CAMPAIGN TEAM

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Business Development
Workforce& Economic
Development Office
Santa Monica College
Project Lead

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

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

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Cerritos College
CCLA Leads Coach +
Project Support

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Account Manager
Blackboard
Digital + Search Media
Microsite + Call Center

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

Rhiannon Rickard,
Account Executive
Collier.Simon
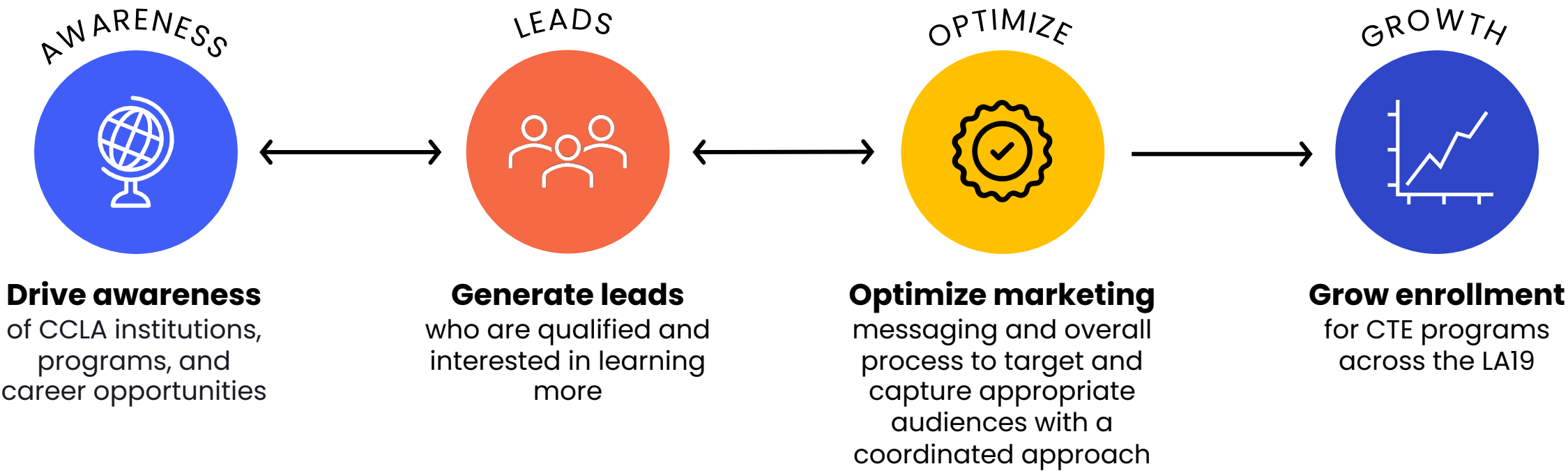Brand Creative +
Social Media

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 continues to grow and media performance continues to improve, generating more impressions, clicks, and leads at lower costs.

- Lead volume is strong, averaging 793 new requests for information per month, with an overall cost-per-lead of $118 (a 30% decrease in cost compared to year 1).

- Preliminary data shows a very strong enrollment rate for paid media leads - 30%+ based on self-reported data for 2 of 19 locations.

- Fresh content launched this quarter with more still to come in the new "Built for You" campaign.

31.2M+
Ad Impressions

2.8M+
Video Views

313K+
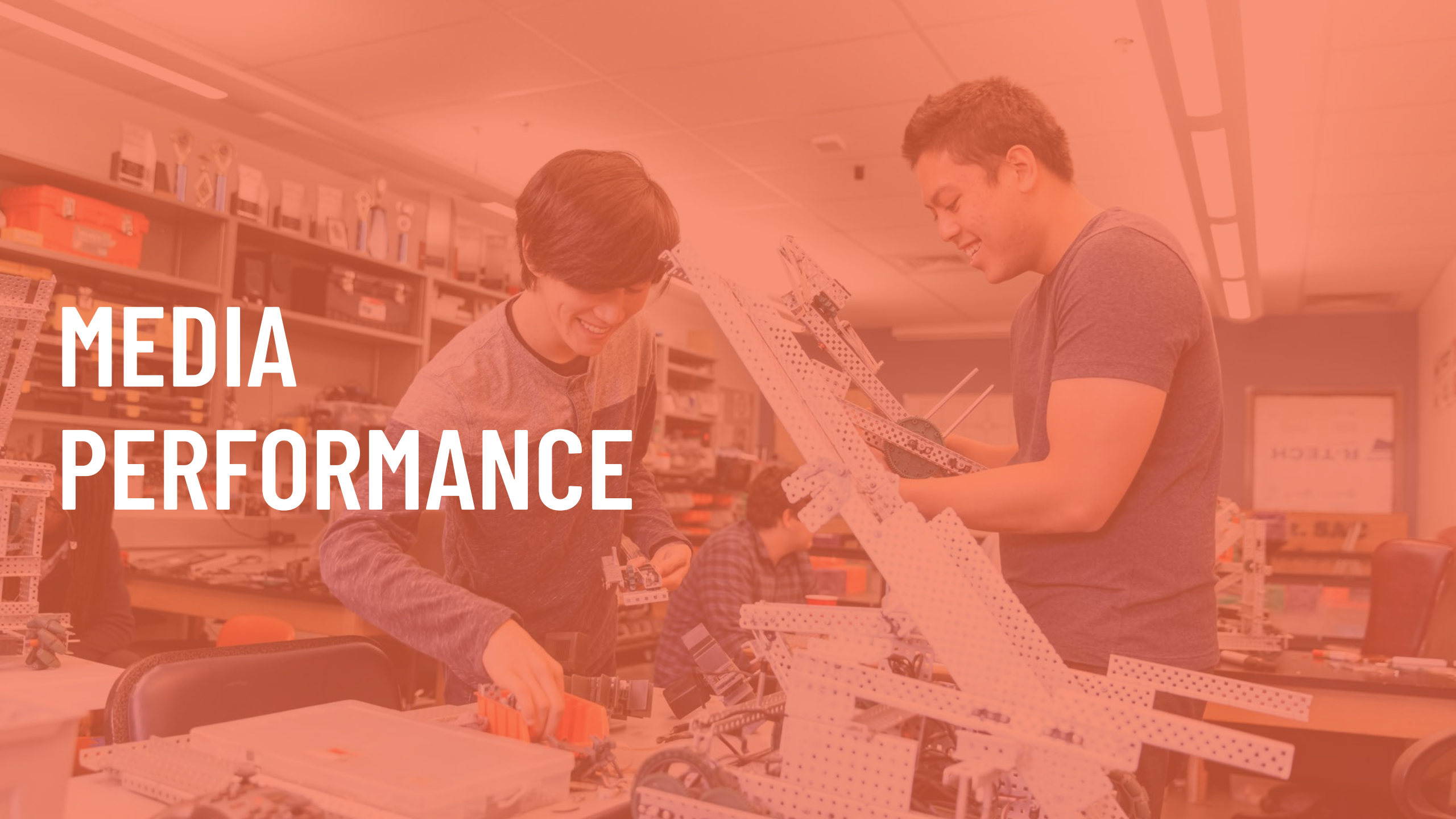Clicks

930
Organic Followers

215K+
Website Visits

4,761
RFI Submissions

2,312
Contacted Leads

935
Transfers to CCLA

Date Range: 7/1/2020 – 12/31/2020

MEDIA PERFORMANCE
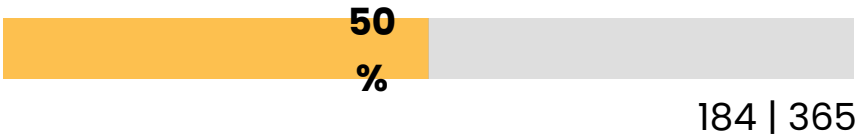
MEDIA SPEND

Spend by Channel

Social
19%

YouTube
4%

Display
4%

Paid Search
73%
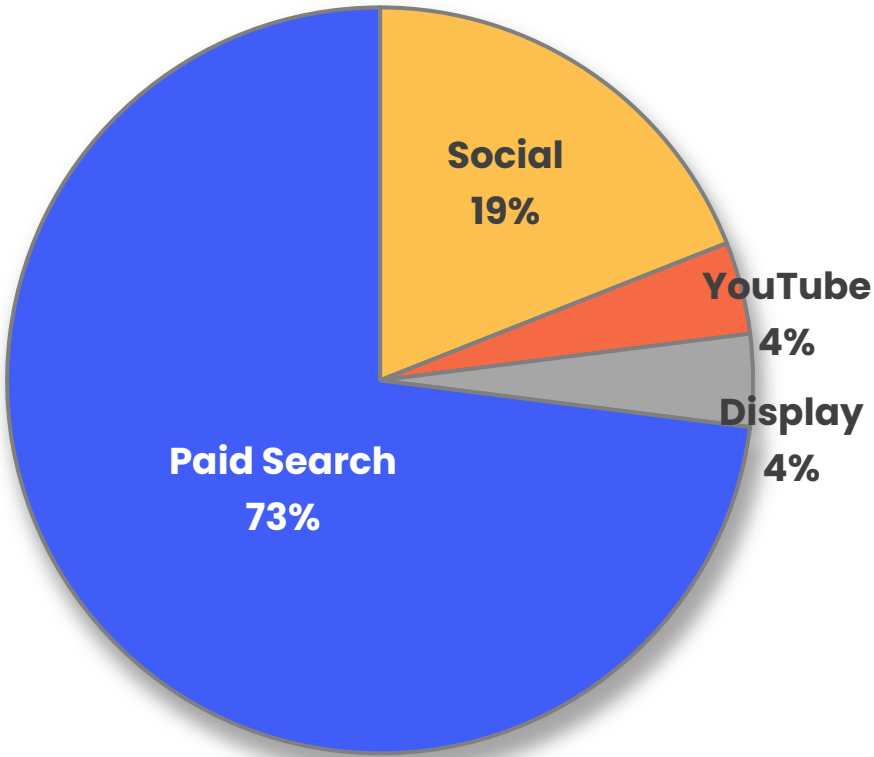
Date Range Reported: 7/1/2020 – 12/31/2020

Media budget spent

42%

$563,139.84 | $1,338,064

Days into 2020-2021 period

**50
%**

184 | 365

Budget plan

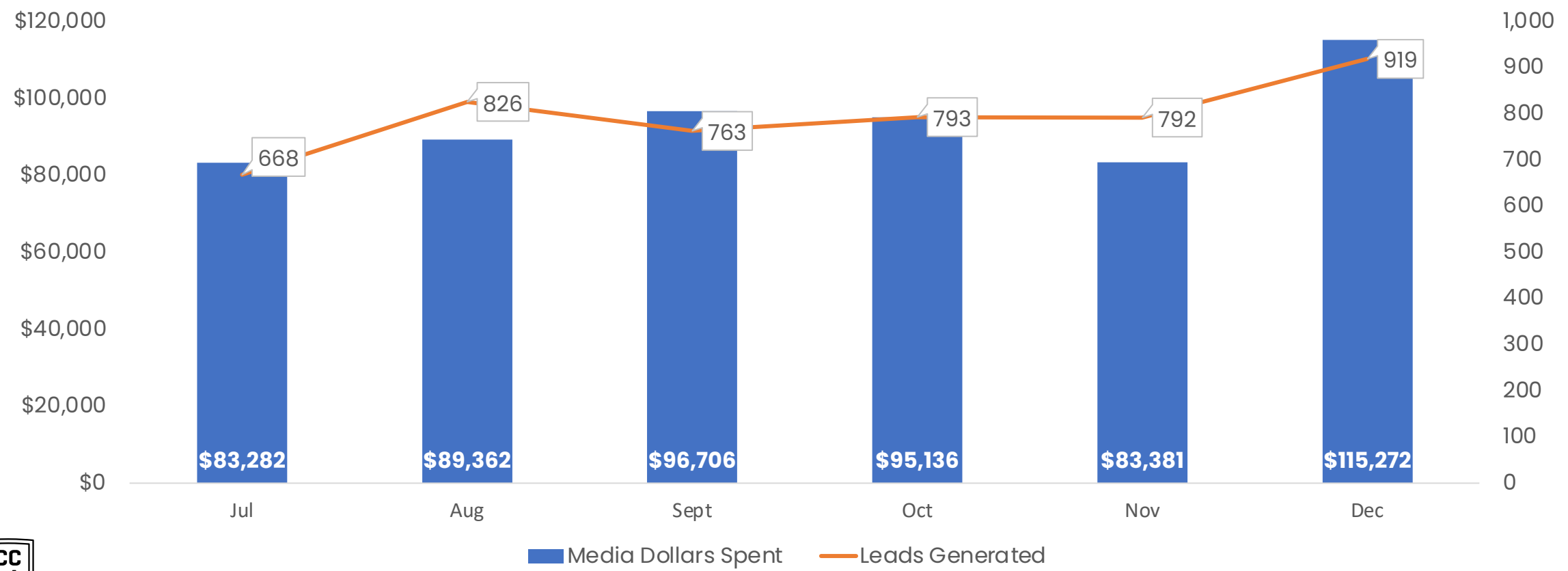| Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |

8
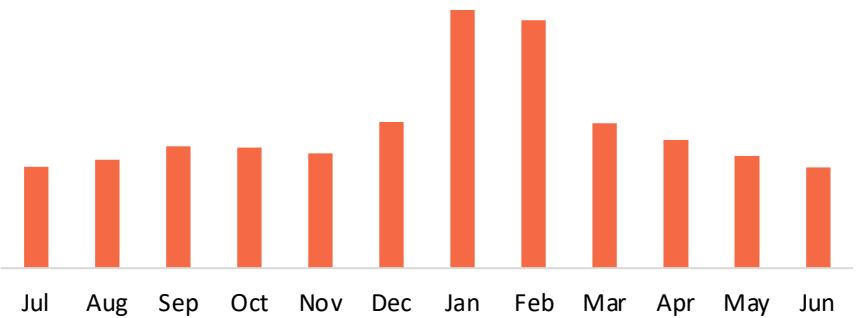
SPEND + LEAD VOLUME BY MONTH

Monthly media spend fluctuates through the year based on market demand and competition. The volume of new leads each month held steady through the fall season and increased in December as we began increasing spends in market.

Chart legend: Media Dollars Spent | Leads Generated

Month	Media Dollars Spent	Leads Generated
Jul	$83,282	668
Aug	$89,362	826
Sept	$96,706	763
Oct	$95,136	793
Nov	$83,381	792
Dec	$115,272	919

PERFORMANCE BY CHANNEL: CAMPAIGN TO-DATE

Channel	Spend	Impressions	Clicks	Click Rate	Conversions (RFI Submit)	Conversion Rate
Google Paid Search	$275,736	1,236,582	56,048	4.53%	3,478	6.21%
Bing Paid Search	$135,684	478,236	24,305	5.08%	691	2.84%
Display	$21,495	13,928,417	57,864	0.42%	159	0.27%
Retargeting	$548	164,069	522	0.32%	3	0.57%
Social	$96,792	11,632,361	167,547	1.44%	582	0.35%
Outfeed Social	$10,000	917,181	974	0.11%	N/A	N/A

Channel	Spend	Impressions	Views	Completion Rate
YouTube	$22,885	2,873,190	6,215	48.75%

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

Ad · www.ccla.com ▾ (833) 288-8028

Registered Nurse Program | Community Colleges of LA
Become a Vocational Nurse . CCLA's Nursing Programs Are Accredited & Affordable. Learn More! 19 Campus Locations. Convenient Course Schedules. Hands-On Training. Hands-On Learning. Financial Aid Available. Flexible Options. In-Demand Programs. Courses: Aerospace, Hybrid vehicle training, Electric car technician

Pricing Plan   Programs Offered

19 Cam

Ad · www.ccla.com ▾ (833) 288-8028

Community Colleges of LA | Associate Degree in Education
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. Hands-On Learning. Financial Aid Available. Flexible Options. In-Demand Programs. Courses: Aerospace, Hybrid vehicle training, Electric car technician

Pricing Plan   Programs Offered

Ad · www.ccla.com ▾ (833) 288-8028

California Community Colleges | Take Classes Online
Get Training for In-Demand Careers with a Community Colleges of LA Degree or Certificate. 19 Convenient Campus Locations, Online Class Options, &Affordable Tuition. Learn More! Hands-On Learning. Financial Aid Available. Flexible Options. In-Demand Programs. Courses: Aerospace, Hybrid vehicle training, Electric car technician

Pricing Plan   Programs Offered

19 Campuses   Request Information

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.

Community Colleges of LA | Assoc. Degrees & Certificates | LA Graphic Design School
ccla.com

Ad Gain In-Demand Graphic Design Skills in an Affordable & Flexible Program at CCLA. Finish Your Graphic Design Program & Enter the Workforce with a Job You Want. Learn More!

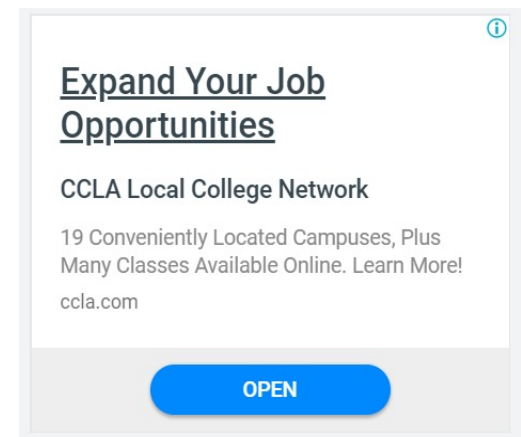## Community Colleges of LA | AS Degrees & Certificates | Affordable & Flexible
ccla.com

Ad Earn an In-Demand Associate Degree Without the Debt at the Community Colleges of LA. Learn More! Associate Degree & Certificate Programs Will Equip You with Marketable Skills.
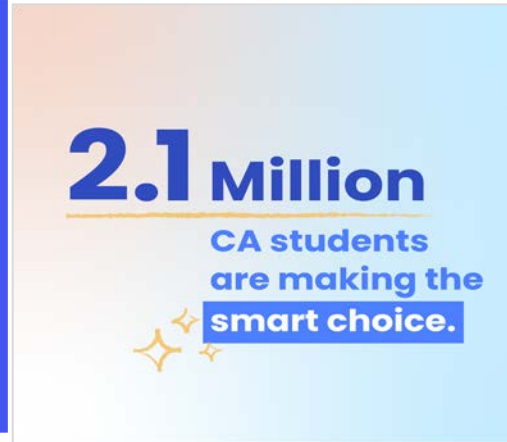
11

TOP PERFORMING VISUAL ADS
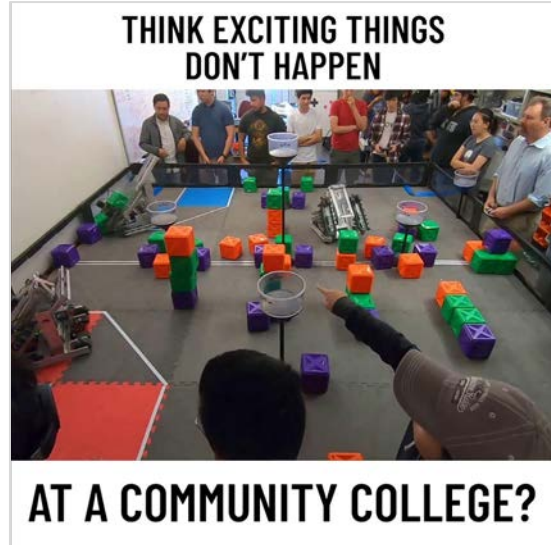
NEW CAMPAIGN ADS LAUNCHED (10.21.20)

This year CCLA moved forward with a student-centric campaign: *Built For You.*

These were the first ads launched in representation of the campaign.
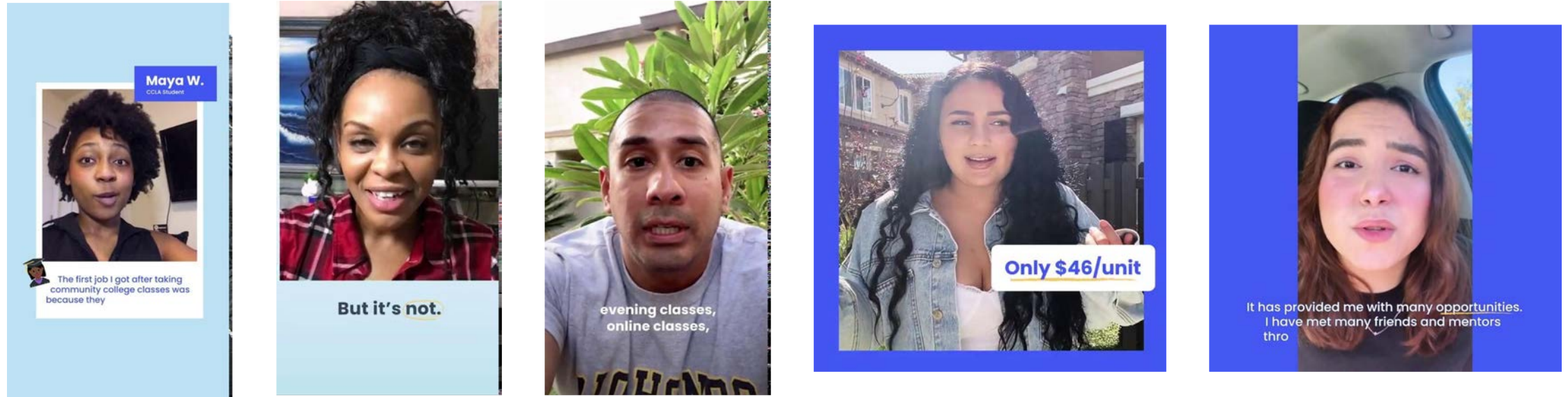
NEW MEDIA CHANNEL LAUNCHED (12.1.20)

Outfeed Social is a high-impact awareness channel using our top four static ads from social and serving them in premium placements across publisher sites.

This will directly increase our reach to new audiences.

Outfeed social will run through April using roughly 12% of the social media budget.

Outfeed Social saw 974 clicks in the month of December and a click through rate of 0.11% (above the benchmark of .10%)

NEW USER GENERATED CONTENT LAUNCHED (12.30.20)

CCLA launched more than 20 new UGC ads and 8 Instagram Stories.
These ads were filmed by real CCLA students + alumni.

We will continue to create new UGC ads throughout the year, optimizing execution + messaging based on performing creative.

UPCOMING CREATIVE UPDATES
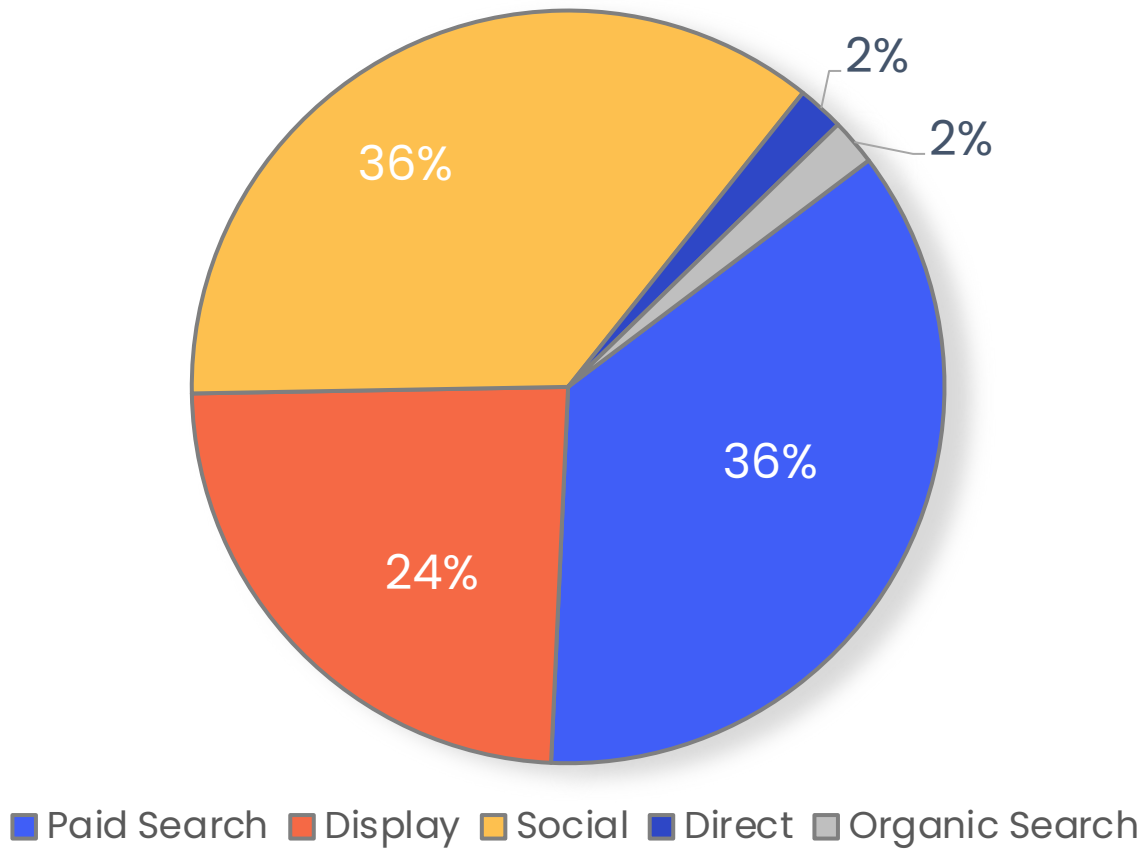
Brand Kits (January)

Influencer Campaign (January)

Connected Television Launch (January)

Branded Social Videos (March)

MICROSITE INSIGHTS: WWW.CCLA.COM
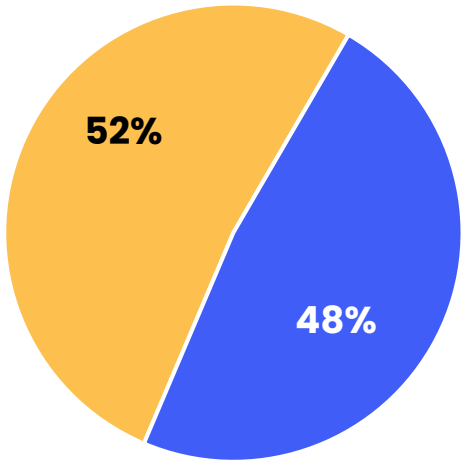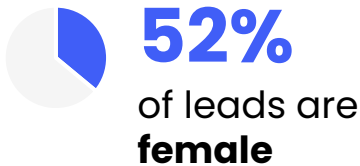
Site Traffic Sources

Legend: ■ Paid Search ■ Display ■ Social ■ Direct ■ Organic Search

Pie chart values: 36%, 36%, 24%, 2%, 2%

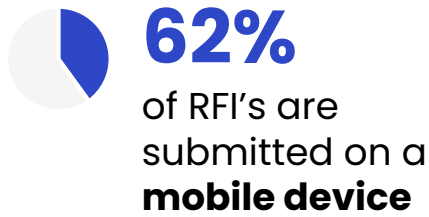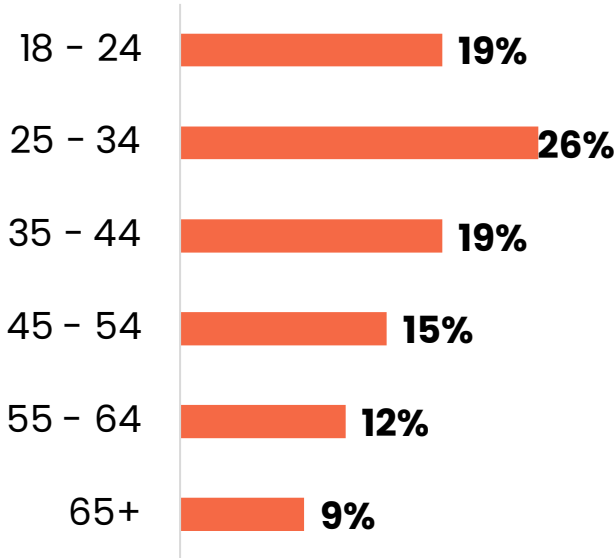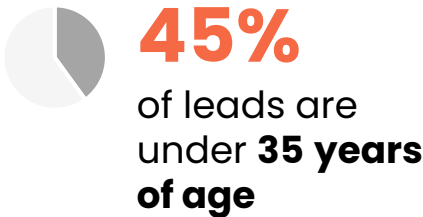| Top 10 Microsite Pages	% RFI Submissions
Homepage	28%
Why CCLA	15%
Education Programs	12%
Healthcare & Medical Technology	11%
Entertainment & Digital Media	7%
Paying for College	7%
Programs	5%
Manufacturing & Product Dev.	4%
Information Technology	3%
Business & Entrepreneurship	2%

AUDIENCE INSIGHTS

Audience demographics are generally consistent from quarter to quarter. We continue to see the largest percentage of site users and RFI submissions from the 25-34 age group and most users are browsing and requesting information via their mobile device.

52% of leads are **female**

45% of leads are under **35 years of age**

62% of RFI's are submitted on a **mobile device**

52%
48%

- Female ■ Male

18 - 24	19%
25 - 34	26%
35 - 44	19%
45 - 54	15%
55 - 64	12%
65+	9%

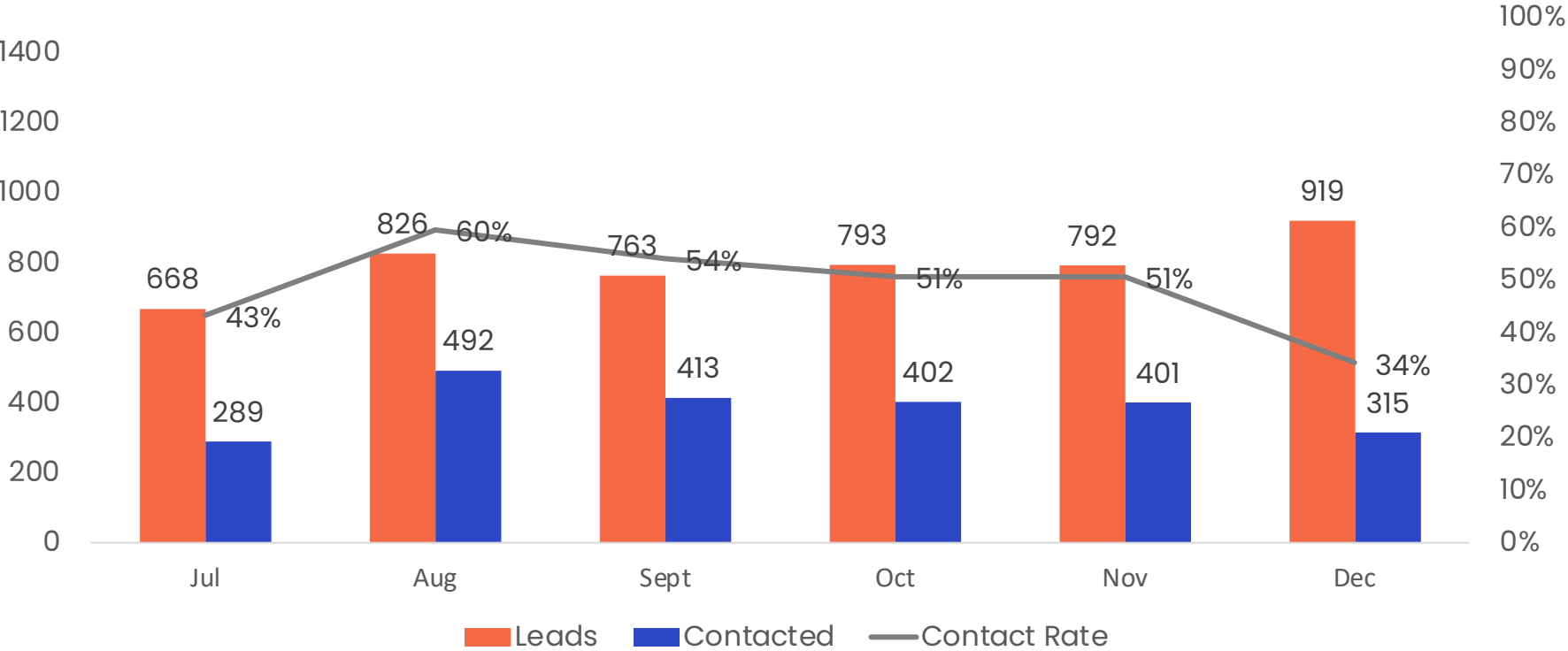|	RFI Submits
Mobile	**62%**
Desktop	**37%**
Tablet	**1%**

CC LA

18

LEAD ENGAGEMENT PERFORMANCE + INSIGHTS

LEAD CONTACT

Contact rate remains strong and consistently above both the benchmark range for paid media leads (30-40%) and the connection rate we were seeing in year 1 of the campaign. The contact rate for December leads is currently lower than previous months, a result of the time of year and increased lead volume. Lead contact is ongoing and this number will continue to grow.

4,761
Total Leads

2,313
Total Contacted

49%
Contact Rate

|	Jul	Aug	Sept	Oct	Nov	Dec
Leads	668	826	763	793	792	919
Contacted	289	492	413	402	401	315
Contact Rate	43%	60%	54%	51%	51%	34%

Leads   Contacted   Contact Rate

Contacted = The engagement team as connected with the lead and confirmed it is the correct person

QUALIFY + TRANSFER

Of contacted leads, 45% have completed a full interaction with the engagement team and are qualified for additional follow up from their college of interest. This is consistent with last quarter. Only a small percentage of contacted leads are not interested (~1%) and most of the remaining 54% are not fully engaged to the point of qualification yet.
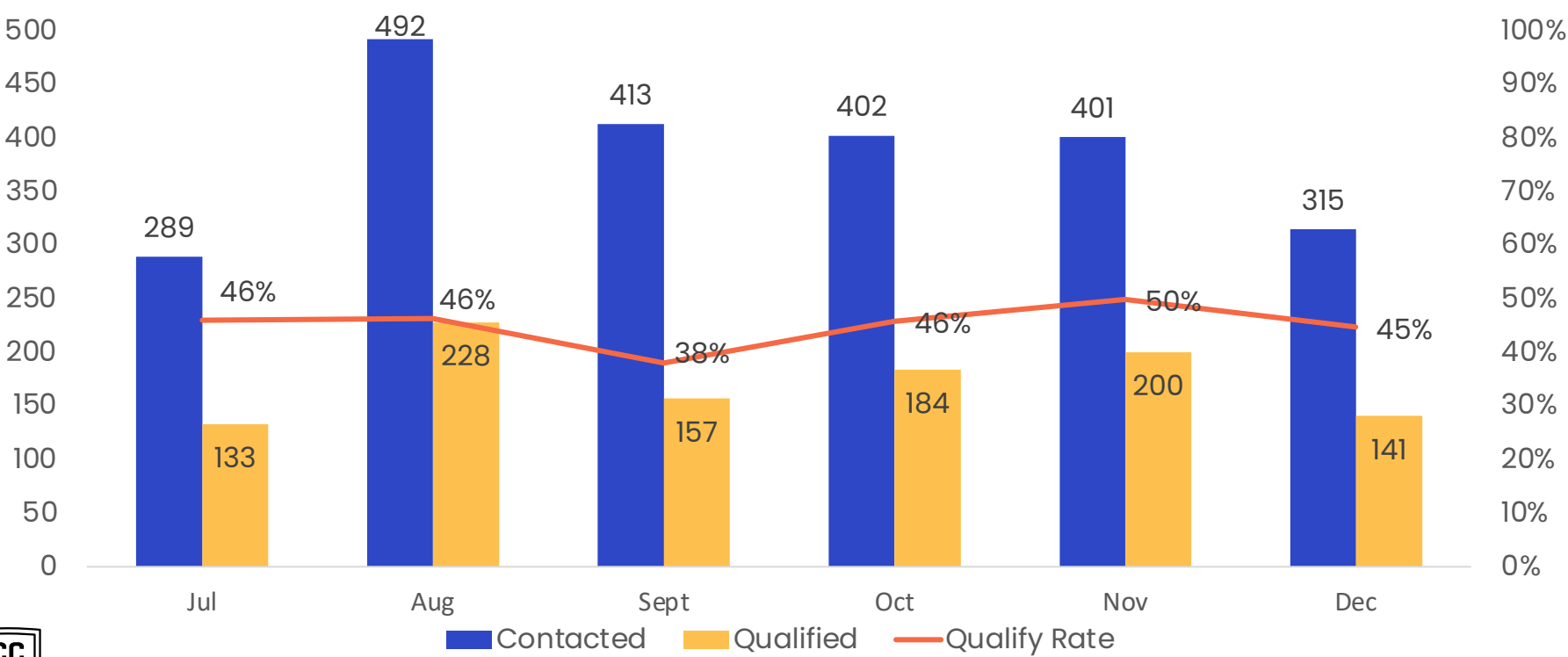
935
Qualified Now

108
Future Prospects

1,043
Total Leads Sent to CCLA

45%
Qualify + Transfer Rate

LEAD TRANSFER BY PHONE

Location	Phone Transfer Attempts	Phone Transfers Successful	Phone Transfer Rate	Total Qualified
Cerritos College	62	14	23%	84
Citrus College	14	3	21%	19
Compton College	17	3	18%	25
East Los Angeles College	46	5	11%	65
El Camino College	38	6	16%	58
Glendale Community College	37	17	46%	50
Los Angeles City College	43	5	12%	64
Los Angeles Harbor College	112	36	32%	155
Los Angeles Mission College	16	4	25%	22
Los Angeles Southwest College	22	3	14%	38
Los Angeles Trade-Tech	41	6	15%	59
Los Angeles Valley College	20	4	20%	23
Long Beach City College	44	6	14%	60
Mt. San Antonio College	34	6	18%	47
Pasadena City College	29	5	17%	46
Los Angeles Pierce College	35	9	26%	54
Rio Hondo College	29	11	38%	37
Santa Monica College	46	6	13%	70
West Los Angeles College	22	2	9%	37

LEAD BREAKDOWN BY PROGRAM AREA

Program Area	Jul	Aug	Sept	Oct	Nov	Dec	YTD
Healthcare and Medical Technology	168	239	224	204	172	237	**1,244**
Business and Entrepreneurship	74	90	99	87	80	92	**522**
Entertainment and Digital Media	81	97	95	84	64	91	**512**
Education	68	96	75	75	54	69	**437**
Undecided	60	71	67	61	74	92	**425**
Trades and Construction	14	22	16	82	133	128	**395**
Engineering and Design	53	59	46	63	77	54	**352**
Information Technology	57	56	52	46	39	48	**298**
Public Service	26	21	26	30	20	18	**141**
Fashion and Interior Design	20	19	14	16	15	18	**102**
Hospitality	10	13	12	16	15	23	**89**
Transportation	13	15	15	12	13	20	**88**
Energy and Utilities	13	12	9	9	9	8	**60**
Manufacturing and Product Development	8	5	4	4	22	13	**56**
Agriculture and Natural Resources	3	10	8	4	5	8	**38**

CC
LA

LEAD INSIGHTS

67% of engaged leads state the best time to contact them is during business hours. (40% Afternoon / 27% Morning / 23% Anytime / 10% Evening)

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

74% of engaged leads state they are interested and ready to start ASAP, with approximately 25% still in a research and planning phase and looking at future dates.

Many leads are looking for short commitments such as certificate programs so they may re-enter the job market as quickly as possible.

Affordability and financial commitment remain the most common risk factor that might prevent a prospective student from enrolling, though there is a range of barriers across leads.

COLLEGE POINTS OF CONTACT

Where prospective student information is sent (last update 11.11.20)

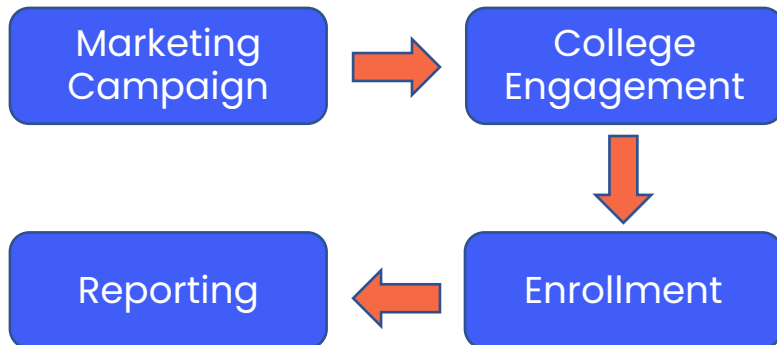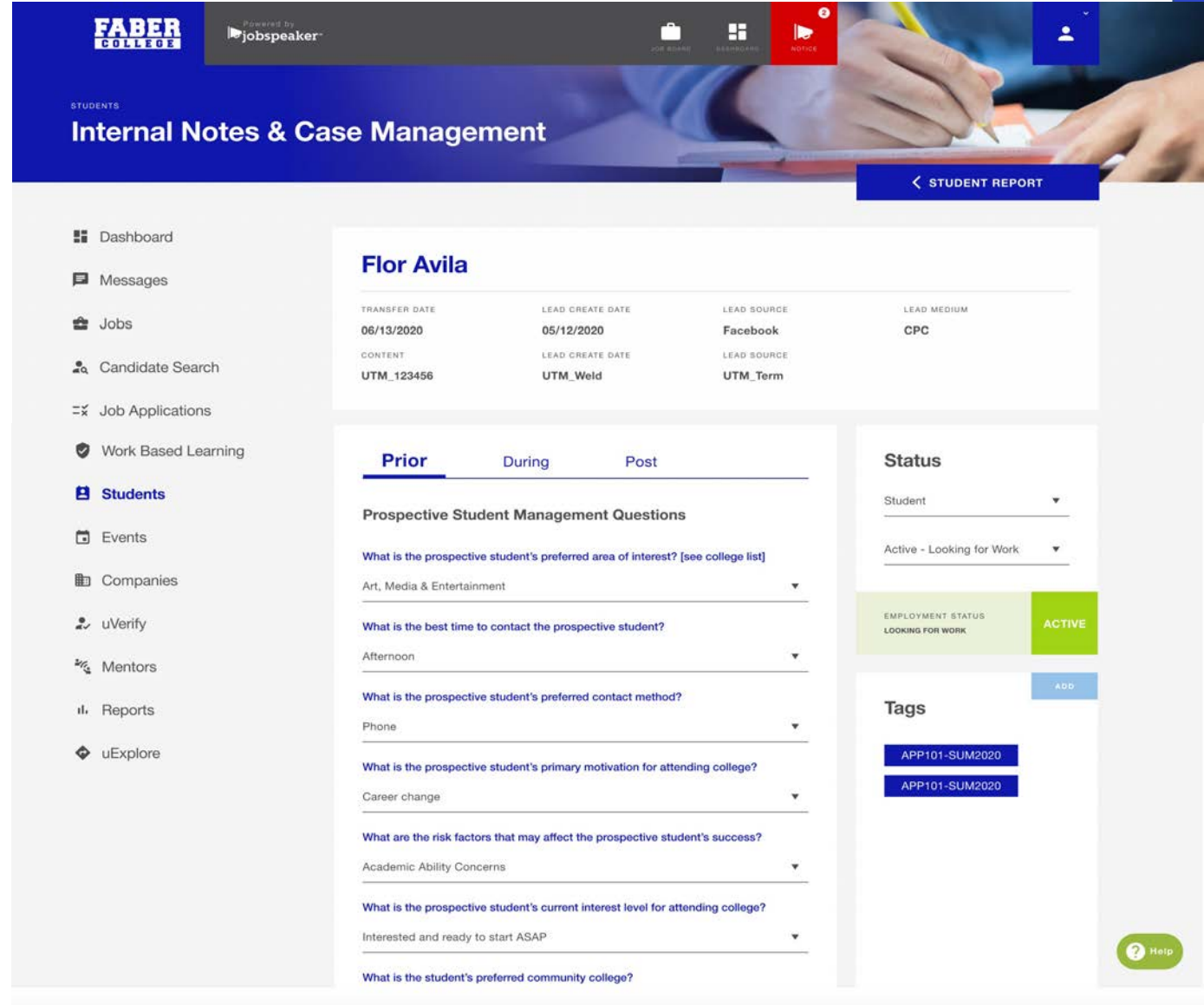| College	Email	Phone
Cerritos College	schoolrelations@cerritos.edu	TBD
Citrus College	alilopez@citruscollege.edu	626-214-5945
Compton College	azambrano@compton.edu	213-533-9937
East Los Angeles College	outreach@elac.edu	323-265-8642
El Camino College	welcomecenter@elcamino.edu	310-660-3405
Glendale 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	outreach@lattc.edu	213-763-5560
Los Angeles Valley College	start@lavc.edu	818-778-5817
Mt. San Antonio College	outreach@ccla.com (temporary)	626-826-8842 (temporary)
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

Data Tracking + Case Management

- Import all contacts, data
- Report locally and regionally
- Log all contacts, alerts, etc.
- Manage student through the process
- Match with enrolled student data
- Integrate into campus systems

Marketing Campaign → College Engagement → Enrollment → Reporting

ANNOUNCEMENTS

- Upcoming webinars + performance updates

  - February 5   Data Tracking & Introduction to Job Speaker

  - 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.

- Brand kits coming soon – Available January 21!

- Follow us on social to see all the great content supporting Community Colleges of Los Angeles! @goccla on Facebook and Instagram

THANK YOU
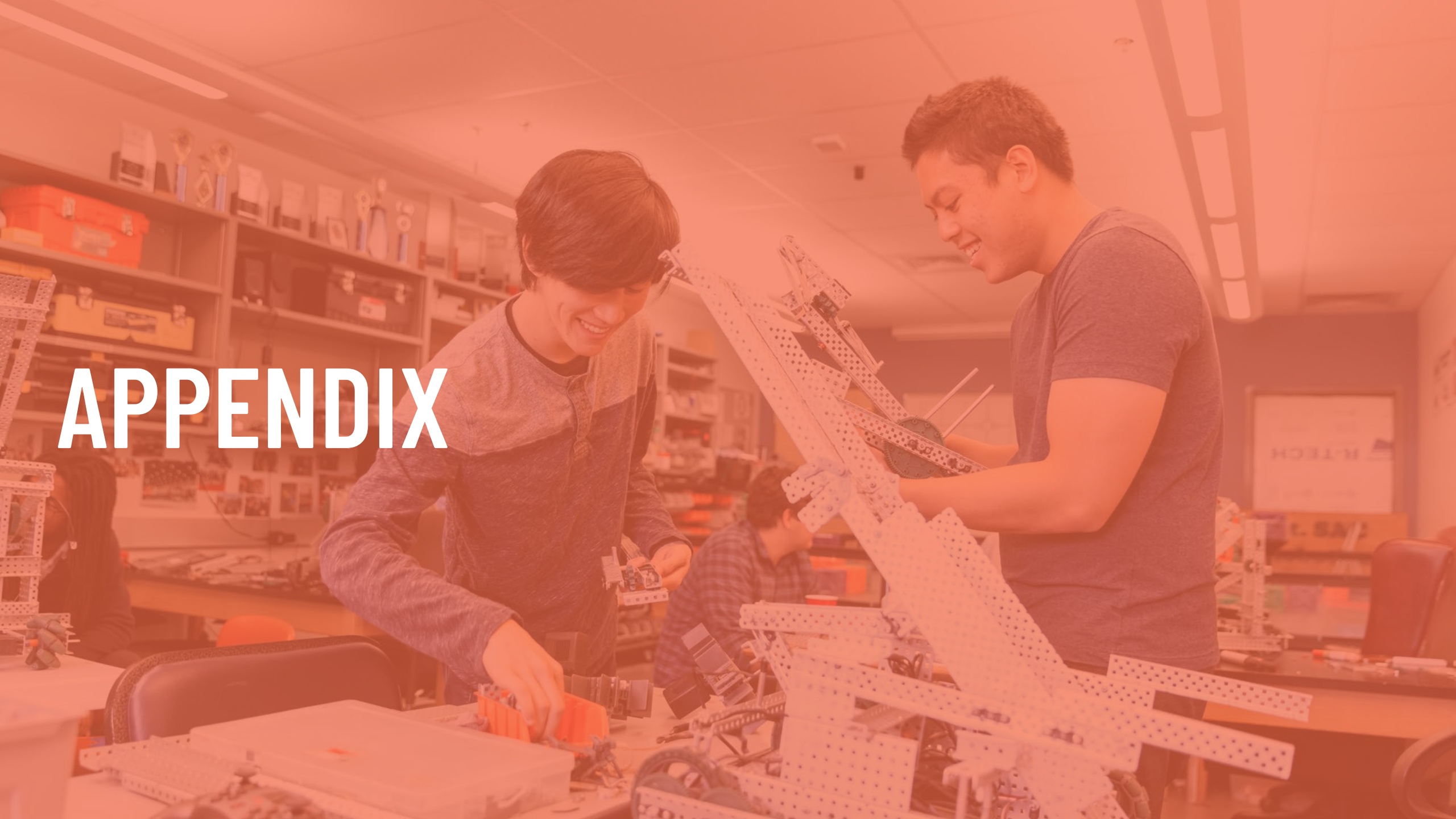
APPENDIX

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
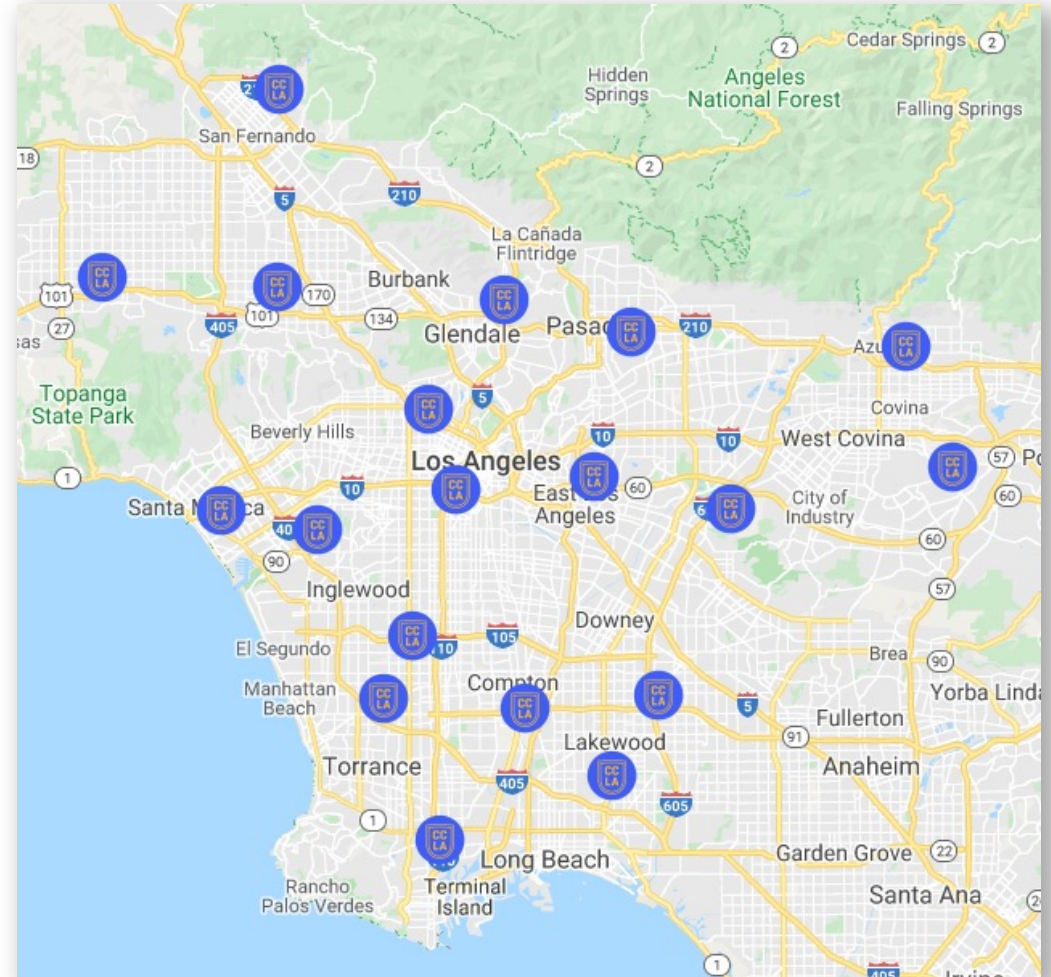
WHERE does funding come from?
The Strong Workforce Program

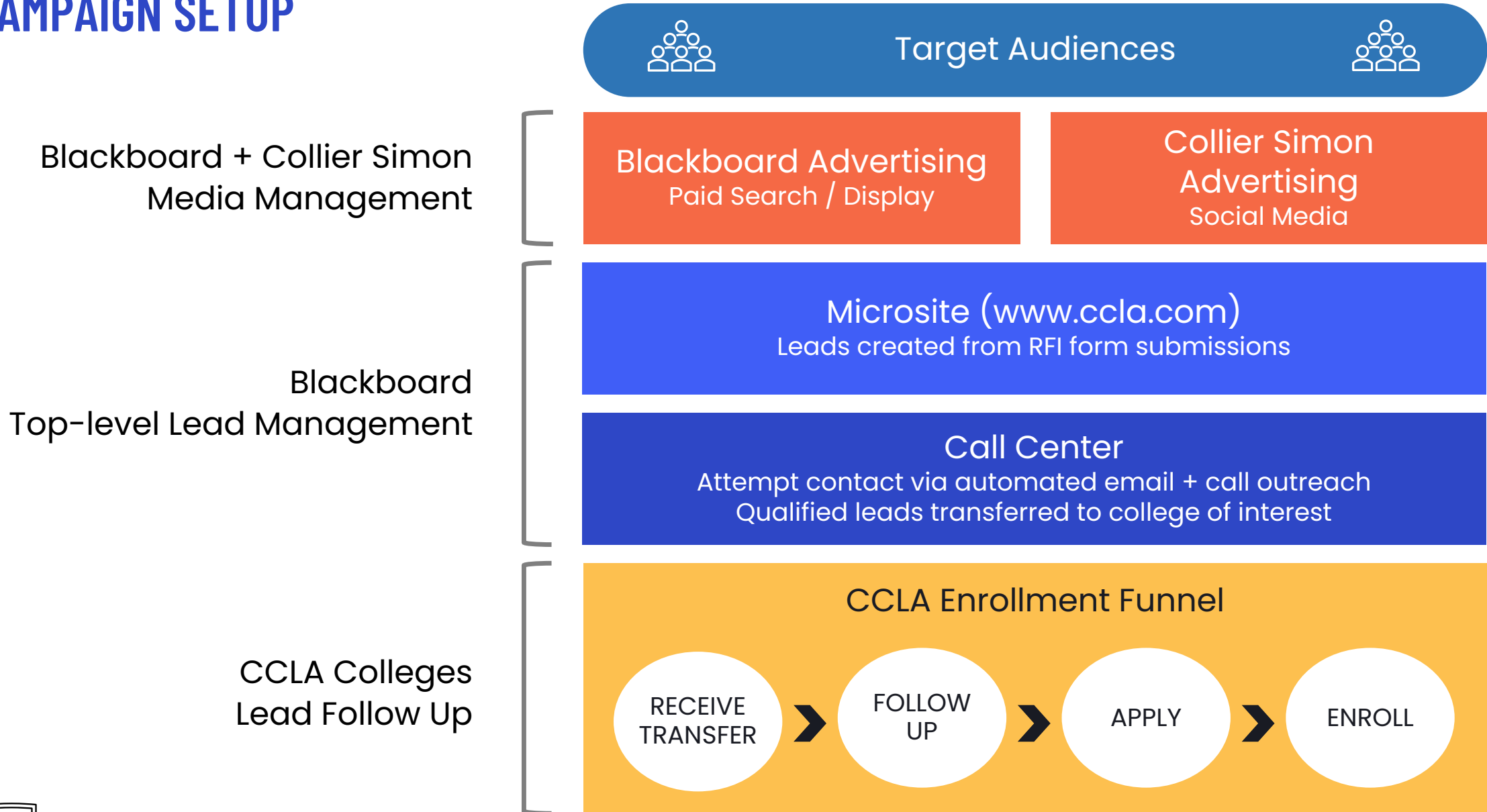**WHEN is the campaign running?**
Initially launched in October 2019 and confirmed through June 2021 with additional funding requests in progress.

WHY are we investing?
To counter increasing competition in the market as well as declining enrollment trends across the district

CAMPAIGN SETUP

Blackboard + Collier Simon Media Management

Target Audiences

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

32

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