

Strong Workforce Regional CE Marketing Update – Q3 2021

MARKETING CAMPAIGN OVERVIEW

Communications/PR

Q2 Accomplishments:

- Conducted interviews, drafted content and completed editing of five articles for CareerEd.org Employer landing page
 - *Connected Communities Driving Student and Employer Success* by Danene Brown, Regional Chair - San Diego & Imperial Counties Community Colleges Regional Consortium and Ashley Swartout, Director, Economic Development at San Diego Regional EDC
 - *Encouraging Inclusive Learning in Classrooms that Mirror Real World Workspaces* by Mike Paulding Computer Science MiraCosta College
 - *Software Intern Spotlight: Emma Plum*, San Diego Mesa College
 - *Top Skills Required to Secure High-Demand Marketing, Sales, and Operations Careers* featuring Rachelle Snook, Global Talent Director WD-40 Company and Advancing San Diego Business Working Group member
 - *Strong Community Ties Grow Some of the Best Trained Nurses* featuring Daniel Ortiz, Jr., MBA/MSN, RN, PHN - Associate Professor/Simulations Coordinator Imperial Valley College
- Drafts of first two Pathways to Success Blogs
 - [Imperial Valley College Programs Train for Resilient, Living Wage Careers](#) (update on Pandemic Resilient Careers for Imperial County)
 - Community Colleges Partner with Local Employers to Train Workers for In-Demand Careers (rollup of Preferred Provider Content)

Looking Ahead to Q3:

- Launch of the Employer landing page and content
- Addition to the Pathways to Success Blog on CareerEd.org
- Execution on Fall Enrollment support outreach

Paid Media

Performance insights for this update cover campaign-to-date results from the Fall Enrollment campaign which runs from June 2021 through August 2021.

The reporting time period for this update is 6/7/21 – 6/30/21.

All acronyms are defined on the glossary page of the report

Fall Enrollment Campaign Parameters:

- *Objectives:*
 - Increase enrollment
 - Help reduce gaps amongst various ethnicities' percentage of population versus percentage of student body
 - Increase retention and completion
- *Targeting:*
 - High School Students
 - 11th & 12th Grade
 - Hispanic Teens
 - Adults (18-29)
 - Working Adults
 - Hispanic Adults
 - Military (Active Duty & Veterans)
 - Parents of Teens in 11th & 12th Grade
- *Paid Media Budget:* \$184K

Fall Enrollment Overview:

- The campaign includes Programmatic Display, Native Display, Facebook/Instagram, LinkedIn, Paid Search, Email Blasts (3), and Google Mail ads
- All tactics except for Google Mail ads launched in June
- The campaign so far has delivered 7.6M impressions, 15.9K Website Visits, and 562 Outbound Referrals
- Facebook/Instagram, Paid Search, and Email Blasts all outperformed previous campaign benchmarks for Landing Page Visitation Rate
- Programmatic Display, Native Display, and LinkedIn underperformed relative to past campaign benchmarks for Landing Page Visitation Rate but digital tactics often require time to ramp up overall impression deliveries and optimize accordingly
- Paid Search has been the most successful channel in driving Outbound Referrals (431) with a Cost Per Outbound Referral of \$17
- Facebook/Instagram was the second-best performing channel for Outbound Referrals (116) with a Cost Per Outbound referral of \$53
- One Email Blast was delivered in June with an Open Rate of 19% which exceeds prior campaign benchmarks of 16%

Paid Media Looking Ahead:

- 2021 Broadcast TV media recommendation targeting a late August launch
- K-12 Program Finder campaign launched on 7/19
- Employer targeted paid media test to go live once page development is complete

Organic Social – Q2 2021

- **Facebook**
 - 36 Posts, 1,383 Total Followers, 3,153 Total Engagements
 - Most engaging (non-boosted) post was “Training for a new career at one of the 10 community colleges in San Diego and Imperial County costs just \$46 per unit. Federal and state aid can lower costs even more - find out if you apply here.”
 - Top boosted post was “Healthcare jobs are on the rise! Get ahead of the curve by enrolling in a Career Education program to get the training you need to succeed. Learn more at <https://careered.org/health/>”
- **Twitter**
 - 48 Tweets/Retweets, 219 Total Followers, 130 Total Engagements
 - Most engaging tweet was quote from SDCCE student Danielle Nadeau
- **Instagram**
 - 11 Posts, 577 Total Followers, 104 Engagements
 - Most engaging post was quote by Danna Yunis at Grossmont
- **LinkedIn**
 - 10 Posts, 476 Total Followers, 137 Engagements
 - Most engaging post was quote by Danna Yunis at Grossmont

Forward Looking Highlights:

- 8/02/21: SD Promise milestone and quote from Dr. Cortez
- 8/10/21: Palomar College’s hired student in the Diesel Technology program
- 8/16/21: Grossmont student quote (Margen)
- 8/20/21: Noncredit spotlight
- 8/24/21: Mental health resources

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: Q2 2021

CareerEd.org (vs Q1 in parentheses)

- 18,430 Sessions (-50.4%)
- 0:50m Ave Session Duration (-1.7%)
- 27,008 Pageviews (-51.8%)
- 17,544 Users (-51.1%)
- 17,432 New Users (-50.4%)
- 83.12% Bounce Rate (+6.41%)
- 1,367 College Referrals (-32.7%)

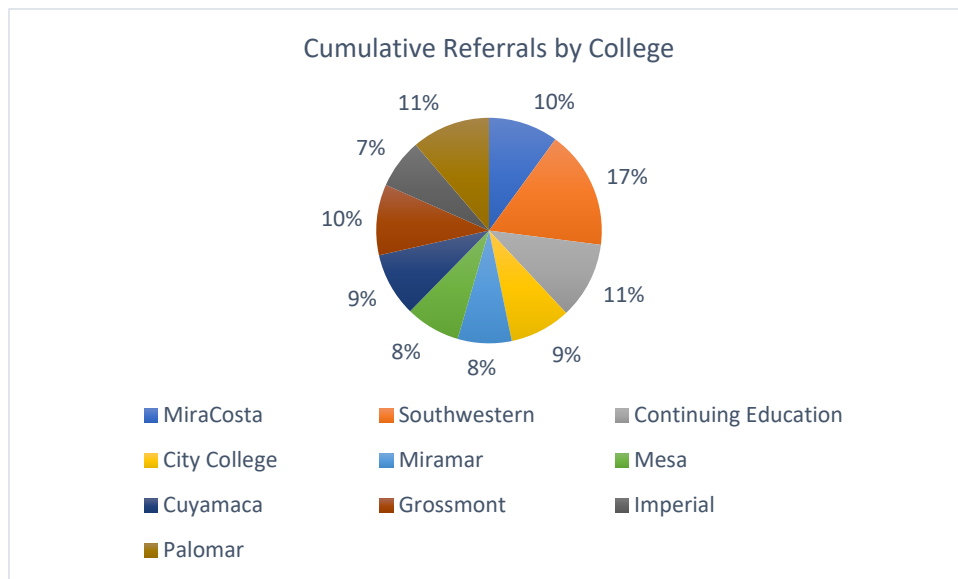
Quarter on quarter performance is expected to decrease given seasonality, but then expected to pick up once the impacts of the enrollment campaign media are fully realized.

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 June 2021)

- Total outbound referrals (college pages, district sites, state application site, state financial aid site): 33,376

MiraCosta	3,340
Southwestern	5,678
Continuing Education	3,673
City College	2,913
Miramar	2,581
Mesa	2,615
Cuyamaca	2,056
Grossmont	3,389
Imperial	2,373
Palomar	3,757



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

Q2 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	114	5	167
Southwestern	200	0	338
San Diego College of Continuing Education	59	7	163
San Diego City College	113	12	143
San Diego Miramar	124	**	146
San Diego Mesa	138	18	190
Cuyamaca	157	24	189
Grossmont	162	7	106
Imperial	122	**	60
Palomar	151	15	205

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.

***Tracking not available for this update*

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	7	247
Southwestern	3	240
San Diego College of Continuing Education	7	816
Palomar	6	260

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