

Marketing Committee Meeting

May 2020

Agenda.

- Fall Enrollment Paid Media Review
- PR Updates
- Google Analytics Deep Dive
- College Updates

Paid Media

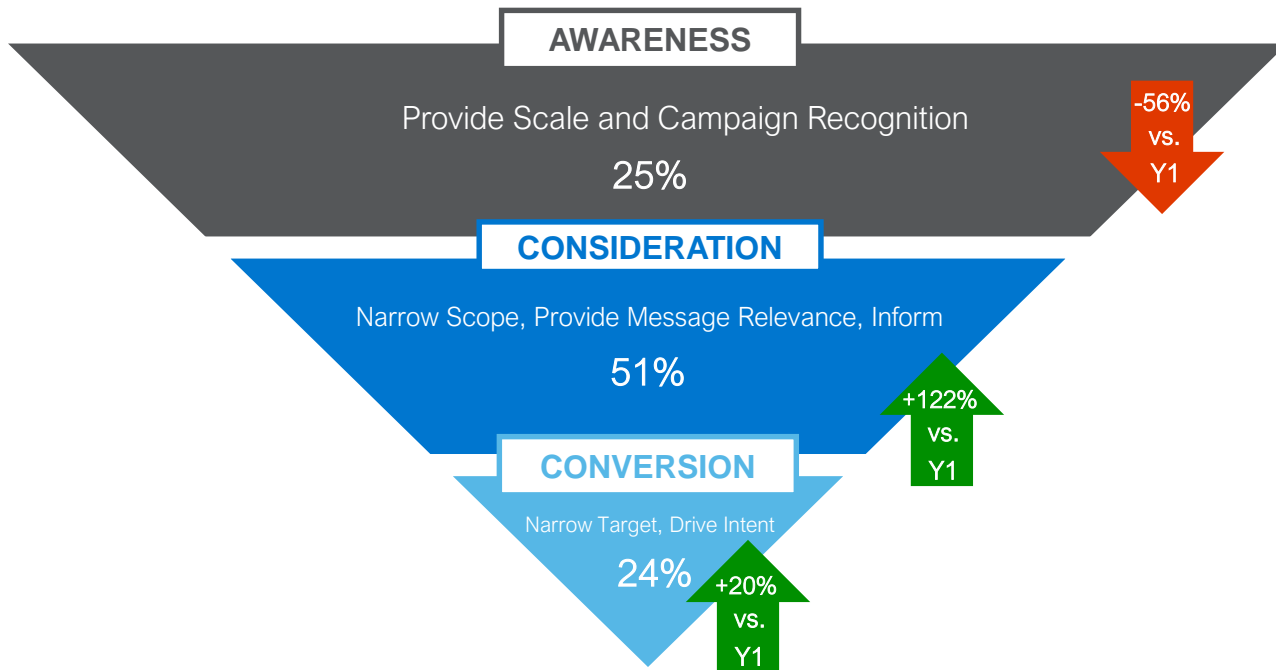
Fall Enrollment Push

Contents.

- **Year 2 Overview**
- Results Scorecard
- Year 3 Overview
- **Fighting & Optimizations**
- **Measurement & Learning**
- **Creative Assets**

Year 2 Overview.

In campaign Year 2, our focus switched to increasing enrollments, shifting our strategy to a ROI focused approach.



- We utilized more mid to lower funnel tactics to deliver targeted reach and frequency amongst users most interested in specific programs.
- We also developed a scorecard using Year 1 results to help us identify the most effective tactics that historically drove more landing page visits and outbound referrals, rather than impressions and clicks.

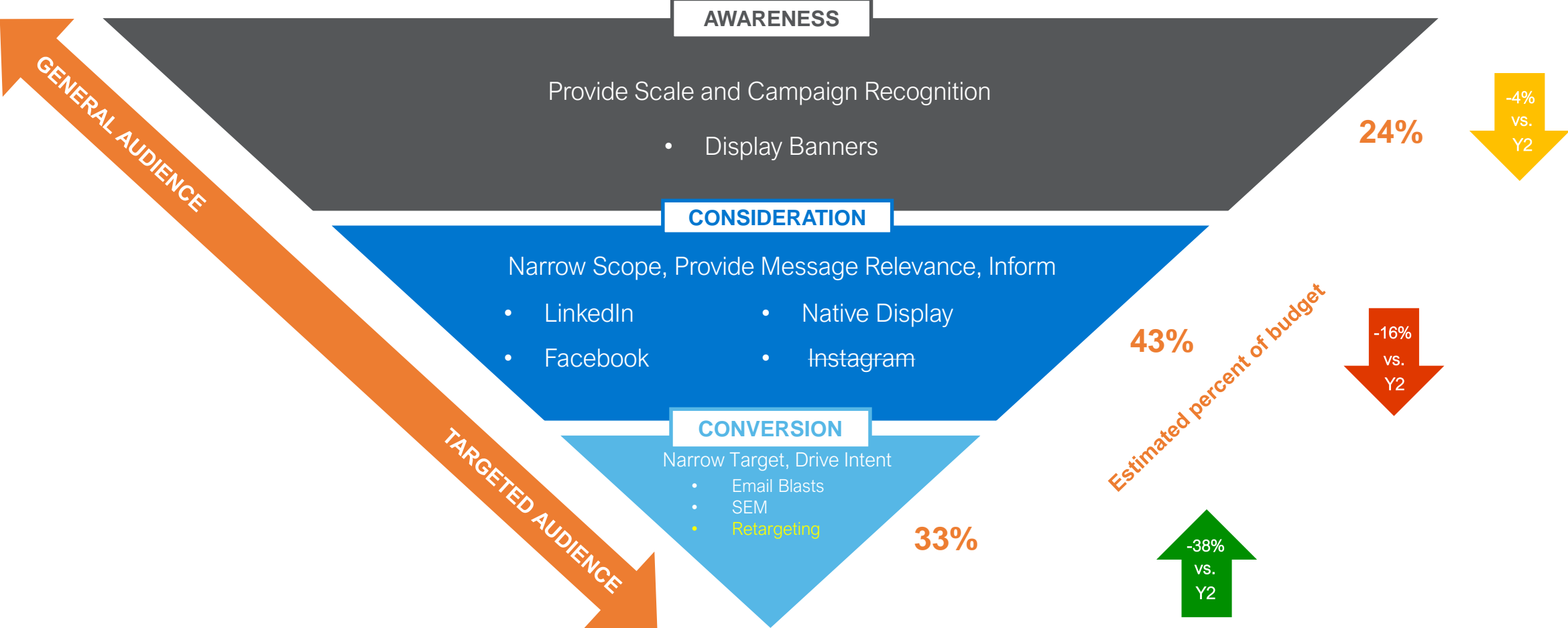
Year 2 Scorecard Results.

Scorecards are used to prioritize tactics based on effectiveness across key performance indicators.

PARTNER	CPM	SCORE	CTR	SCORE	LPVR	SCORE	CPOR	SCORE	TOTAL WEIGHTED SCORE	WEIGHTED RANK
Google/SEM	\$108.00	🔴 1	3.40%	🟢 7	3.07%	🟢 7	\$13.80	🟢 7	6.1	1
Facebook	\$16.44	🟡 3	0.67%	🟡 4	0.31%	🟡 4	\$29.59	🟢 6	4.6	2
Email Blasts	\$13.00	🟡 5	2.10%	🟢 6	1.17%	🟢 6	\$234.38	🔴 2	4.5	3
LinkedIn	\$39.00	🔴 2	0.68%	🟡 5	0.41%	🟡 5	\$48.21	🟡 4	4.2	4
Programmatic Display	\$6.00	🟢 6	0.18%	🔴 1	0.13%	🔴 1	\$39.97	🟡 5	3.2	5
Native Display	\$5.00	🟢 7	0.35%	🟡 3	0.29%	🟡 3	\$492.93	🔴 1	2.9	6
Instagram	\$15.52	🟡 4	0.24%	🔴 2	0.14%	🔴 2	\$73.99	🟡 3	2.7	7

CPM	Cost Per Thousand
CTR	Click Through Rate
LPVR	Landing Page Visit Rate
CPOR	Cost Per Outbound Referral
SCORES	1-7 (1 = Lowest / 7 = Highest)

Approach to Year 3.



Key Insights that Informed Our Strategy.

Focusing on an enrollment objective ultimately drives more responses.

Media tactics and strategy can be built around driving referrals and applications

The efficiency of our digital media has increased over time.

Our strategy is proving out through ongoing campaign improvements and we should expect further efficiency gains in Year 3

Career Education offers a chance to tell real, compelling stories.

PR and Communications can provide a channel that delivers messaging and extends objective beyond pure enrollment

Optimizations.

1

Programmatic Display

Will now include retargeting efforts, which allow us to:

- Serve follow up ads to people who visit any of our website pages
- Target audience with relevant display banner ads (i.e. if someone visits our advanced manufacturing page, they'll be served an advanced manufacturing ad)

2

Facebook

Will now include video ads along with our in-feed ads

- Can use video ads made in 2018 for online video and customize to include subtitles

3

LinkedIn

Will now include LinkedIn mail

In 2019, Paid Search drove down our overall cost per conversion by over 50%. Because of this, we will be allocating more budget toward this lower funnel tactic while continuing to test new ad variations and keywords to expand our reach into more Google searchers.

Media Flowchart: Year 3.

- Fall Enrollment phase (Jun-Aug), Continuity phase (Sep-Oct, search only) and a Spring Enrollment phase (Nov-Dec)
- Removed Instagram and reduced Native Display budget due to underperformance in Y2

CE MEDIA PLAN: 2020							
ENROLLMENT							
TACTIC	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SEARCH	[Yellow]			continuity		[Yellow]	
FACEBOOK	[Orange]			[White]		[Orange]	
EMAIL BLASTS	1X	1X	[White]	[White]		1X	1X
LINKEDIN	[Green]			[White]		[Green]	
PROGRAMMATIC DISPLAY	[Blue]			[White]		[Blue]	
NATIVE DISPLAY	[White]	[Light Blue]		[White]		[Light Blue]	
LANDING PAGE VISIT TEST (DISPLAY)	[White]					[Orange]	

Plan Details.

Target

Teens

Working Adults

Military

Parents

Working Adults

Parents

Teens

Working Adults

Military

Parents

Digital Banner Ads: Drive efficient reach, scale, and controlled frequency across desktop, mobile, and tablet devices

- Use contextual and behavioral cues to find potential enrollees on websites that they frequent
- Distribute ads based on demographic data
- Retargeting will allow us to “follow-up” with people who have shown interest in programs by previously visiting one of our website landing pages. This tactic is generally highly efficient but has lower reach.

Paid Facebook: Allows for advanced targeting capabilities such as location targeting, interests, and behaviors based on user’s profile settings

- High-impact, text-heavy ads offer the largest coverage and most opportunity for learning more
- Highly engaged and less crowded ad environment where focus is given to the newsfeed

Native Ads: Ads that appear as organic editorial content

- Delivers mass reach through premium inventory, usually news sites, with targeting similar to Desktop/Mobile
- More effective in driving clicks than digital banner ads
- Still retains advanced targeting capabilities to target specific audiences

Plan Details.

Target

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Paid Search: Reach individuals actively searching for information on continuing their education by positioning Career Education and its programs at the top of the #1 search engine (Google)

- Further detail provided on subsequent slides

Working Adults

LinkedIn: Reach both broad and enrollment audiences with creative messaging designed to drive awareness and pursue enrollments

- ~30% of our adult enrollment audience uses it monthly, most are active during job searches or while investigating potential career choices
- Will run both in-feed ads and LinkedIn Mail ads
- LinkedIn mail ads will allow us to deliver a targeted message to our audience in an uncluttered environment, making it more likely for our message to stand out

Teens

Working Adults

Military

Parents

Email Blasts: Targeted, high-impact opportunity to reach potential opt-in audiences with tailored messages

- Reach our core enrollment audience's inbox with a targeted message tailored to guide next steps in the application process

Measurement and Learning Agenda.

	CHANNEL(S)	METRICS	DATA SOURCE
ENROLLMENT	<ul style="list-style-type: none">• Paid Media• SEM	<ul style="list-style-type: none">• Outbound Referrals• College specific applications• Change in enrollment over time• Cost per outbound referral	<ul style="list-style-type: none">• Google Analytics• SDICCCA Enrollment Data Tracking
MEDIA DELIVERY	<ul style="list-style-type: none">• Paid Media	<ul style="list-style-type: none">• Standard delivery metrics• Landing page visit rate• Conversion rate	<ul style="list-style-type: none">• Ad server metrics

Summary.

Enrollments dominated the paid media focus in Year 2.

Year 3 will continue to optimize media to drive enrollments

Increase focus on mid to lower funnel tactics to drive enrollments.

Two additional direct response strategies (retargeting and landing page test) in addition to an increase in lower funnel budgets will help push the Year 3 campaign to deliver improvements on efficiency and volume

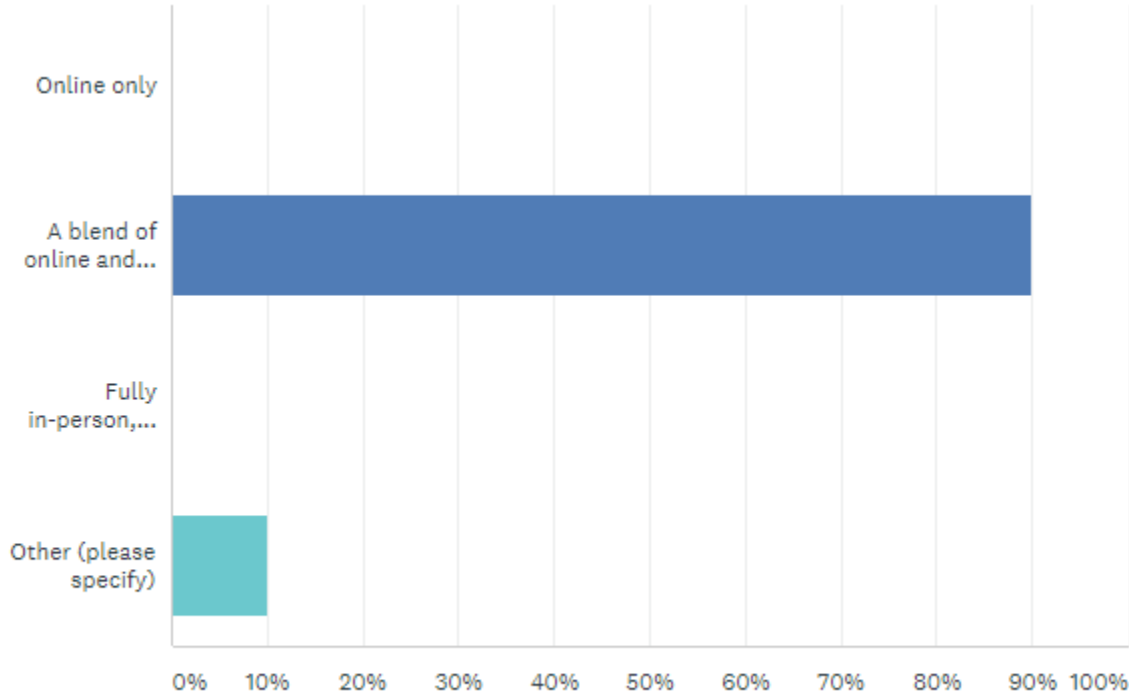
Program specific banners that lead users to program specific landing pages could increase outbound referrals.

We will closely monitor the new landing pages to test if there is a direct correlation with program specific ads/landing pages versus broad sector landing pages

Creative Assets.

Creative Assets – Messaging Survey Results

Based on the best information available to you right now, what format do you believe classes will be in for the Fall semester?



“Mostly online with only a handful of skills-based in person that adhere to a 10 person limit in class”

Creative Assets – Messaging Survey Results

Please list any new calls-to-action that you're using in enrollment-focused communications with current and prospective students as a result of COVID-19.

Retention	Timely
<ul style="list-style-type: none">• Stay Enrolled.• Get Ahead.• Stay on Track.• Stay Home, Stay Learning.• You've got this.• Stay in School.	<ul style="list-style-type: none">• Your Path. Our Promise.• Contact for Emergency Assistance.• Get your GE Requirements done this Summer. (for UC/CSU)• Prioritizing Online. (theme)• Save Money.• Heroes are Trained here.

Creative Assets – Messaging Survey Results

Is there any language or terms that your college is specifically avoiding when it comes to communicating to current and prospective students regarding enrollment for future semesters?

- Avoid terms that mean different things to different people: remote, distance education, online, hybrid, asynchronous, synchronous, etc.
- Only online
- Cheap
- Welcome to the Great Depression – (this person clarified that they were kidding)

Creative Assets – Fall Enrollment Examples.

General



Sector Ads for Fall Enrollment include:

- Advanced Manufacturing
- Advanced Transportation
- Agriculture, Water & Environmental Tech
- Business & Entrepreneurship
- Energy, Construction & Utilities
- Health
- Information & Communication
- Life Sciences & Biotechnology

Launch: broad 'Enroll for Fall' message – generic and applicable

Contingency (to be developed):

- Social distancing sensitive imagery (include just one person where possible)
- More engaged messaging that leans into the fact that school will be in session in mixed form

PR Update

Editorial Calendar Update.

CE Editorial Calendar	Timing
Community College Heroes: Faculty, student COVID response stories	April
Close to home/affordable next steps for June graduates who need a new plan – CE programs/transferable skills/credits	May
Sharpen Your Skills to Advance Your Career – CE’s the place to quickly/affordably update, learn new job skills	June
Fall enrollment outreach – new programs, new opportunities - details TBD	July
CE Innovation: Hands On Training Goes Online (auto tech, fashion, etc.)	August
Student Resources for Success – updates on scholarships, tutoring, mental health services, etc.	September
Training the Workforce of Tomorrow – Focus on Three Hot Programs (healthcare, IT/digital, one more TBD)	October
Spring enrollment support	November
Holiday Abundance: High-Paying Careers that Won’t Leave you In Debt (focus on three additional programs)	December

Regional Talking Points.

What is Career Education, and what kind of jobs could students get after they graduate?

- Career Education programs align with industry sectors in need of middle-skill workers. Middle-skill jobs require more than a high school diploma but less than a 4-year college degree.
- These are jobs in San Diego's fastest-growing sectors, like biotechnology and life sciences, along with those that many more readily associate with Career Education, such as automotive technology.
- Companies across the San Diego region need trained lab technicians, electrical engineers, computer network architects and more—and an associates degree or certificate through a community college Career Education is the most efficient, cost-effective, hands-on way to get started on the path to those good-paying jobs.
- San Diego and Imperial Valley community colleges offer more than 200 programs to choose from in sectors including: Advanced Manufacturing; Advanced Transportation and Logistics; Agriculture, Water and Environmental Technologies; Energy, Construction and Utilities; Business and Entrepreneurship; Health; Information Communication Technologies and Digital Media; and Life Sciences and Biotechnology

Regional Talking Points.

Why are the colleges uniting to promote Career Education programs? Don't most of the best jobs require four-year degrees?

- The colleges are heavily investing in Career Education as part of a statewide effort to close a growing labor supply gap—employers need middle skills workers more than ever.
- Experts estimate that 38% of job openings in San Diego County and 36% in Imperial County are for middle-skill jobs –and job openings in these areas are predicted to outpace the employees trained to fill them.
- These jobs, in booming regional industries such as biotechnology, pay well above the regional median hourly wage. Minimum wage in California is \$12.00 while the median wage is \$19.30 per hour and middle skills jobs average \$22.10 and upwards from \$26.70 for higher demand careers.
- In addition to training for good-paying careers, 71 percent of Career Education graduates are employed one year after finishing their program.

Regional Talking Points.

When can I sign up for classes and how much does it cost?

- Enrollment for the Fall typically starts in June and for the Spring, registration begins in October.
- Depending on what you'd like to study many programs at the ten colleges across San Diego and Imperial Counties offer six and eight-week courses that start mid-semester.
- Enrollment deadlines vary by college and program, so we recommend looking those up online.
- The average cost per unit is just \$46 which means you can change your career for as little as \$1,460 a year. Compare that to an average of \$5,742 at California State Universities and \$12,630 for a University of California education.
- That's an even better value considering most California schools will be online only this fall. If school is at-home and online, local community college offers a great experience for a lot less investment.
- There are financial aid programs available and some first-time, full-time students may even be able to attend college for free.

Regional Talking Points.

Where can students go to find the right program and college for them if they're thinking of taking advantage of these classes that start mid-semester?

- CareerEd.org is a one-stop central website where prospective students can learn more about what Career Education program and college is best for them, and begin the enrollment process online.
- CareerEd.org:
 - Connects programs to careers and industries, so students know what degrees and certificates lead to which types of jobs.
 - Available in both English and Spanish.
 - Features videos that showcase real student stories.
 - Highlights the region's top industry sectors with demand for middle-skills workers, and gives real salary and job title examples.

COVID Pitch Update.

Two themes emerged from the wonderful stories that were submitted, here is a quick recap of the collective impact that community college students, graduates, and faculty are having across our region

On the Front Lines

- Jeanne Jones, **City College** Professor and registered nurse currently working 12- to 14-hour shifts at Scripps Memorial some of them with her student Karen Illan Villalobos – one of 106 City college nursing students now doing an “externship” going to numerous hospitals and medical centers to assist nurses despite the fact her work won’t count towards her much-needed clinical hours required for her license
- Mark Barahura, Christopher Lucci and Juan Landin - brand new EMTs in the field after graduating from a dual enrollment high school/college program with **Miramar** and Health Sciences High and Middle College
- Four **Miramar** biotech students who recently graduated – two are working on test kits at Abbott and two are using those tests in local healthcare facilities

Supporting First Responders

- The culinary arts student who recruited his fellow students to support ER workers (including his wife) by delivering four course lunch to her ER in Chula Vista this Sunday
- Two **Cuyamaca** engineering students (one inspired to help mom; the other from previous hospital stays) printing facial mask ear savers on 3D printers for local healthcare workers
- Nursing Faculty at **Grossmont** who turned old uniforms into new masks to donate to psychiatric care workers
- **Continuing Education** Clothing and Textiles student Eva Tseng who owns craft therapy business and is moonlighting with her fellow graduates to sew masks

CareerEd.org

Google Analytics Deep Dive

Google Analytics.

Analyzing website traffic can reveal a lot about how a site is being used and where it might be able to be better utilized.

Civilian reviewed CareerEd.org website traffic metrics since site launch in July of 2018 through March of 2020.

Google Analytics.

Key Google Analytics Takeaways

- Over **200,000 users** and almost **300,000 web sessions** since launch
- **Organic traffic** has grown steadily but still **room for growth** there
- Typical user is **female** age **25-34**
- **Paid search** delivered the **most traffic** and **most college referrals**
- **Mobile** delivers the **most visitors**, but **desktop** users spend **more time** on site and **convert** to college referrals at a higher rate

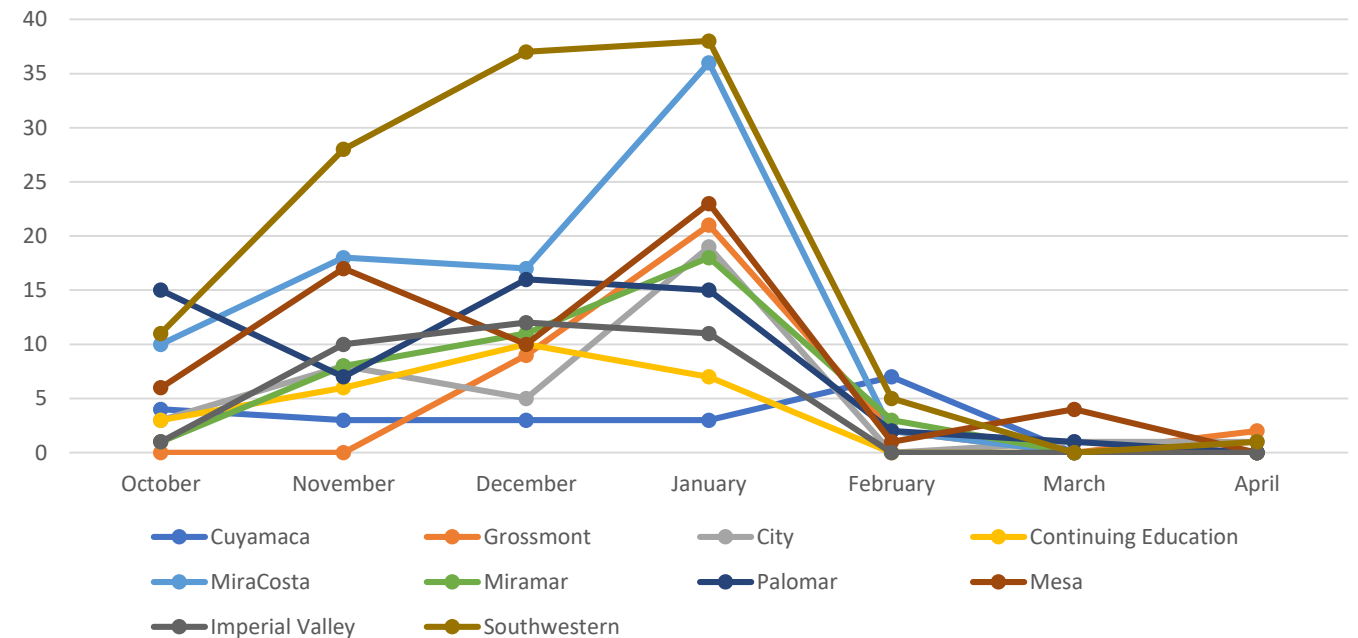
Month on Month.

Applications as tracked by GA generally trended upward while paid media was in market to support enrollment.

In February, a combination of paid media no longer being in market and the burgeoning COVID-19 crisis, applications as tracked by GA have trailed off to extremely low levels.

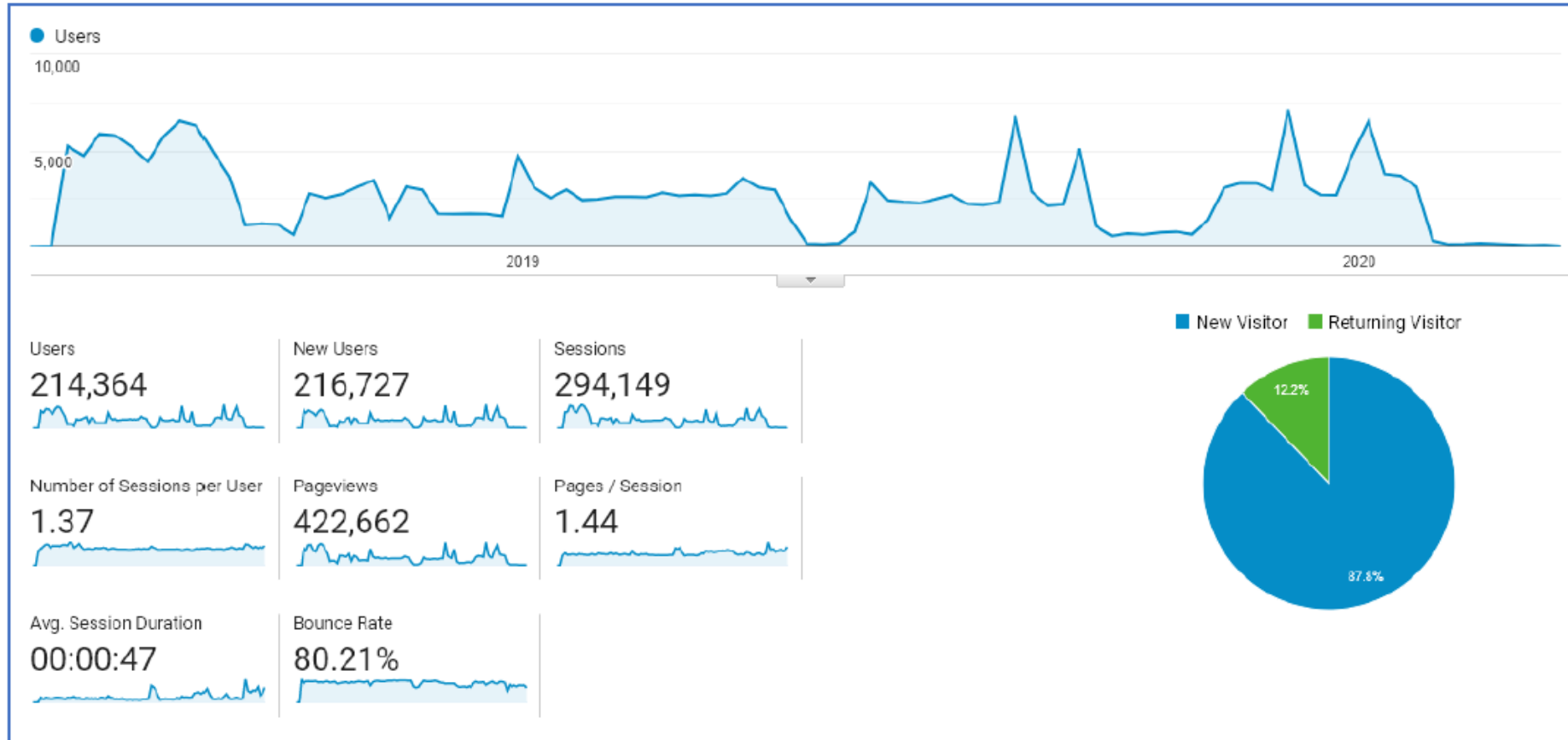
We expect this to pick up in June with the launch of our Fall Enrollment push.

GA Application Trend by College



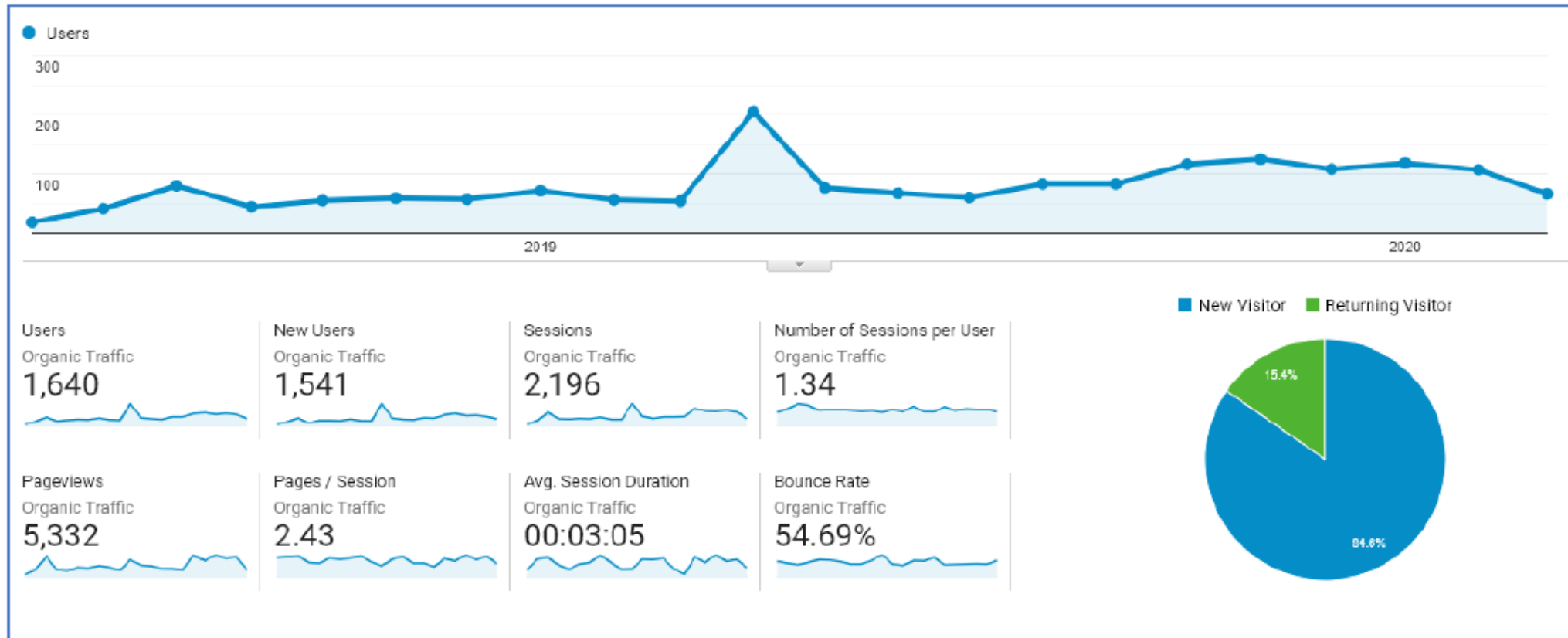
Overall Users.

Over 200,00 users have visited the website since its launch less than 2 years ago, with over 422,000 page views. The user spikes and relatively high bounce rate (over 80%) are typical of traffic driven primarily by paid media.



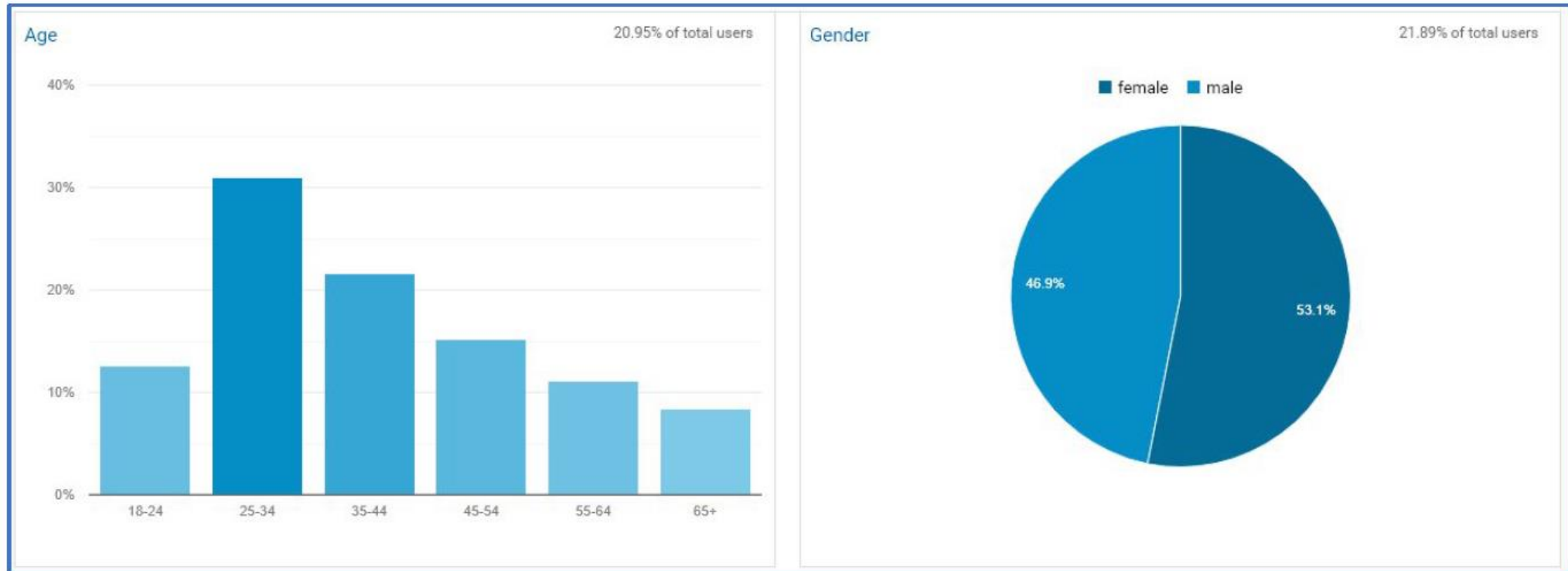
Organic Traffic.

Traffic from organic search has shown a steady increase since the site's launch. The much lower bounce rate (54.69%) and much higher avg session duration (over 3 minutes) illustrates the value of organic search traffic in bringing in the highest quality web visits.



Usage by Age/Gender.

The typical CareerEd.org visitor is a female age 25-34. Female users edge males 53% to 47% and the 25-34 age group makes up 31% of the site's users. Interestingly enough, the 18-24 age group makes up only 13% of the website users, trailing behind 35-44 and 45-54 age brackets.



Users by Location.

Seeing Los Angeles as the third highest city by user location wasn't a total surprise but their 6.22% conversion rate (college website clicks) was indeed a surprise and led all cities.

City ?	Acquisition			Behavior			Conversions	Goal 2: Outbound Click ▾
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Outbound Click (Goal 2 Conversion Rate) ?	Outbound Click (Goal 2 Completions) ?
	172,118 % of Total: 80.29% (214,364)	174,615 % of Total: 80.57% (216,727)	239,623 % of Total: 81.46% (294,149)	79.74% Avg for View: 80.21% (-0.58%)	1.44 Avg for View: 1.44 (-0.01%)	00:00:50 Avg for View: 00:00:47 (5.23%)	4.72% Avg for View: 4.08% (15.69%)	11,304 % of Total: 94.25% (11,994)
1. San Diego	83,818 (46.48%)	82,151 (47.05%)	109,467 (45.68%)	78.92%	1.46	00:00:50	5.22%	5,714 (50.55%)
2. Chula Vista	14,795 (8.20%)	14,551 (8.33%)	20,516 (8.56%)	79.49%	1.44	00:00:56	4.74%	972 (8.60%)
3. Los Angeles	9,932 (5.51%)	8,945 (5.12%)	11,802 (4.93%)	80.25%	1.37	00:00:44	6.22%	734 (6.49%)
4. El Cajon	9,741 (5.40%)	9,492 (5.44%)	14,306 (5.97%)	78.14%	1.52	00:01:10	5.07%	726 (6.42%)
5. Oceanside	7,662 (4.25%)	7,532 (4.31%)	10,219 (4.26%)	80.98%	1.39	00:00:48	3.88%	396 (3.50%)
6. Escondido	6,539 (3.63%)	6,469 (3.70%)	8,903 (3.72%)	79.48%	1.40	00:00:47	3.67%	327 (2.89%)
7. San Marcos	4,344 (2.41%)	4,214 (2.41%)	5,802 (2.42%)	81.78%	1.39	00:00:45	4.03%	234 (2.07%)
8. Carlsbad	4,227 (2.34%)	4,122 (2.36%)	5,395 (2.25%)	80.54%	1.46	00:00:49	3.52%	190 (1.68%)
9. El Centro	3,667 (2.03%)	3,595 (2.06%)	5,271 (2.20%)	77.20%	1.47	00:00:51	6.11%	322 (2.85%)
10. Vista	3,387 (1.88%)	3,258 (1.87%)	4,704 (1.96%)	81.93%	1.37	00:00:44	3.66%	172 (1.52%)

Distribution of Sessions & Session Length.

The vast majority of users had only one session, meaning, they were one-time users. This speaks to how important it is to create an intuitive user website experience for new users and also underscores the value to properly SEO a website so that Google can direct searchers to the most appropriate pages.

Count of Sessions ?	Sessions ?	Pageviews ?
1	216,778	314,546
2	29,384	39,738
3	11,125	15,569
4	6,107	8,758
5	4,085	5,633
6	3,077	4,400
7	2,452	3,395
8	2,052	2,842
9-14	7,422	10,491
15-25	5,564	8,147
26-50	4,090	6,035
51-100	1,683	2,485
101-200	330	623

Session Duration ?	Sessions ?	Pageviews ?
0-10 seconds	244,645	254,792
11-30 seconds	7,668	17,976
31-60 seconds	7,613	19,358
61-180 seconds	14,256	41,662
181-600 seconds	14,129	59,719
601-1800 seconds	5,148	22,097
1801+ seconds	690	7,058

Sessions 294,149 <small>% of Total: 100.00% (294,149)</small>	Pageviews 422,662 <small>% of Total: 100.00% (422,662)</small>
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Device Use.

As expected, mobile carries the majority with 65% of users to CareerEd.org browsing the pages using a mobile device. Desktop users have a lower bounce rate, view more pages on each session, stay on the site longer, and click more often to the college website than mobile viewers.

Device Category ?	Acquisition			Behavior			Conversions
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Outbound Click (Goal 2 Conversion Rate) ?
	214,364 <small>% of Total: 100.00% (214,364)</small>	216,778 <small>% of Total: 100.02% (216,727)</small>	294,149 <small>% of Total: 100.00% (294,149)</small>	80.21% <small>Avg for View: 80.21% (0.00%)</small>	1.44 <small>Avg for View: 1.44 (0.00%)</small>	00:00:47 <small>Avg for View: 00:00:47 (0.00%)</small>	4.08% <small>Avg for View: 4.08% (0.00%)</small>
1. mobile	139,790 (64.96%)	141,194 (65.13%)	177,868 (60.47%)	84.26%	1.30	00:00:35	4.52%
2. desktop	53,511 (24.87%)	53,740 (24.79%)	62,930 (21.39%)	67.18%	1.93	00:01:22	5.13%
3. tablet	21,885 (10.17%)	21,844 (10.08%)	53,351 (18.14%)	82.09%	1.31	00:00:49	1.37%











User Acquisition Channels.

With the vast majority of CareerEd.org's visitors coming from paid media it's worth noting that Paid Search (CPC) and Paid Social had the highest conversion rates and lowest bounce rates by far. This indicates that these users are highly engaged and more motivated to move on to investigate college websites than the users coming from other tactics.

Medium ?	Acquisition			Behavior			Conversions
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Outbound Click (Goal 2 Conversion Rate) ?
	214,364 % of Total: 100.00% (214,364)	216,778 % of Total: 100.02% (216,727)	294,149 % of Total: 100.00% (294,149)	80.21% Avg for View: 80.21% (0.00%)	1.44 Avg for View: 1.44 (0.00%)	00:00:47 Avg for View: 00:00:47 (0.00%)	4.08% Avg for View: 4.08% (0.00%)
1. cpc	32,170 (14.67%)	32,253 (14.88%)	39,862 (13.55%)	66.42%	1.69	00:01:19	12.83%
2. eblast	23,544 (10.74%)	23,550 (10.86%)	24,498 (8.33%)	69.62%	1.83	00:01:04	1.16%
3. native	21,755 (9.92%)	21,435 (9.89%)	24,567 (8.35%)	91.65%	1.13	00:00:11	0.25%
4. Native	21,028 (9.59%)	20,896 (9.64%)	30,061 (10.22%)	93.00%	1.10	00:00:17	0.29%
5. display	17,138 (7.82%)	16,832 (7.76%)	21,982 (7.47%)	89.54%	1.29	00:00:13	0.27%
6. Video	16,230 (7.40%)	16,224 (7.48%)	19,206 (6.53%)	97.44%	1.03	00:00:01	0.19%
7. Dynamic	15,139 (6.91%)	14,629 (6.75%)	18,904 (6.43%)	85.62%	1.23	00:00:23	0.58%
8. social	14,843 (6.77%)	14,706 (6.78%)	19,297 (6.56%)	78.78%	1.28	00:00:46	13.08%
9. Kindle	8,290 (3.78%)	8,456 (3.90%)	36,559 (12.43%)	80.86%	1.31	00:00:55	0.55%
10. Link	8,016 (3.66%)	7,881 (3.64%)	9,408 (3.20%)	70.18%	1.74	00:00:47	3.38%











Social Media.

It's good to keep an eye on how traffic referred from social media channels change over time, and what kinds of content seem to be most interesting to those visitors. For CareerEd.org Facebook the dominant force behind driving sessions.

Social Network	Sessions	% Sessions
1. Facebook	18,090	 79.77%
2. LinkedIn	2,982	 13.15%
3. Instagram	1,338	 5.90%
4. Twitter	165	 0.73%
5. YouTube	30	 0.13%
6. Weebly	29	 0.13%
7. Blogger	18	 0.08%
8. Instagram Stories	15	 0.07%
9. Diigo	4	 0.02%
10. Epicurious	3	 0.01%

Pageviews.

After the homepage, viewers most often reviewed the Health sector page followed by the College and Program Finder. Although the third most viewed, the Program Finder page had the highest avg. time on page and the lowest bounce rate of any main page on the website.

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	422,662 % of Total: 100.00% (422,662)	355,958 % of Total: 100.00% (355,958)	00:01:48 Avg for View: 00:01:48 (0.00%)	293,902 % of Total: 100.00% (293,902)	80.21% Avg for View: 80.21% (0.00%)
1. / 	179,175 (42.39%)	146,307 (41.10%)	00:01:38	141,693 (48.21%)	78.51%
2. /health/ 	26,966 (6.38%)	23,023 (6.47%)	00:02:18	18,220 (6.20%)	79.29%
3. /college-program-finder/ 	26,920 (6.37%)	24,744 (6.95%)	00:02:32	21,513 (7.32%)	68.17%
4. /advanced-manufacturing/ 	19,315 (4.57%)	16,823 (4.73%)	00:01:59	14,445 (4.91%)	83.58%
5. /business-entrepreneurship/ 	18,077 (4.28%)	15,667 (4.40%)	00:01:40	13,006 (4.43%)	88.18%
6. /information-communication-technology-digital-media/ 	17,220 (4.07%)	14,805 (4.16%)	00:01:48	11,856 (4.03%)	87.74%
7. /energy-construction-utilities/ 	16,312 (3.86%)	13,856 (3.89%)	00:01:55	11,574 (3.94%)	84.39%
8. /agriculture-water-environmental-technologies/ 	15,985 (3.78%)	13,984 (3.93%)	00:01:30	11,780 (4.01%)	87.16%
9. /life-science-biotechnology/ 	15,032 (3.56%)	13,093 (3.68%)	00:01:33	10,662 (3.63%)	87.55%
10. /advanced-transportation-logistics/ 	13,638 (3.23%)	11,723 (3.29%)	00:01:28	9,723 (3.31%)	87.37%

Landing Pages.

Landing pages are the pages where a session starts. Users arrive at these pages by web searches, referrals from other sites or ads, and directly typing the URL into their web browser. We see similar trends to that of overall page views, with users looking at the College and Program finder as well as the Health and Advanced Manufacturing sectors. The Health sector blew away all other landing pages with a conversion rate of over 10%!

Landing Page ?	Acquisition			Behavior			Conversions <small>Goal 1</small>
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Outbound Click (Goal 2) Conversion Rate ?
	294,149 <small>% of Total: 100.00% (294,149)</small>	73.70% <small>Avg for View: 73.68% (0.02%)</small>	216,778 <small>% of Total: 100.02% (216,727)</small>	80.21% <small>Avg for View: 80.21% (0.00%)</small>	1.44 <small>Avg for View: 1.44 (0.00%)</small>	00:00:47 <small>Avg for View: 00:00:47 (0.00%)</small>	4.08% <small>Avg for View: 4.08% (0.00%)</small>
1. /	141,693 (48.17%)	66.52%	94,255 (43.48%)	78.52%	1.51	00:00:53	3.24%
2. /college-program-finder/	21,513 (7.31%)	93.47%	20,108 (9.28%)	68.32%	1.82	00:01:15	2.79%
3. /health/	18,220 (6.19%)	79.32%	14,453 (6.67%)	79.41%	1.30	00:00:44	10.20%
4. /advanced-manufacturing/	14,445 (4.91%)	82.72%	11,949 (5.51%)	83.64%	1.26	00:00:33	6.43%
5. /business-entrepreneurship/	13,006 (4.42%)	80.18%	10,428 (4.81%)	88.24%	1.20	00:00:23	2.46%
6. /information-communication-tech nology-digital-media/	11,856 (4.03%)	75.50%	8,951 (4.13%)	87.80%	1.22	00:00:23	3.32%
7. /agriculture-water-environmental-t echnologies/	11,780 (4.00%)	77.33%	9,110 (4.20%)	87.22%	1.22	00:00:24	2.84%
8. /energy-construction-utilities/	11,574 (3.93%)	78.28%	9,060 (4.18%)	84.47%	1.27	00:00:34	5.11%
9. /life-science-biotechnology/	10,662 (3.62%)	78.50%	8,370 (3.86%)	87.57%	1.22	00:00:24	3.69%
10. /advanced-transportation-logistic s/	9,723 (3.31%)	77.24%	7,510 (3.46%)	87.44%	1.23	00:00:23	2.74%

Conversions.

CareerEd.org's main goal has always been to refer users to its associated community college websites for more program information and ultimately to enroll in the institutions for career education classes. Most of these referrals have come from the Health sector page, the Program Finder, and the Advanced Manufacturing sector. When it comes to the referral sources that drive the most conversions, Paid Search and Paid Social lead the pack.

1. /health/	1,926	16.06%
2. /college-program-finder/	1,487	12.40%
3. /advanced-manufacturing/	888	7.40%
4. /energy-construction-utilities/	641	5.34%
5. /	638	5.32%
6. /information-communication-technology-digital-media/	558	4.65%
7. /paying-for-college/	533	4.44%
8. /college-program-finder/?sector=11	502	4.19%
9. /business-entrepreneurship/	400	3.34%
10. /colleges/	378	3.15%

1. google / cpc	5,113	42.63%
2. Facebook / social	2,299	19.17%
3. (direct) / (none)	961	8.01%
4. Facebook / RT	445	3.71%
5. SiteImpact / Email	373	3.11%
6. google / organic	324	2.70%
7. Facebook / Link	318	2.65%
8. SiteImpact / eblast	245	2.04%
9. Amazon / Kindle	202	1.68%
10. m.facebook.com / referral	180	1.50%

College Referrals

Grossmont has garnered the most referrals with over 800 unique events followed by Palomar, Cuyamaca, and Imperial Valley.

It should be noted that some schools linked directly to the state's ApplyOnline website from CareerEd.org rather than rout the users through the college's website. This has been changed and all users clicking a college "Apply" link on CareerEd.org are now sent to that college's "Apply" page and not directly to the state's ApplyOnline website.

Event Action ? ×	Total Events ?	Unique Events ? ↓
	18,181 % of Total: 74.38% (24,442)	15,667 % of Total: 79.87% (19,615)
https://applyonline.communitycollege.net/studentappview.cfm	1,563 (8.60%)	1,380 (8.81%)
https://www.grossmont.edu/future-students/default.aspx	874 (4.81%)	825 (5.27%)
https://www2.palomar.edu/#new-students	861 (4.74%)	811 (5.18%)
https://www.cuyamaca.edu/future-students/default.aspx	918 (5.05%)	808 (5.16%)
https://www.imperial.edu/apply-now/	726 (3.99%)	697 (4.45%)
https://www.swccd.edu/admissions-and-financial-aid/how-to-apply.aspx	612 (3.37%)	557 (3.56%)
http://www.sdce.edu/services/registration-enrollment	538 (2.96%)	516 (3.29%)
http://www.swccd.edu/index.aspx?page=279#home-button	542 (2.98%)	515 (3.29%)
https://www.grossmont.edu/college-info/career-education/default.aspx	637 (3.50%)	488 (3.11%)
http://www.miracosta.edu/officeofthepresident/pio/landing/applynow.html	479 (2.63%)	458 (2.92%)
https://www.sdcity.edu/future-students/apply.aspx	415 (2.28%)	388 (2.48%)
https://www.imperial.edu/courses-and-programs/cte-transitions/cte-degree-and-certificate-programs/	382 (2.10%)	339 (2.16%)
http://www.sdmesa.edu/academics/career-technical-education/	379 (2.08%)	329 (2.10%)
http://www.sdce.edu/#academic-areas	431 (2.37%)	324 (2.07%)
https://www.sdmesa.edu/apply/	342 (1.88%)	317 (2.02%)

Questions?

Campus

Updates

New initiatives and approaches

Thank you!

The logo icon consists of a vertical line that is part of the letter 'i' in the word 'Civilian'. At the top of this line is a square containing a white shape that resembles a stylized flag or a sail, with a curved edge on the right side.

CivilianTM