CAMPAIGN TEAM

A.J. Adelman,
Adjunct Faculty
Santa Monica College
Chief Innovation Officer
Infinity Films + A.J.
Adelman & Associates

Patricia Ramos,
Ed.D. – Dean
Workforce & Economic
Development
Santa Monica College
Project Lead

Randy Morales,
Grant Project Manager
Cerritos College
CCLA Leads Coach +
Project Support

Danielle Guido,
Account Manager
Blackboard
Digital + Search Media
Microsite + Call Center

Matt Seigel,
President
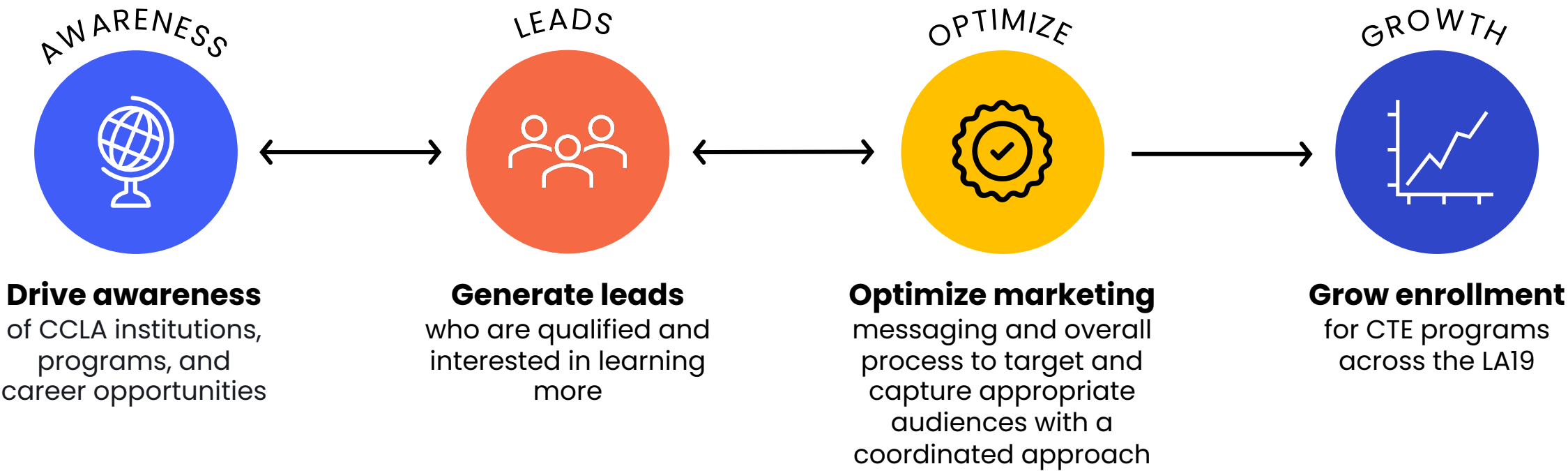Collier.Simon
Brand Creative +
Social Media

AGENDA

EXECUTIVE SUMMARY

CAMPAIGN GOALS

AWARENESS

LEADS

OPTIMIZE

GROWTH

Drive awareness
of CCLA institutions, programs, and career opportunities

Generate leads
who are qualified and interested in learning more

Optimize marketing
messaging and overall process to target and capture appropriate audiences with a coordinated approach

Grow enrollment
for CTE programs across the LA19

2020-2021 PERIOD TO-DATE

Highlights this quarter:

- Brand awareness is growing, evidenced by improved performance of the branded campaign within Google Paid Search

- Lead volume is both steady and strong with 650-850 users requesting more information about CCLA each month

- Social Media and YouTube continues to exceed benchmarks and see reliably strong performance from last year. Spend began to ramp up at the end of this quarter as we prepare to launch a new campaign for the year

17.9M
Ad Impressions

1M
Video Views

157.6K
Clicks

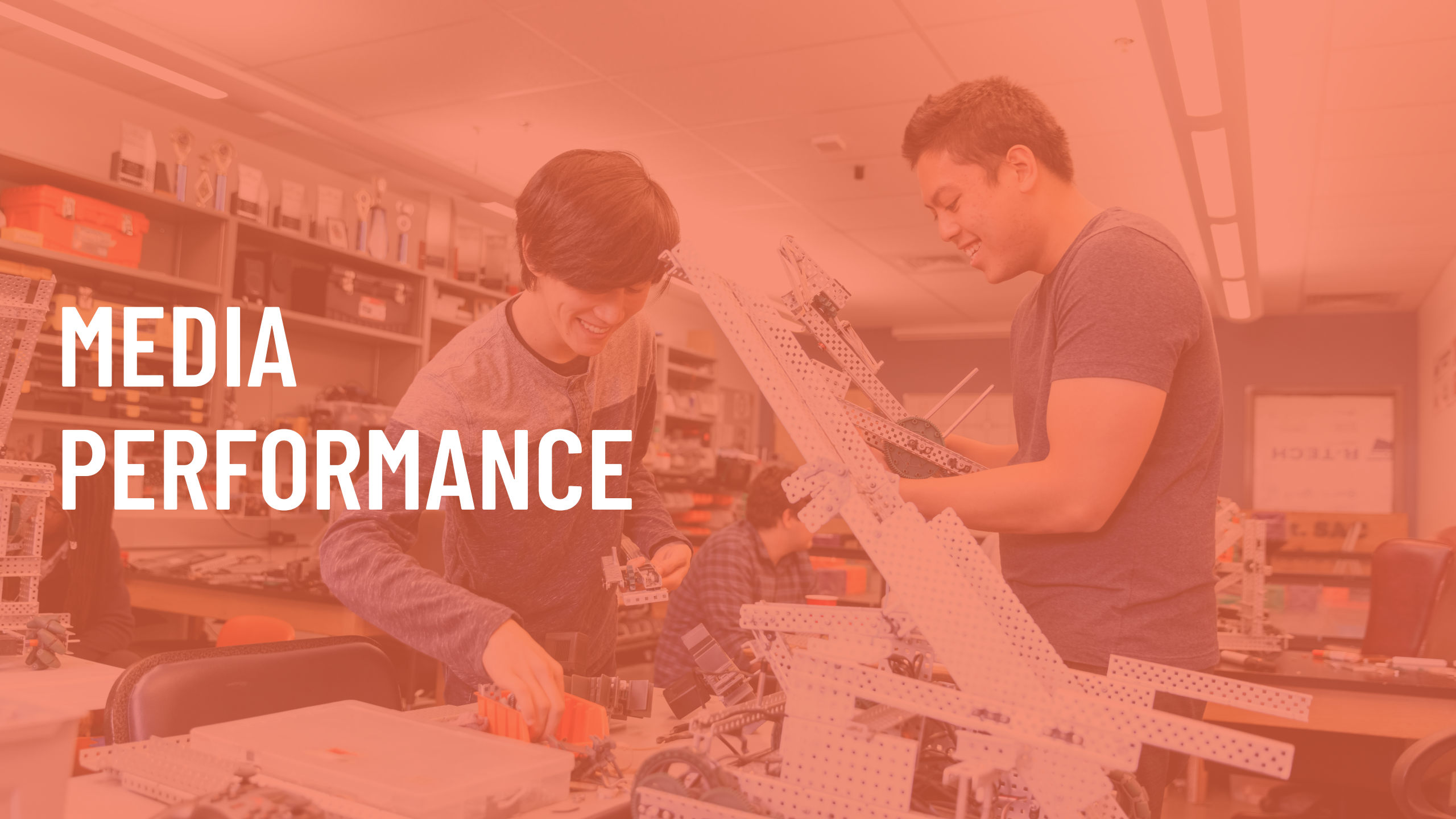**510+**
New Organic Followers

94.6K
Website Visits

2, 277
RFI Submissions

1,148
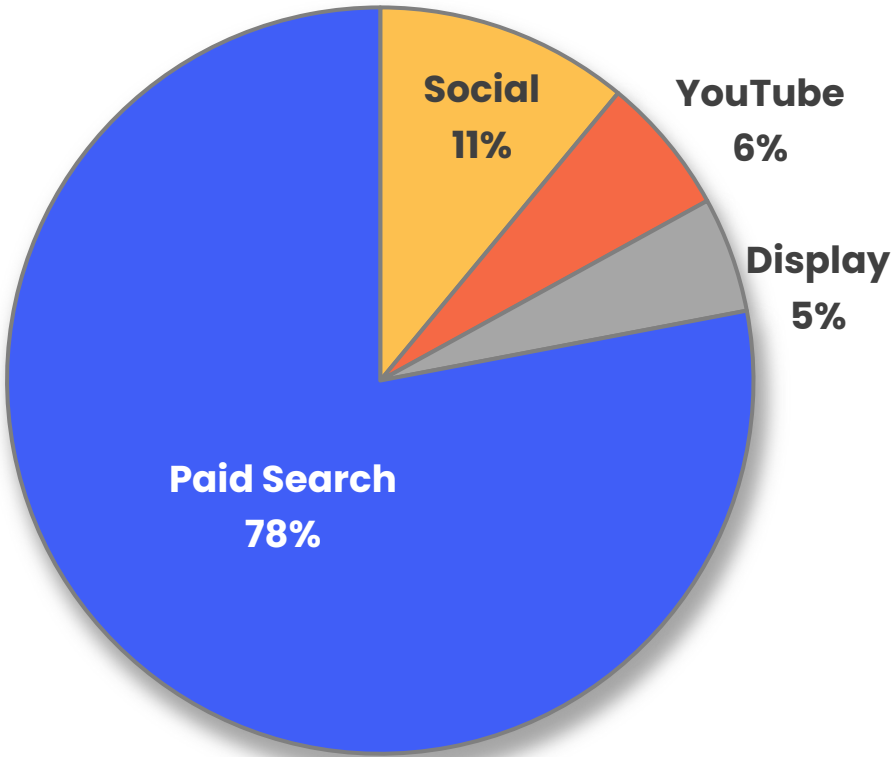Contacted Leads

505
Transfers to CCLA

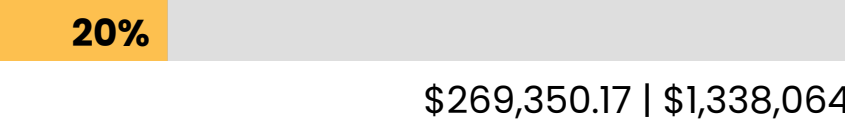Date Range: 7/1/2020 – 9/30/2020

MEDIA PERFORMANCE

MEDIA SPEND

Spend by Channel

Social 11%

YouTube 6%

Display 5%

Paid Search 78%

Date Range: 7/1/2020 – 9/30/2020

Media budget spent

20%

$269,350.17 | $1,338,064

Days in 2020-2021 period

25%

92 | 365

Budget plan

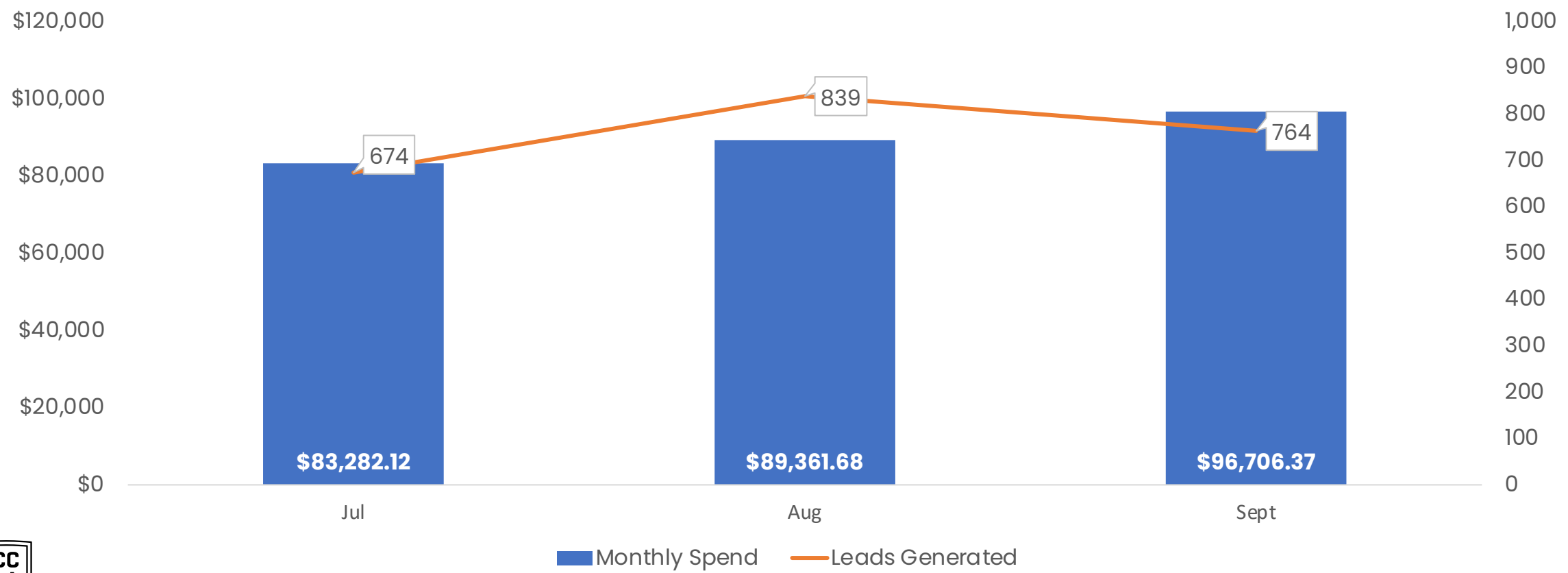| Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
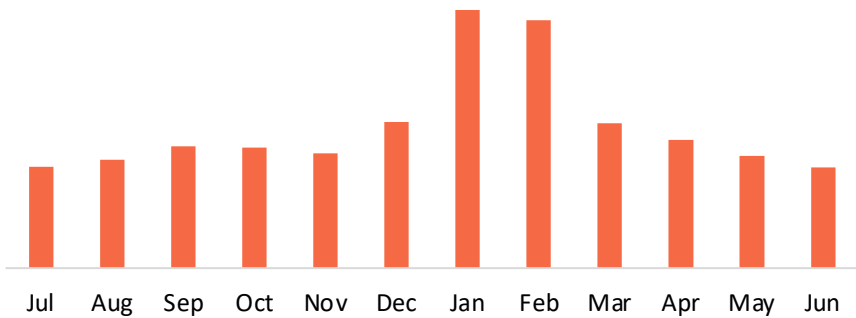
SPEND + LEAD VOLUME BY MONTH

Monthly media spend fluctuates through the year based on market demand. The number of leads generated each period reflects spend as well as competition and is strong overall.

	Jul	Aug	Sept
Monthly Spend	$83,282.12	$89,361.68	$96,706.37
Leads Generated	674	839	764

Monthly Spend — Leads Generated

PERFORMANCE BY CHANNEL: CAMPAIGN TO-DATE

Channel	Spend	Impressions	Clicks	CTR	Conversions	CVR
Google Paid Search	$145,382.76	669,359	28,305	4.23%	1,718	6.07%
Bing Paid Search	$64,927.89	250,329	12,911	5.16%	374	2.90%
Display	$12,264.84	10,368,172	37,997	0.37%	77	0.20%
Retargeting	$43.19	13,498	65	0.48%	2	3.10%
Social	$30,800	4,567,920	74,097	1.62%	313	0.4%

Channel	Spend	Impressions	Views	Completion
YouTube	$15,844.65	2,062,997	1,055,190	51.15%

YouTube is used to build brand awareness and drive users through the top of the marketing funnel. As awareness grows in audiences, their decision- making process becomes shorter and their trust for the product increases. Our high video completion rate (benchmark is 20%) can conclude that CCLA holds a strong interest in users targeted by these ads. This branding ultimately helps lift all other marketing mediums.

TOP PERFORMING ADS – PAID SEARCH

Google

CCLA College Network | Online Classes Available
[Ad] www.ccla.com/
Community Colleges of LA Offer Affordable Degrees & Certificates for the Job You Want. Advance Your Education & Career the Smart Way: with a Program at CCLA Community Colleges.

Local Community Colleges - La | Earn An In-Demand Degree
[Ad] www.ccla.com/
Enter the Workforce with a Great Job - Quickly. Affordable Degree & Certificate Programs. Earn an In-Demand Degree Without the Debt! Community Colleges of LA Are Highly Affordable.

Community Colleges of LA | Associate Degree in Education
[Ad] www.ccla.com (833) 288-8028
Jump-Start Your Education Career Without the Debt. Earn Your Associate Degree Affordably. Learn More! Community Colleges of LA Offer Quality Programs & Dedicated Student Support.

Bing

Community Colleges of LA | Associate Degree in Education | Flexible Course Formats
ccla.com
[Ad] Jump-Start Your Education Career Without the Debt. Earn Your Associate Degree Affordably. Learn More! Community Colleges of LA Offer Quality Programs & Dedicated Student Support.

Cyber Security Degree Programs | Start a Cyber Security Career | Cybersecurity AAS Programs
ccla.com
[Ad] Prepare for High-Wage Cyber Security Jobs. Affordable Tuition & Financial Aid Available. Start a Lucrative Career in the Cybersecurity Field with an AAS Degree or Certificate.

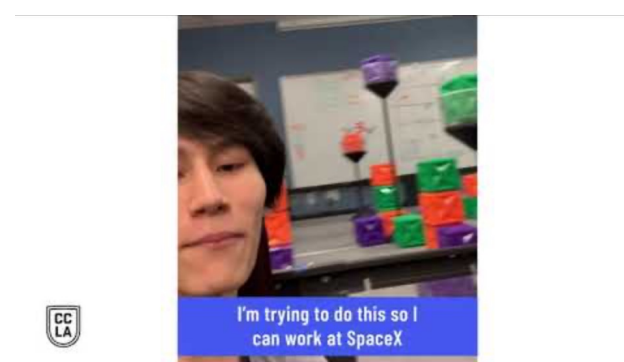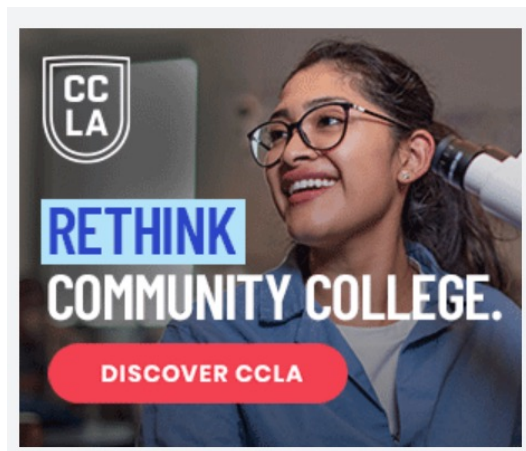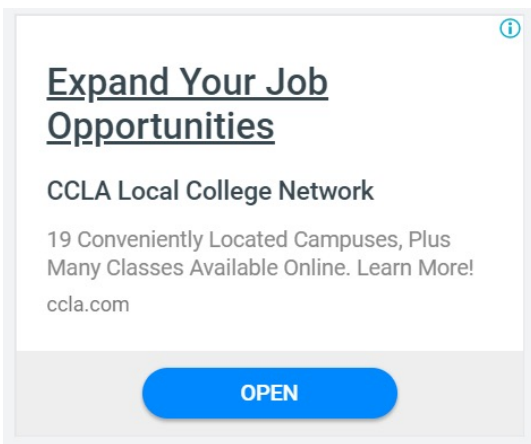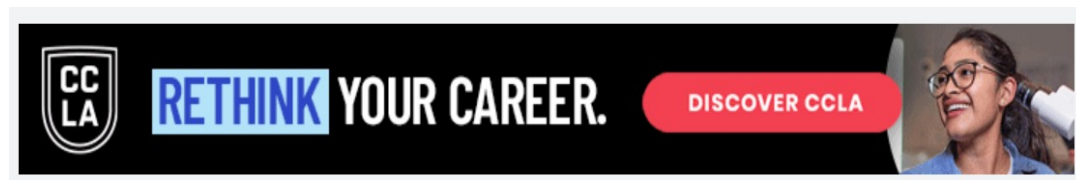Medical Tech Associate Degree | AA Degree in Medical Tech | Medical Lab Tech Programs
ccla.com
[Ad] Affordable Associate Degrees & Certificates in Medical Tech: the Community Colleges of LA. Community Colleges of LA Medical Programs Are Flexible, Incl. Nights, Weekends, & Online.
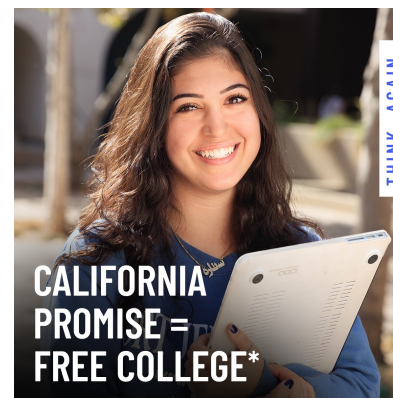
TOP PERFORMING CREATIVE ADS

https://www.youtube.com/watch?v=ciFh2x2TIrU

https://www.youtube.com/watch?v=EEvDYfcjjHs

https://www.youtube.com/watch?v=zaaacs0si74

MICROSITE INSIGHTS

Top Channels

Pie chart:
- Paid Search: 37%
- Display: 30%
- Social: 30%
- Direct: 2%
- Organic Search: 1%
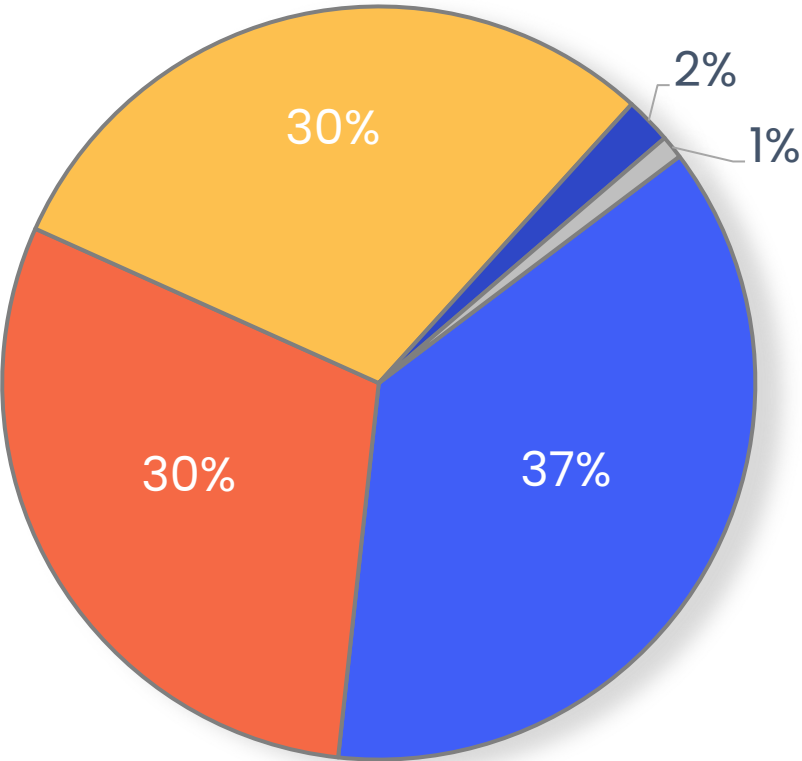
Legend: ■ Paid Search ■ Display ■ Social ■ Direct ■ Organic Search

Top Microsite Pages	Pageviews
Homepage	66,427
Why CCLA	6,853
Education Programs	4,863
Paying for College	4,676
Healthcare & Medical Technology	4,581
Entertainment & Digital Media	3,755
Programs	3,148
Thank You	3,136
Manufacturing, Product Development	2,744
Information Technology	2,332

CC LA

AUDIENCE INSIGHTS

Age
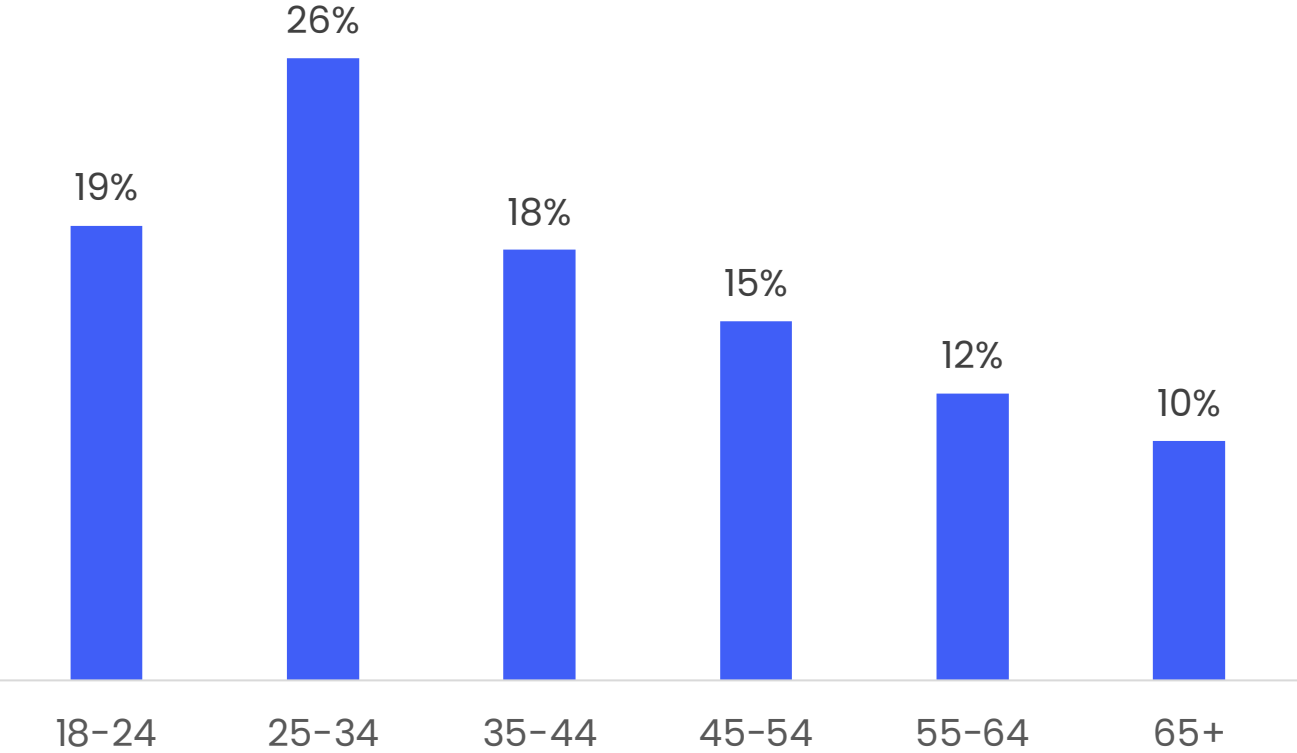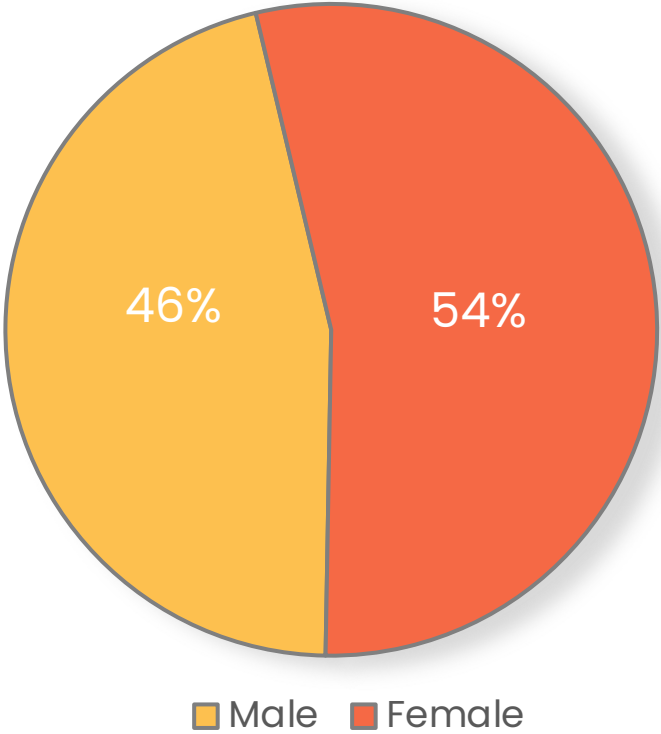
- 18-24: 19%
- 25-34: 26%
- 35-44: 18%
- 45-54: 15%
- 55-64: 12%
- 65+: 10%

Gender

- Male: 46%
- Female: 54%

CALL CENTER PERFORMANCE + INSIGHTS

LEAD CONTACT

Contact rate is strong and there was a noticeable increase in connection leading up to fall term starts. The call center reports connecting with many leads who are unemployed due to the pandemic and this continues to be a top motivator. Many are interested in a spring start.
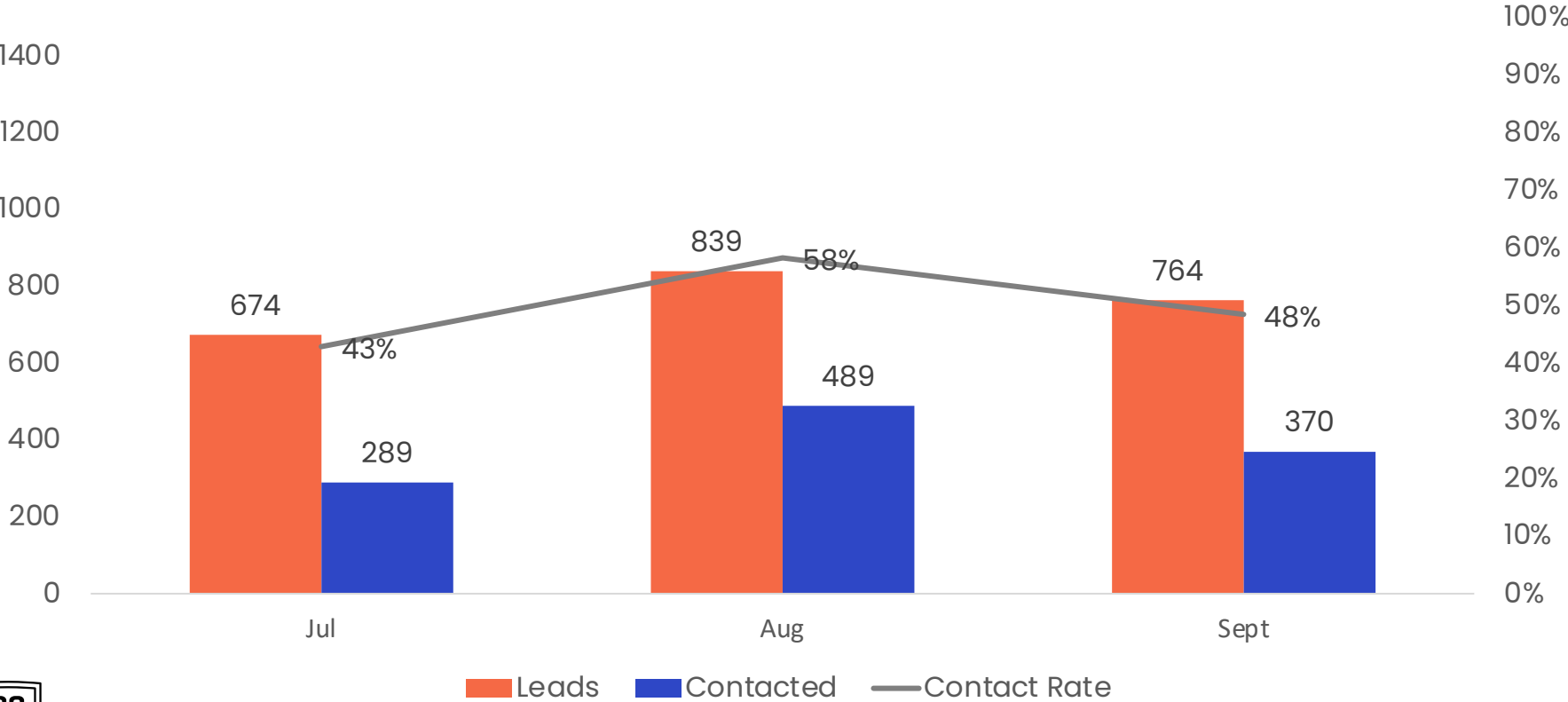
2,277
Total Leads

1,148
Total Contacted

50%
Contact Rate

	Jul	Aug	Sept
Leads	674	839	764
Contacted	289	489	370
Contact Rate	43%	58%	48%

Leads — Contacted — Contact Rate

CC LA

16

QUALIFY + TRANSFER

Of contacted leads, 44% are fully engaged and qualified for additional follow up from their college of interest. Only a small percentage of engaged leads are not interested. Most of the remaining 56% are contacted but not fully engaged to the point of qualification yet. .
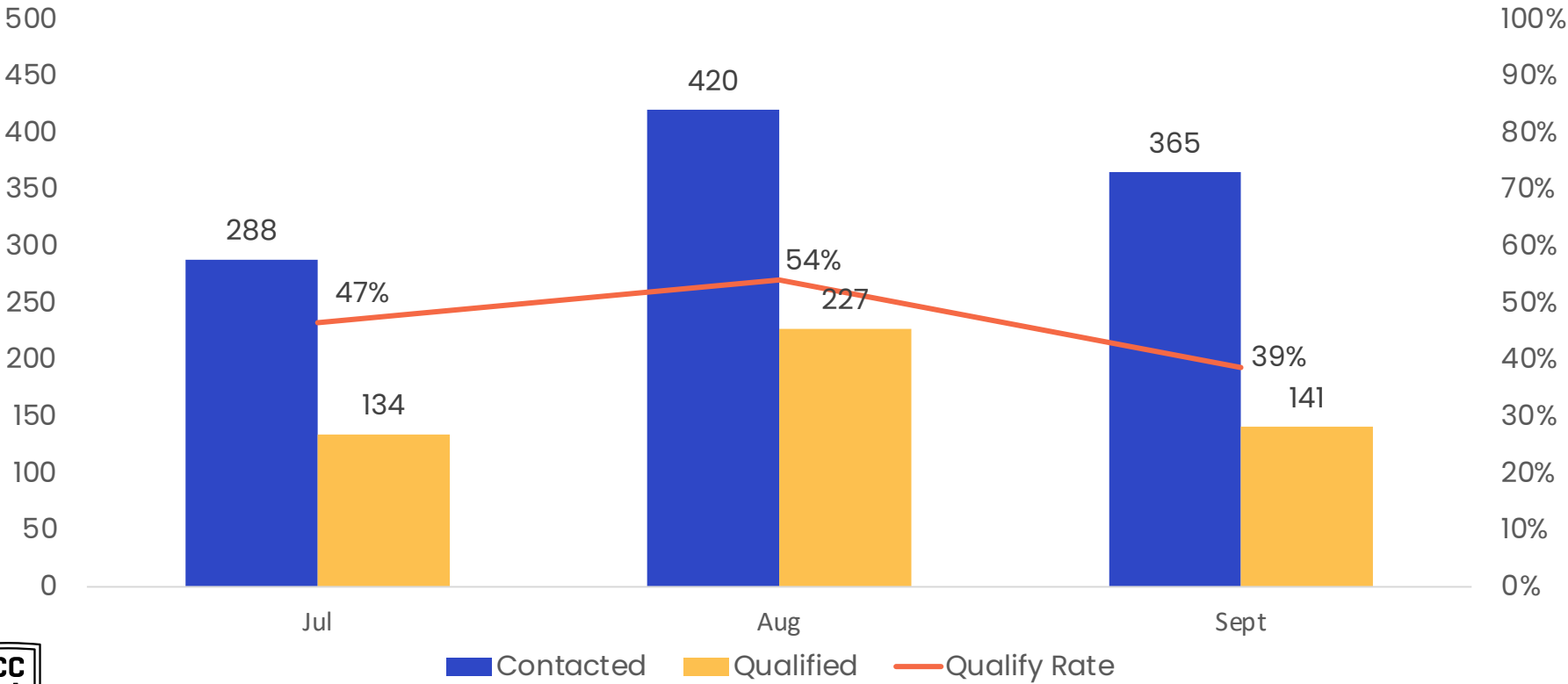
499
Qualified Now

6
Future Prospects

505
Total Leads Sent to CCLA

44%
Qualify + Transfer Rate

LEAD TRANSFER BY PHONE

Location	Total Attempts	Successful Transfers	Phone Transfer Rate	Total Qualified
Cerritos College	30	8	27%	40
Citrus College	7	1	14%	9
Compton College	10	2	20%	14
East Los Angeles College	21	5	24%	31
El Camino College	24	6	25%	31
Glendale Community College	19	10	53%	25
Los Angeles City College	23	5	22%	36
Los Angeles Harbor College	60	21	35%	80
Los Angeles Mission College	7	2	29%	11
Los Angeles Southwest College	10	1	10%	20
Los Angeles Trade-Tech	18	5	28%	28
Los Angeles Valley College	12	3	25%	12
Long Beach City College	19	3	16%	26
Mt. San Antonio College	12	2	17%	18
Pasadena City College	13	4	31%	23
Los Angeles Pierce College	18	8	44%	26
Rio Hondo College	14	5	36%	18
Santa Monica College	23	4	17%	30
West Los Angeles College	9	0	0%	18
	352	**96**	**27%**	**505**

LEAD BREAKDOWN BY PROGRAM AREA

Program Area	Jul	Aug	Sept	YTD
Agriculture & Natural Resources	3	10	8	21
Business & Entrepreneurship	74	94	100	268
Education	68	98	74	240
Energy & Utilities	13	12	9	34
Engineering & Design	54	59	46	159
Entertainment & Digital Media	82	97	96	275
Fashion & Interior Design	20	19	13	52
Healthcare & Medical Technology	171	244	223	638
Hospitality	10	13	12	35
Information Technology	57	55	51	164
Manufacturing & Product Development	8	1	6	19
Public Service	27	5	27	76
Trades & Construction	14	22	16	52
Transportation	13	22	14	42
Undecided	60	15	68	201
TOTAL	**674**	**839**	**764**	**2,277**

LEAD INSIGHTS

70% of engaged leads state the best time to contact them is during business hours (40% prefer afternoon and 30% prefer morning).

98% of engaged leads prefer follow up via phone over email.

Financial concerns remain the top risk factor that might prevent a prospective student from enrolling. Much of the campaign messaging continues to focus on affordability.

Since summer, fewer leads address the pandemic specifically as it's become a part of life for everyone. Prospective students assume campuses are closed and classes online.

Online course delivery does not seem to be a negative factor in leads' decision to enroll. The number that prefer this format far exceed those who express reluctance.

COLLEGE POINTS OF CONTACT

Where prospective student information is sent (last update 9.23.20)

College	Email	Phone
Cerritos	rmorales@cerritos.edu	626-826-8842
Citrus	alilopez@citruscollege.edu	626-857-4179
Compton	azambrano@compton.edu	213-533-9937
East Los Angeles College	outreach@elac.edu	323-265-8642
El Camino College	welcomecenter@elcamino.edu	310-660-3405
Glendale Community College	WelcomeCenter@glendale.edu	818-240-1000 x 4767
Long Beach City College	ealfaro@lbcc.edu	562-938-4674
Los Angeles City College	brownb3@laccd.edu	323-953-4000 x 2455
Los Angeles Harbor College	outreach@lahc.edu	310-233-4330
Los Angeles Mission	outreach@lamission.edu	818-364-7779
Los Angeles Pierce College	outreach@piercecollege.edu	818-710-3315
Los Angeles Southwest College	lascinfo@lasc.edu	323-242-5527
Los Angeles Trade-Tech	bridges@lattc.edu	213-763-5560
Los Angeles Valley College	start@lavc.edu	818-778-5817
Mt. San Antonio College	ceinfo@mtsac.edu	909-274-4609
Pasadena City College	outreach@pasadena.edu	626-585-7123
Rio Hondo College	mfernandez@riohondo.edu	562-463-7045
Santa Monica College	start@smc.edu	310-434-8511
West Los Angeles College	WLAC-success@laccd.edu	424-371-7734

Send updates to: rmorales@cerritos.edu

ANNOUNCEMENTS + Q&A

ANNOUNCEMENTS

- Upcoming webinars + performance updates

  - November 6   Handling Lead Transfers

  - January 15   Performance Update 2

  - April 16   Performance Update 3

  - July 16   Performance Update 4

- Please contact Randy Morales (rmorales@cerritos.edu) with any questions or updates for your institution, including point of contact, lead support, etc.

- The project team is currently gathering information about spring program capacity. Please notify Randy Morales of any capacity limitations for top program areas of interest (healthcare, business, education, digital media).

CCLA

THANK YOU
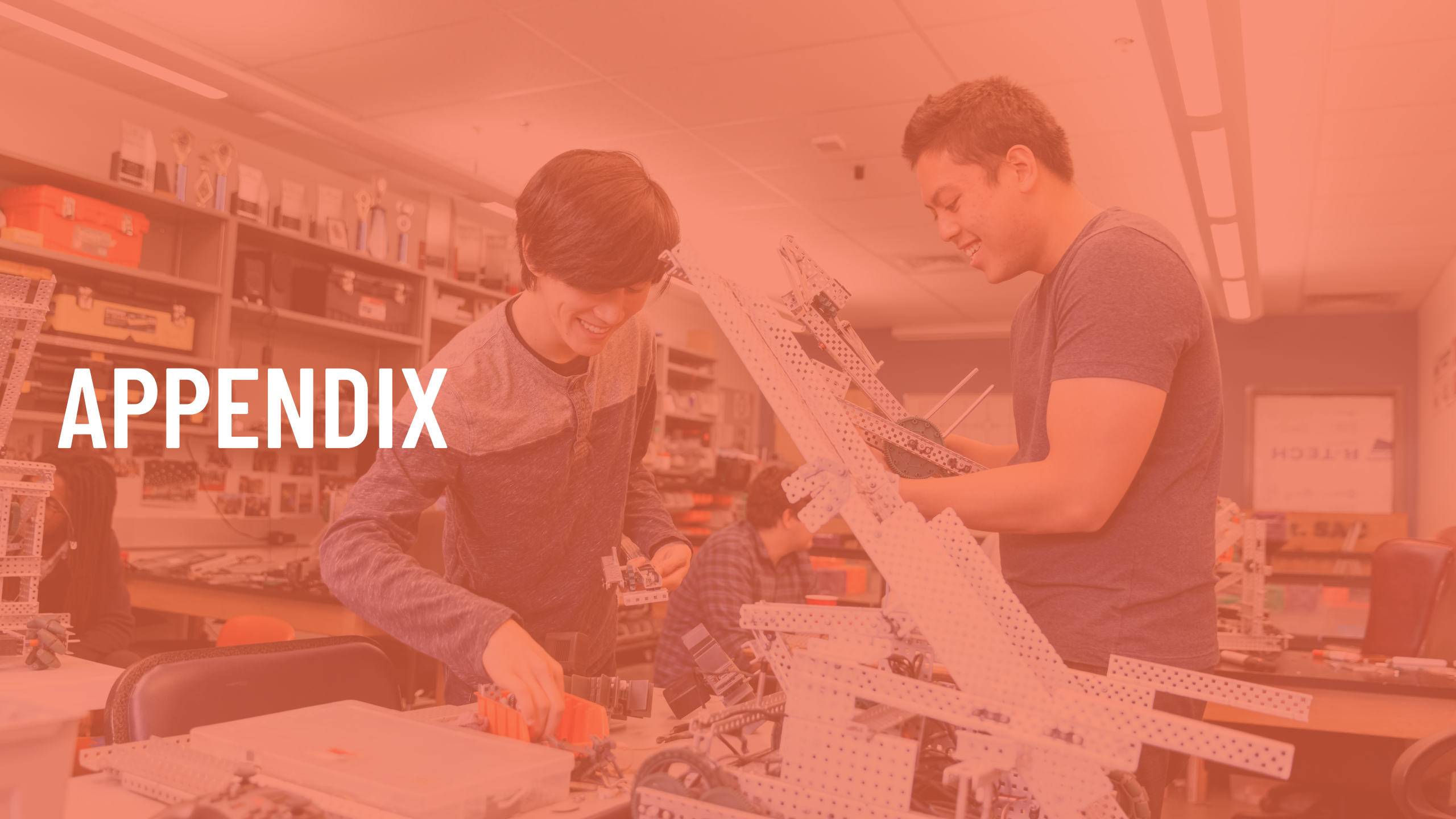
APPENDIX

CAMPAIGN BACKGROUND

WHO is involved?
19 Community colleges across Los Angeles

WHAT are we doing?
Leveraging market research to promote the CCLA brand and drive enrollment through a robust digital marketing campaign and customer relationship management
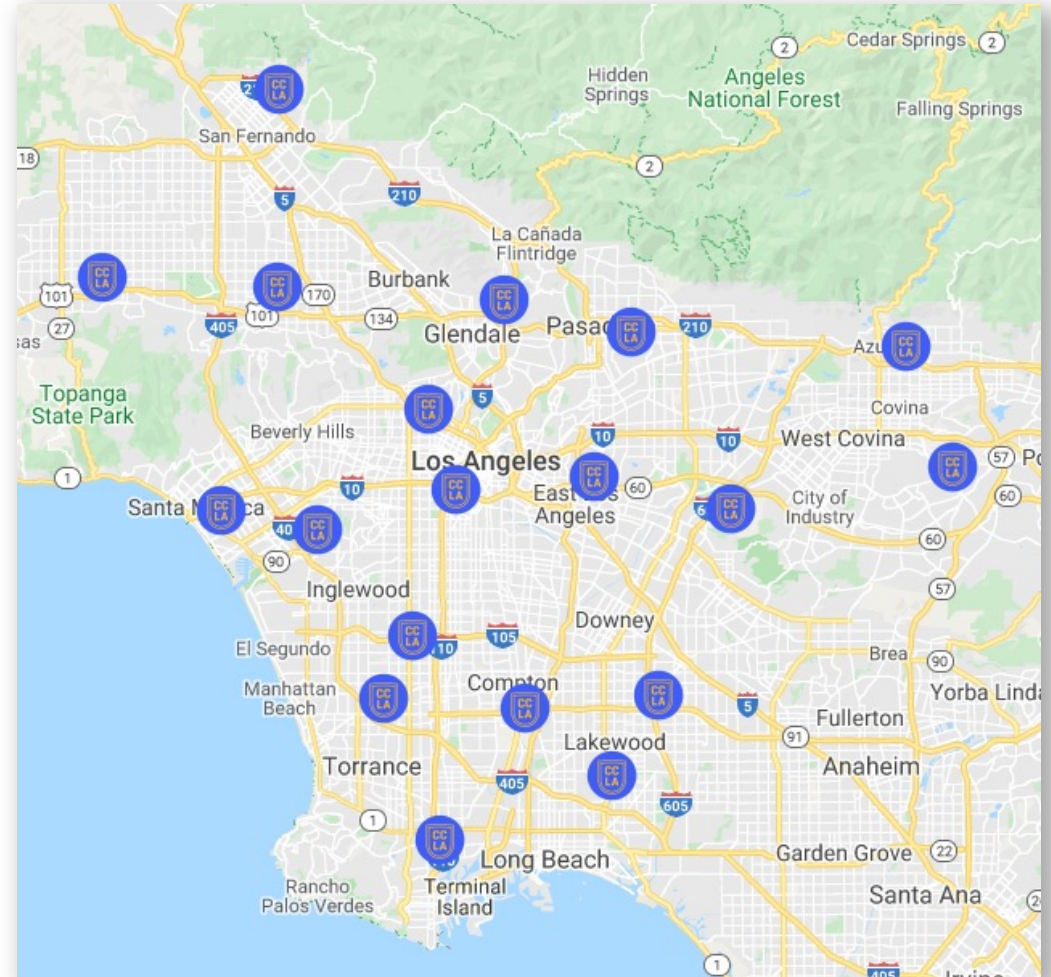
WHERE does funding come from?
The Strong Workforce Program

WHEN is the campaign running?
Initially launched in October 2019 and confirmed through June 2021 with additional funding requests in progress.
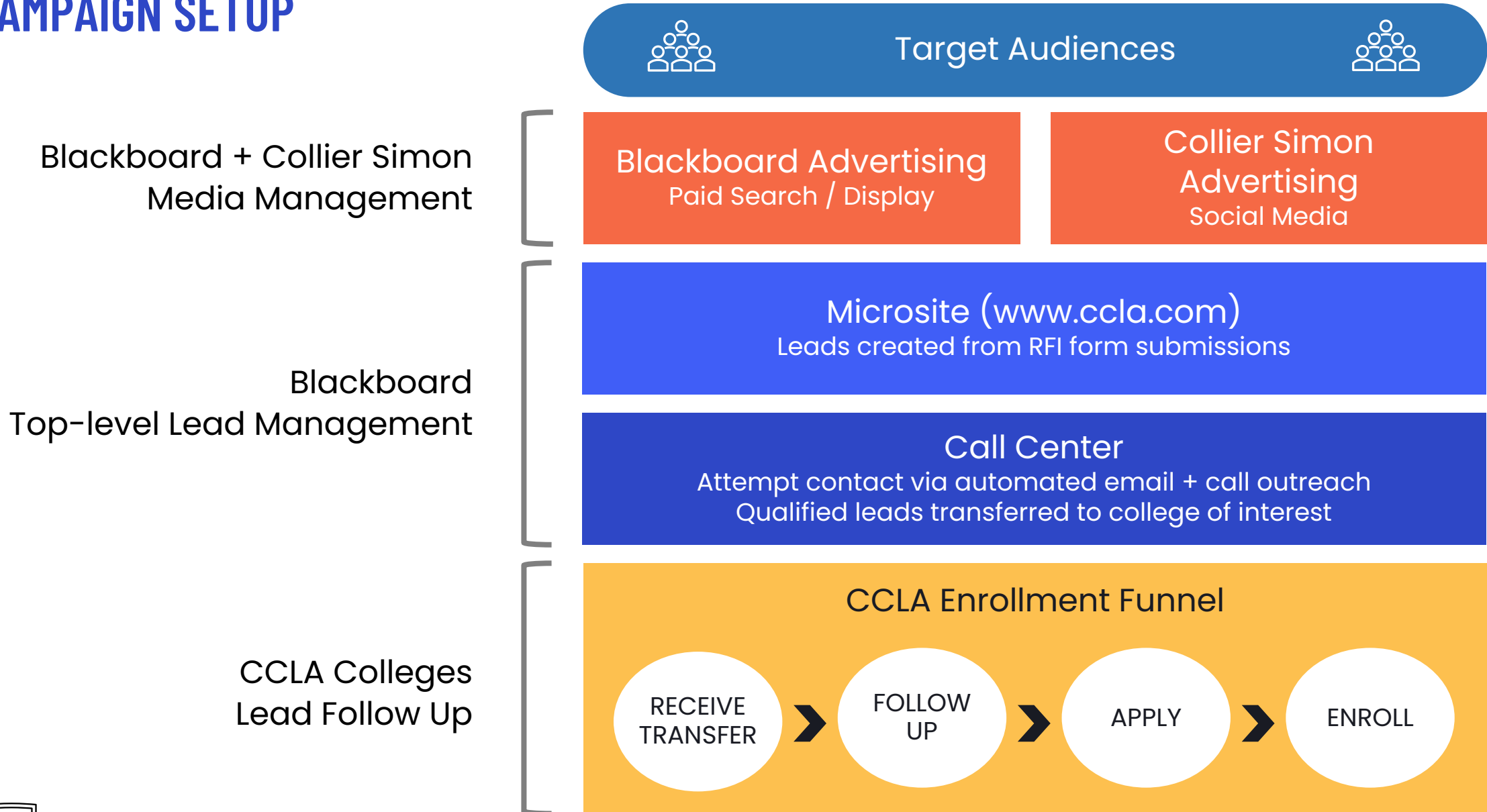
WHY are we investing?
To counter increasing competition in the market as well as declining enrollment trends across the district

CAMPAIGN SETUP

Target Audiences

Blackboard + Collier Simon Media Management

Blackboard Advertising
Paid Search / Display

Collier Simon Advertising
Social Media

Blackboard Top-level Lead Management

Microsite (www.ccla.com)
Leads created from RFI form submissions

Call Center
Attempt contact via automated email + call outreach
Qualified leads transferred to college of interest

CCLA Colleges Lead Follow Up

CCLA Enrollment Funnel

RECEIVE TRANSFER > FOLLOW UP > APPLY > ENROLL

LEAD DATA RETRIEVAL

1. Email rmorales@cerritos.edu to request your password

2. Visit https://ftp.blackboardss.com/

3. Login with provided credentials

4. Locate most recent file from list

5. Double click on file to download

Note: Each daily upload is a cumulative list and there is a 21-day delay on lead data (example: the file update on August 22 will include all leads through August 1).

College	Username
Cerritos College	cerritos
Citrus College	citrus
Compton College	compton
East Los Angeles College	elac
El Camino College	elcamino
Glendale Community College	glendale
Los Angeles City College	lacity
Los Angeles Harbor College	lahc
Los Angeles Mission College	lamission
Los Angeles Southwest College	lasc
Los Angeles Trade-Tech	lattc
Los Angeles Valley College	lavc
Long Beach City College	lbcc
Mt. San Antonio College	mtsac_ccla
Pasadena City College	pasadena
Los Angeles Pierce College	pierce
Rio Hondo College	riohondo
Santa Monica College	smc
West Los Angeles College	wlac