

## **Strong Workforce Regional CE Marketing Update – Q2 2021**

### **MARKETING CAMPAIGN OVERVIEW**

#### **Communications/PR**

##### Q1 Accomplishments:

- Creation and approval of Preferred Provider campaign and content plan to support May landing page launch and media test
- Continued pitching for Back2Work campaign
- Finalized and published annual Impact Report covering impact of Strong Workforce Program funding on the region, individual colleges, and K-12 partners
- Aided creation of Stronger Together advocacy documents including legislative outreach list and contact information
- Presentation of annual editorial calendar to Marketing Committee for review and input

##### Looking Ahead to Q2:

- Complete initial round of five articles for Preferred Provider landing page
- Utilize editorial calendar input and ideas to build out a monthly regional blog
- Create a POV for supporting sector updates and investments
- Plan and execute Fall Enrollment support outreach

#### **Paid Media**

*Performance insights for this update cover total campaign results from the Back2Work campaign as this was the only paid media live during Q1 2021. This effort wrapped up on February 10th, 2021.*

*All acronyms are defined on the glossary page of the report*

#### **Back2Work Campaign Parameters:**

- *Objective:* Inform those impacted by the economic downturn that good paying, pandemic and/or recession resilient jobs/careers exist and are going unfilled and that by enrolling in Career Education programs, you can get the skills to attain one
- *Targeting:* Income (<\$25K) was used as our main proxy for those likely to be impacted by the economic downturn
- *Paid Media Budget:* \$130K

**Back2Work Overview:**

- The campaign included Email Blasts, Facebook/Instagram, Direct Mail, and Native Display
- Overall campaign delivered 11.5M impressions, 34.8K Website Visits, and 703 Outbound Referrals
- Performance by channel was in line with Year 3 CareerEd benchmarks for Click Through Rate (CTR) and Landing Page Visit Rates
- Performance was similar between San Diego and Imperial Valley with some notable differences by tactic (Email Blasts)
- Native Display delivered the most efficient Cost Per Outbound Referral (\$64)
- Email Blasts were the top performing tactic delivering the greatest Landing Page Visit Rate (1.23%)

**Back2Work Channel Performance:**

## Email Blasts:

- Email was the top performing tactic delivering the greatest Landing Page Visit Rate (LPVR) relative to all other tactics (1.23%)
- Landing Page Visit Rates were lower than Year 3 CareerEd benchmarks (1.23% vs. 1.69%)
- Email Open Rate was 15% which is in line with Year 3 CareerEd benchmarks (16%)
- Performance was stronger in San Diego (1.27% LPVR) than Imperial Valley (0.93% LPVR)
- Cost Per Outbound Referral was \$119, making it the second most efficient channel in this metric

## Facebook/Instagram:

- Social Media was the second best performing tactic with a 0.26% LPVR
  - Landing Page Visit Rates were lower than Year 3 CareerEd benchmarks (0.26% vs. 0.37%)
- Performance was stronger in San Diego (0.27% LPVR) than Imperial Valley (0.20% LPVR)
- Cost Per Outbound Referral was \$286, making it the least efficient channel (of all measurable channels) in this metric

## Direct Mail:

- Direct Mail was more effective in driving website traffic than Native channels (0.24% vs. 0.08%), though volume was low for this channel
- 21% of individuals who visited the Back 2 Work landing page did so by scanning the QR code on the Direct Mailer

**Native:**

- Although Native delivered the campaign's lowest Landing Page Visit Rate (0.24% vs. 0.08%), it proved to be the most efficient in delivering Outbound Referrals (325 Referrals at \$64/Referral)
- LPVR performance was in line with Year 3 CareerEd benchmarks (0.07%)

**Paid Media Looking Ahead:**

- Preferred Provider paid media test recommendation will be provided by early May
- Fall Enrollment planning will kick-off ahead of a June launch

**Organic Social – Q1 2021**

- **Facebook**
  - 44 Posts, 1,285 Total Followers, 12,169 Total Engagements
  - Most engaging (non-boosted) post was quote by Kaylin from Cuyamaca
  - Top boosted post was “Did You Know” post about Advanced Manufacturing Firms.
- **Twitter**
  - 44 Tweets, 211 Total Followers, 157 Total Engagements
  - Most engaging tweet was the Fusion 360 Design Competition announcement
- **Instagram**
  - 8 Posts, 565 Total Followers, 83 Engagements
  - Most engaging post was quote by Florentina, adult high school student at MiraCosta
- **LinkedIn**
  - 31 Posts, 464 Total Followers, 251 Engagements
  - Most engaging post was announcement of SDCCE rebrand

**Forward Looking:**

- 5/3/21: SD Tribune Job Market Post
- 5/11/21: Palomar information webinars and live Q/A
- 5/13/21: Grossmont student quote (Cole)
- 5/19/21: Promise program post

- 5/21/21: Spotlight on Mary from Southwestern
- 5/25/21: SDCCE healthcare career certificate programs
- 5/27/21: Energy, Construction, & Utilities promotion

### 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: Q1 2021

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

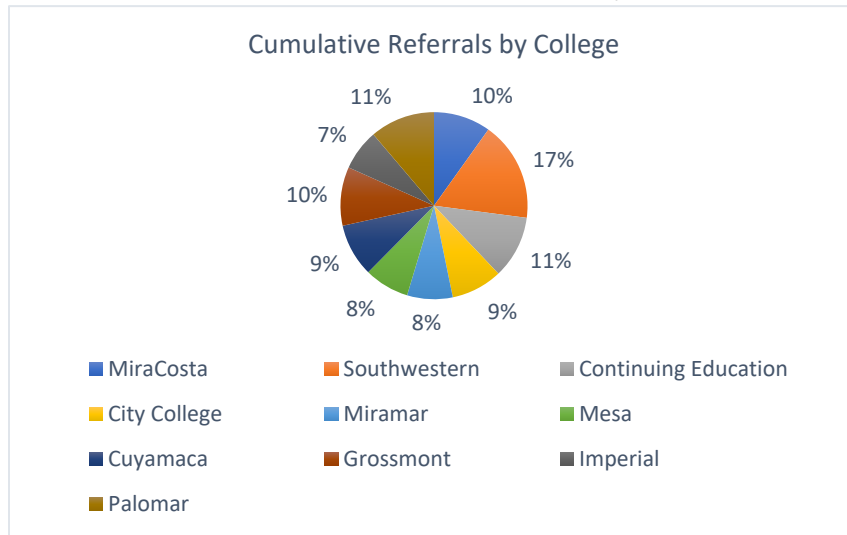
- 38,430 Sessions
- 0:51m Ave Session Duration
- 56,120 Pageviews
- 35,852 Users
- 35,159 New Users
- 78.11% Bounce Rate
- 2,031 College Referrals

*\*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 March 2021)

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 31,815

<b>MiraCosta</b>	<b>3,145</b>
<b>Southwestern</b>	<b>5,480</b>
<b>Continuing Education</b>	<b>3,436</b>
<b>City College</b>	<b>2,806</b>
<b>Miramar</b>	<b>2,491</b>
<b>Mesa</b>	<b>2,477</b>
<b>Cuyamaca</b>	<b>2,899</b>
<b>Grossmont</b>	<b>3,226</b>
<b>Imperial</b>	<b>2,249</b>
<b>Palomar</b>	<b>3,606</b>



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

**Q1 2021**

<u>College</u>	<u>This Quarter's CareerEd.org Outbound Referrals</u>	<u>Individual College GA Application Data*</u>	<u>Cumulative GA Applications to Date (Oct 2019 – Current)</u>
MiraCosta	213	2	162
Southwestern	339	7	338
San Diego College of Continuing Education	170	6	156
San Diego City College	196	9	131
San Diego Miramar	133	18**	146
San Diego Mesa	165	6**	172
Cuyamaca	139	29	165
Grossmont	178	25	99
Imperial	245	0*	60
Palomar	238	9	190

*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*

*\*\*Waiting on updated data*

**Noncredit Referral Snapshot (From Oct 2019 to current date)****Q1 2021**

<u>College</u>	<u>This Quarter's CareerEd.org Outbound Referrals</u>	<u>Cumulative Outbound Referrals</u>
Miracosta	1	240
Southwestern	4	237
San Diego College of Continuing Education	9	809
Palomar	2	254

**ACRONYM GLOSSARY:**

<b>CTR</b>	<b>Click Thru Rate</b>	The percentage of users that see and click on an ad
<b>eCPM</b>	<b>Estimated Cost Per Thousand</b>	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
<b>CPLC</b>	<b>Cost per Link Click</b>	The cost of an individual link click based on the performance of the campaign
<b>CPC</b>	<b>Cost per Click</b>	The cost of an individual click
<b>CPA</b>	<b>Cost per Action</b>	The cost of a specific action as tracked by the campaign