

SDICCCA

**Marketing Committee Meeting
January 2021**

Agenda.

Year 4 Scope of Work

Enrollment Campaigns

Regional Advocacy

Round Table Discussion

2021/2022 Scope of Work.

Understanding the Scope of Work.

What is included:

- A breakdown and description of desired projects and workstreams for the regional marketing campaign in 2021
- Background on what each deliverable entails, what SDICCCA will get specifically (where possible), and any open questions

What is not included:

- Spec work or a preview into what our outputs may look like
- Specific direction on the strategy behind each project
- A defined project brief for any given project

Full Project/Workstream List: Phase 1 (Jan - Sept '21)

General:

- Account Service - including local best practices & WDC
- MWC Hosting, Security, and Maintenance
- Careered.org Hosting, Security, and Maintenance

Awareness:

- Regional Advocacy
- K12 Page Development
- K12 Promotional Support
- K12 Counselor Resources

Enrollment:

- Fall Enrollment Campaign Media & PR
- Adult Edu / Noncredit Campaign
- Paid Search Coverage
- Back 2 Work SD/IV Reporting
- Organic Social Content Creation & Monitoring
- Full Year Editorial Calendar & Ad Hoc PR

Industry/Employer Engagement:

- Preferred Provider

Research/Reporting:

- Monthly Marketing Committee Reporting*
- Continuous Improvement (#1) - Focus Group Validation
- Research (#1) - Careered.org Pop Up/Survey
- Research (#2) - CTEOS/Grad Survey

Example:

Fall Enrollment Media.

Project outline: Continuing our pulsed enrollment paid media push strategy, we will again support Fall Enrollment via direct response oriented paid media. Recommend keeping investment flat year on year.

Key Deliverables:

- Media brief development
- Updated media strategy & plan
- Implementation and in-marketing management
- Media hard costs
- Performance reporting



Full Project/Workstream List: Phase 2 (Tentative Oct '21 - June '22)

General:

- Account Service - including local best practices & WDC
- MWC Hosting, Security, and Maintenance
- Careered.org Hosting, Security, and Maintenance

Awareness:

- Student Success Story Videos
- Day in the Life Videos
- Career Ed Guide Updates
- Sector One-Sheet Updates
- Community College Counselor/Faculty Engagement
- 2021 Impact Report

Advocacy:

- Alumni Engagement

Enrollment:

- Enrollment Campaign Creative Refresh - including photoshoots and concepting
- Spring Enrollment Campaign Media & PR
- Organic Social Content Creation & Monitoring
- Full Year Editorial Calendar & Ad Hoc PR

Industry/Employer Engagement:

- Employer Engagement Powerpoint
- Industry/Employer Engagement

Enrollment Campaigns.

Review of Previous Tactics & Campaign Set Up.

CE ENROLLMENT MEDIA PLAN							
ENROLLMENT							
TACTIC	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SEARCH	[Yellow Bar]			continuity		[Yellow Bar]	
FACEBOOK	[Orange Bar]					[Orange Bar]	
EMAIL BLASTS	1X	1X				1X	1X
LINKEDIN	[Green Bar]					[Green Bar]	
PROGRAMMATIC DISPLAY	[Blue Bar]					[Blue Bar]	
NATIVE DISPLAY		[Light Blue Bar]				[Light Blue Bar]	
	Fall Enrollment					Spring Enrollment	

Planning Process

- Tactics are refined with each campaign, with targeting continuously optimized to drive improved performance.
- Scorecard is created ahead of campaign, analyzing cost, click thru rate, landing page visit rate, and cost per outbound referral. This data is used to inform budget splits and channel focus.

Discussion Point: Focusing on Retention?

Where does current enrollment stand against projections?

A potential shift in campaign strategy & positioning:

- Is this of interest?
- What would this campaign look like?
- What efforts are happening at the college level that we could either complement or avoid duplicating?
- What would be our key metric of success?
- What ideas could inform this evolution?

Regional Advocacy.

Regional Advocacy.

Description: Utilizing the West Ed Stronger Together article and the 2020 Impact Report, the region will be contacting a key list of industry figures in order to distribute both pieces of information. The goal is to raise awareness, drive people to reach out for more information on regional activities, and protect funding.

Outreach Materials:

- Introduction Letter
- Stronger Together Article
- 2020 Impact Report

Call to Action: Being developed and incorporated into email comms.

Additional Support: Infographic being developed for Legislative outreach.

Target List.

Outlet Name	Contact First Name	Contact Last Name	Contact Title
EdSurge	Jeffrey	Young	Senior Editor
EdSource Today	John	Fensterwald	Editor
Times of San Diego	Chris	Jennewein	Editor & Publisher
San Diego Union-Tribune, The	Blanca	Gonzalez	Community Opinion Editor
Diverse: Issues in Higher Education	LaMont	Jones	Senior Editor
Chronicle of Higher Education, The	Carolyn	Mooney	Senior Editor, Special Sections
Journal of Hispanic Higher Education	Michael	Mulnix	Senior Editor
EdCal	Cary	Rodda	Editor
Voice of San Diego	Jesse	Marx	Editor/op-ed contact
American Association of Community Colleges (Community College Daily, CalMatters)	Dr. Martha	Parham	SVP Public Relations (will ask for correct contact if she is not)
The Sacramento Bee			
CCCAOE	Amy	Christanson	Executive Director
	Sheneui	Weber	Vice Chancellor, Workforce and Economic Development
	Katie	Perdue	Assistant to the Vice Chancellor
	Mark	Perry	Project Manager, Career Education
Chancellor's Office	Sandra	Sanchez	Assistant Vice Chancellor, Workforce and Economic Development
	Javier	Romero	Dean, Workforce and Economic Development
	Gary	Adams	Dean, Workforce and Economic Development
	Jeffrey	Mrizek	Dean, Workforce and Economic Development
	Alejandro	Sandoval	Associate Program Manager, Workforce and Economic Development

Also contacting list of local legislators and budget analysts.

- Anyone missing from the list above?
- Who do you contact when doing local advocacy?

Round Table

Discussion Points.

What marketing activities does your college currently have in progress?

February is CTE month - what efforts, announcements, or releases do you have regarding this and how can the Region support/amplify?

Questions?

Thank you!

Appendix.

Phase 1 Project & Workstream Breakdown.

General.

Account Service.

Project outline: Covering all day-to-day account management and activities for the Civilian account lead and other personnel as needed, Account Service is inclusive of guiding account strategy, financial management, brief development, timeline management, regular client status meetings, attendance of (and dissemination of learnings from) WDC and other local best practice meetings, as well as leading the team both internally and externally. In short, Account Service keeps all the various wheels in motion and the account functioning holistically.

Key Deliverables:

- Account strategy development and adherence
- Weekly status meetings + status documentation
- All media, creative, and PR written project briefs
- Full year timeline & deadline management
- Internal creative review
- Regular client communications
- Attendance of WDC meetings and dissemination of learnings
- Intake and application of local best practices

Careered.org Hosting, Security, Updates, and Maintenance.

Project outline: In 2020 we implemented the optimizations and updates as a result of the UX/UI audit. 2021 will not include as robust an audit, but will include standard hosting, security, and maintenance. Beyond that we'll look to implement any improvements as a result of research or focus groups, update the program finder twice a year, and field ad hoc requests.

Key Deliverables:

- Hosting and security for CE.org
- 2x full program finder updates
- Standard maintenance and content updating
- Implementation of improvements based on research
- New sectors incorporation, landing pages, and updates (7)

MWC Hosting, Security, and Maintenance.

Project outline: This project covers all technical hosting, security, and routine maintenance for MyWorkforceConnection. In this case there is a baseline monthly cost for upkeep and then a small amount factored in on top of the project for ad hoc updates, content requests, or maintenance.

Key Deliverables:

- MWC hosting and security
- Ad hoc maintenance

Awareness.

Regional Advocacy.

Description: Utilizing the West Ed Stronger Together article and the 2020 Impact Report, the region will be contacting a key list of industry figures in order to distribute both pieces of information. The goal is to raise awareness, drive people to reach out for more information on regional activities, and protect funding.

Outreach Materials:

- Introduction Letter
- Stronger Together Article
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Call to Action: Being developed and incorporated into email comms.

Additional Support: Infographic being developed for Legislative outreach.

K12 Page within Careered.org.

Project outline: Creating a unique landing page within Careered.org to house K12 resources, links, and drive to the unique program finder. This work may entail redesign and development work for Careered.org homepage depending on the desired integration.

Key Deliverables:

- Design & development work on Careered.org

Outstanding Questions

- Need to understand desired integration formatting
- Prominence of location within Careered.org

K12 Promotional Support.

Project outline: Promoting K12 resources and unique program finder to boost engagement and utilization. Costs and details of the program are TBD.

Key Deliverables:

- TBD promotional activity

K12 Counselor Resources.

Project outline: Scope and details are to be determined, but placeholder project is to support design and development of additional collateral, working in partnership with the Pathway Coordinators.

Key Deliverables:

- Briefing, design, development, and production of K12 collateral

Outstanding Questions:

- What content needs exist?
- What content exists that can feed into project?

Enrollment.

Fall Enrollment Media.

Project outline: Continuing our pulsed enrollment paid media push strategy, we will again support Fall Enrollment via direct response oriented paid media. Recommend keeping investment flat year on year.

Key Deliverables:

- Media brief development
- Updated media strategy & plan
- Implementation and in-marketing management
- Media hard costs
- Performance reporting

Fall Enrollment PR.

Project outline: Supporting our paid media push, we will again look to promote new, exciting, or in-need programs as identified by the colleges themselves through a press release and media pitching.

Key Deliverables:

- Press release
- Media pitching
- Secured media management

Adult Edu / Noncredit Campaign.

Project outline: This will be a separate campaign running in conjunction with enrollment. The exact scope and target audience are to be defined, but the development of a new campaign will require a full planning process: brief development, planning, creative development, implementation, and reporting. Media costs will be dependent on finalized brief. **The costs here are a placeholder based on a relatively small test campaign.**

Key Deliverables:

- Campaign brief development
- Media planning
- Creative concepts
- Final media plan
- Creative asset development
- Reporting

Paid Search Coverage.

Project outline: Between paid media enrollment pushes we recommend keeping a presence in paid search to ensure that the enrollment campaign is not completely dark in September and October. Given enrollment challenges we recommend keeping the investment flat at a minimum year on year.

Key Deliverables:

- Search engine marketing set up, management, and costs

Back 2 Work SD / IV.

Project outline: Building on the successful launch in 2020 there will be several key components to pursue in 2021: Reporting, Content Update based on COE Reports, Revised Media Plan based on learnings. This scope will specifically cover reporting.

Key Deliverables:

- Round 1 campaign report

Monthly Organic Social Content Creation & Monitoring.

Project outline: We recommend continuing to build on the region's established presence in organic social - continuing the same process and cadence as the past year. This budget will allow for continued boosting and incorporation of our revised process that allows the colleges for more input into the content itself. We will also continue to monitor the social channels for comments and interaction.

Key Deliverables:

- Monthly content calendar (inclusive of content research) + revisions
- Ongoing monitoring
- Ad hoc reporting

Full Year Editorial Calendar & Ad Hoc PR.

Project outline: At the outset of the year we will revisit our full year editorial calendar for PR, setting out a tentative/flexible calendar of projected topics we'd like to cover. Incorporated into this document will be best practices and learnings from 2020 and key ideas we'd like to put to use in 2021. We will also work to identify spokespeople and students in advance of pitch development. Some budget will be kept aside to adapt to ad hoc PR needs as they arise throughout the year.

Key Deliverables:

- Best practices and recommendations
- Full year editorial calendar
- Ongoing pitch development and management
- Ad hoc PR support

Industry/Employer Engagement.

Preferred Provider.

Project outline: Preferred Provider will put into motion the plans based on the discussions through the end of 2020 in collaboration with the EDC. This plan will likely include pitch and plan development, content development, organic social promotion, paid social asset development, and paid social promotion. There may also be development work if elements are incorporated into the website.

Key Deliverables:

- Campaign brief development based on approved POV
- Content and pitch development
- Creative development
- Organic social development and management
- Paid social media planning and implementation
- Career.org integration

Research / Reporting.

Monthly Marketing Committee Reporting.

Project outline: Every month Civilian compiles a written report covering the previous month's PR, Media, Organic, and Digital activity. We also highlight GA application and referral performance and include some forward looking commentary where applicable. This report is then distributed to the marketing committee members to allow insight into the ongoing campaign activities.

Key Deliverables:

- (12) total reports, one per month - including monthly revisions

Continuous Improvement - Focus Group Validation.

Project outline: It has been several years since our approach was informed and validated by a series of Focus Groups aimed at validating our creative and ensuring resonance with our target audiences. In Y4 we would like to revisit this, ensuring that we develop a new creative and/or website direction in conjunction with research that compares our old approach with any new concepts to ensure our new direction resonates with our audience. This will include contracting with an independent research firm, managing the logistics and/or facility, recruitment, moderator, moderator guide development, incentives, and a final report. A final recommendation will be made once the parameters of the testing are clear.

Key Deliverables:

- Research brief development
- Coordination of all logistics and project details outlined above
- Estimated (4) focus group sessions

Outstanding Questions:

- What is exact timing?
- What elements do we want to test specifically?
- What is our final methodology?

Research (#1) - Careered.org Pop Up / Survey.

Project outline: In order to understand more about the audience actually using Careered.org a pop up survey, built to be commensurate with the quality and experience of the website, could be utilized to help understand the prospective student's path into and out of the site, their key goals while on the site, and more about their demographics. This can help with reporting out to colleges on success and with internal optimizations.

Key Deliverables:

- Strategy and questionnaire for survey development
- Survey programmed into CE.org
- Reporting

Research (#2) - Grad Survey.

Project outline: Utilizing either existing outreach tools or exploring new tools like LinkedIn, we will put together a strategic research plan to reach out to grads from the region's community colleges in order to understand more about their successes after graduating, how their education has played a role in their employment, their employment levels, etc.

Key Deliverables:

- Strategic research brief
- Questionnaire development
- Study TBD

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 circle with a diagonal line from the top-left to the bottom-right, resembling a flag or a stylized 'C'.

CivilianTM