<u>Strong Workforce Regional CE Marketing Update – October 2020</u>

MARKETING CAMPAIGN OVERVIEW

Communications/PR

September Accomplishments:

- Continued development of Workforce Resilience program in collaboration with Centers of Excellence

Looking Ahead:

- Scheduled pitching
  - Workforce Resilience campaign focusing on pandemic resilient jobs development and outreach
- Annual Impact Report development
- Preferred Provider program development

Paid Media – Performance insights for this update cover the month of September, during which only Paid Search was live. The next paid media push launches on November 1st to promote Spring Enrollment.

All acronyms are defined on the glossary page of the report

Paid Search:
- The brand campaign drove 1,501 clicks for the campaign in September, garnering a 4.61% CTR
- Top performing sectors in terms of driving clicks from the Paid Search campaign include:
  - Health (588 clicks)
  - Energy, Construction & Utilities (213 clicks)
  - Advanced Manufacturing (183 clicks)
- Top performing keywords driving clicks include:
  1. San Diego community colleges (111 clicks)
  2. San Diego college (95 clicks)
  3. Nursing rn (92 clicks)
  4. College courses (83 clicks)
  5. College nurses free classes (81 clicks)

Organic Social – September

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- **Facebook**
  - 18 Posts, +8 Net Page Likes (1,128 Total), 1,079 Total Engagements
  - Most engaging (non-boosted) post was sharing the CareerEd.org ICT & Digital Media Career sector page.
  - The six boosted posts in September accounted for over 585 engagements and 20 shares (*note: this is a combination of the Fall Enrollment program boosted posts and our standard boosted posts. Some of the enrollment driving posts ran in August as well.*)
  - Top boosted post was Palomar's Drafting Technology program with 168 likes and 6 shares.
- **Twitter**
  - 20 Tweets, +6 Net Followers (183 Total), 120 Engagements
  - Most engaging tweet was regarding SDCE's Automotive Technology program.
- **Instagram**
  - 3 Posts, +3 Net Followers (477 Total), 20 Engagements
  - Most engaging post was the quote from Lynn Neault about education in this time of uncertainty.
- **LinkedIn**
  - 15 Posts, +2 Net Followers (400 Total), 68 Engagements
  - Most engaging post was about MiraCosta's cybersecurity program on the Coast News Group website.

Forward Looking:

- 11/6: SD Mesa alumna, Rose Servida
- 11/10: MiraCosta pandemic adaptation story
- 11/16: Cuyamaca Center for Water Studies
- 11/20: SD City blog post regarding online resources for students
- 11/24: MiraCosta student, Britnee Sapp quote
- 11/26: SD Miramar recognized as "School on the Rise"

Organic social for November will also feature one boosted post per college supporting the identified programs that are in need of enrollment support.

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: September 2020

Performance Note: with paid media largely dark until November, a drop in performance was expected month on month. Outbound referrals dropped significantly less than other metrics, which is a great sign that students are still engaged.

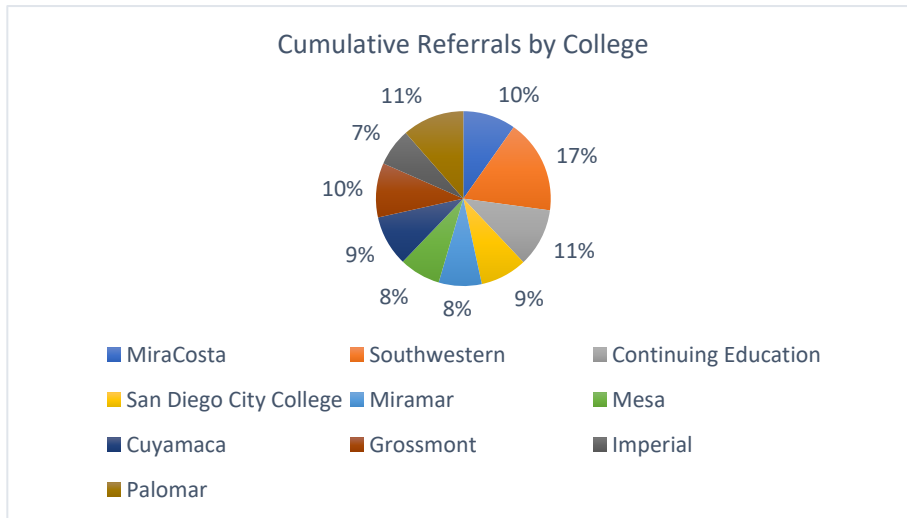**CareerEd.org** (figures shown are month on month)

- 4,481 Sessions (-82.4%)
- 2:24m Ave Session Duration (+136.5%)
- 8,925 Pageviews (-77.6%)
- 3,622 Users (-83.3%)
- 3,476 New Users (-83.5%)
- 56.06% Bounce Rate (-20.9%)
- 2,043 College Referrals (-13.0%)

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 (campaign to date)

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 24,813
- Referral totals by college through September 2020

MiraCosta	**2,426**
Southwestern	**4,310**
Continuing Education	**2,681**
San Diego City College	**2,147**
Miramar	**1,974**
Mesa	**1,888**
Cuyamaca	**2,324**
Grossmont	**2,496**
Imperial	**1,724**
Palomar	**2,843**

Cumulative Referrals by College

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

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Monthly Referral & Google Analytics Snapshot (From Oct 2019 to current date)

Sept 2020

College	This Month's CareerEd.org Outbound Referrals	Individual College GA Application Data*	Cumulative GA Applications to Date (Oct 2019 – Current)
Miracosta	380	*	141
Southwestern	456	27	282
San Diego Continuing Education	208	17	103
San Diego City College	146	15	101
San Diego Miramar	104	4	102
San Diego Mesa	153	13	135
Cuyamaca	159	16	49
Grossmont	173	6	38
Imperial	90	3	58
Palomar	163	16	131

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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