Strong Workforce Regional CE Marketing Update – February 2021

MARKETING CAMPAIGN OVERVIEW

Communications/PR

January 2021 Accomplishments:

- Pitching
    - Outreach for Back2Work campaign focusing on pandemic resilient jobs
        - Coordinating FOX 5 interview with Dr. Neault
        - *Campus Technology* considering for publication
- Annual Impact Report covering results of Strong Workforce Program funding on the region, individual colleges, and K-12 partners
- Stronger Together advocacy documents created; including legislative outreach list and contact information
- Preferred Provider POV approved and brief developed
- Career Technical Education Month POV provided for planning

Looking Ahead:

- Preferred Provider program development
- Career Technical Education month outreach & follow-up
- 2021 Public Relations Editorial Calendar Outreach

Paid Media – Performance insights for this update cover the month of December, during which the Spring Enrollment Campaign continued in market. This push to promote enrollment concluded on December 31st, 2020.

All acronyms are defined on the glossary page of the report

Programmatic:

- Programmatic delivered 4,208,513 impressions and 3,755 clicks, resulting in a 0.09% CTR in December 2020
- Top performing sectors in terms of CTR were: Information Communication Technology, Advanced Manufacturing and Business & Entrepreneurship
- In December 2020, display was responsible for delivering 205 outbound referrals to college sites for application

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Native:

- Native delivered 5,012,915 impressions and 4,184 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 839,115 impressions and 6,728 clicks, resulting in a 0.80% CTR and an 0.48% 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 0.01% 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
- Top performing keywords in terms of clicks: nursing rn, san diego college, free classes, welding, colleges classes and free training

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Organic Social – January 2021

- **Facebook**
  - 12 Posts, +55 Net Page Likes (1,295 Total), 9,259 Total Engagements
  - Most engaging (non-boosted) post was Dr. Cortez' quote from SDCCE.
  - Top boosted post was "Did You Know" post about Advanced Manufacturing Firms.
- **Twitter**
  - 8 Tweets, +5 Net Followers (203 Total), 35 Total Engagements
  - Most engaging tweet was Dr. Cortez' quote from SDCCE.
- **Instagram**
  - 2 Posts, +45 Net Followers (565 Total), 20 Engagements
  - Most engaging post was Dr. Cortez' quote from SDCCE.
- **LinkedIn**
  - 9 Posts, +7 Net Followers (419 Total), 100 Engagements
  - Most engaging post about Mesa College's free online job board

Forward Looking:

- 3/3/21: Southwestern College work-based learning program highlight
- 3/9/21: Life Sciences and Biotech sector highlighted
- 3/11/21: Spotlight on IV's nursing students
- 3/15/21: SD City College's online resource guide
- 3/17/21: Quote from former MiraCosta student Joey Marquis
- 3/23/21: SDCE name change to SDCCE
- 3/25/21: MiraCosta and Southwestern in list of top 20 architecture schools in CA

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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: January 2021

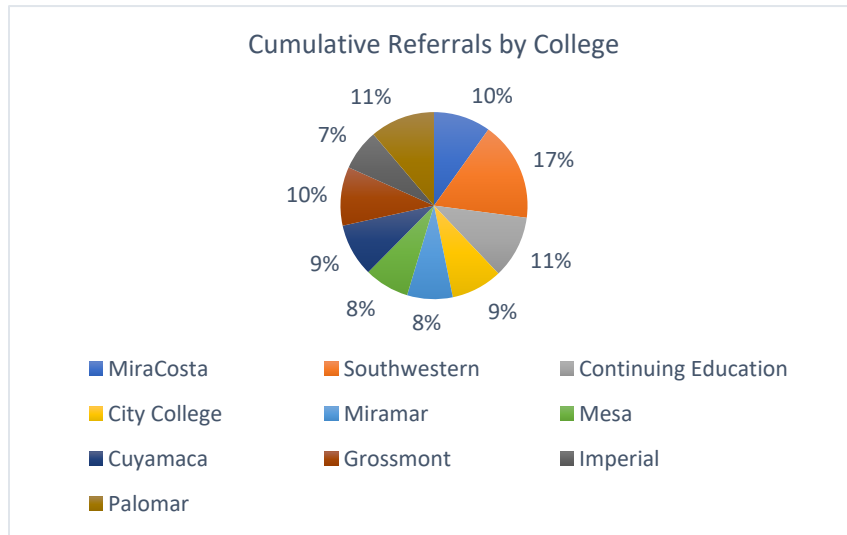**CareerEd.org** (figures shown are month on month)

- 22,902 Sessions (+18.6%)
- 0:50m Ave Session Duration (-5.9%)
- 32,779 Pageviews (+11.8%)
- 21,494 Users (+26.2%)
- 21,086 New Users (+26.4%)
- 79.5% Bounce Rate (+3.7%)
- 1,355 College Referrals (-28.0%)

*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 (June 2018 (site launch) through January 2021)

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 31,145
- Referral totals by college through January 2021

College	Referrals
MiraCosta	3,074
Southwestern	5,358
Continuing Education	3,380
City College	2,755
Miramar	2,453
Mesa	2,418
Cuyamaca	2,848
Grossmont	3,161
Imperial	2,203
Palomar	3,495

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Cumulative Referrals by College

Legend:
- ■ MiraCosta
- ■ Southwestern
- ■ Continuing Education
- ■ City College
- ■ Miramar
- ■ Mesa
- ■ Cuyamaca
- ■ Grossmont
- ■ Imperial
- ■ Palomar

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

January 2021

College	This Month's CareerEd.org Outbound Referrals	Individual College GA Application Data*	Cumulative GA Applications to Date (Oct 2019 – Current)
MiraCosta	142	9	169
Southwestern	217	6	337
San Diego College of Continuing Education	114	14	164
San Diego City College	145	5	127
San Diego Miramar	95	18	146
San Diego Mesa	106	6	166
Cuyamaca	88	25	161
Grossmont	113	9	83
Imperial	199	0*	60
Palomar	127	5	186

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.
*Website not currently recording application clicks

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Noncredit Referral Snapshot (From Oct 2019 to current date)

January 2021

College	This Month's CareerEd.org Outbound Referrals	Cumulative Outbound Referrals
Miracosta	1	240
Southwestern	2	235
San Diego College of Continuing Education	2	802
Palomar	1	253

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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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