



COMMUNITY COLLEGES
OF LOS ANGELES

CAMPAIGN PERFORMANCE

Quarterly Update

April 16, 2021

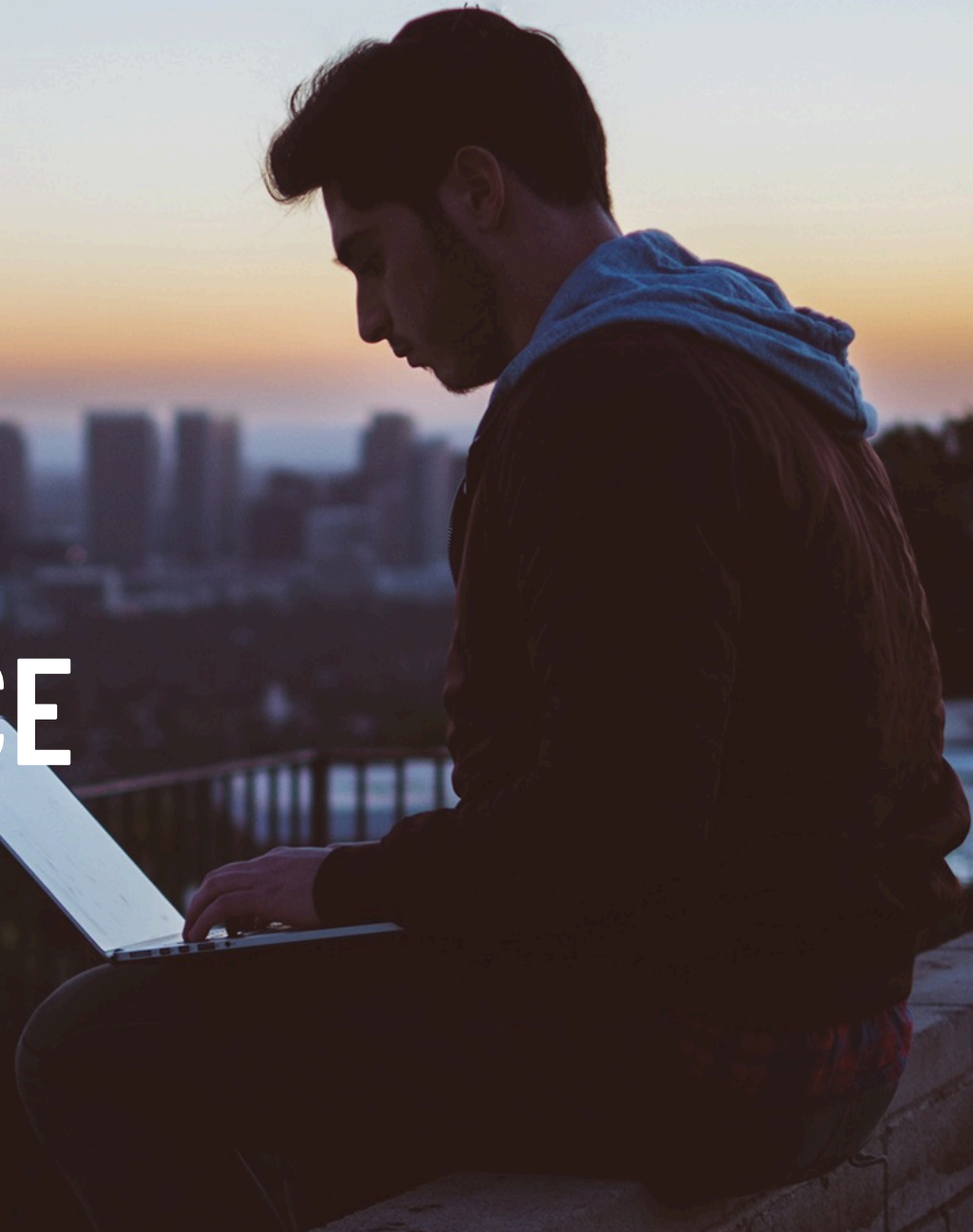


Blackboard



POWERED BY

California
Community
Colleges



CAMPAIGN TEAM



Sasha King,
Director,
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



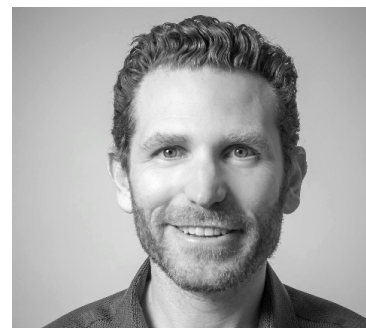
Patricia Ramos,
Ed.D. – Dean
Workforce & Economic
Development
Santa Monica College



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



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



AGENDA

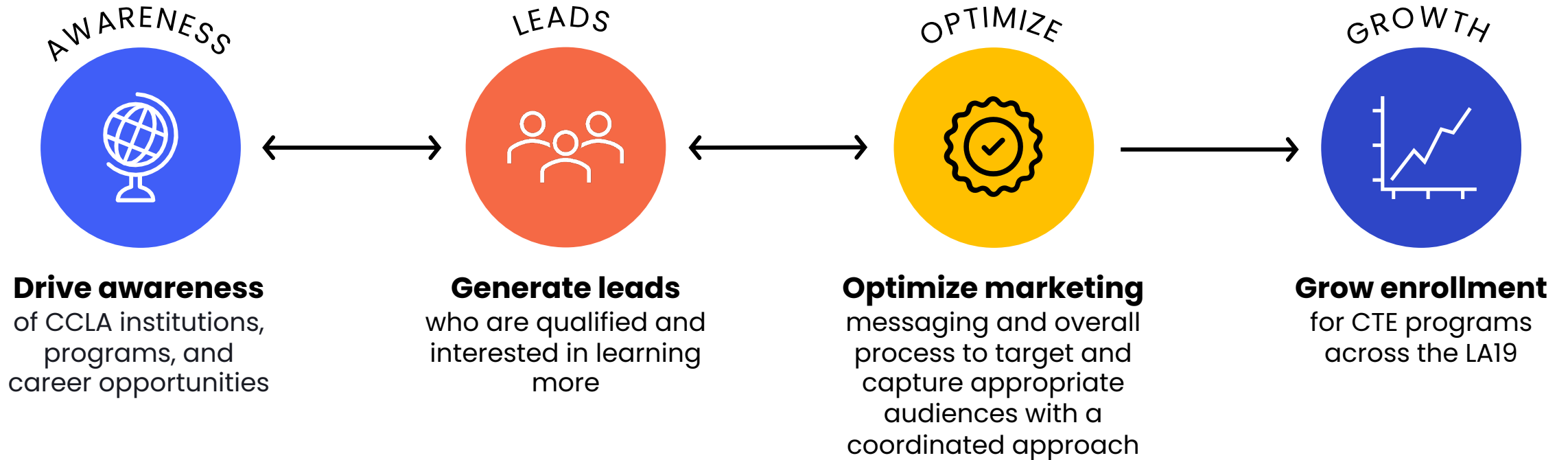
- 1 Executive Summary
- 2 Media Performance
- 3 Lead Contact + Transfer
- 4 Audience Insights
- 5 Announcements





EXECUTIVE SUMMARY

CAMPAIGN GOALS



2020-2021 PERIOD TO-DATE

Highlights this quarter:

- More new content launched under the “Built for You” campaign, testing new channels, and increasing influencer content
- Improvement in overall click and conversion rates across media channels
- Implementation of data tracking process to determine number of enrollments gained from campaign leads – 14 of 19 schools reporting so far
- Microsite testing and lead surveys conducted to inform optimizations and insights
- Extended the current campaign period through December (previously ending June)



44M+
Ad Impressions

2.8M+
Video Views

456K+
Clicks

1,067
Organic
Followers

300K+
Website Visits

7,339
RFI Submissions

3,754
Contacted
Leads

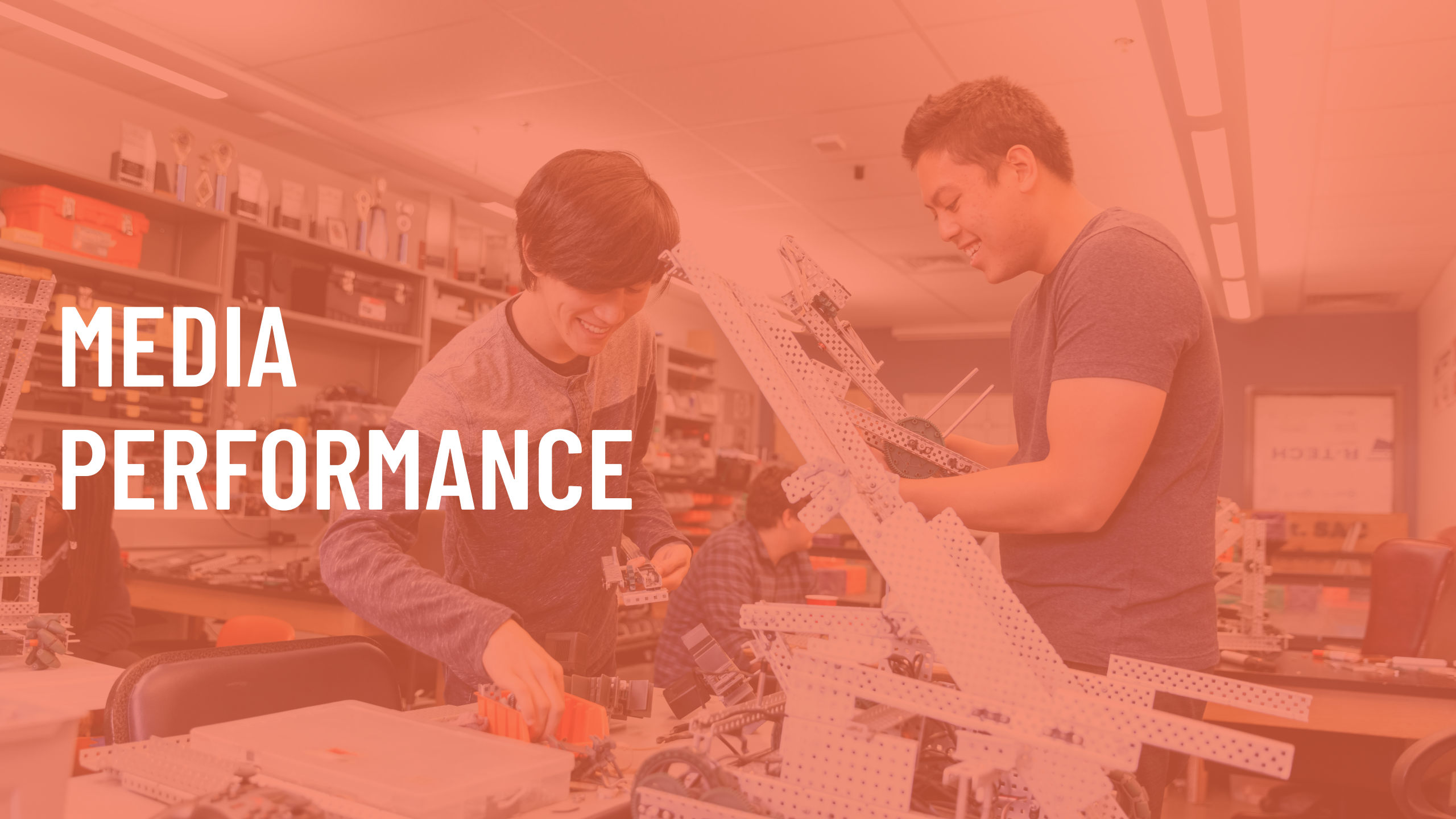
1,602
Transfers to
CCLA

Date Range: 7/1/2020 – 3/31/2021

CAMPAIGN ENROLLMENT

	Fall 2019	Winter 2020	Spring 2020	Summer 2020	Fall 2020	Winter 2021	Spring 2021	TOTAL
Cerritos College		N/A	40	5	33	N/A	22	100
Citrus College	15	3	3	2	7	2	3	35
Compton College								17
East Los Angeles College								
El Camino College		N/A	5	3	40	N/A	57	105
Glendale Community College			23	20	34	42		119
Long Beach City College			56	39	80		8	183
Los Angeles City College	24	5	17	9	20	3	27	105
Los Angeles Harbor College								
Los Angeles Mission College		2	16	16	24		23	81
Los Angeles Pierce College								
Los Angeles Southwest College	8	2	3	6	9	2	3	33
Los Angeles Trade-Tech			12	1	9		7	29
Los Angeles Valley College								
Mt. San Antonio College			33	33	54	37		157
Pasadena City College		14	11	13	24	1	9	72
Rio Hondo College								49
Santa Monica College								
West Los Angeles College								35

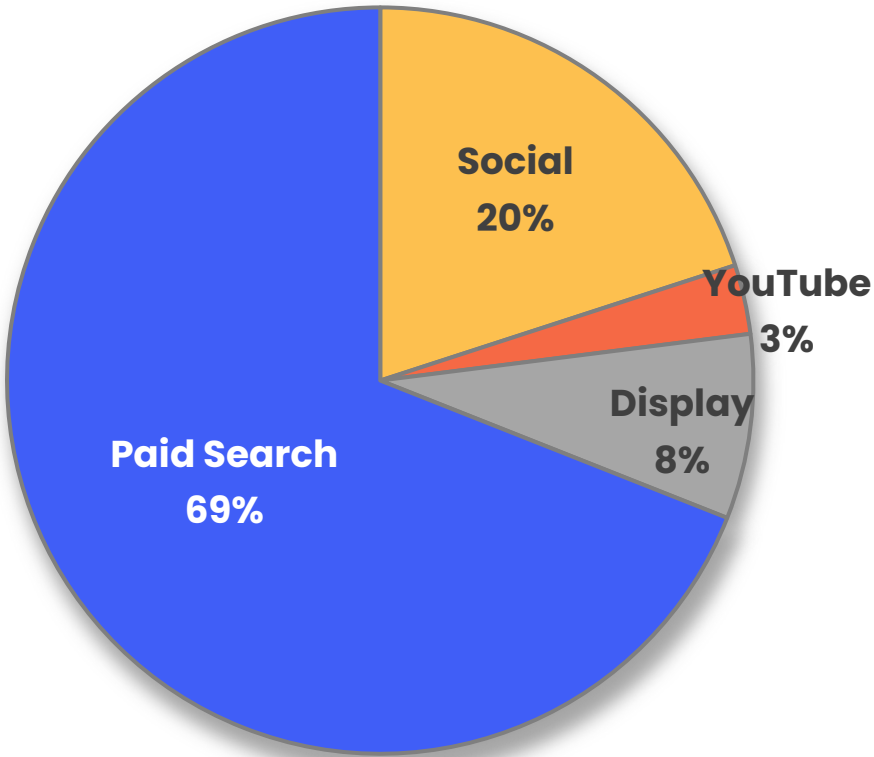
1,120



MEDIA PERFORMANCE

MEDIA SPEND

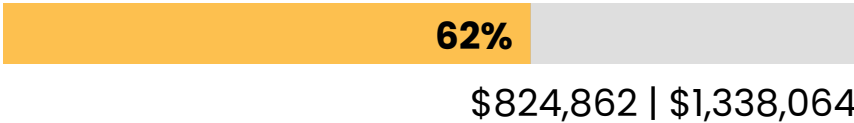
Spend by Channel



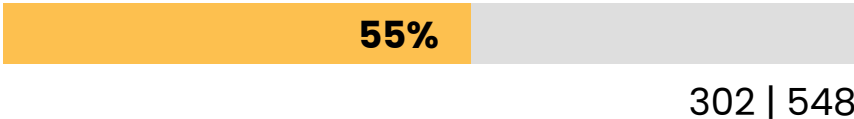
Date Range Reported: 7/1/2020 – 3/31/2021



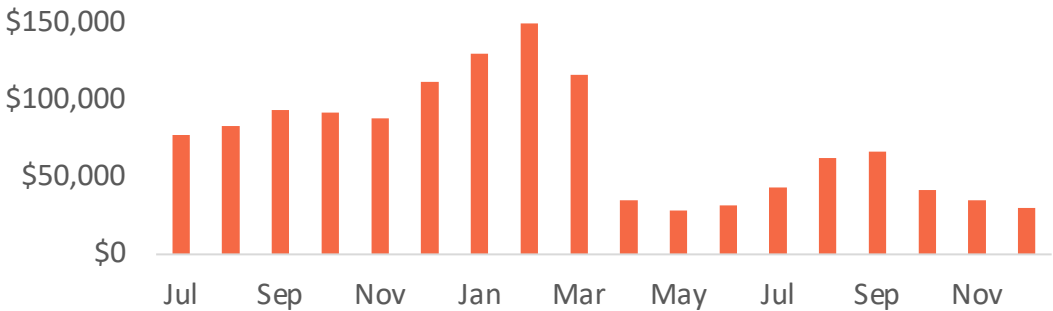
Media budget spent



Days into 2020-2021 period

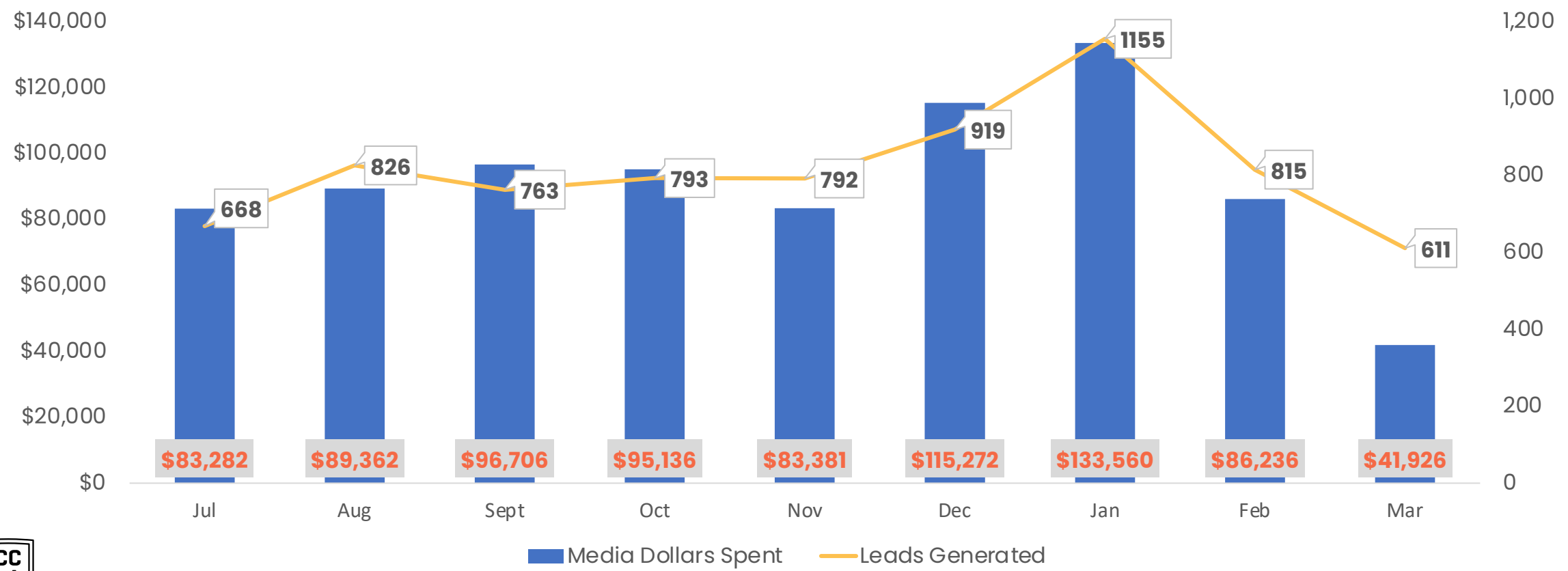


Spend plan



SPEND + LEAD VOLUME BY MONTH

Media spend peaked in January as planned and scaled down through February and March based on the new budget plan for the remainder of the year. Monthly lead volume decreased as well with lower spend levels but remains strong relative to media investment.



PERFORMANCE BY CHANNEL: CAMPAIGN TO-DATE

Media performance improved across channels this quarter with notable lifts in click and conversion rates. We continue to invest and evolve in awareness building channels (social and display) which support our direct intent channels (paid search).

Channel	Spend	Impressions	Clicks	Click Rate	Conversions (RFI Submit)	Conversion Rate
Google Paid Search	\$398,560	1,778,905	86,123	4.84%	5,623	6.53%
Bing Paid Search	\$168,477	571,543	29,592	5.18%	850	2.87%
Social	\$167,077	20,192,081	264,223	1.31%	572	0.52%
Google Display	\$29,115	14,925,800	64,358	0.43%	281	0.44%
Retargeting	\$548	164,069	522	0.32%	3	0.57%
Outfeed Display	\$38,200	3,728,732	5,090	0.14%	N/A	N/A

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

TOP PERFORMING TEXT ADS



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

Expand Your Job Opportunities

CCLA Local College Network

19 Conveniently Located Campuses, Plus
Many Classes Available Online. Learn More!
ccla.com

OPEN



California Community Colleges | Local Community Colleges - La

Ad www.ccla.com

Earn an In-Demand Degree Without the Debt! Community Colleges of LA Are Highly Affordable. Enter the Workforce with a Great Job - Quickly. Affordable Degree & Certificate Programs.

CCLA Local Community Colleges | CCLA College Network

Ad www.ccla.com

The 19 CCLA Community Colleges Offer Affordable & Flexible Programs to Fit Your Busy Life. Advance Your Education & Career the Smart Way: with a Program at CCLA Community Colleges.



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.

Assoc. Degrees & Certificates | Graphic Design Programs

ccla.com

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

Flexible Course Formats | Personalized Campus Experience

ccla.com

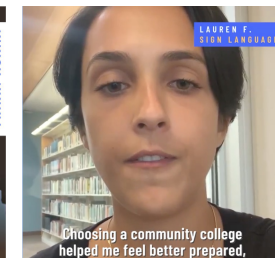
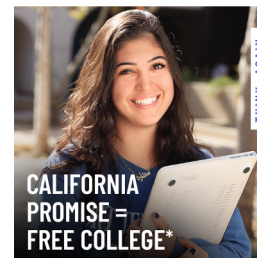
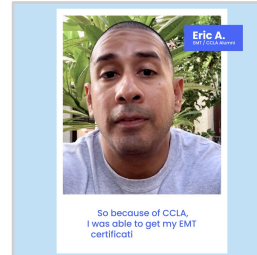
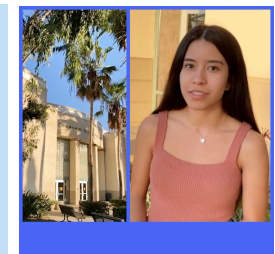
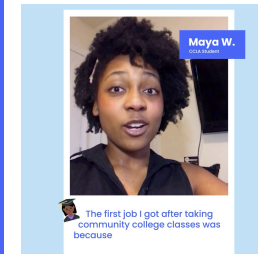
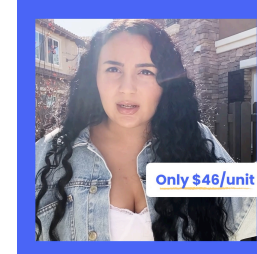
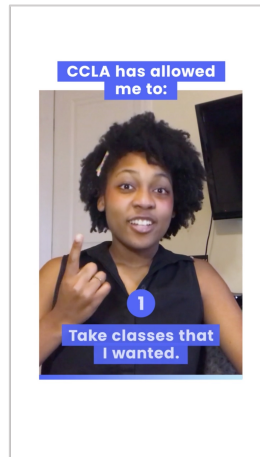
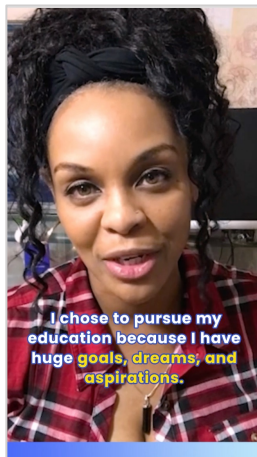
Jump-Start Your Education Career Without the Debt. Earn Your Associate Degree Affordably. Earn an Associate Degree in Education at the Community Colleges of LA. 19 SoCal Locations.



PERFORMANCE HIGHLIGHTS



- New UGC drives **20% of web visits**
- **Top 10 CTR's** generated from new creative
- IG stories generates **more than 25%** of site visits
- Older creative still performing strong

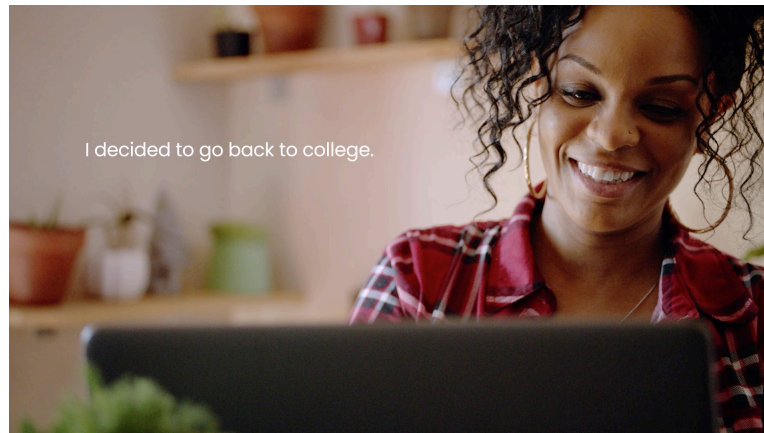


CREATIVE UPDATES



CCLA went live on Connected Television using \$70K with a rotation of 3 commercial spots.

We will have a brand-lift study next quarter to disclose full performance!



UPCOMING CREATIVE UPDATES



CTV Brand Lift Study



Influencer Content



Student Influencers



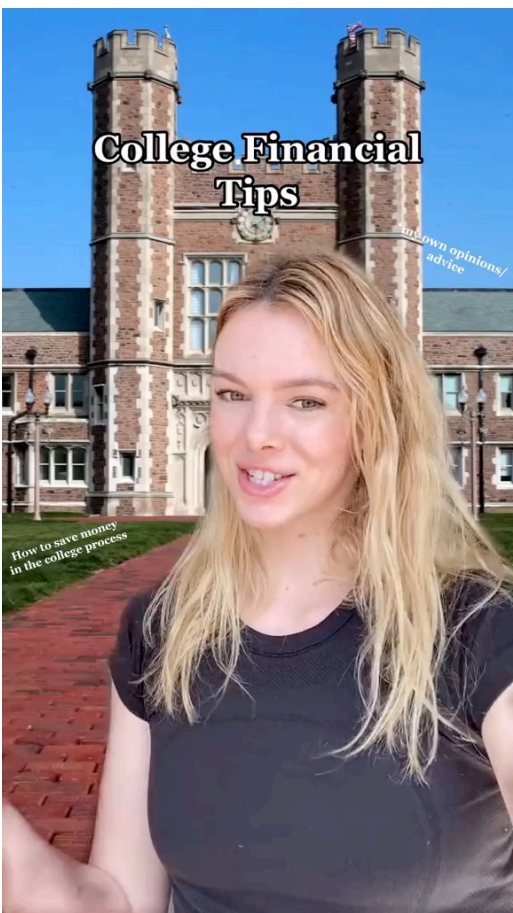
New Platforms



violet.cooks Violet Witchel · 6d ago

Click the link in my bio to learn more about CCLA! @ #hbtCCLA
#goccla #ENDCCStigma #ad

🎵 Send Me on My Way - Vibe Street



15.8K



143



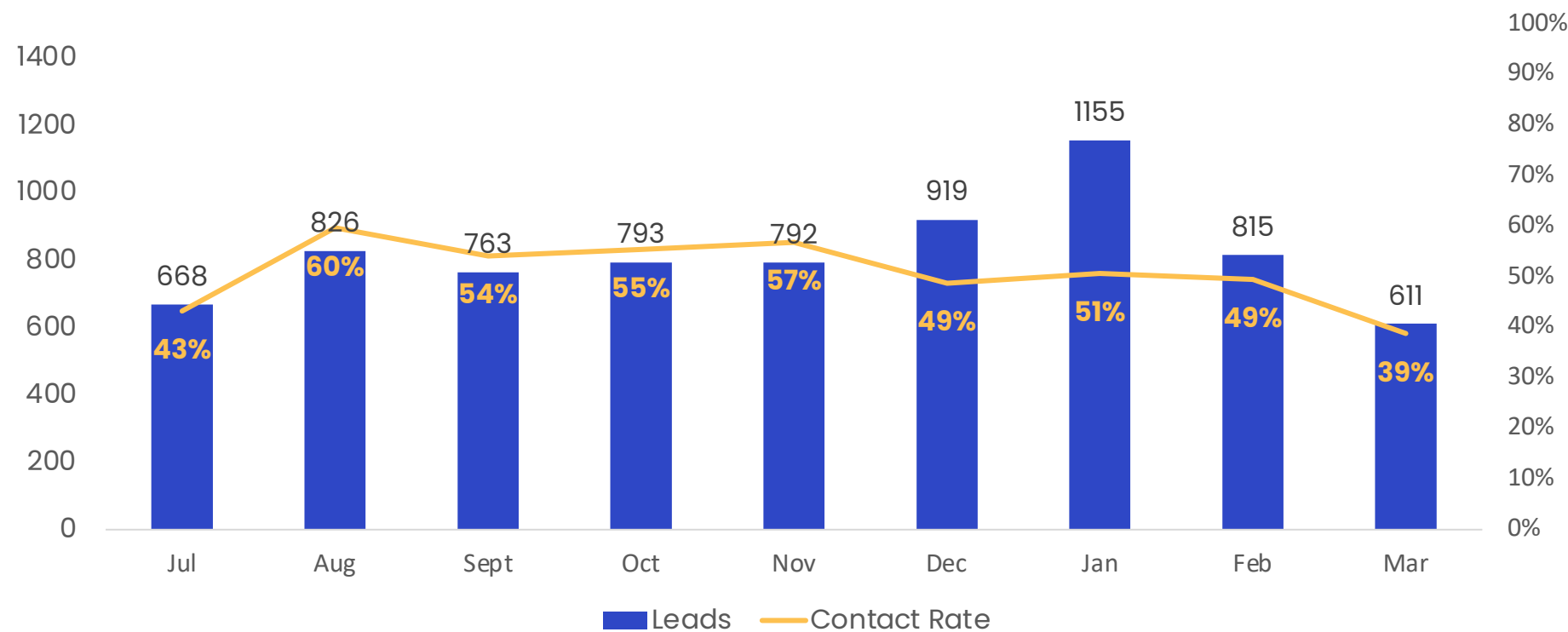
125

A group of five diverse young adults (three women and two men) are laughing and talking outdoors in a modern building setting. The image has a warm, orange-yellow tint. The text "LEAD ENGAGEMENT PERFORMANCE + INSIGHTS" is overlaid in bold blue capital letters.

LEAD ENGAGEMENT PERFORMANCE + INSIGHTS

LEAD CONTACT

Lead follow up continues to be successful with the engagement team reaching an above average percentage for paid media leads. The team had made at least initial contact with 51% of all leads generated this campaign period (since July 1).



7,339
Total Leads

3,754
Total Contacted

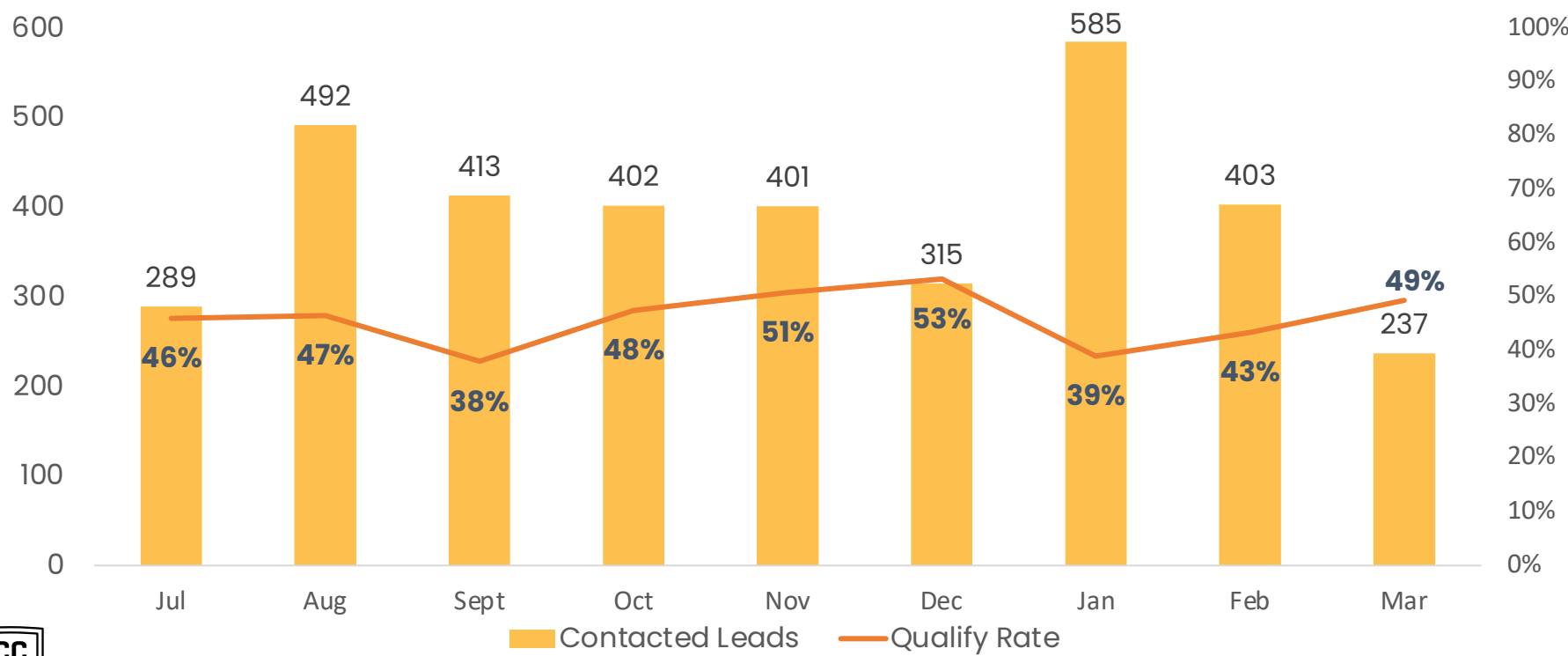
51%
Contact Rate



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

QUALIFY + TRANSFER

Of contacted leads, 43% overall have completed a full interaction with the engagement team and qualified for additional follow up from their college of interest. Monthly qualify rates are generally consistent with most prospects interested and already qualified for enrollment, plus a small percentage of future prospects (e.g. high school students).



1,410
Qualified Now

192
Future Prospects

1,602
Total Leads Sent
to CCLA

43%
Qualify + Transfer
Rate

LEAD TRANSFER BY PHONE

Date Range: 1/1/2021 – 3/31/2021

Location	Phone Transfer Attempts	Phone Transfers Successful	Phone Transfer Rate	Total Qualified
Cerritos College	26	6	23%	37
Citrus College	11	1	9%	16
Compton College	6	1	17%	7
East Los Angeles College	25	1	4%	30
El Camino College	19	–	0%	25
Glendale Community College	13	4	31%	18
Long Beach City College	14	1	7%	23
Los Angeles City College	78	11	14%	108
Los Angeles Harbor College	3	1	33%	7
Los Angeles Mission College	12	1	8%	15
Los Angeles Pierce College	21	4	19%	29
Los Angeles Southwest College	9	1	11%	9
Los Angeles Trade-Tech	20	2	10%	27
Los Angeles Valley College	26	6	23%	33
Mt. San Antonio College	17	8	47%	23
Pasadena City College	21	–	0%	28
Rio Hondo College	16	4	25%	24
Santa Monica College	17	1	6%	24
West Los Angeles College	13	5	38%	16

LEADS BY PROGRAM INTEREST

Program Area	Jul-Sept	Oct-Dec	Jan-Mar	YTD
Healthcare and Medical Technology	632	615	744	1,991
Business and Entrepreneurship	263	258	301	822
Entertainment and Digital Media	273	241	195	709
Education	238	202	249	689
Undecided	197	221	244	661
Trades and Construction	52	346	250	648
Engineering and Design	158	189	169	516
Information Technology	167	133	111	410
Public Service	73	69	71	213
Fashion and Interior Design	53	49	45	147
Hospitality	36	52	53	141
Transportation	43	45	40	128
Energy and Utilities	34	26	42	102
Manufacturing and Product Development	17	40	44	101
Agriculture and Natural Resources	21	17	21	59
	2,257	2,503	2,579	7,339

COLLEGE POINTS OF CONTACT

Where prospective student information is sent (last update 4.21.21)

College	Email	Phone
Cerritos College	welcomecenter@cerritos.edu	562.860.2451 x 2130
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	kleinman_janet@smc.edu	310-434-8511
West Los Angeles College	WLAC-success@laccd.edu	424-371-7734



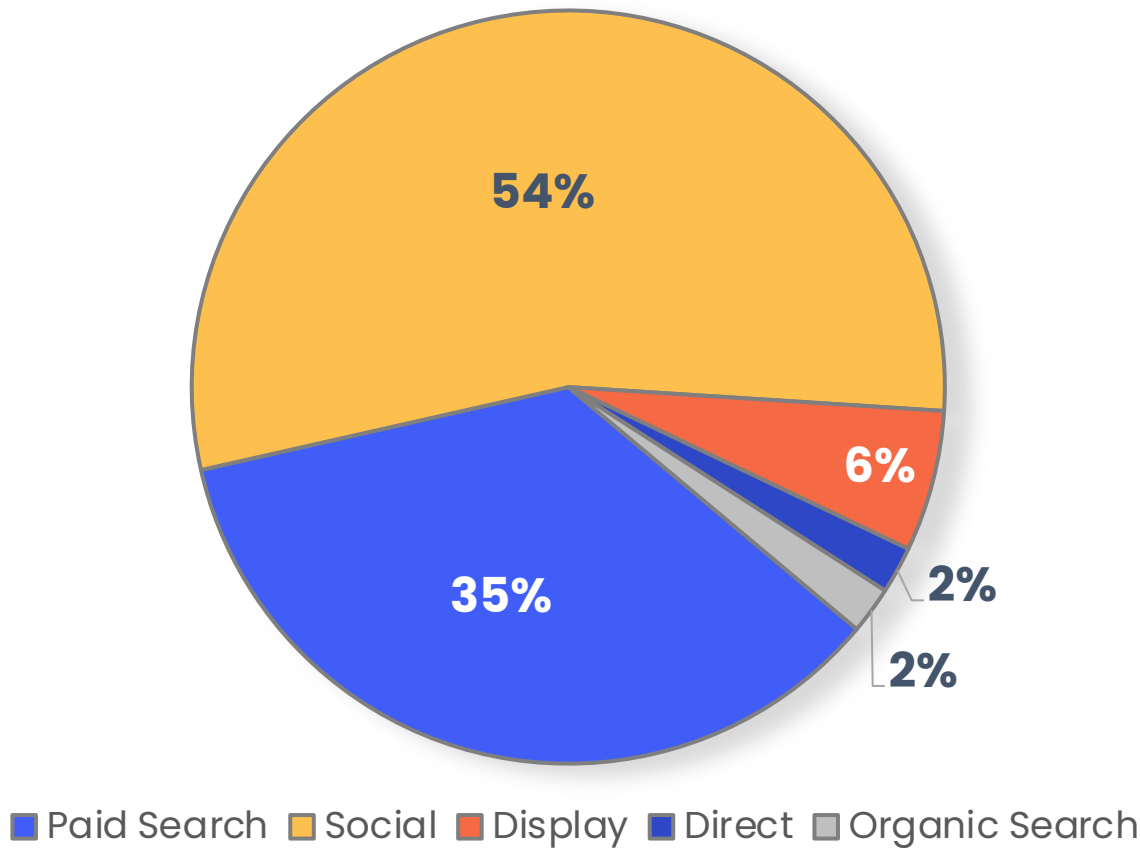
Send updates to: rmorales@cerritos.edu

A young woman with long brown hair is sitting on a stone wall, leaning back against it. She is wearing a light blue denim jacket over a yellow top, dark jeans, and brown boots. She is holding an open book and looking at it with a smile. A pair of headphones is around her neck. In the background, there is a blurred outdoor setting with other people and umbrellas. The entire image has a blue overlay.

AUDIENCE INSIGHTS

MICROSITE ACTIVITY: WWW.CCLA.COM

Site Traffic Sources

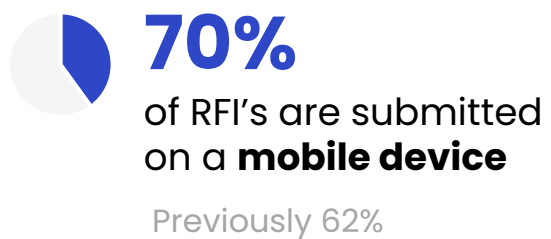
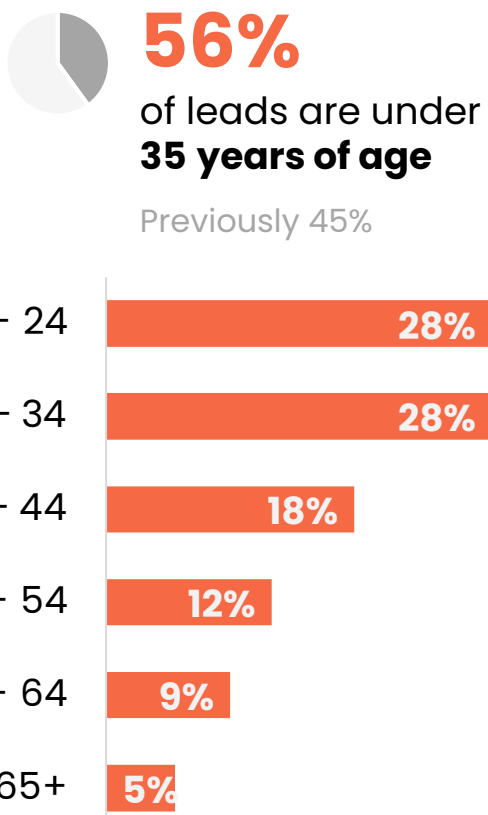
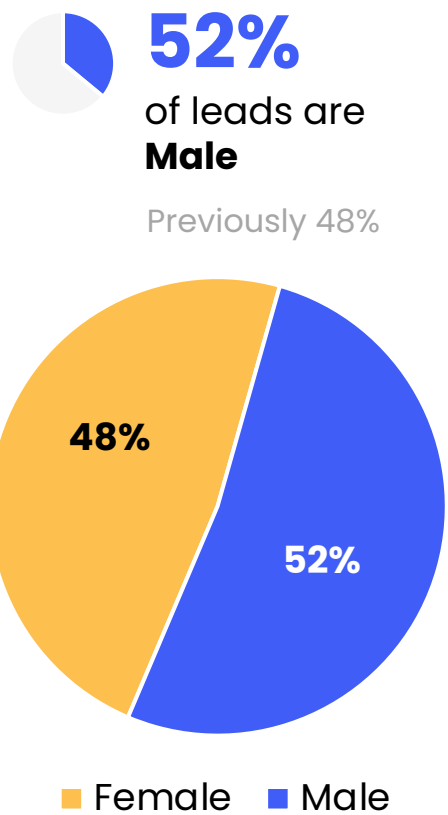


Top 10 Microsite Pages	% RFI Submissions
Homepage	29%
Why CCLA	14%
Healthcare & Medical Technology	11%
Education Programs	8%
Programs	5%
Entertainment & Digital Media	4%
Manufacturing & Product Dev.	4%
Business & Entrepreneurship	2%
Transportation	2%
Paying for College	1%



LEAD DEMOGRAPHICS + BEHAVIOR

Audience demographics are generally consistent from quarter to quarter with only slight shifts. For RFI's submitted this quarter, we see more male leads, higher percentages in the younger age ranges, and increasingly more users viewing and requesting information from their phone.



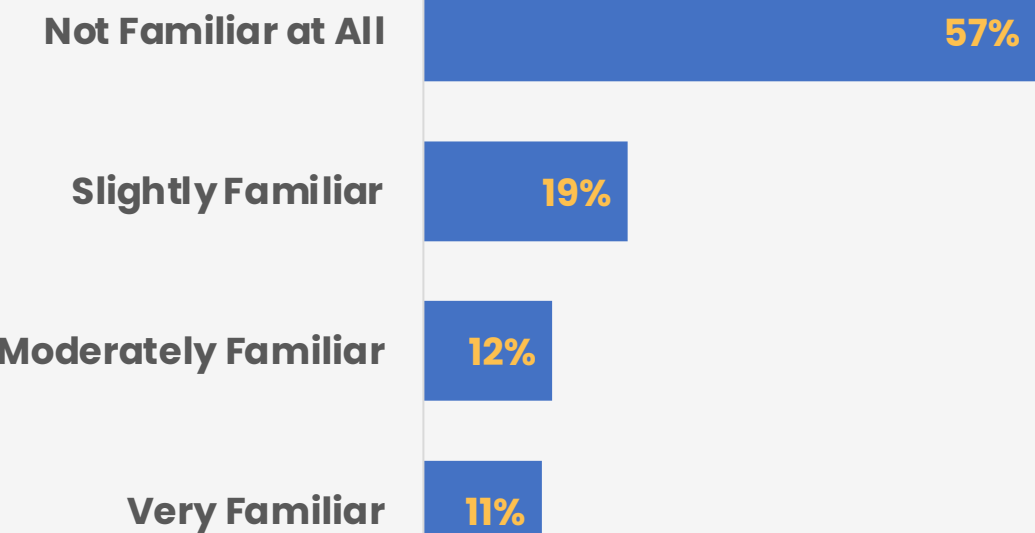
RFI Submits	
Mobile	70%
Desktop	28%
Tablet	2%



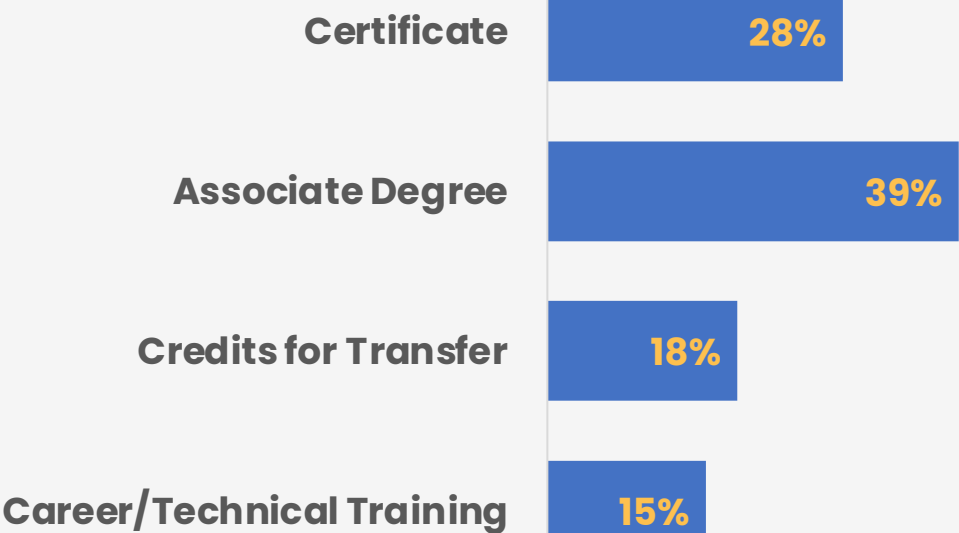
SITE SURVEYS

Periodic surveys are conducted on the “Thank You” page of the microsite to collect additional insights about the campaign and lead interests. The surveys are optional and presented after a user submits a request for information.

Before visiting this website, how familiar were you with CCLA (Community Colleges of Los Angeles)?



What type of program are you most interested in?



January 13 – February 8
615 Responses

March 8 – April 7
405 Responses

ENGAGEMENT INSIGHTS



Lead preferences remain consistent with most transferred prospects preferring follow-up via phone during business hours. The most popular time of day is afternoon.



Lead interests are also consistent with nursing, graphic design, business, and early childhood education programs being most popular.



We have seen an increase this quarter in contact with high school students looking at the Fall 2021 term.



75% of engaged leads are interested and ready to get started now with another 21% interested in a future term.



ANNOUNCEMENTS

ANNOUNCEMENTS

- **Upcoming webinars + performance updates**
 - May 14 Lead Tracking and Follow-Up
 - July 16 Performance Update 4
- **Data tracking is available!** Connect with Randy Morales to learn how to track and report on enrollments from campaign leads (rmorales@cerritos.edu)
- **Questions or updates?** Please contact Randy Morales with any questions or updates for your institution, including point of contact, lead support, etc.
- **We want to hear from you!** If there are any topics you'd like to see covered in future meetings, please contact AJ Adelman (Adelman_Alan@smc.edu)



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?

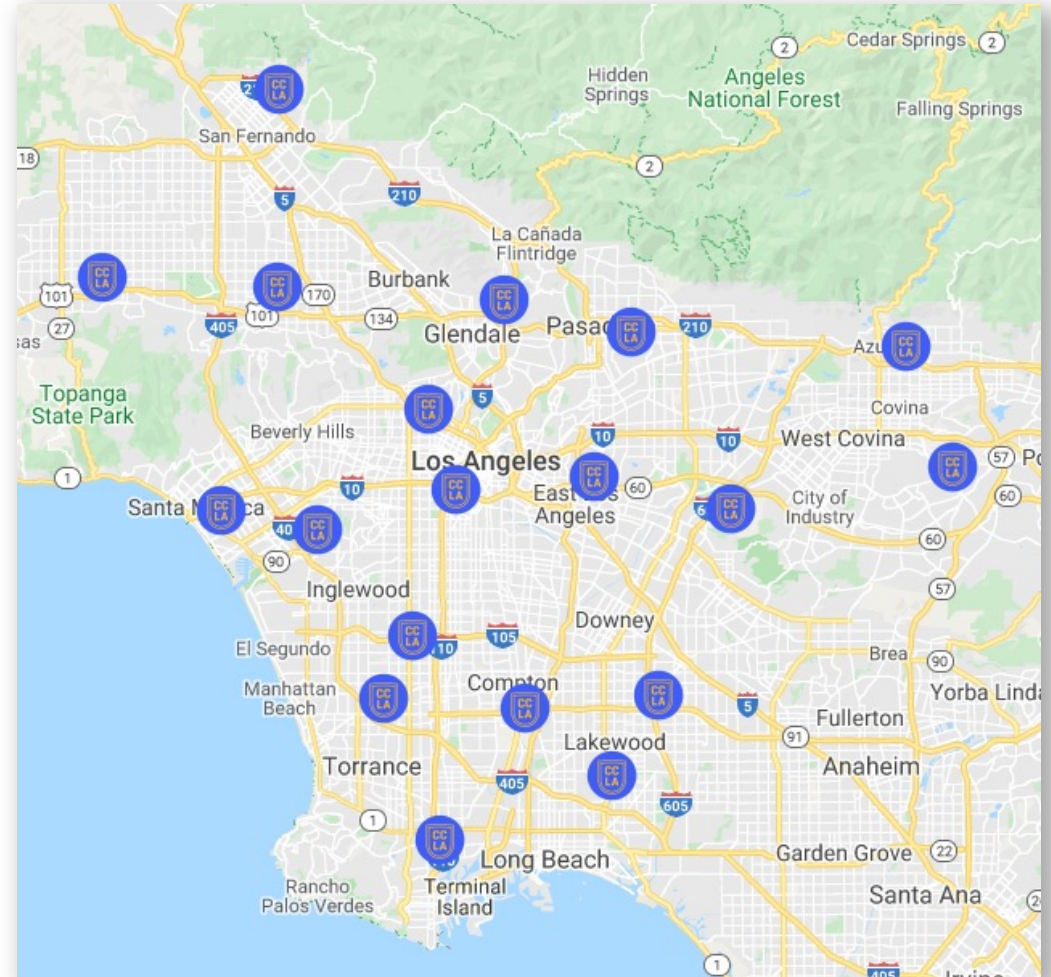
The Strong Workforce Program

WHEN is the campaign running?

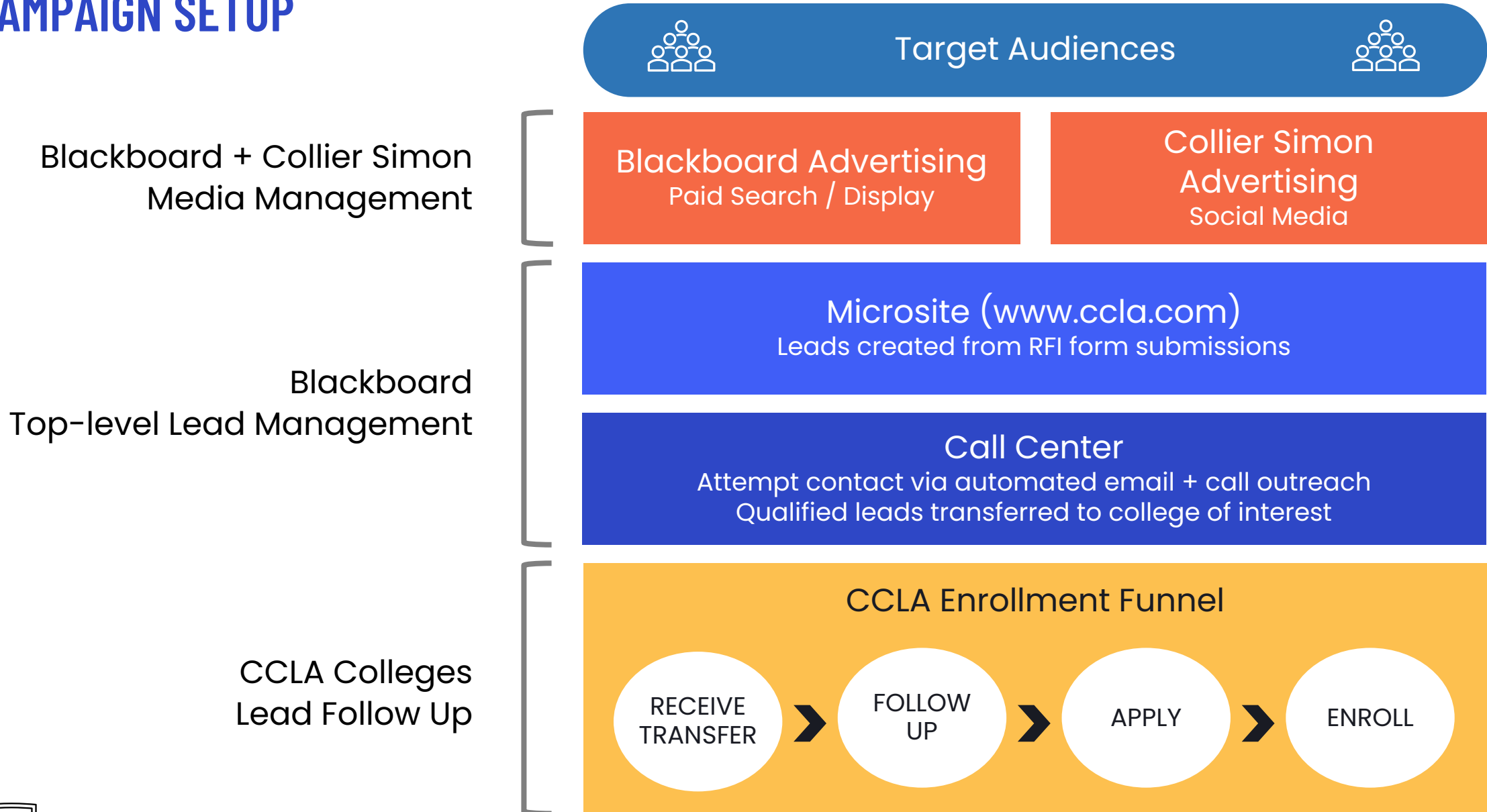
Initially launched in October 2019 and confirmed through December 2021 with additional funding in progress.

WHY are we investing?

To counter increasing competition in the market as well as declining enrollment trends across the district



CAMPAIGN SETUP



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 includes all lead records up to the day before. In addition to new lead information, each file will also include any contact, qualification, and transfer updates for existing leads.



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