & Environment	82
TOTAL	1163

Performance Insights

Facebook delivered:

- 3,006,878 impressions
- 0.40% CTR – industry average is 1.2%
- 0.41% LPVR – **141% increase** from 2019
- 1.27% Engagement Rate

Facebook Performance:

- 55% of outbound referrals came from females
- Top performing segments (in terms of clicks) included: **health // advanced manufacturing // life sciences**
- Top performing headline (in terms of outbound referrals): *"The rewards of a career in [sector] are waiting, get affordable training now."*
- Facebook was put on pause throughout most of July to align with the Stop Hate for Profit Facebook boycott

LinkedIn

LinkedIn ads are sponsored posts on users' LinkedIn feeds that are targeted to users based on traits, industry, or by professional or personal interests.

Sector	# Outbound Referrals
Business & Entrepreneurship	630
Agriculture, Water & Environment	608
IT & Communications	390
Advanced Manufacturing	326
Health	313
Life Sciences	243
Energy, Construction & Utilities	148
Advanced Transportation	69
TOTAL	2727

Performance Insights

LinkedIn delivered:

- 1,792,074 impressions
- 0.67% CTR
- \$1.63 average CPC – industry average is \$5-\$7
- 0.52% LPVR – Even with 2019 performance

LinkedIn Performance:

- 69% of outbound referrals came from males
- Top performing segments (in terms of clicks) included: **business & entrepreneurship // agriculture, water & environment // IT & communications**
- Top performing headline (in terms of outbound referrals): *"You don't have to pay more to get paid more. Career Education opportunities are available in [sector] for less cost."*

Google

Paid Search ads are keyword targeted ads that appear within the sponsored listings of Google and are purchased on a CPC. These ads are designed to reach active hand raisers and individuals previously exposed to our campaign.

Sector	# Outbound Referrals
Health	505
Advanced Manufacturing	98
Energy, Construction & Utilities	97
Business & Entrepreneurship	50
IT & Communications	25
Agriculture, Water & Environment	24
Advanced Transportation	10
Life Sciences	4
TOTAL	813

Performance Insights

Google delivered:

- 226,746 impressions
- 4.14% CTR – industry average is 3.42%
- 4,764 Clicks
- 3.65% LPVR – **23% increase** from 2019

Google Performance:

- 67% of outbound referrals came from females
- Top performing sectors (in terms of clicks) included: health // advanced manufacturing // energy, construction & utilities
- Top performing keywords (in terms of clicks): nursing rn // medical technician programs // radiologic technology // vocational nursing // real estate

Email Marketing

Eblasts drove 14 outbound referrals (note: this is only from a last-click attribution model, but email blasts likely played a role in other paths to conversion)

Drop 1 – 7/15/2020

- Sends: 415,040
- Opens: 69,493 (16.74% View Rate)
- Clicks to CE.org: 12,397
- 2.99% CTR – industry average is a 2.0%

Drop 1 – Performance Insights

Clicks by Device

- Desktop: 67.47%
- Mobile: 32.26%

Drop 1 – 8/12/2020

- Sends: 415,040
- Opens: 62,787 (15.13% View Rate)
- Clicks to CE.org: 12,205
- 2.94% CTR – industry average is a 2.0%

Drop 1 – Performance Insights

Clicks by Device

- Desktop: 69.58%
- Mobile: 30.42%

Website Improvements

UX/UI Audit & Report



Civilian performed a **substantial audit of CareerEd.org** looking at **search engine optimization (SEO)**, **compliance with current accessibility standards**, and **site usage statistics**. We also carried out informal **User Experience (UX) and User Interface testing** in efforts to remove any possible barriers preventing users from finding the best school and program for their needs.

Findings & Resulting Website Improvements

While the site scored well overall, there were some definite recommended areas for improvement. These were broken up into three categories:

- SEO
- Accessibility & Performance
- UX/UI

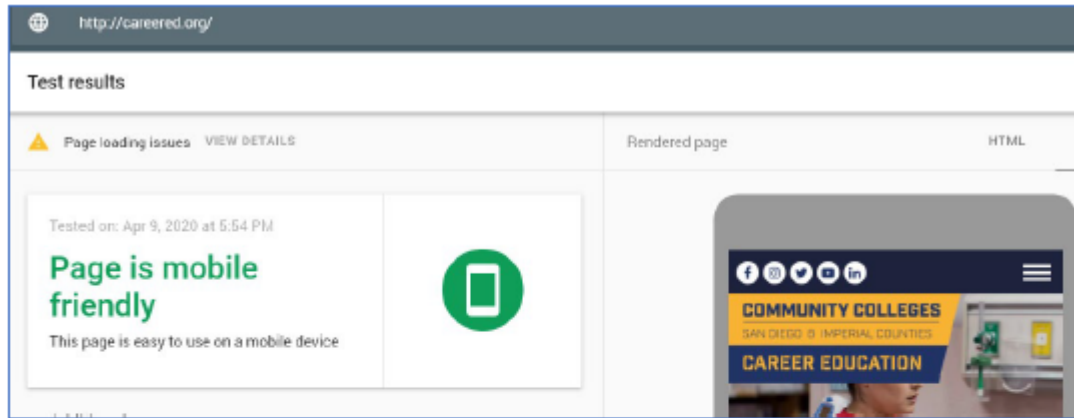
Over the last 3 months we've made the following improvements...

SEO

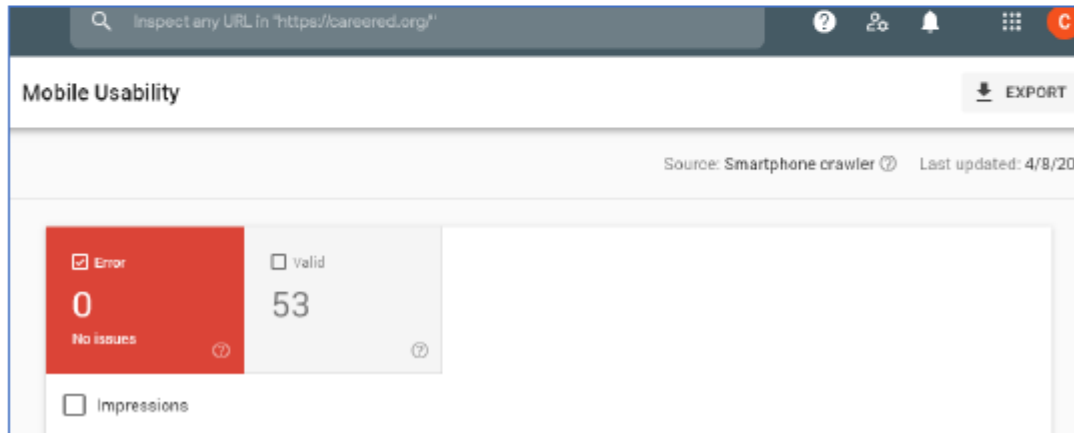


- Ensured all pages contain appropriate meta description text
- Added descriptive alt text to all images
- Identified and fixed any broken external website links

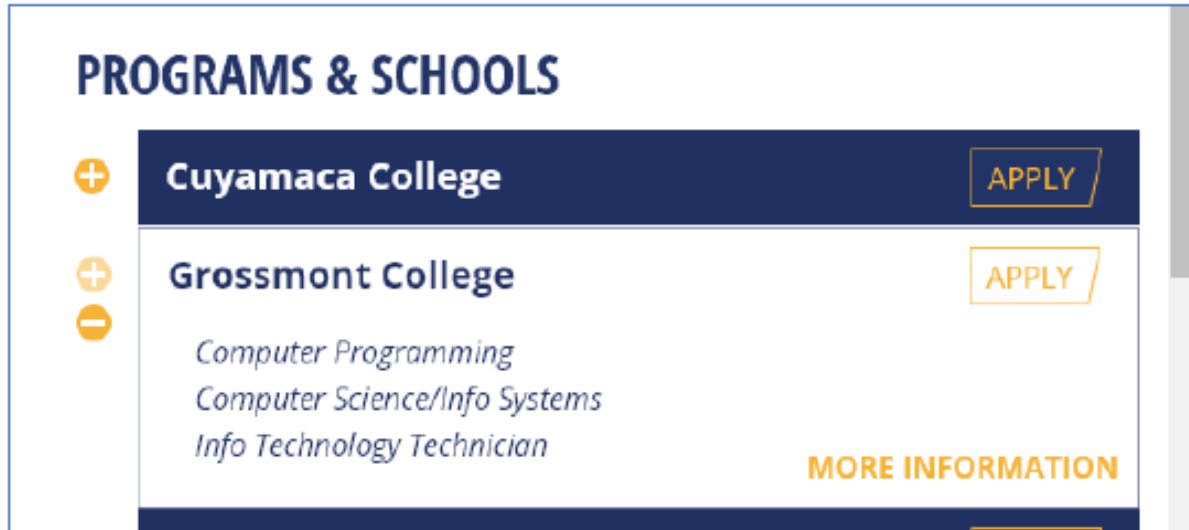
Accessibility & Performance



- Reworked all text and background color combinations to fall within WCAG 2.0 accessibility guidelines standards
- Ensured all images contain alt text for screen readers
- Enabled CDN and site-level caching to improve page loading speed



UX/UI



- Improved ability to render the correct subject of hero images on mobile views
- Greatly improved the functionality of the program finder's search feature
- Made the Careers that are Hiring buttons more obvious on the home page
- Made the program finder more descriptive in the main navigation
- Added displayed titles to all sector page career videos to improve appeal.
- Made the expanding information boxes much easier to open and close

PR Pitching

Process & How to Support

Communications Goals.

All communications activity is focused on regional efforts to:

1. Increase awareness of career education as an affordable, attainable path to a rewarding, in-demand career
2. Elevate traditional understanding of career education to include the wide range of programs that require more education than high school but less than four-year college
3. Support enrollment at each campus across the region
4. Showcase SDICCC leadership, impact and success in educating the workforce; assisting students in finding great careers and meeting employer hiring needs

Regional Pitching Process.

1. Support Regional News Events and Milestones

- January Impact Reporting
- Fall and Spring Enrollment
- Partnerships, Awards
- Advancing San Diego Preferred Providers
- Career Education Month

2. Supplement with Unique, Regional Content

- New Year New You

3. Shift Focus as Necessary Based on Needs

- COVID response – shift to online classes, COVID heroes pitching

4. Pandemic Resilient Workforce Program

- Identified Opportunity to Help Displaced Workers (and increase enrollment)
- Outreach will include COE report, microsite, infographic, traditional media outreach and potentially an industry-focused thought leadership component

PIO Input Needed.

Every story we pitch requires input from you – our eyes and ears on campus:

1. **Information** – new programs, enrollment capacity and data; graduation figures; on-campus trends/events.
2. **Students** – student stories bring the news to life; need 5-7 student references for each story in order to get interviews done on reporter deadlines
3. **Staff** – referrals to department heads, professors, counseling team to secure student stories or add further depth to interview opportunities

Our outreach is most successful when we are the first to provide, new/complete information that includes the entire region.

- We understand your top priority is your campus
- We ask that you:
 - Continue sharing your best, earned media placements – they can't be repitched but could be ideal for end-of-year impact reporting or social extensions
 - Provide new, unpitched student references for regional campaigns
 - Collaborate and communicate on regional release timing to maximize efficiency of releases

Workforce Resilience

The Pandemic Has Changed Everything: Our region's students, employers, and workers need a pathway to recovery.

Regional education and workforce leaders must work quickly together to respond to the shifting needs of our workforce

While some employers struggle to find enough workers others are being forced to furlough or layoff their best

Displaced workers need help identifying the fastest, most cost-efficient path to re-employment.

High school seniors need a safe place to continue moving their careers forward.

SDICCC is Uniquely Positioned to Lead

- The most cost-effective educational choice for online education beginning with the Spring 2021 semester
- More than 200 career education programs – many in fields expected to grow as the economy recovers from the pandemic.
- A wide range of approximately 2-year programs leading to well-paid careers.
- Hope to the region's displaced workers.

Pandemic-Resilient Jobs Outreach Program.

Partnered with the COE to research the top pandemic resilient middle-skills jobs

Worked with campuses to identify priority post-COVID Career Pathways

Creating a microsite, infographic and outreach materials to educate and uplift the region's students and workers.

Map Top Ten Post-COVID Career Paths.

Make it easy for job seekers to choose a direction and find a program by **defining the new job market and showcasing your unique range of programs** meeting the need for long-term stable employment.

Build shared online resources to direct displaced employees to priority programs.

Create a CE microsite focusing on the research, outlining the opportunities and directing to shared resources. Create an ongoing calendar of digital outreach and posts.

Distribute Research with Press Release, Infographic.

Distribute research results and point media to new resources online including an **infographic** that showcases economic changes and opportunities, comparing educational costs for online educational experiences, etc. Include local employers and influencers to increase reach and build relationships.

Continue to Update the Region and Media on Success.

An ongoing program would work with each campus to **create a unique set of case studies for the microsite, Impact Report and media outreach.**

Ways We Can Help You

Addressing Survey Feedback.

Our goal is to add value.

Our goal at a regional level is **support the campuses**, help fill the enrollment funnel, and drive engagement across the region.

Our reporting has developed a focus on referrals and google analytics as the tangible **metrics of success** and directional indicators of enrollment, but we are open to hearing from you as to other data points that might be useful.

We also want regional activity to **assist PIOs** and make your jobs easier.

How can we improve the monthly marketing committee reports?

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.

Learn More, Earn More. | [CareerEd.org](https://www.careered.org)

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

What's Next

Here's what to expect going into the end of the year.

- **Workforce Resilience full program roll out**
- **A cumulative report looking back at three years of partnership and marketing program development**
- **Updated Career Education Guide**
- **Support for the Preferred Provider program**
- **Spring Enrollment paid media & PR push**
- **Development of the 2020 Impact Report**
- **Priority sector one-sheets**

Questions?

Thank you!

The logo icon consists of a vertical line that is part of the letter 'i' in the word 'Civilian'. At the top of this line is a square containing a white shape that resembles a stylized flag or a sail, with a curved edge on the right side.

CivilianTM