Strong Workforce Regional CE Marketing Update – December 2020

MARKETING CAMPAIGN OVERVIEW

Communications/PR

November Accomplishments:

- Continued development of the Back2Work program in collaboration with Centers of Excellence
    - Finalized data points & infographic
    - Press release and op-ed approved
- Annual Impact Report development and writing

Looking Ahead:

- Pitching
    - Back2Work campaign focusing on pandemic resilient jobs development and outreach
        - Secured KUSI segment on 12/7 with Dr. Neault (aired – link to be provided once available)
        - Secured ABC 10 segment on 12/10 with Dr. Cooke (aired)
        - Continuing to pitch
- Annual Impact Report development – story finalization
- Preferred Provider program development

Paid Media – Performance insights for this update cover the month of November, during which the Spring Enrollment Campaign went into market. This push runs through December to promote enrollment.

All acronyms are defined on the glossary page of the report

Programmatic:

- Programmatic delivered 2,999,448 impressions and 3,220 clicks, resulting in a 0.11% CTR in November.
- Top performing sectors in terms of CTR were: Information Communication Technology, Advanced Transportation and Business & Entrepreneurship.
- In November, display was responsible for delivering 345 outbound referrals to college sites.

Learn More. Earn More. | 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

Native:

- Native delivered 3,456,583 impressions and 2,939 clicks, resulting in a 0.10% CTR.
- Top performing sectors in terms of clicks include: Health, ICT & Digital Media and Advanced Manufacturing.
- Top performing interest categories: Continuing Education, Architecture, Agriculture and Aerospace and Defense Contractors.

Facebook, Instagram & LinkedIn:

- Facebook & LinkedIn tactics have proven to be effective in driving engagement and clicks to the website.
    o Facebook delivered 670,124 impressions and 6,655 clicks, resulting in a 0.99% CTR and an 0.67% engagement rate. Facebook was responsible for driving 298 outbound link click conversions to college websites.
    o LinkedIn delivered 3,171,942 impressions and 467 clicks, resulting in a 0.02% CTR. Though the CTR was relatively low, we still garnered 426 outbound click conversions.
- Facebook & Instagram top performing sectors in terms of conversions include: Health, Advanced Manufacturing, and Life Sciences & Biotechnology.
- Top performing LinkedIn sectors in terms of conversions include: Business & Entrepreneurship, Agriculture, Water & Environmental Technology, and Health.

Email Marketing:

- SiteImpact delivered 415,040 impressions, resulting in a 16.88% Open Rate and a 2.76% CTR.
- From the single send, CE garnered 135 conversions on a last click attribution model (i.e as reported through Google Analytics).

Paid Search:

- Paid Search tactics delivered 64,778 impressions and 2,919 clicks, resulting in a 4.51% overall CTR.
- Top performing sectors in terms of clicks: Health, Energy, Construction and Utilities and Advanced Manufacturing.
- Top performing keywords in terms of clicks: nursing rn, radiologic technology, welding, and medical technician programs.

Organic Social – November

Learn More. Earn More. | **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

- **Facebook**
  - 22 Posts, +69 Net Page Likes (1,207 Total), 8394 Total Engagements
  - Most engaging (non-boosted) post was sharing the SD City College blog post on helping students connect to housing opportunities
  - The 13 boosted posts in November accounted for over 3,600 engagements including almost 80 shares
  - Top boosted post was Administration of Justice post featuring Grossmont College with 512 clicks, 316 reactions, 16 comments, and 7 shares
- **Twitter**
  - 21 Tweets, +6 Net Followers (193 Total), 76 Total Engagements
  - Most engaging tweet was Mesa College's Dental Assisting certificate program tweet
- **Instagram**
  - 2 Posts, +20 Net Followers (505 Total), 27 Engagements
  - Most engaging post was the Advanced Transportation and Logistics Sector "Did You Know?" post
- **LinkedIn**
  - 19 Posts, +5 Net Followers (409 Total), 106 Engagements
  - Most engaging post about the MiraCosta College's Lab Kits

Forward Looking:

- 1/4: SDCE Collaboration with SDRM
- 1/6: Miramar and Palomar awarded STEM grants
- 1/11: MiraCosta student feature with Carlos Carrizosa
- 1/12: Cuyamaca's Center for Water Studies Program
- 1/14: Back2Work: 27 pandemic-resilient occupations that can be trained by our colleges
- 1/18: Southwestern's Personal Wellness Services
- 1/22: City College article on LinkedIn Tips
- 1/26: Mesa's free online job board

Learn More. Earn More. | 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

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: November 2020

Performance Note: with paid media back in market, our metrics have seen a substantial and expected boost.
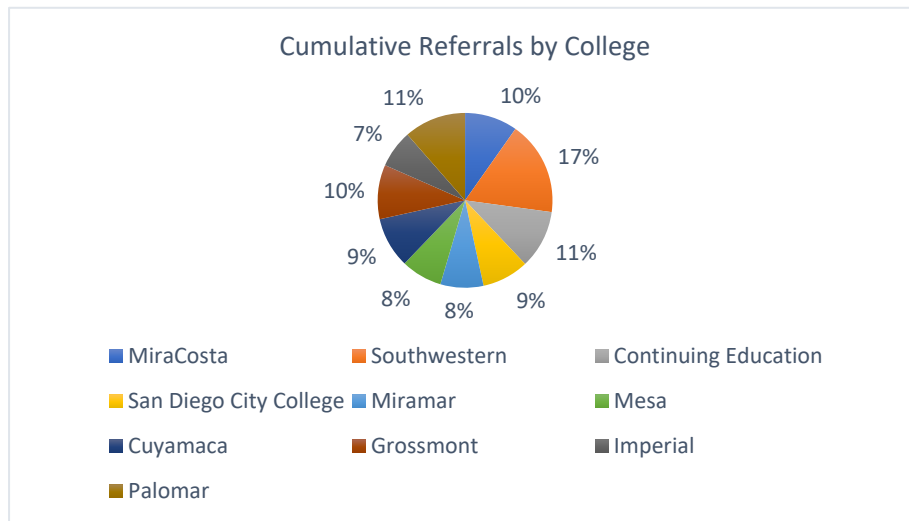
CareerEd.org (figures shown are month on month)

- 19,324 Sessions (+358.5%)
- 0:55m Ave Session Duration (-44.5%)
- 28,873 Pageviews (+278.2%)
- 16,280 Users (+382.9%)
- 15,889 New Users (+390.4%)
- 77.4% Bounce Rate (+32.8%)
- 2,040 College Referrals (+83.8%)

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 November 2020)

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 27,934
- Referral totals by college through November 2020

MiraCosta	**2,737**
Southwestern	**4,824**
Continuing Education	**3,049**
San Diego City College	**2,427**
Miramar	**2,190**
Mesa	**2,151**
Cuyamaca	**2,630**
Grossmont	**2,850**
Imperial	**1,904**
Palomar	**3,172**

Cumulative Referrals by College

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

Learn More. Earn More. | 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

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

Nov 2020

College	This Month's CareerEd.org Outbound Referrals	Individual College GA Application Data*	Cumulative GA Applications to Date (Oct 2019 – Current)
MiraCosta	221	10	151
Southwestern	332	10	319
San Diego Continuing Education	240	19	136
San Diego City College	178	9	113
San Diego Miramar	145	15	117
San Diego Mesa	148	12	154
Cuyamaca	195	38	123
Grossmont	215	10	57
Imperial	123	0	60
Palomar	224	26	165

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.

Learn More. Earn More. | **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

Noncredit Referral Snapshot (From Oct 2019 to current date)

Nov 2020

College	This Month's CareerEd.org Outbound Referrals	Cumulative Outbound Referrals
Miracosta	11	227
Southwestern	8	208
San Diego Continuing Education	55	726
Palomar	28	236

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

Learn More. Earn More. | **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