

## **COMMUNITY COLLEGES**

SAN DIEGO & IMPERIAL COUNTIES

## **CAREER EDUCATION**

DATE: October 19, 2020

TO: Presidents, Chief Instructional Officers, Chief Student Services Officers, Career Education Deans and PIOs

San Diego and Imperial Counties Community Colleges

FROM: San Diego-Imperial Regional Consortium

### **Regional Strong Workforce Program (SWP) Request for Applications (RFA) College-Based Marketing Project**

Please complete the forms attached with the details about your College-Based Marketing Project Plan. This will be used as a scope of work for the contract with your college. This is also the information needed to submit a Strong Workforce Plan in the statewide system NOVA.

These funds need to be spent by December 31, 2021. The region will ask for preliminary budget report on September 30, 2021 to assess investment progress. If progress is not being made, funds will be reallocated to other colleges.

If you have questions about the scope of this RFA, feel free to contact Mollie Smith at [mollie.smith@gcccd.edu](mailto:mollie.smith@gcccd.edu) or Molly Ash at [molly.ash@gcccd.edu](mailto:molly.ash@gcccd.edu). If you have questions about the RFA process and details, please contact Sue Fisher at [sue.fisher@gcccd.edu](mailto:sue.fisher@gcccd.edu) or (619) 644-7095. Please submit the application by November 6, 2020.

# **Regional SWP Request for Applications College-Based Marketing Project**

## **Context and Purpose of the RFA**

The gap between job openings and the availability of qualified applicants is expected to increase – with employers unable to find qualified applicants for more than one million jobs statewide by 2025. With current enrollment and retention trends, the current number of students training in CE programs in the region and statewide is not expected to fill this gap. Strong Workforce Program local funds will provide additional CE training opportunities, but students must be able to access programs and successfully complete these programs. This project will support the colleges in San Diego/Imperial in their student outreach, retention, and success marketing strategies.

## **Marketing Project**

The purpose of this funding is to support college-based marketing initiatives that increase the awareness, recruitment, retention and success of career education students. These projects must support the region in improving Strong Workforce outcome metrics including:

- Enrollment
- Students with a noncredit workforce skills gain
- Students who completed 9+ CTE units
- Students who earned a noncredit certificate over 48 contact hours, a CCCCCO approved CTE credit certificate, associate degree, ADT, CCC bachelor's degree or apprenticeship journey status

Examples of aligned initiatives might include campaigns that target specific students that:

- Recruit student to enroll in career education programs
- Create awareness of on-campus academic support services such as tutoring and writing centers
- Create awareness of career education programs
- Develop a marketing strategy utilizing Google Analytics data
- Other student support resources that will facilitate student retention, success and completion
- Need one more class to complete a certificate or degree
- Have applied to the college but have not enrolled in any courses
- Have taken classes in previous semesters, but are not currently enrolled

## **Promising Practices**

Promising practices from the regional CE marketing campaign include:

- Ensuring clear, measurable media KPIs (ex. Landing Page Visits) that tie to the desired outcomes (ex. Increased retention) that will allow for the campaign to deliver actionable learnings in the immediate and long term;
- Auditing the online environment for ease of user flow and ability to measure & track to ensure that the campaign is set up for success prior to launch;
- Using attention-grabbing, vibrant, engaging creative assets that will help boost the performance of the campaign.

These funds cannot be used to supplant activities or free up expenses in already budgeted activities. These funds must be used for college-based marketing strategies related to awareness, recruitment, retention and success of career education students. These funds are available for internal and external marketing campaigns.

### **Funding Details**

Up to \$50,000 per college is available. Funding must be spent by December 31, 2021. The region will ask for preliminary budget report on September 30, 2021 to assess investment progress. If progress is not being made, funds will be reallocated to other colleges.

### **Project Outcome**

This regional investment is designed to increase student awareness, recruitment, retention, success and completions at the colleges, with the long-term impact of reducing the middle-skills jobs gap in San Diego and Imperial Counties.

## **PLEASE COMPLETE THE SECTIONS BELOW**

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### **Description of proposed project:**

*Describe the project or activity you plan to implement. How does this project increase student retention and success?*

*How does this project increase awareness, recruitment, retention, success or completion?*

### **Target Population:**

*Describe the students who will be impacted by this project or activity.*

### **Strong Workforce Metrics:**

*How does this project or activity support the regional SWP metrics?*

**Start date: January 1, 2021**

**End date: December 31, 2021**

**Budget:**

*Please provide a detailed budget.*

**Detailed Budget** (Funding must be expended by December 31, 2021): *Please detail the budget items under by object code.*

<b>Object</b>	<b>Classification</b>	<b>Itemized List of Budgeted Expenses</b>	<b>Total</b>
1000	Instructional Salaries		
2000	Non-instructional Salaries		
3000	Employee Benefits		
4000	Supplies and materials		
5000	Other Operating Expenses and Services		
<b>Total Program Costs</b>			

Indirect is not permitted on this project.

Please include an email chain with approvals from the CE Dean responsible for this RFA, CIO and President with your application.