

3fold

Concept Presentation

SDIC Exhibit A: Strong Workforce Marketing

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CAMPAIGN OVERVIEW



Campaign Overview

- Goal
 - Improve the public perception of community college Career Education among relevant audiences to encourage students to enroll in the Region's community college programs and earn sustainable careers
- Objectives
 - Increase awareness of community college Career Education programs among primary target audiences
 - Bridge understanding gaps for primary target audiences
 - Build sustainable and usable communications for individual colleges and collaborators for use in the Regional campaign

Regional research

Key findings:

- One message won't fit all
- Most profiles care about the idea of **belonging**
- High school counselors could be the key to long term Career Education marketing opportunities
- It might be time to retire the student story



Macro-campaign

Macro-campaign to appeal to ALL audiences

3fold recommends one (1) macro-campaign that will act as an umbrella to address the main messages and pain points for all relevant audiences.



Micro-campaigns

Micro-campaigns to engage individuals

In addition to the macro-campaign, 3fold recommends running five (5) parallel micro-campaigns to encourage 1:1 engagement with each audience profile using their preferred media tactics. These audience profiles are:

- Prospective student, young
- Prospect student, adult
- Parent/caretaker
- High school counselor
- Employer



Target audience



Prospective
student, 18-24



Prospective
student, adult



Parent of HS
student



HS counselor



Employer

Communications Outreach framework



CREATIVE CONCEPT



Campaign Concept

Community Crafted

Insight: When everything feels temporary, we look for what's permanent.

Community colleges are forged by the communities they're built in - literally in the name. To be conceived, built, and maintained by the community is a legacy, a sense of permanence that close to nothing else can offer. The buildings, the landmarks, and the relationships all have fingerprints on the community and from the community. Each career born out of a community college is returned to the community.

San Diego and Imperial Counties use global perspectives and local approaches to build something **COMMUNITY CRAFTED**.

Campaign Concept

Community Crafted

How this ties back to the audiences

Building something together requires cooperation and empathy - pillars of the community college. Community Crafted offers the idea that the San Diego and Imperial County colleges forge what's next alongside their constituents and students. The Career Education programs are for those who want to put their fingerprints on their community and find their place in the future - both sentiments echoed by the focus groups and audience segmentation data.

Campaign Concept



MEDIA STRATEGY



Media goals

Goals

- Macro-campaign: Address the main messages and pain points for all relevant audience profiles
- Micro-campaigns: Encourage 1:1 engagement with each audience profile using their preferred media tactics

Audience Profiles



Adrian's Campaign

Audience profile: Prospective student, young

"There's a lot of pressure to be successful if you get a degree."



Candace's Campaign

Audience profile: Prospective student, adult

"Back to school? No. That's for kids. I'm working, and I'll be fine"



Silvia's Campaign

Audience profile: Parent/caretaker

"I don't care what she chooses to do - I just want her to be happy. And to decide. Soon."



Chris' Campaign

Audience profile: High school counselor

"A four year just isn't for everyone, and my kids need to know they have options that are good for their futures."

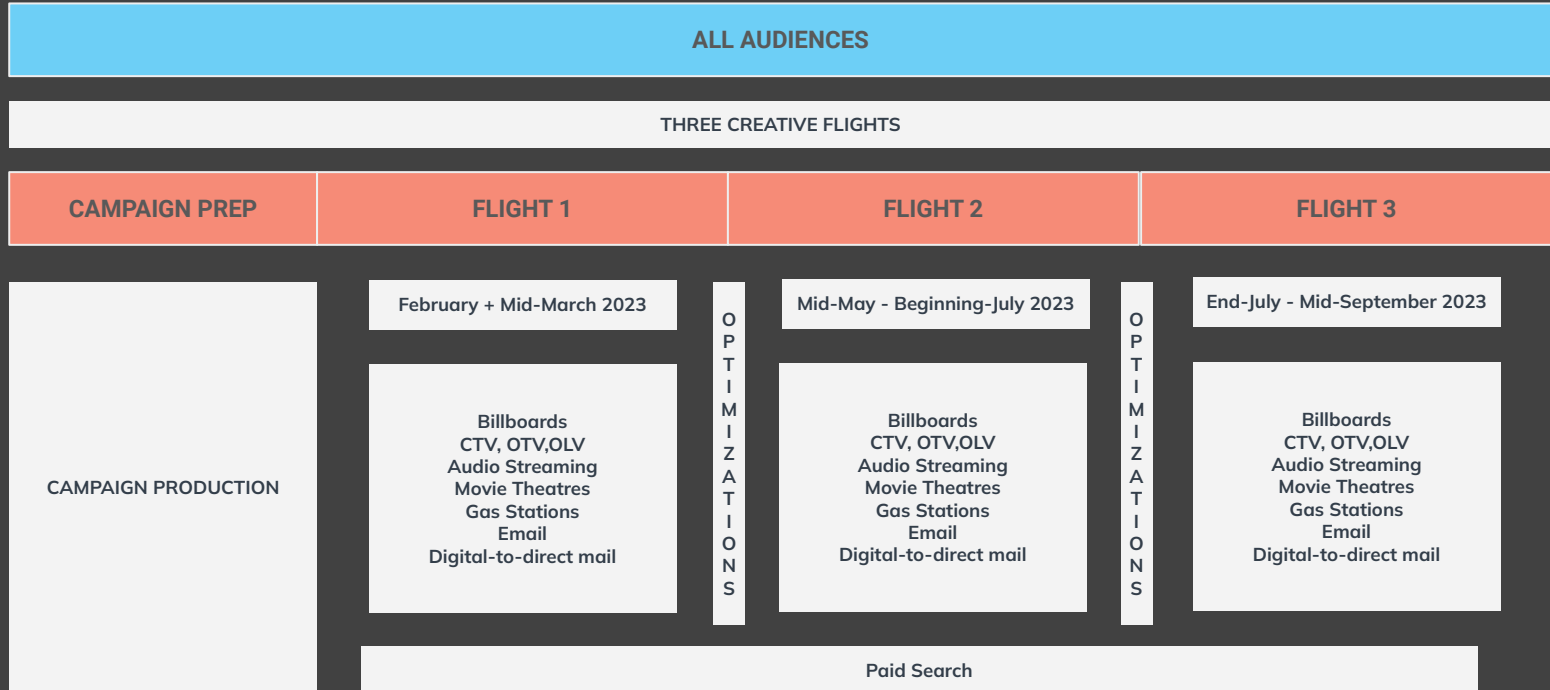


Vanessa's Campaign

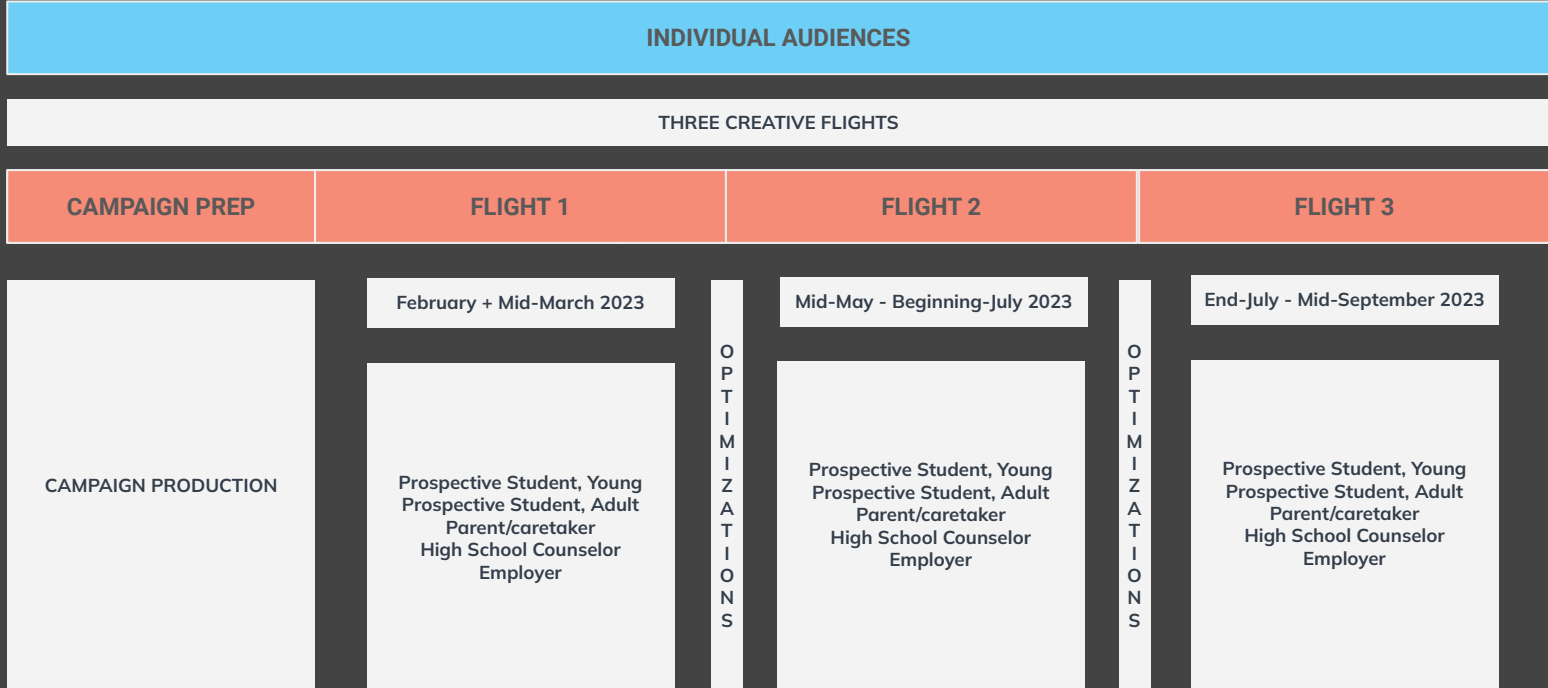
Audience profile: Employer

"I'm looking for a partner with the capacity to help me build a strong, future-proof workforce."

Macro-campaign Flight schedule (Q1 Launch)



Micro-campaign Flight schedule (Q1 Launch)



Metrics summary

How KPIs will help us reach our campaign goal

- Macro-campaign goal: Improve the Region's perception
 - Reach → The number of people the campaign finds
 - Impressions → The amount of times the people we find see the campaign
 - Objective: 5-10x frequency
 - Share of voice → Amount of market share you have compared to your competitors (varies by platform)
- Micro-campaign goal: 1:1 conversations with the audiences
 - Engagement → Clicks, views, likes, comments, shares (varies by platform)
 - Website traffic → The number of people who visit the website after engaging with an ad

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Thank you

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Appendix

Macro - Media strategy

Where are the touch points?

High reach, frequency and supportive campaign channels

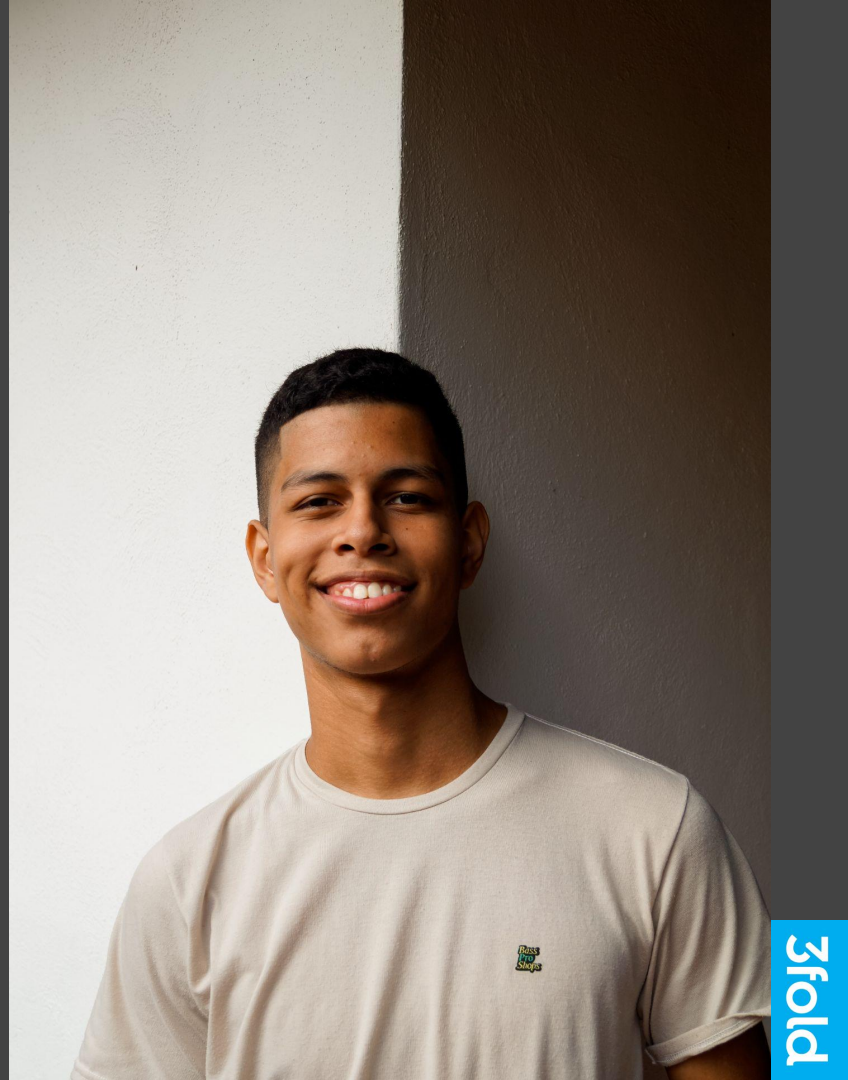
- Billboards
- CTV, OTT, OLV
- Audio streaming
- Movie theaters
- Gas stations
- Email marketing
- Paid search
- Digital-to-direct mail

Adrian's Campaign

"There's a lot of pressure to be successful if you get a degree."

Audience profile: Prospective student, young

- Univision
- Spotify
- Instagram
- TikTok
- Izea Influencers



Candace's Campaign

"Back to school? No. That's for kids. I'm working, and I'll be fine."

Audience Profile: Prospective student, adult

- Magnite
- Pandora (Soundcloud, Sirius XM, Stitcher)
- Facebook
- Instagram
- Androntitis



Silvia's Campaign

"I don't care what she chooses to do - I just want her to be happy. And to decide. Soon."

Audience profile: Parent/caretaker

- Magnite
- Pandora (Soundcloud, Sirius XM, Stitcher)
- Instagram
- Facebook
- Adrontitis



Chris' Campaign

"A four year just isn't for everyone, and my kids need to know they have options that are good for their futures."

Audience profile: High school counselor

- NBC, Telemundo
- Pandora (Soundcloud, Sirius XM, Stitcher)
- Outbrain - Native content
- Instagram



Vanessa's Campaign

"I'm looking for a partner with the capacity to help me build a strong, future-proof workforce."

Audience profile: Employer

- NPR
- LinkedIn

