Strong Workforce Regional CE Marketing Update – January 2021

MARKETING CAMPAIGN OVERVIEW

Communications/PR

December Accomplishments:

- Pitching
    - o Development and outreach for Back2Work campaign focusing on pandemic resilient jobs
        - 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)
        - Coordinating FOX 5 interview with Dr. Neault
        - Campus Technology considering for publication
        - Continuing to pitch
- Annual Impact Report covering the impact of Strong Workforce Program funding on the region, individual colleges, and K-12 partners drafted and finalized

Looking Ahead:

- Preferred Provider program development
- Developing content for Career Technical Education month outreach
- Supporting regional advocacy project

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 4,208,542 impressions and 3,752 clicks, resulting in a 0.09% CTR in November
- Top performing sectors in terms of CTR were: Information Communication Technology, Advanced Manufacturing and Business & Entrepreneurship
- In December, display was responsible for delivering 205 outbound referrals to college sites for application

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Native:

- Native delivered 4,118,690 impressions and 3,402 clicks, resulting in a 0.8% CTR
- Top performing sectors, in terms of clicks, include: ICT & Digital Media, Health and Advanced Manufacturing
- Top performing interest categories: Arts & Entertainment, News, Law, Government & Politics, and Education

Facebook, Instagram & LinkedIn:

- Facebook & LinkedIn tactics have proven to be effective in driving engagement and clicks to the website
  - Facebook delivered 670,799 impressions and 5,581 clicks, resulting in a 0.89% CTR and an 0.47% engagement rate
    - Facebook was responsible for driving 210 outbound link click conversions to college websites
  - LinkedIn delivered 4,041,648 impressions and 473 clicks, resulting in a 0.02% CTR
    - Though the CTR is low, we still garnered 371 outbound click conversions from this tactic last month
- Facebook & Instagram top performing sectors, in terms of conversions, include: Health, Life Sciences & Biotechnology and ICT & Digital Media
- Top performing LinkedIn sectors in terms of conversions include: Business & Entrepreneurship, Health, and Agriculture, Water & Environmental Technology

Email Marketing:

- SiteImpact e-blast delivered 415,040 impressions, resulting in a 16.01% Open Rate and a 2.33% CTR
- From the single send, CE garnered 25 conversions on a last click attribution model (i.e as reported through Google Analytics)

Paid Search:

- Paid Search tactics delivered 70,692 impressions and 2,945 clicks, resulting in a 4.17% overall CTR
- Top performing sectors in terms of clicks: Health, Advanced Manufacturing, and Energy, Construction and Utilities

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- Top performing keywords in terms of clicks: nursing rn, san diego college, free classes, welding, colleges classes and free training

Organic Social – November

- **Facebook**
  - 12 Posts, +33 Net Page Likes (1,240 Total), 7,597 Total Engagements
  - Most engaging (non-boosted) post was "Pack the Pantry" food drive post
  - Top boosted post was Miramar's Accounting program with 27 clicks and 88 reactions
- **Twitter**
  - 13 Tweets, +1 Net Followers (194 Total), 25 Total Engagements
  - Most engaging tweet was regarding career centers
- **Instagram**
  - 2 Posts, +14 Net Followers (519 Total), 20 Engagements
  - Most engaging post was the Health Career Education programs post
- **LinkedIn**
  - 10 Posts, +3 Net Followers (412 Total), 73 Engagements
  - Most engaging post about the MiraCosta College's Career Coach tool

Forward Looking:

- 2/1: IV RN virtual graduation video
- 2/3: Cuyamaca grad, Kaylin, quote
- 2/5: SWCCD college helps entrepreneurs feature
- 2/11: SDCE ICOM academy and quote
- 2/19: Back2Work promotional post
- 2/23: MiraCosta student, Florentina, quote
- 2/25: Grossmost-Cuyamaca district economic impact

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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: December 2020

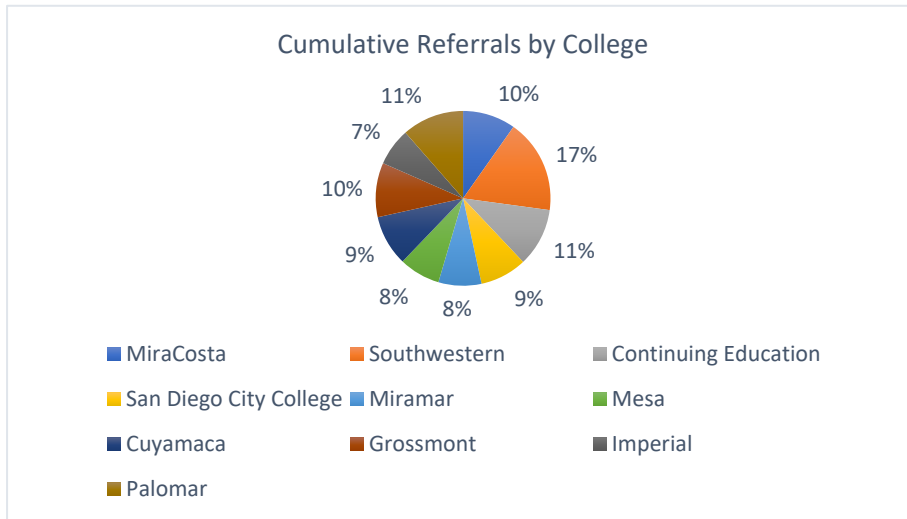**CareerEd.org** (figures shown are month on month)

- 19,307 Sessions (-0.1%)
- 0:59m Ave Session Duration (+6.21%)
- 29,315 Pageviews (+1.5%)
- 17,036 Users (+4.6%)
- 16,683 New Users (+5.0%)
- 76.6% Bounce Rate (-1.0%)
- 1,882 College Referrals (-8.1%)

*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 (June 2018 (site launch) through December 2020)

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 29,799
- Referral totals by college through December 2020

MiraCosta	**2,932**
Southwestern	**5,141**
Continuing Education	**3,266**
San Diego City College	**2,610**
Miramar	**2,358**
Mesa	**2,312**
Cuyamaca	**2,760**
Grossmont	**3,048**
Imperial	**2,004**
Palomar	**3,368**

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

Dec 2020

College	This Month's CareerEd.org Outbound Referrals	Individual College GA Application Data*	Cumulative GA Applications to Date (Oct 2019 – Current)
MiraCosta	195	9	160
Southwestern	317	12	331
San Diego Continuing Education	217	14	150
San Diego City College	183	9	122
San Diego Miramar	168	11	128
San Diego Mesa	161	12	166
Cuyamaca	130	13	136
Grossmont	198	17	74
Imperial	100	0	60
Palomar	196	16	181

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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Noncredit Referral Snapshot (From Oct 2019 to current date)

Dec 2020

College	This Month's CareerEd.org Outbound Referrals	Cumulative Outbound Referrals
Miracosta	12	239
Southwestern	25	233
San Diego Continuing Education	74	800
Palomar	16	252

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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