

Strong Workforce Regional CE Marketing Update – November 2020

MARKETING CAMPAIGN OVERVIEW

Communications/PR

October Accomplishments:

- Continued development of Back 2 Work program in collaboration with Centers of Excellence
 - Finalized data points, created infographic detail
 - Drafted press release and op-ed
- Cause Conference webinar: Created presentation and worked with Danene to support speaking opportunity/thought leadership event

Looking Ahead:

- Scheduled pitching
 - Back 2 Work 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 October, during which only Paid Search was live. The next paid media push launched on November 1st to promote Spring Enrollment.

All acronyms are defined on the glossary page of the report

Paid Search:

- The brand campaign drove 1,369 clicks for the campaign in October, garnering a 4.50% CTR
- Top performing sectors in terms of driving clicks from the Paid Search campaign include:
 - Health (600 clicks)
 - Energy, Construction & Utilities (201 clicks)
 - Advanced Manufacturing (150 clicks)
- Top performing keywords driving clicks include:
 1. San Diego college (295 clicks)
 2. Nursing rn (90 clicks)
 3. Free classes (90 clicks)

Organic Social – October

- **Facebook**
 - 13 Posts, +4 Net Page Likes (1,138 Total), 405 Total Engagements
 - Most engaging (non-boosted) post was sharing the CBS 8 SD News video on local community colleges during the pandemic featuring Miramar College
 - The four boosted posts in September accounted for over 393 engagements and 7 shares
 - Top boosted post was Kyla, graduate from SDCE's Professional Bakeshop with 111 likes and 3 shares
- **Twitter**
 - 14 Tweets, +4 Net Followers (187 Total), 66 Engagements
 - Most engaging tweet was Spring semester "Apply Now" tweet
- **Instagram**
 - 3 Posts, +8 Net Followers (485 Total), 32 Engagements
 - Most engaging post was the story on Chong Mi at SDCE
- **LinkedIn**
 - 14 Posts, +4 Net Followers (404 Total), 56 Engagements
 - Most engaging post was about the new virtual reality at community colleges

Forward Looking:

- 12/3: Palomar space engineering alum Yuri Rodea story
- 12/7: SDCE's President, Carlos Cortez, interview
- 12/11: SD Mesa's California Law partnership
- 12/21: Southwestern's Cassandra Morales and the Dreamer Center feature
- 12/31: MiraCosta's new Career Coach web tool

Organic social for November will also feature one boosted post per college supporting the identified programs that are in need of enrollment support. A report will be provided separately for this activity.

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: October 2020

Performance Note: with paid media largely dark until November, a drop in performance was expected month on month. Metrics are expected to substantially increase in performance in November & December.

CareerEd.org (figures shown are month on month)

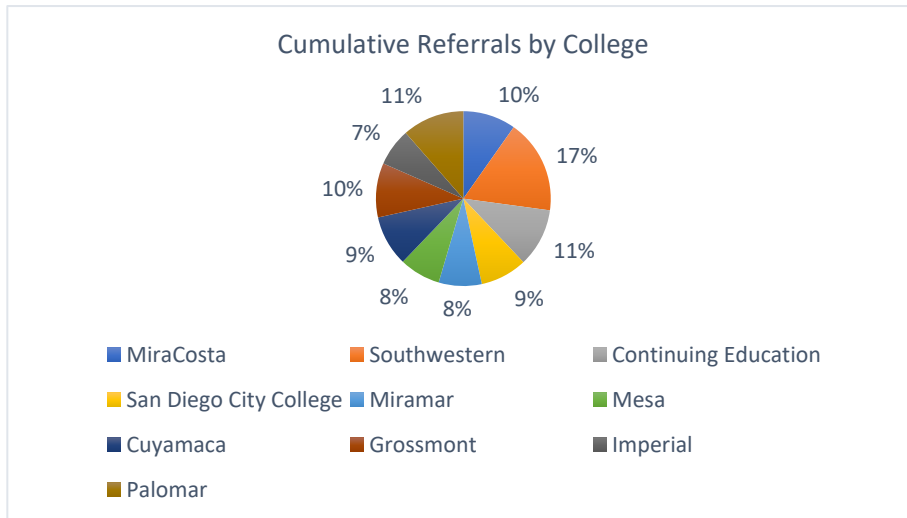
- 4,215 Sessions (-5.9%)
- 1:40m Ave Session Duration (-30.3%)
- 7,634 Pageviews (-14.5%)
- 3,371 Users (-6.9%)
- 3,240 New Users (-6.79%)
- 58.3% Bounce Rate (+4.1%)
- 1,110 College Referrals (-45.7%)

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 (site launch through October 2020)

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 25,913
- Referral totals by college through October 2020

MiraCosta	2,516
Southwestern	4,492
Continuing Education	2,809
San Diego City College	2,249
Miramar	2,045
Mesa	2,003
Cuyamaca	2,435
Grossmont	2,635
Imperial	1,781
Palomar	2,948



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

Oct 2020

<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	90	*	141
Southwestern	182	27	309
San Diego Continuing Education	128	14	117
San Diego City College	102	3	104
San Diego Miramar	71	**	102
San Diego Mesa	115	7	142
Cuyamaca	111	36	85
Grossmont	139	9	47
Imperial	57	2	60
Palomar	105	8	139

**New website has been updated for tracking and is now receiving data as of Nov*

***Current report not yet received*

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.

Noncredit Referral Snapshot (From Oct 2019 to current date)**Oct 2020**

<u>College</u>	<u>This Month's CareerEd.org Outbound Referrals</u>	<u>Cumulative Outbound Referrals</u>
Miracosta	3	216
Southwestern	8	200
San Diego Continuing Education	47	671
Palomar	12	208

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