Marketing Committee Meeting

Q4 – November 2020

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Agenda.

- KPIs & Y4 Success Metrics

- Post Stakeholder Meeting Survey Results

- Media Preferences Survey

- Y4 Planning

- #Back2Work Update

- Impact Report Update

# KPIs & Y4 Success Metrics

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Historic Measurement & Metrics

Measurement Deliverable	KPI	Measurement Methodology
Creative Validation	Focus group creative validation	Focus group facilitation
Brand Benchmarking	Baseline awareness & perception data	Quantitative & Qualitative surveys
Social Sentiment	Positive social sentiment	Social listening tech
Enrollment Performance	Enrollment	Launchboard
Paid Media Performance	Outbound referrals & GA applications	Digital media tracking & Google Analytics

Translating from Region to Marketing to Media

REGIONAL GOALS

CAMPAIGN OBJECTIVES

MEDIA OBJECTIVES

Regional goals cover the overall business objectives and the business reasons behind multiple decisions, including but not limited to the need for marketing.
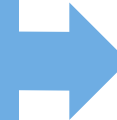
For SDICCCA: Driving an increase in enrollment across the region
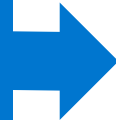
Campaign objectives take the regional goals and translate them specifically to marketing specific objectives such as an increase in awareness or an increase in conversions.

For SDICCCA: Drive an increase in applications

Media objectives translate the campaign objectives into tangible, measurable metrics, that marketing can directly impact.

For SDICCCA:
- Outbound referrals
- A continued increase in campaign efficiency driving applications as tracked by GA
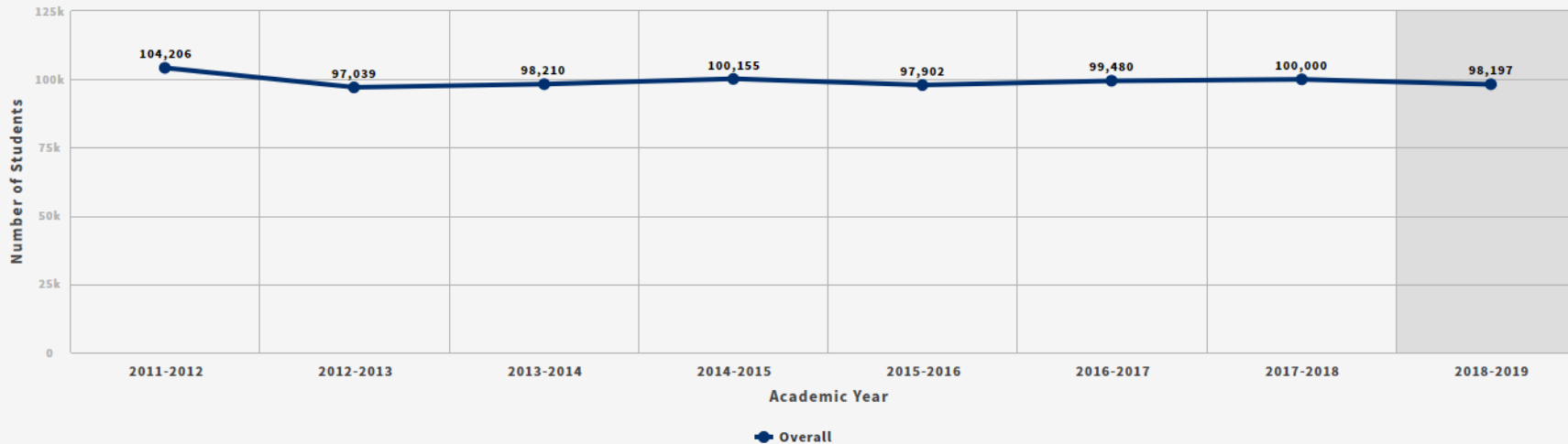
Strong Workforce Metrics

Strong Workforce Program Students

All students enrolled in the selected year who took at least 0.5 units in any single credit course or who had at least 12 positive attendance hours in any noncredit course(s) excluding Special Admit students on a TOP code that is assigned to a vocational industry sector

Other tracked metrics include:

- SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year

- Students Who Attained a Noncredit Workforce Milestone in a Single Year

- SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status

- SWP Students Who Transferred to a Four-Year Postsecondary Institution

- SWP Students with a Job Closely Related to Their Field of Study

- Median Annual Earnings for SWP Exiting Students

- Median Change in Earnings for SWP Exiting Students

- SWP Exiting Students Who Attained the Living Wage

Y4 Metric Brainstorm

Potential Metrics beyond Outbound Referrals and GA Applications
- Pop-up survey on Careered.org
- Traffic to Careered.org
- Email lead capture

Discussion Point: What metrics can the region report on that would be most valuable to your campus and the continued success of marketing programs?

Stakeholder Meeting

Post-meeting Survey Results

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Survey results were limited

What programs / opportunities can the regional marketing campaign support at your college in 2021?

- Show how region is providing unique instructional delivery & support. Items like take home equipment/kits, online tutoring, industry speaker series/events, internships and career counseling
- The breadth of CTE
- Specific programs that need enrollment support
- Programs targeting incumbent or underemployed workers

What are your primary success metrics for enrollment campaigns?

- Year-on-Year increases
- Units earned
- Increase in number of students enrolled in the first course sequence of CTE programs
- Email CTR
- Website visits

What do you view as the primary success metric for regional enrollment campaigns in relation to your specific college?

- Overall increase in CTE programs across the region
- Positive enrollment gains/trend
- Referrals

If the regional marketing campaign accomplishes just one thing next year, what would it be?

- Market the holistic packaging of programs/services to get students to completion & employment
- Keep enrollment steady
- Present collective voice
- Pivot to a back to work message

What is the one thing you wish students knew or understood more about the opportunities available at your college?

- Full course load means a faster path to completion and workforce
- CTE is one of the best opportunities available at community college
- That the programs offered are high quality and affordable vs for-profit technical colleges
- Availability of online offerings

Media Preferences Survey

Discussion point.

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Y4 Planning

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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.

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

Known Projects

Year 4 Known Projects

- Fall & Spring Enrollment Media Campaigns
- Back2Work SD/IV
- Employer/Industry Engagement
- Preferred Provider
- 2021 Impact Report
- Organic Social Promotion
- Monthly Marketing Committee Collaboration
- Continuous Improvement Activities
- Regional Work Group Support
- Ongoing PR

Timeline for Planning

11/19	11/30	12/10	12/18
Marketing Committee Meeting	Planning Session	Y4 SOW Finalized	Y4 SOW Locked
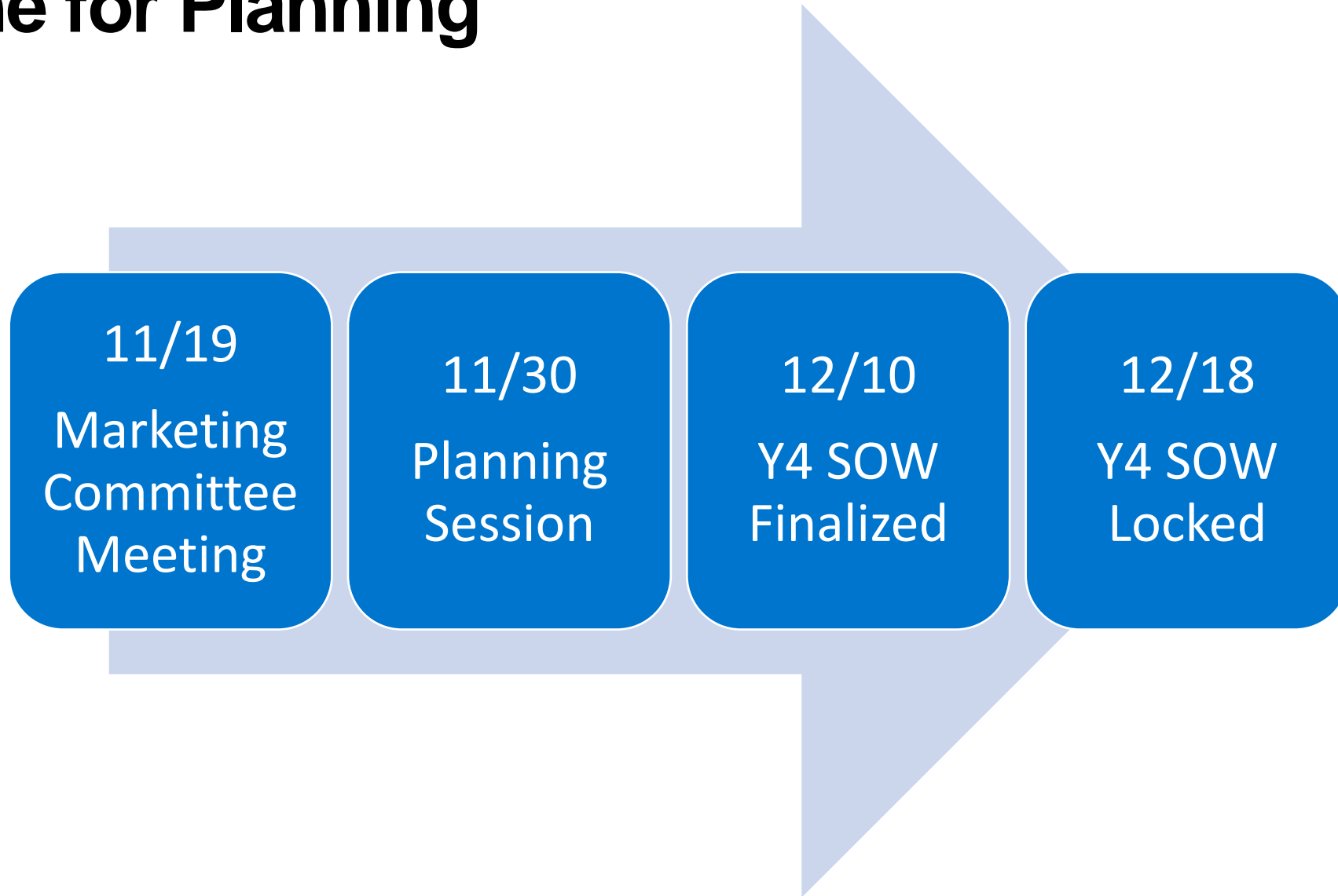
Your Priorities

Discussion Point: What programs, offerings, or initiatives would you like to see supported at the regional level?

What past programs would you like to see revisited or updated?

Are there any good questions we're not asking?

#Back2Work Update

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Campaign Update.

Paid Media Support:

- Email Marketing, Paid Social, Native Display: 11/25/20 – 1/31/21

- Direct Mail: w/c 1/4/20

PR Pitching: Outreach materials solidified, looking to launch pitching & outreach on 11/30/20

Microsite: Progressing as planned – sending for review ~11/20, would like to include verbiage around technology support available to students

Creative:

- Infographic: Complete

- Native & Social: Complete

- Email: Complete

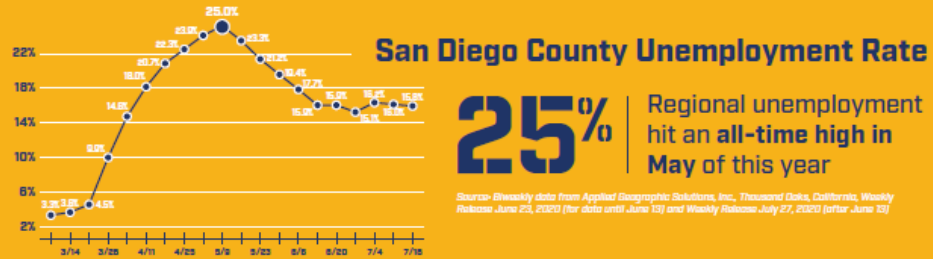- Direct Mail: 12/7 for review by Marketing Committee

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Infographic.

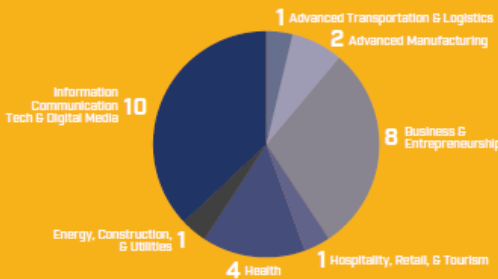San Diego and Imperial Counties Community Colleges

WE CAN HELP YOU TRAIN FOR PANDEMIC-RESILIENT CAREERS

New research reveals the most high-demand, high-wage jobs in the region; laid-off or displaced workers can **retrain or upgrade job skills in as little as two years for just $46 per credit.**

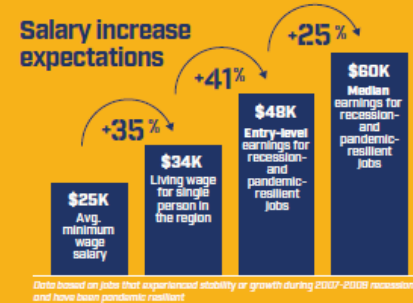### UNEMPLOYMENT SKYROCKETED DURING THE PANDEMIC

San Diego County Unemployment Rate

25% Regional unemployment hit an **all-time high in May** of this year

Source: Biweekly data from Applied Geographic Solutions, Inc., Thousand Oaks, California, Weekly Release June 23, 2020 (for data until June 13) and Weekly Release July 27, 2020 (after June 13)

27 PANDEMIC-RESILIENT CAREERS ACROSS 7 JOB SECTORS

1 Advanced Transportation & Logistics
2 Advanced Manufacturing
8 Business & Entrepreneurship
1 Hospitality, Retail, & Tourism
4 Health
1 Energy, Construction, & Utilities
10 Information Communication Tech & Digital Media

THRIVING JOBS AND SALARY GROWTH
Career Education provides training for displaced or minimum wage workers.

Salary increase expectations

$25K Avg. minimum wage salary
+35% → $34K Living wage for single person in the region
+41% → $48K Entry-level earnings for recession- and pandemic-resilient jobs
+25% → $60K Median earnings for recession- and pandemic-resilient jobs

Data based on jobs that experienced stability or growth during 2007-2009 recession and have been pandemic resilient

PANDEMIC-RESILIENT TRAINING PROGRAMS ENROLLING NOW

Accounting Specialist
Computer Systems Analyst
Computer Support Specialist
Cybersecurity Specialist

Food Service Manager
Medical Assistant
Construction Manager
Computer Game Designer

Network Administrator
Software Application Developer
Property, Real Estate, and Community Association Manager

Retail Sales Manager
Office Manager
Web Developer
Database Administrator

COMMUNITY COLLEGES
SAN DIEGO & IMPERIAL COUNTIES
CAREER EDUCATION

For information on Pandemic-Resilient Careers and Career Education opportunities near you, please visit careered.org/back-2-work.

CareerEd.org

All information based on San Diego-Imperial Center of Excellence for Labor Market Research Oct. 2020

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Impact Report Update

Impact Report Status Update.

The 2020 impact report will focus on the impact of Strong Workforce funding in the region at multiple levels. The goal is to include 2x Regional highlights, 6x Local highlights, and 6x K-12 highlights. Content is being drafted now…

Following up on:

- K-12 Content (need two more)

- Campus Story from Imperial Valley

Drafting:

- View from Chancellor

- Regional Project: Back2Work

Finalizing:

- Regional Project: Faculty Institute

- Campus Stories

Questions?

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Thank you!

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