

Strong Workforce

**Marketing Committee Meeting
April 2021**

Agenda.

Current Workstreams

Enrollment Planning

Focus Groups

Back 2 Work

Editorial Calendar

DEI Working Group Self Assessment

Current Workstreams Status.

Brief Development.

Status:

- Briefs continue to be developed
- Marketing committee and/or specific working groups will be asked to feedback on key points therein to ensure we are progressing accurately

Next Steps:

- **Briefs in development:** Enrollment Media, Focus Groups, Adult Edu/Noncredit, K-12 Landing Page Development
- **Briefs approved:** Preferred Provider
- **Briefs to be developed:** Research 1 & 2

K-12 Landing Page.

Status:

- Requirements for integration of K-12 information and content into CE.org page being assessed
- Working group met again on 3/30, and content is being collated to assess final needs

Next Steps:

- Full list of desired content being collated
- Civilian will then map out development and integration needs
- Timeline will be developed at that point

Preferred Provider.

Status:

- Direction approved in conjunction with EDC and Kevin McMackin
- Brief approved and initial content work has started

Next Steps:

- Contacts for content development being collected and content roadmap is in place
- Assessing needs for contact/RFI form integration on employer page
- Planning for paid media test and promotion
- Firming up timeline based on content roadmap

Enrollment Campaign Planning.

Status:

- Currently exploring opportunity to either continue with Fall Enrollment campaign as previously run or redesign the campaign with a greater focus on equity
- Initial brief drafted, but looking to gather Marketing Committee input on direction

Questions for the Marketing Committee:

- What should our campaign focus on in the spring?
- Is your campus doing any targeting marketing for recruitment?
- If so, in what ways are you incorporating diversity and equity into your approach?

Focus Groups.

Status:

- Focus groups were conducted at the outset of the three year campaign in order to inform the creative direction and messaging
- The campaign has not undergone major research on this front since entering market and education and economic landscape has changed
- Initial direction is being considered, but Marketing Committee input is needed

Questions for the Marketing Committee:

- Do you see value in the Regional Campaign investing in focus group style research?
- Are you able to help recruit current students from your college?
- Are there any key points you would hope to see come out of this research?
- Would you view this type of research as valuable in your own enrollment efforts?

#Back2Work.

Last session we reviewed the topline campaign performance and the report was distributed.

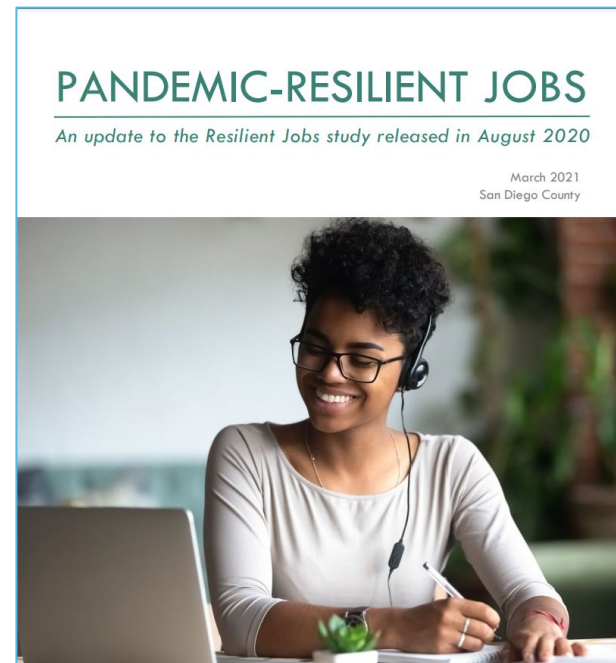
Any questions on performance?

Since then, an updated report was released:

- Is there value in pursuing another campaign of this nature?
- Are any of your individual colleges doing anything with this information?

[Find the report here \(click\)](#)

#Back2Work Campaign Update.



Editorial Calendar.

Guiding Strategy.

Grounding all our work in **data and tangible outcomes**, our approach to earned media this year will focus on celebrating diversity, encouraging enrollment, and building awareness of SDICCCA's essential role as an equitable “engine of prosperity¹” driving regional and personal economic success by cost-effectively training workers to meet critical employer needs.

Outreach Goals.

1. **Increase awareness** of SDICCA career education as an affordable, attainable path to a rewarding, in-demand career
2. **Support enrollment** by ensuring Career Education is in the consideration set for all prospective students
3. Showcase SDICCCA leadership in **equitably meeting the needs of diverse student, faculty, and staff**
4. **Strengthen ties with employers** to ensure continued alignment of training programs with hiring needs and showcase success from enrollment through employment

Focus Areas.

- Fall and Spring Enrollment Support
- Equity and Inclusion
- Retention Programs
- Sector Updates and Investments
- Employer Partnerships
- Economic Vitality Report (2021 Impact Report)

Utilizing Data.

Increase the **use of data and tangible outcome tracking** in partnership with the **Data and Research Committee** and leverage reports and input from:

- COE
- LaunchBoard
- WestEd
- Marketing Committee
- EMSI
- State and national sources including EdSource, CalMatters, etc.

Any other reporting or data that should be included?

Annual Research.

California

California Community Colleges

- [Mental Health Services Report](#) after Q2
- [CalWORKS Program Legislative Report](#) Q2

California Legislative Analyst's Office

- [Budget Proposal for California Community Colleges](#)

National Student Clearinghouse Research Center

- [Success and Progress Rates reports](#) spring
- [Completing College National and State reports](#)

National

American Association of Community Colleges

- [Trends in Community College Enrollment and Completion Data report](#) Q3

Hanover Research

- [Trends in Higher Education report](#)

National Student Clearinghouse Research Center

- [Fall and Spring enrollment reports](#) bi-annual
- [Yearly Success and Progress Rates report](#) late spring
- [Undergraduate Degree Earners](#)
- [Completing College National and State reports](#)
- [Persistence and Retention Rates report](#)

Pearson

- [Pearson Global Learning report \(vocational & tech\)](#)

Current Approach.

1. Started with **must-have milestones**
2. Brainstormed **creative approaches for data-driven stories** in support of **diversity and inclusion and retention**
3. **Leverage** state and national research reports to generate regional coverage.
4. **Coordinate schedules with research sources** to stay ahead of data-driven news

Data-Driven Milestones:

Confirmed Timing

- Back2Work Update – April
- Student outcomes – May
- Enrollment – Aug./Dec.
- Impact Report – Dec./Jan.
- Sector Investments – Apr./May

Timing to be Determined

- Faculty Institute Initial Cohort Follow-Up Activity
- Sector Updates
- Economic Impact Report

Shaping upcoming ideas.

- Are you aware of any reports or data points that could inform interesting and newsworthy approaches to these topics?
- Is your college producing any research, success stories, or compelling proof points around these topics?
- What is the right approach for the region to take on these fronts?

Diversity & Equity

Retention

Other Research

Next Steps:

- Marketing Committee check in on any data & research requests pending/existing
- Assemble working group
- Region to check with Work Groups on data driven success stories
- Execute on data-driven milestones
- Execute, measure, and update as needed
- Continue to monitor state & federal reporting for insights and reports

DEI Working Group Self Assessment.

Thought starters and questions from last session.

There is a push to ensure that **diversity, equity, and inclusion** are woven into all groups across the organization.

Questions:

- How inclusive and equitable is the campaign?
- How inclusive and equitable is our working group?
- What can we do as a workgroup to address equity gaps in our region?
- How can (or do?) our current efforts contribute to closing equity gaps?
- In what ways does marketing contribute to increasing opportunities for access and the attainment of living wages for all?

Questions?

Thank you!

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CivilianTM