



Regional Marketing Evaluation

November 2020
San Diego and Imperial Counties

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Summary and Findings

In August 2020, the Regional Consortium for the San Diego and Imperial Counties Community Colleges distributed a survey to 74 faculty, staff, and administrators who participated in regional marketing activities. This brief summarizes their responses to the survey, including their perceptions regarding the effectiveness of the region's marketing efforts.

- The Regional Consortium received 46 responses from 74 faculty, staff, and administrators across the 10 San Diego and Imperial Counties Community College—a 62% response rate. However, not all 46 respondents answered all questions in the survey.
- While the survey received responses from every institution in the San Diego and Imperial Counties Community Colleges, the following institutions had only 1 to 2 respondents:
 - San Diego City College
 - San Diego Miramar College
 - Southwestern College
 - Grossmont-Cuyamaca Community College District
 - San Diego Community College District
- While some respondents may have been directly involved with regional marketing projects with Civilian, there is no direct relationship between the level of *familiarity* and *involvement*. For example, a majority of respondents (61%) directly worked on *press release articles* with Civilian (the regional marketing consultant), yet only 44% reported being “very familiar” with the project. Similarly, 54% of respondents were “very familiar” with the *creation of sector photo library featuring regional students*; however, only 35% of respondents reported working on that project with Civilian.
- On a scale of 1 to 10 (with 10 being the most important), the average respondent rated the following activities nearly 9 out of 10 points in terms of importance:
 - Marketing programs that train for high-demand, high-wage middle-skill jobs but currently suffer low enrollment rates
 - Raising awareness about high-demand, high-wage middle-skill jobs
- If the Regional Consortium were to prioritize future marketing activities, respondents found the following projects to be the top 3 most effective in promoting Career Education programs as well as high-demand and high-wage, middle-skill jobs:
 - Press release articles
 - Creation of student success videos
 - Creation and maintenance of CareerEd.org

- These 3 projects were also within the top 5 projects that respondents found to be valuable in the regional marketing investment.
- Of all the marketing projects completed, the majority of respondents found the *creation of student success videos* to be the most valuable project from the regional marketing investment.
- Overall, respondents' experience in working with Civilian appears satisfactory:
 - 32% of 31 respondents were "very satisfied" and 48% were "somewhat satisfied" in working with Civilian
 - 39% of 31 respondents found Civilian's work to be "high quality" and 48% found their work to be "medium quality"
 - 35% of 31 respondents found Civilian to be "very responsive" and 55% found them to be "somewhat responsive"
 - 29% of 31 respondents found Civilian to be "very easy" to work with and 48% found them to be "somewhat easy" to work with
 - 32% of 31 respondents found Civilian's creative services to be "very innovative" and 48% found them to be "somewhat innovative"
- When asked, "If the region were to continue funding a marketing campaign, what should we focus on?" 39 respondents ranked the following activities, with #1 being the highest priority that the Regional Consortium should focus on:

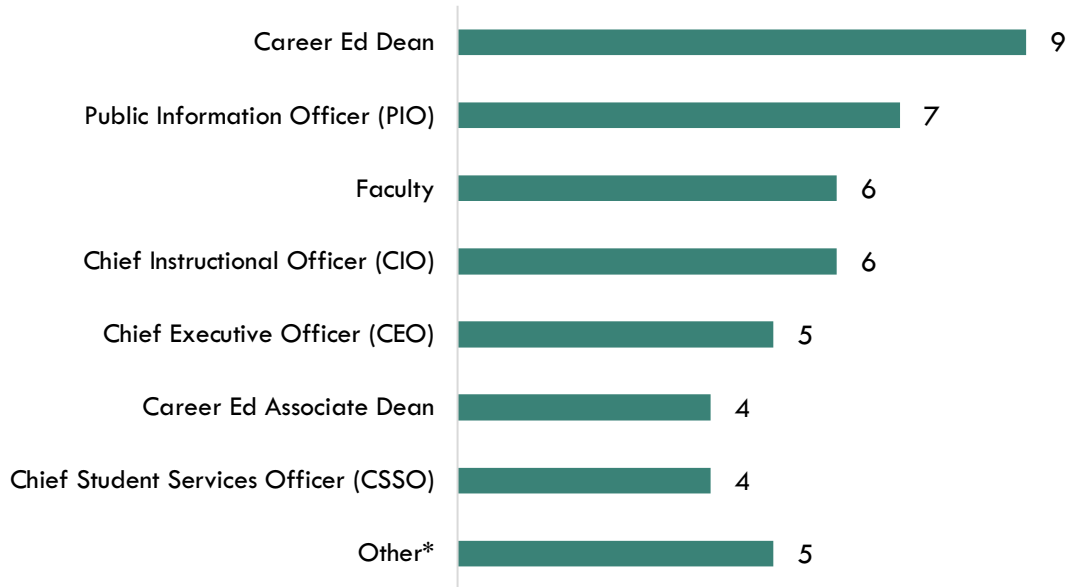
Rank	Focus
#1	Promoting all regional Career Education/CTE programs
#2	Promoting college-specific Career Education/CTE programs
#3	Raising awareness of Career Education/CTE programs
#3	Raising awareness of high-demand, high-wage jobs
#4	Improving public perception of the community colleges
#5	Raising awareness of community colleges in the region
#6	Assisting with colleges' internal marketing to current students
#7	Promoting services generally offered at campuses (e.g., tutoring, career counseling, financial assistance, mental health services)

- In terms of working with Civilian specifically, respondents recommended prioritizing content for social media (58%) and creation of student success videos (45%).

Overview of Respondents

Of the 45 individuals who responded to the survey (i.e., respondents), the majority were administrators such as Career Education Deans, Public Information Officers, etc. (Exhibit 1).

Exhibit 1: “Which description most closely resembles your role in the San Diego and Imperial Counties Community Colleges?” (n=46)



*Other job titles include “Economic and Workforce Development (EWD) Coordinator,” “Regional Chair,” “Regional Consortium Staff,” “Research Analyst,” and “Project Manager.”

Additionally, a majority of the respondents were members of the [Regional Oversight Committee](#) (ROC) and [Regional Marketing Committee](#) (Exhibit 2) and worked on regional projects with *Civilian*, the current marketing consulting firm (Exhibit 3).

Exhibit 2: “Are you a member of the following?” (n=46)

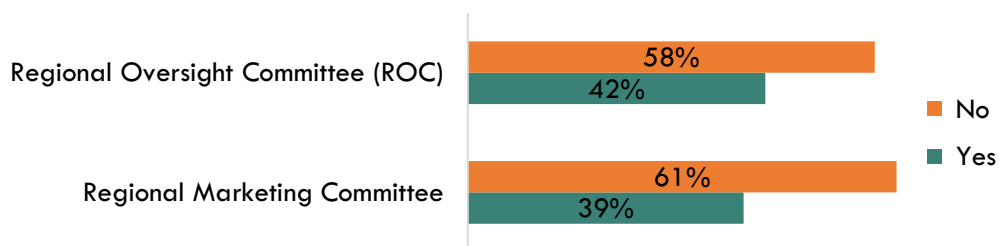
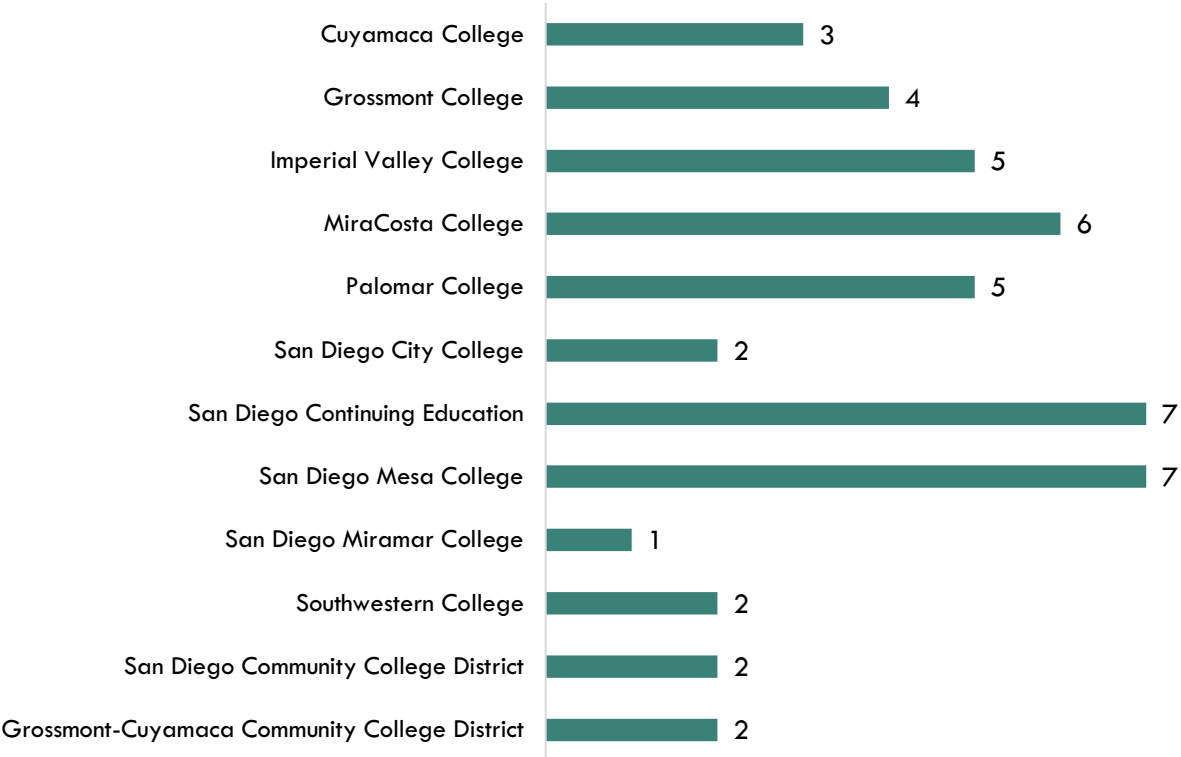


Exhibit 3: “Have you worked on any regional marketing projects with Civilian (the current marketing consulting firm)?” (n=46)



While the survey received responses from every institution in the San Diego and Imperial Counties Community Colleges, the following institutions had only 1 to 2 respondents: San Diego City College, San Diego Miramar College, Southwestern College, Grossmont-Cuyamaca Community College District, and San Diego Community College District (Exhibit 4).

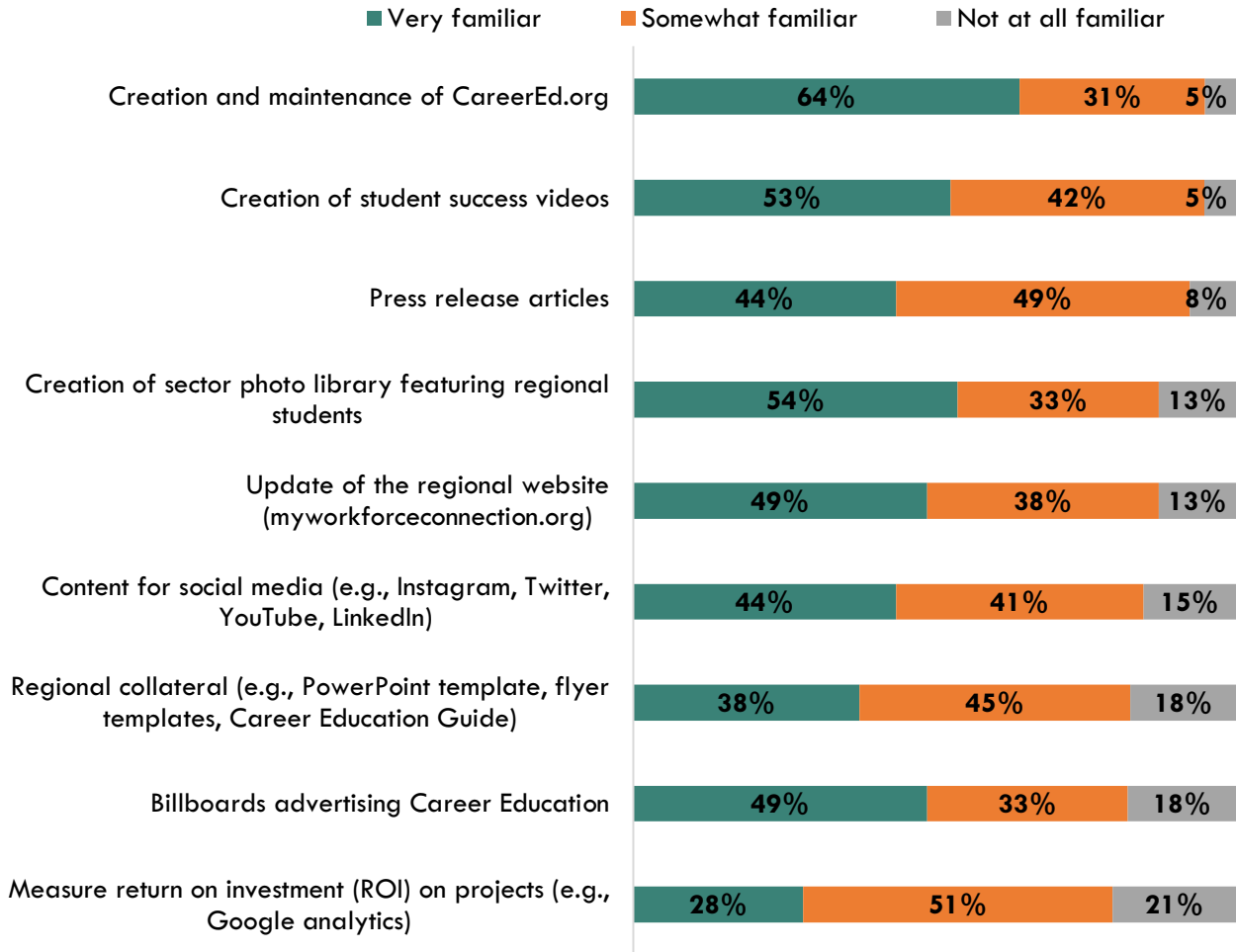
Exhibit 4: “Which institution are you associated with?” (n=46)



Familiarity and Involvement in Regional Marketing Projects

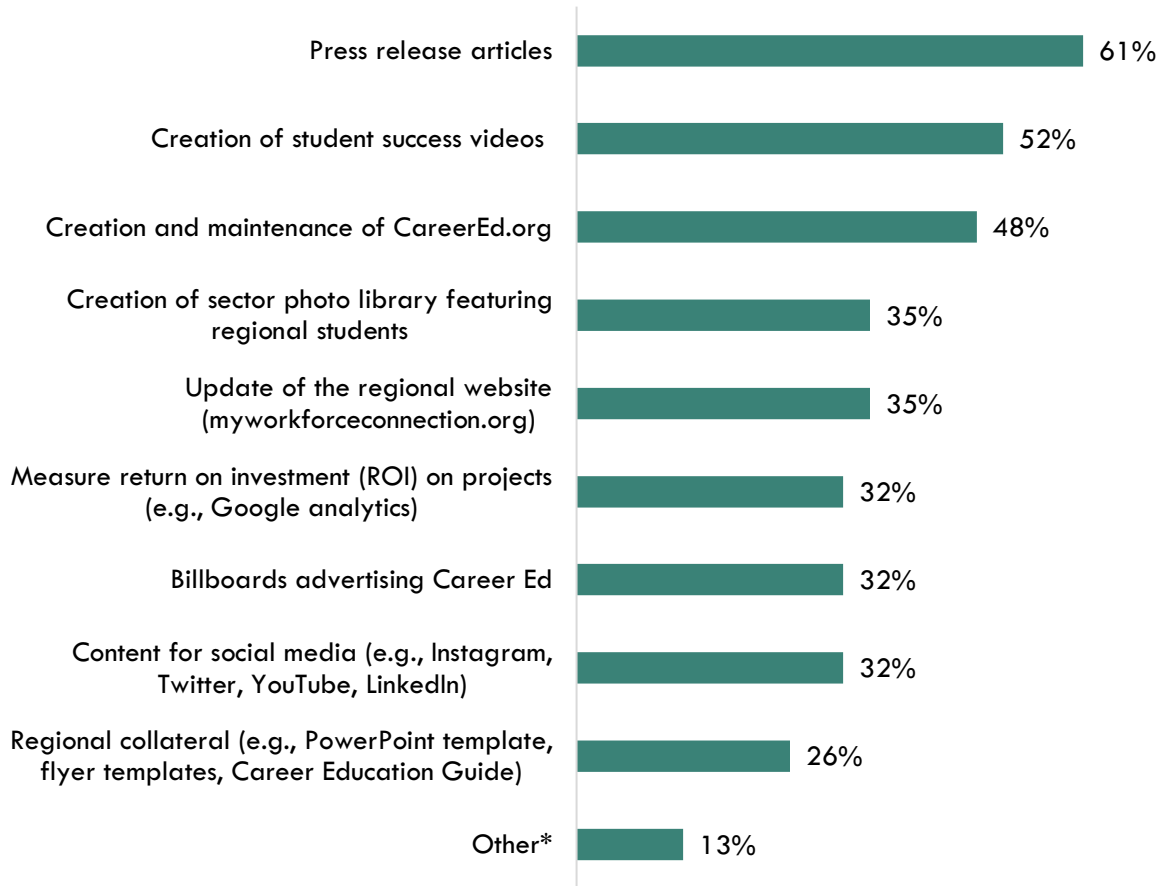
Overall, 79% to 95% of respondents were “very familiar” or “somewhat familiar” with all projects from the regional marketing investment (Exhibit 5). As Exhibit 5 further demonstrates, the majority of respondents, however, were most familiar (i.e., very familiar) with three projects: *Creation and maintenance of CareerEd.org* (64%), *creation of sector photo library featuring regional students* (54%), and *creation of student success videos* (53%).

Exhibit 5: “How familiar are you with the following projects from the regional marketing investment?” (n=40)



Interestingly, while the most percentage of respondents (61%) reported that they worked on *press release articles* with Civilian (Exhibit 6), only 44% of respondents stated that they were “very familiar” with the project (Exhibit 5). Similarly, 54% of respondents were “very familiar” with the *creation of sector photo library featuring regional students* (Exhibit 5); however, only 35% of respondents reported working on that project with Civilian (Exhibit 6).

Exhibit 6: “What marketing project(s) did you work with Civilian on?” (n=31)



Percentages do not add up to 100% because respondents were able to select more than one response.

*Other projects include college-specific website (3 responses) and “strategy, search engine optimization (SEO), web upgrades, general marketing, etc.”

In short, comparing Exhibit 5 and Exhibit 6 suggests that no direct relationship exists between *familiarity* and *involvement* in marketing projects with Civilian, with the exception of the *creation of student success videos*: In Exhibit 5, 53% of respondents were very familiar with the project and in Exhibit 6, 52% of respondents worked with Civilian on the project (Exhibit 7).

Exhibit 7: Comparison of Respondents (%) Between Exhibit 5 & Exhibit 6

Project	% Respondents Very Familiar with Project (Exhibit 5)	% Respondents Who Worked with Civilian on Project (Exhibit 6)
Creation and maintenance of CareerEd.org	64%	48%
Creation of sector photo library featuring regional students	54%	35%
Creation of student success videos	53%	52%
Billboards advertising Career Education	49%	32%
Update of the regional website (myworkforceconnection.org)	49%	35%
Content for social media (e.g., Instagram, Twitter, YouTube, LinkedIn)	44%	32%
Press release articles	44%	61%
Regional collateral (e.g., PowerPoint template, flyer templates, Career Education Guide)	38%	26%
Measure return on investment (ROI) on projects (e.g., Google analytics)	28%	32%

Importance and Effectiveness of Regional Marketing Projects

On a scale of 1 to 10 (with 10 being the most important), the average respondent rated the following activities nearly 9 out of 10 points in terms of importance: *Marketing programs that train for high-demand, high-wage middle-skill jobs but currently suffer low enrollment rates* (Exhibit 8) and *raising awareness about high-demand, high-wage middle-skill jobs* (Exhibit 9).

Exhibit 8: “On a scale of 1 to 10 (with 10 being very important), how important is it that we market programs that train for high-demand, high-wage middle-skill jobs, but currently suffer low enrollment rates?” (n=38, mean = 8.61)

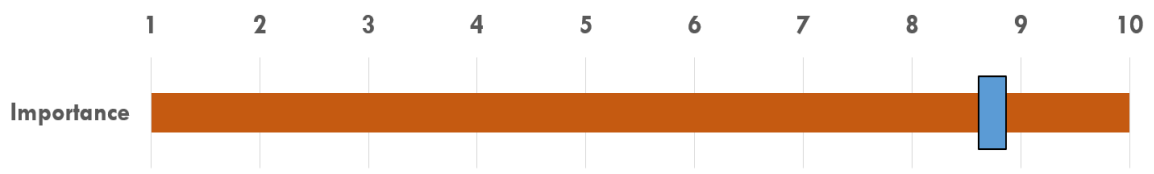
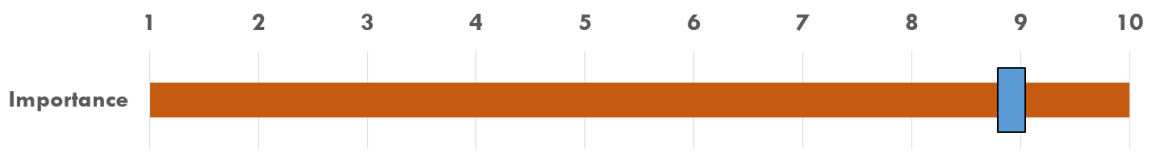


Exhibit 9: “On a scale of 1 to 10 (with 10 being very important), how important is it that we continue to market (i.e., raise awareness about) high-demand, high-wage middle-skill jobs?” (n= 38, mean= 8.79)

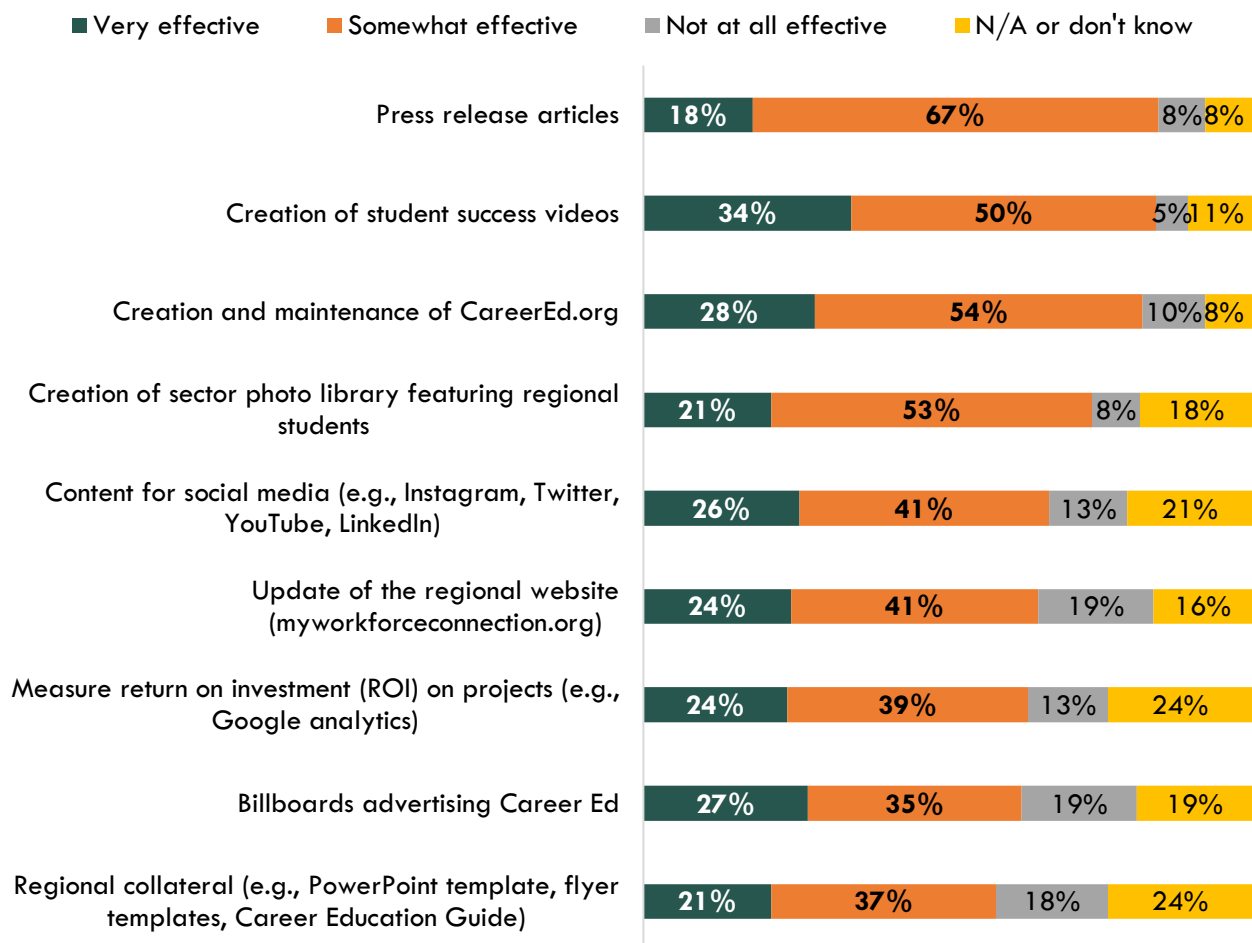


If the Regional Consortium were to prioritize future marketing activities, respondents found the following projects to be the top 3 most effective in promoting Career Education programs as well as high-demand and high-wage, middle-skill jobs (Exhibits 10 through 12):

- Press release articles
- Creation of student success videos
- Creation and maintenance of CareerEd.org

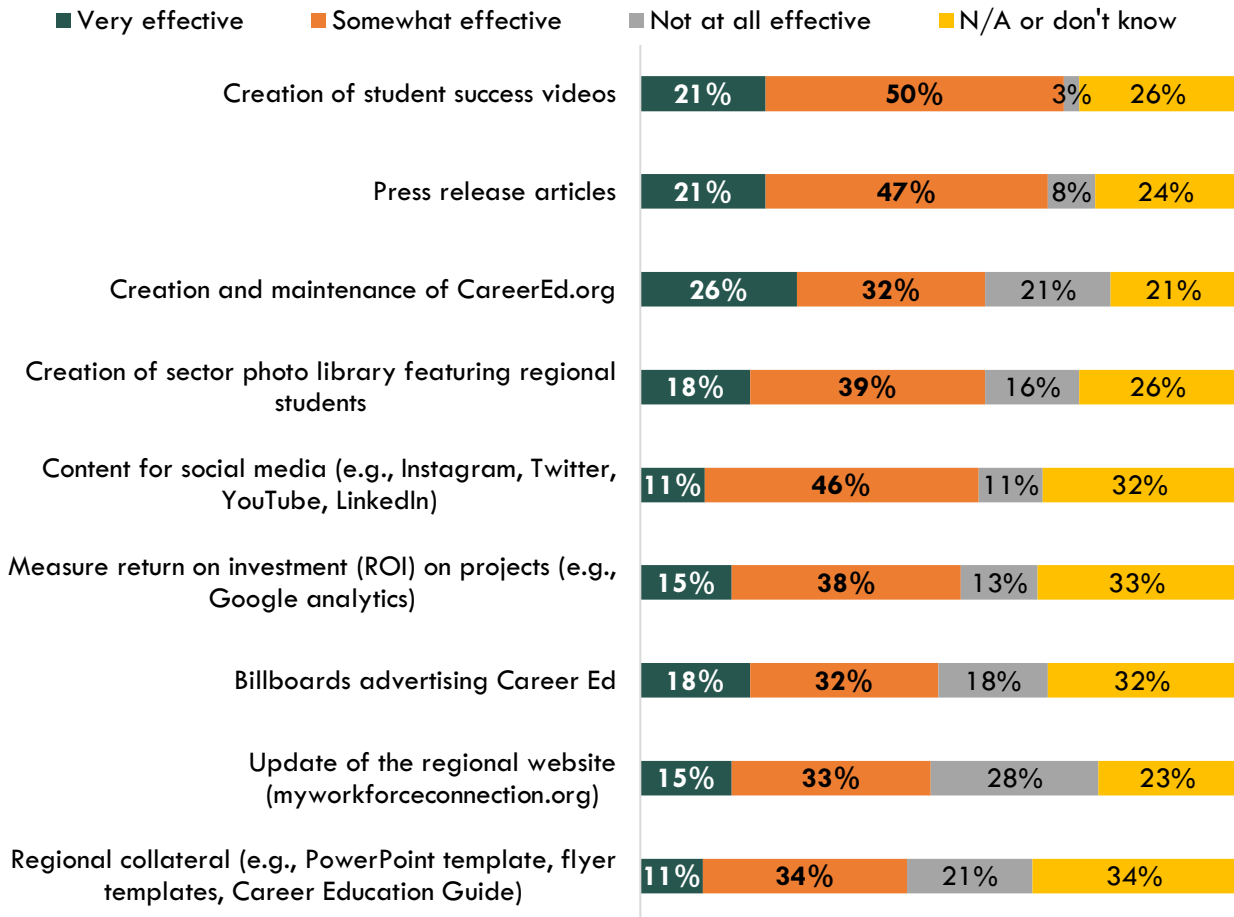
Out of 39 respondents, 85% found *press release articles* to be “very effective” or “somewhat effective,” 84% found the *creation of student success videos* to be “very effective” or “somewhat effective,” and 82% found the *creation and maintenance of CareerEd.org* to be “very effective” or “somewhat effective” (Exhibit 10).

Exhibit 10: “In your opinion, how effective were the following marketing activities in raising the public’s awareness about Career Education (CE) programs across the region’s community colleges?”
(n=39)



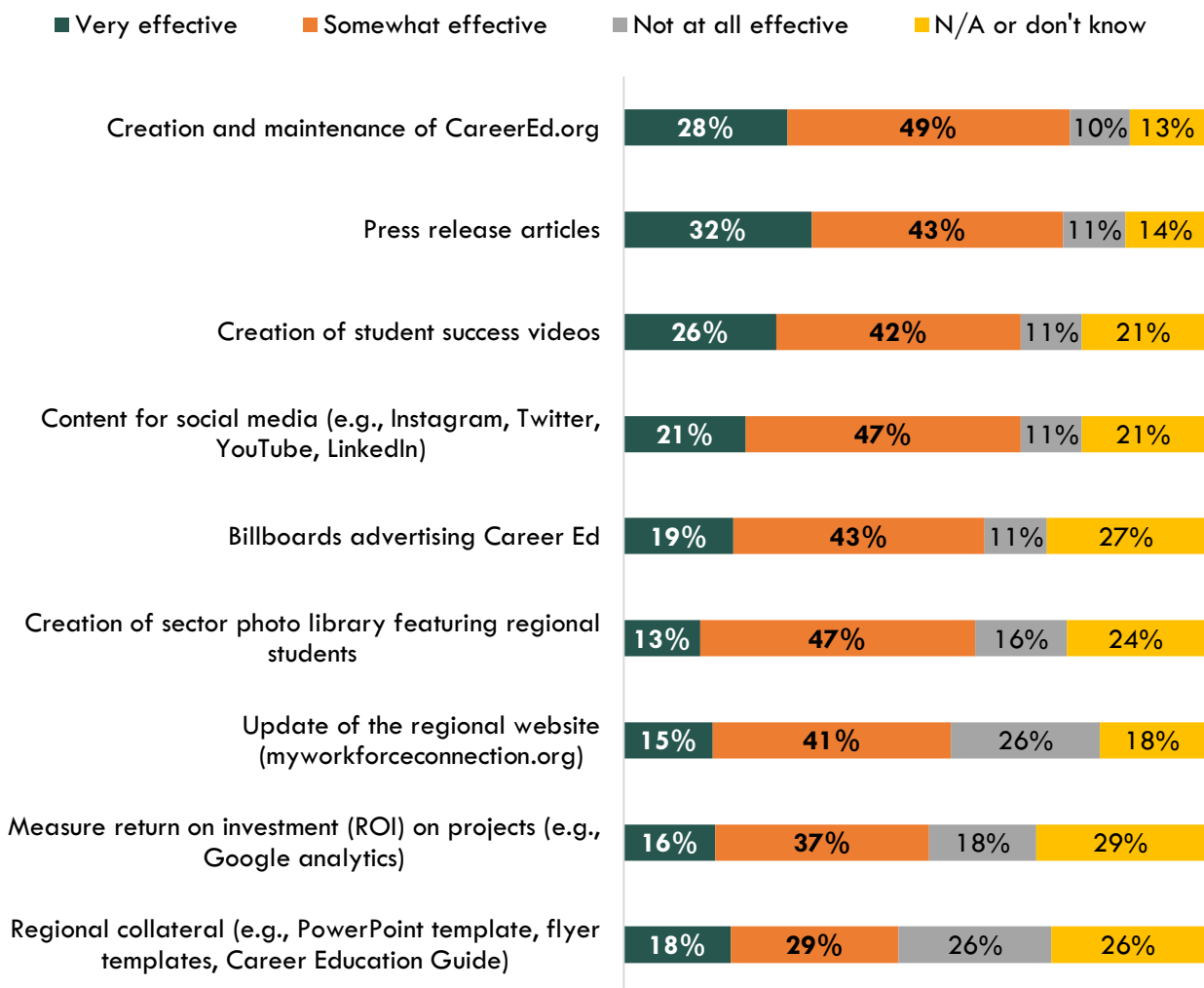
Out of 39 respondents, 71% found the *creation of student success videos* to be “very effective” or “somewhat effective,” 68% found *press release articles* to be “very effective” or “somewhat effective,” and 58% found the *creation and maintenance of CareerEd.org* to be “very effective” or “somewhat effective” (Exhibit 11).

Exhibit 11: “In your opinion, how effective were the following marketing activities in raising the public’s awareness about Career Education (CE) programs offered at your college?” (n=39)



Out of 39 respondents, 77% found the *creation and maintenance of CareerEd.org* to be “very effective” or “somewhat effective,” 75% found *press release articles* to be “very effective” or “somewhat effective,” and 68% found the *creation of student success videos* to be “very effective” or “somewhat effective” (Exhibit 12).

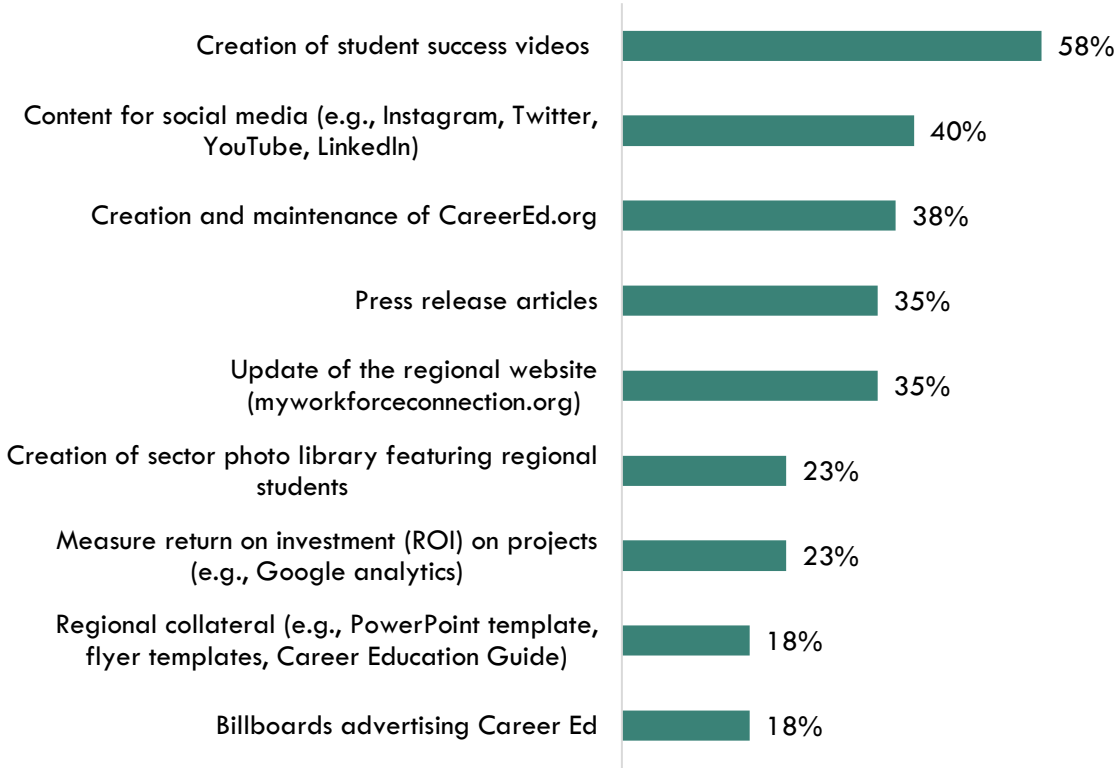
Exhibit 12: “In your opinion, how effective were the following marketing activities in raising the public’s awareness about high-demand and high-wage middle-skill jobs?” (n=39)



*Middle-skill jobs are typically occupations that require more than a high school diploma, but less than a four-year degree.

Not only were the top 3 aforementioned projects seen as effective, they were also within the top 5 projects that respondents found to be most valuable from the regional marketing investment (Exhibit 13). In addition, the majority of respondents (58%) reported that the *creation of student success videos* was the most valuable project in the regional marketing investment (Exhibit 13).

Exhibit 13: “Which three projects of the current regional marketing investment do you find most valuable?” (n=40)

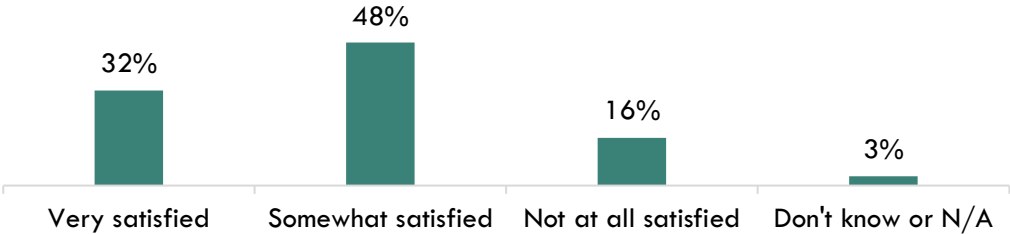


Percentages do not add up to 100% because respondents were able to select more than one response.

Effectiveness of Marketing Consultant (Civilian)

Overall, 32% of 31 respondents were “very satisfied” and 48% were “somewhat satisfied” in working with Civilian (Exhibit 14).

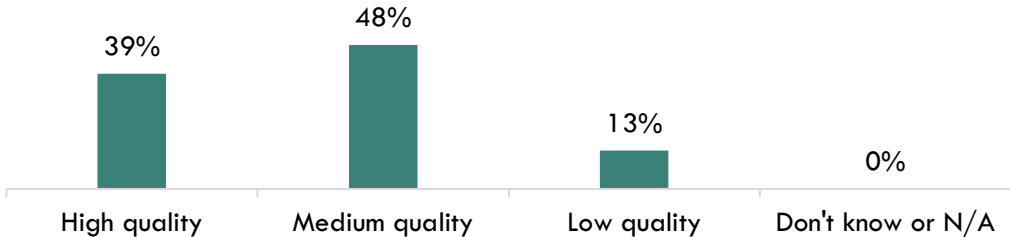
Exhibit 14: “Overall, how satisfied were you working with Civilian?” (n=31)



Does not equal to 100% due to rounding

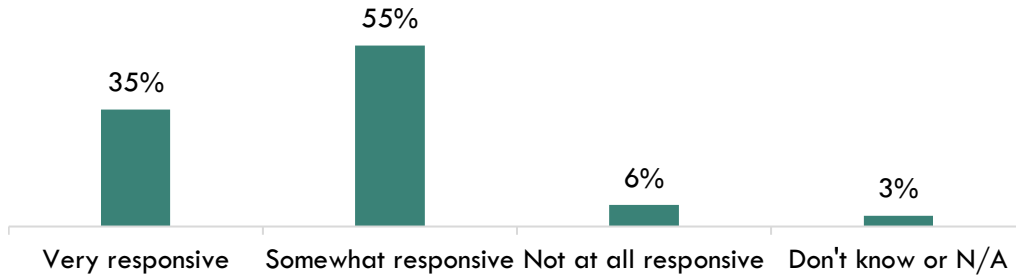
Overall, 39% of 31 respondents found Civilian’s work to be “high quality” and 48% found their work to be “medium quality” (Exhibit 16).

Exhibit 15: “Overall, how would you rate Civilian’s overall quality of work?” (n=31)



Overall, 35% of 31 respondents found Civilian to be “very responsive” and 55% found them to be “somewhat responsive” (Exhibit 16).

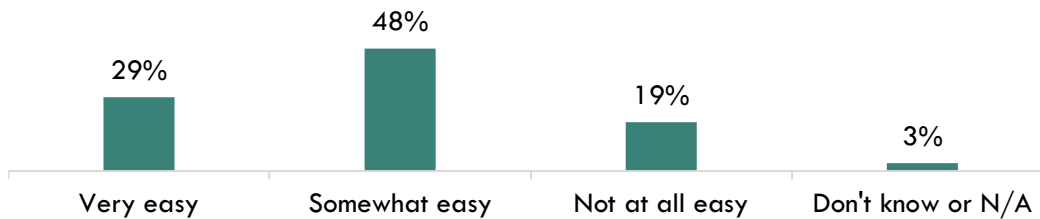
Exhibit 16: “In general, how responsive was Civilian to your requests?” (n=31)



Does not equal to 100% due to rounding

Overall, 29% of 31 respondents found Civilian to be “very easy” to work with and 48% found them to be “somewhat easy” to work with (Exhibit 17).

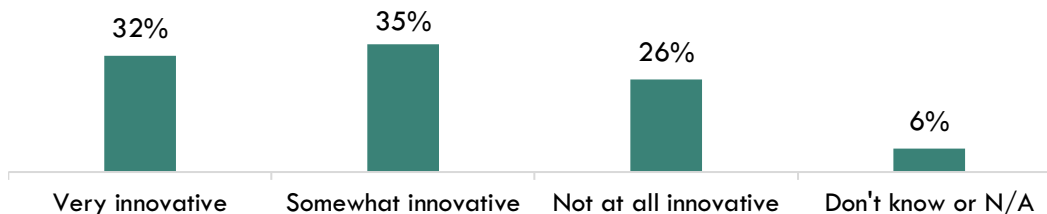
Exhibit 17: “In general, how easy was it to work with Civilian?” (n=31)



Does not equal to 100% due to rounding

Overall, 32% of 31 respondents found Civilian’s creative services to be “very innovative” and 48% found them to be “somewhat innovative” (Exhibit 18).

Exhibit 18: “Overall, how innovative were Civilian’s creative services (e.g., visual output, design elements on flyers/PPT)?” (n=31)



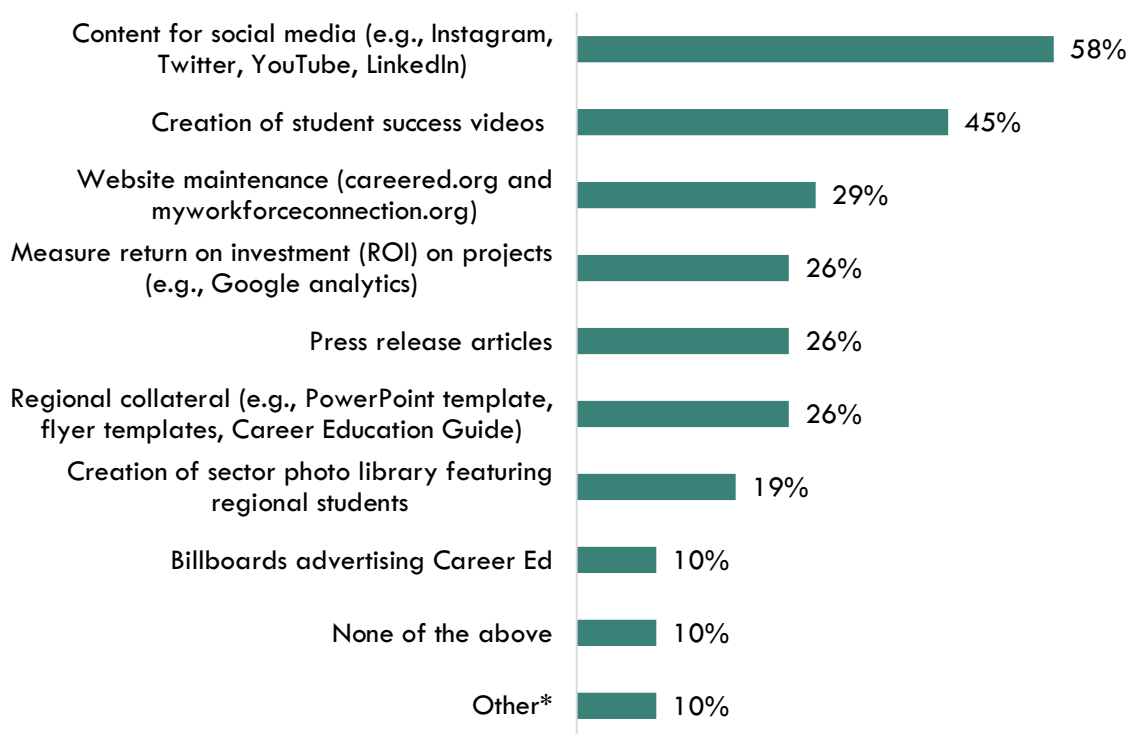
Does not equal to 100% due to rounding

When asked, “If the region were to continue funding a marketing campaign, what should we focus on?” 39 respondents ranked the following activities, with #1 being the highest priority that the Regional Consortium should focus on:

Rank	Focus
#1	Promoting all regional Career Education/CTE programs
#2	Promoting college-specific Career Education/CTE programs
#3	Raising awareness of Career Education/CTE programs
#3	Raising awareness of high-demand, high-wage jobs
#4	Improving public perception of the community colleges
#5	Raising awareness of community colleges in the region
#6	Assisting with colleges' internal marketing to current students
#7	Promoting services generally offered at campuses (e.g., tutoring, career counseling, financial assistance, mental health services)

In terms of working with Civilian specifically, respondents recommended prioritizing content for social media (58%) and creation of student success videos (45%) (Exhibit 19).

Exhibit 19: “If we were to continue working with Civilian, what top 3 activities should the region prioritize?” (n=31)



*Other activities include: “Stronger coordination of regional events and pitching or larger regional stories. Help the PIOs- not make more work for them,” “Focus on driving outbound referrals from careered.org,” and “Regional marketing efforts are important, but not as important as local college marketing for the communities we serve. Without information on how the variety of campaigns went (social media, billboards, webpages, press releases, etc.) it is hard to answer many of the survey questions. I am not clear on how the regional campaigns impacted local enrollment.”

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