CC LA | COMMUNITY COLLEGES OF LOS ANGELES

CAMPAIGN PERFORMANCE

Quarterly Update

July 16, 2021

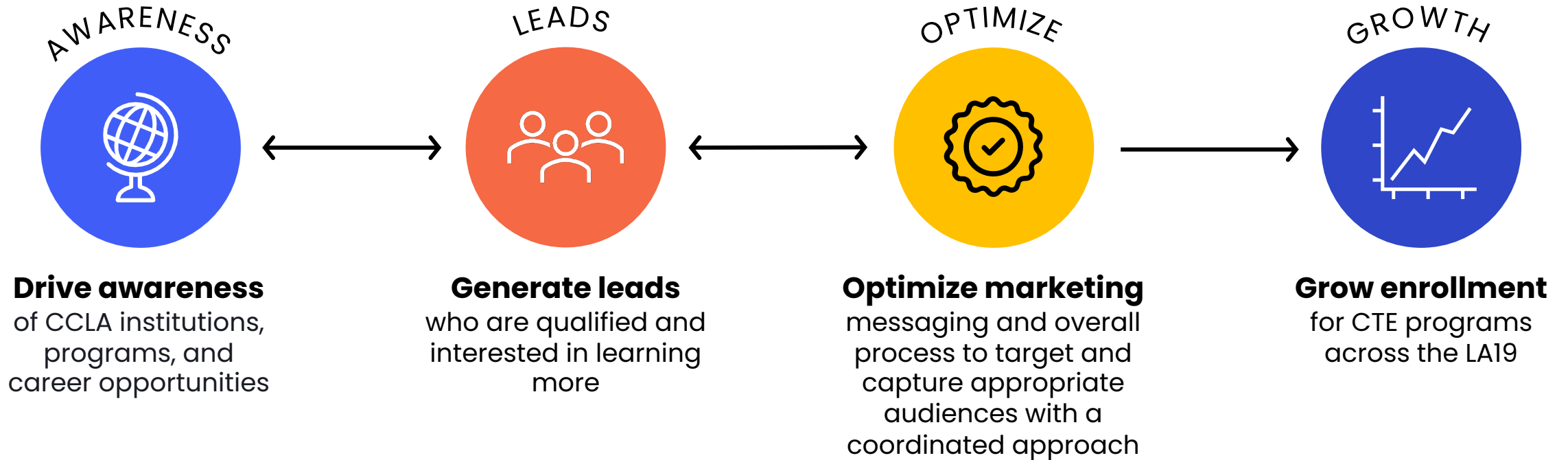Co.Si Blackboard®

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

CC
LA

2020-2021 PERIOD TO-DATE

Highlights this quarter:

- Media KPI's are strong with click and conversion rates above the benchmark range for our primary channel (paid search).

- Lead volume is steady, averaging 600-650 new requests for information per month, despite lower spend levels in market.

- Cost-per-lead continues to decrease, -41% compared to July 2020, indicating campaign traction and efficiency.

- Data collection and tracking processes continue to evolve. We can now identify if leads have enrolled in a CCLA institution previously and continue working towards improved lead management support.

45M+
Ad Impressions

2.8M+
Video Views

510K+
Clicks

1,205
New Organic Followers

369K+
Website Visits

9,187
RFI Submissions

4,519
Contacted Leads

1,994
Transfers to CCLA

Date Range: 7/1/2020 – 6/30/2021

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		1	9	4	6		4	**24**
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		2	3	3	15	5	16	**43**
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	11	13	15	15	19	11	16	**100**
West Los Angeles College								**35**
								1,287
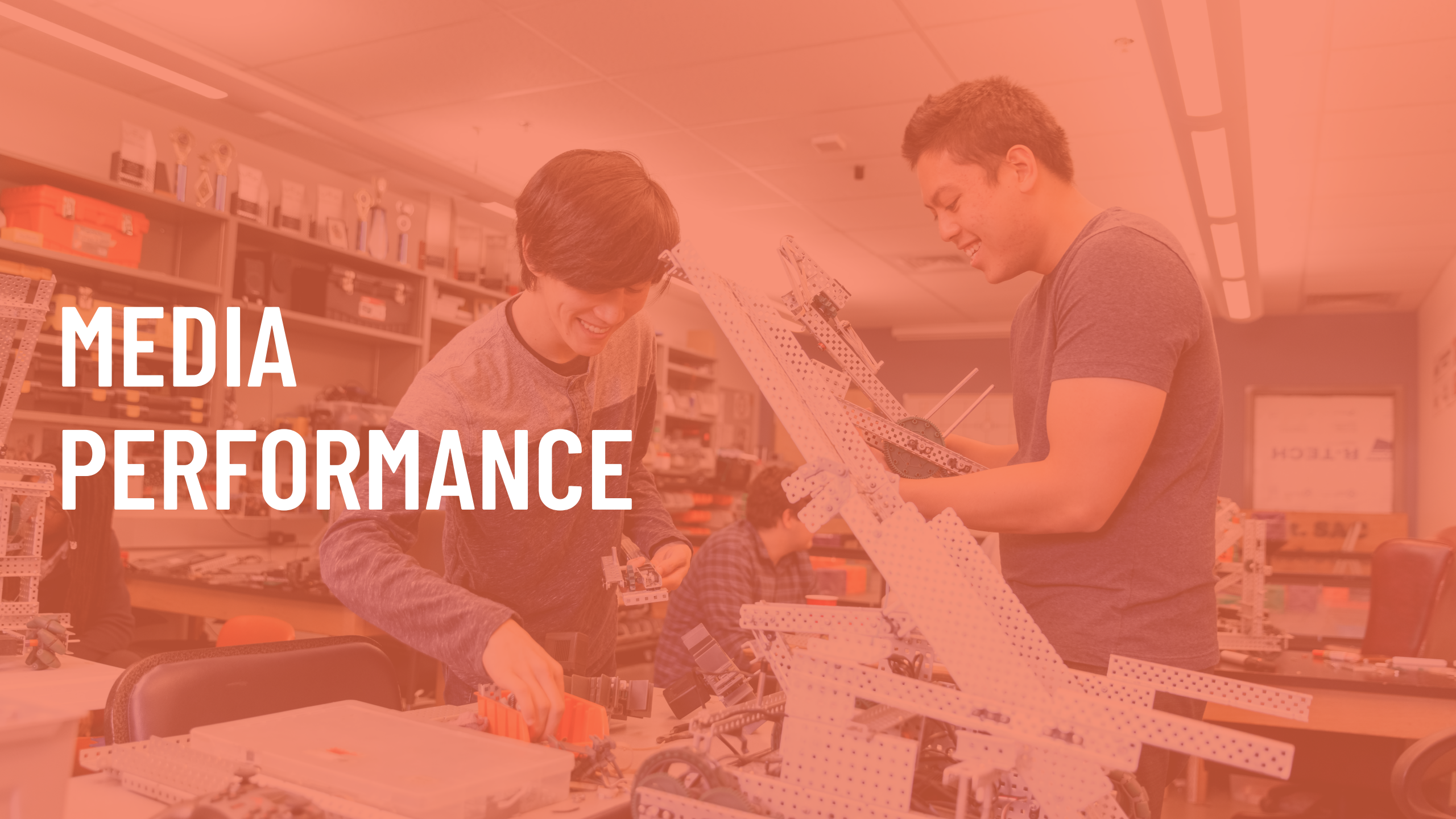
MEDIA
PERFORMANCE

PERFORMANCE BY CHANNEL: CAMPAIGN TO-DATE

With lower spend levels, we are focusing available dollars in key channels to support the top performing ads. Performance at the channel level is still strong with increases in click and conversion rates again this quarter.

Channel	Spend	Impressions	Clicks	Click Rate	Conversions (RFI Submit)	Conversion Rate
Google Paid Search	$485,755	2,252,870	114,460	5.08%	7,539	6.59%
Bing Paid Search *Paused*	$168,477	571,543	29,592	5.18%	850	2.87%
Social	$176,483	20,944,595	288,622	1.38%	1,434	0.50%
Google Display	$30,940	15,063,245	65,828	0.44%	303	0.46%
Retargeting *Paused*	$548	164,069	522	0.32%	3	0.57%
Outfeed Display *Paused*	$38,200	3,728,732	5,090	0.14%	N/A	N/A

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

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TOP PERFORMING TEXT ADS

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

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.

Google
Display Network

ⓘ

Expand Your Job Opportunities

CCLA Local College Network

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

ccla.com

ⓘ

CCLA College Network

Online Classes Available

Advance Your Education & Career the Smart Way: with a Program at CCLA Community Colleges.

ccla.com

CCLA Local Community Colleges
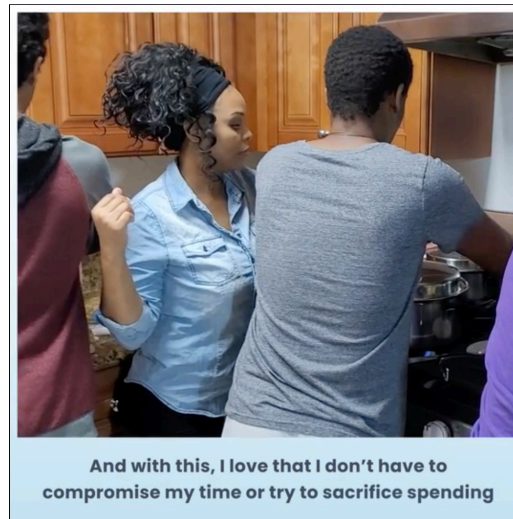
Take Classes Online

Community Colleges of LA Offer Affordable Degrees & Certificates for the Job You Want.

ccla.com

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PERFORMANCE HIGHLIGHTS

To continue marketing through 2021 CCLA pulled back on social spend in Q3 – still our Site Visitation Rate saw a ~**200% increase** Quarter Over Quarter

Our 2021 UGC continues to perform as they drove more than 20% of site visits this quarter
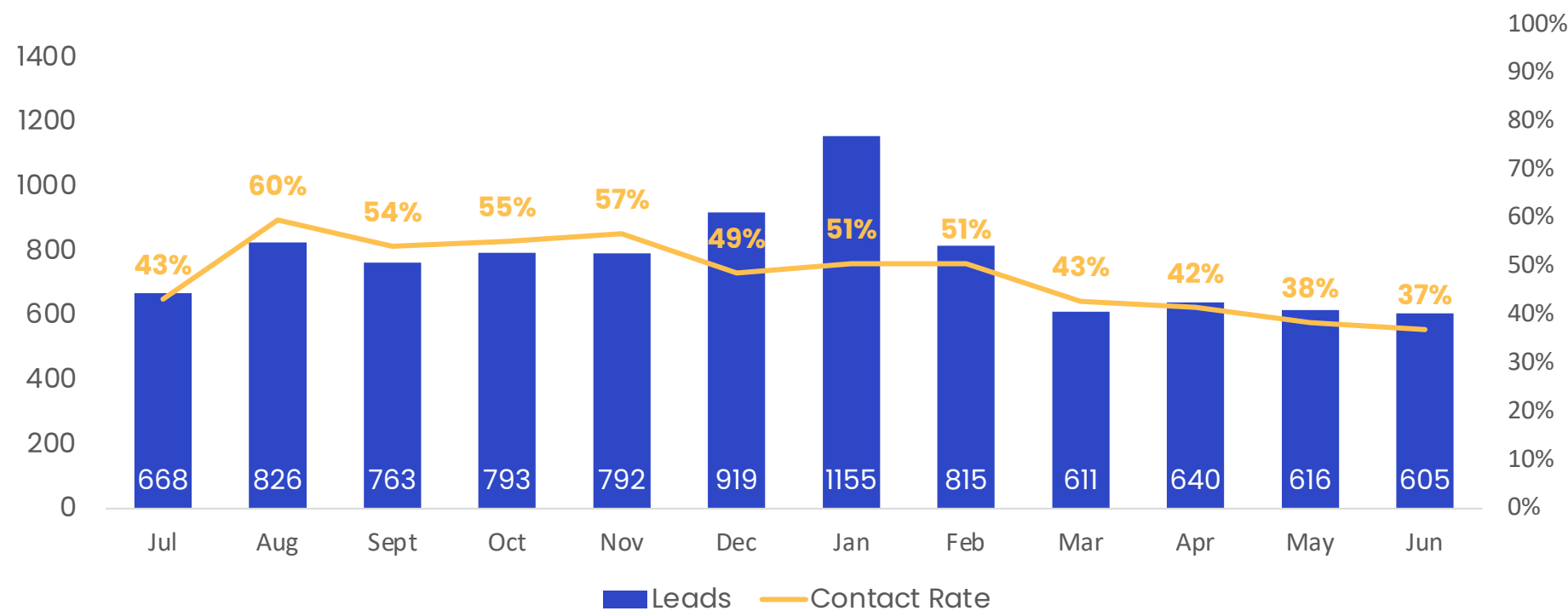
Our CTV manifesto, when launched on social, drove nearly 10% of site visits

And with this, I love that I don't have to compromise my time or try to sacrifice spending

CCLA COMMUNITY COLLEGES OF LOS ANGELES

LEAD ENGAGEMENT PERFORMANCE + INSIGHTS

LEAD CONTACT

Lead connection remains strong with the engagement team making at least initial contact with 49% of leads overall for the year (benchmark is 30%-40%). This quarter, contact rate has been slower to grow compared to previous months, attributable to lead engagement and the coaches spending more time on average speaking with each lead they connect with.

9,187
Total Leads

4,519
Total Contacted

49%
Contact Rate

Chart data (Leads / Contact Rate):
- Jul: 668, 43%
- Aug: 826, 60%
- Sept: 763, 54%
- Oct: 793, 55%
- Nov: 792, 57%
- Dec: 919, 49%
- Jan: 1155, 51%
- Feb: 815, 51%
- Mar: 611, 43%
- Apr: 640, 42%
- May: 616, 38%
- Jun: 605, 37%

Legend: Leads ■ | Contact Rate ―

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

QUALIFY + TRANSFER

With increased lead engagement and interaction times, monthly qualification rate has also risen steadily this quarter. This increase translates to +1% overall for the year and around 400 more engaged and interested prospects transferred to CCLA schools since the last quarterly report.
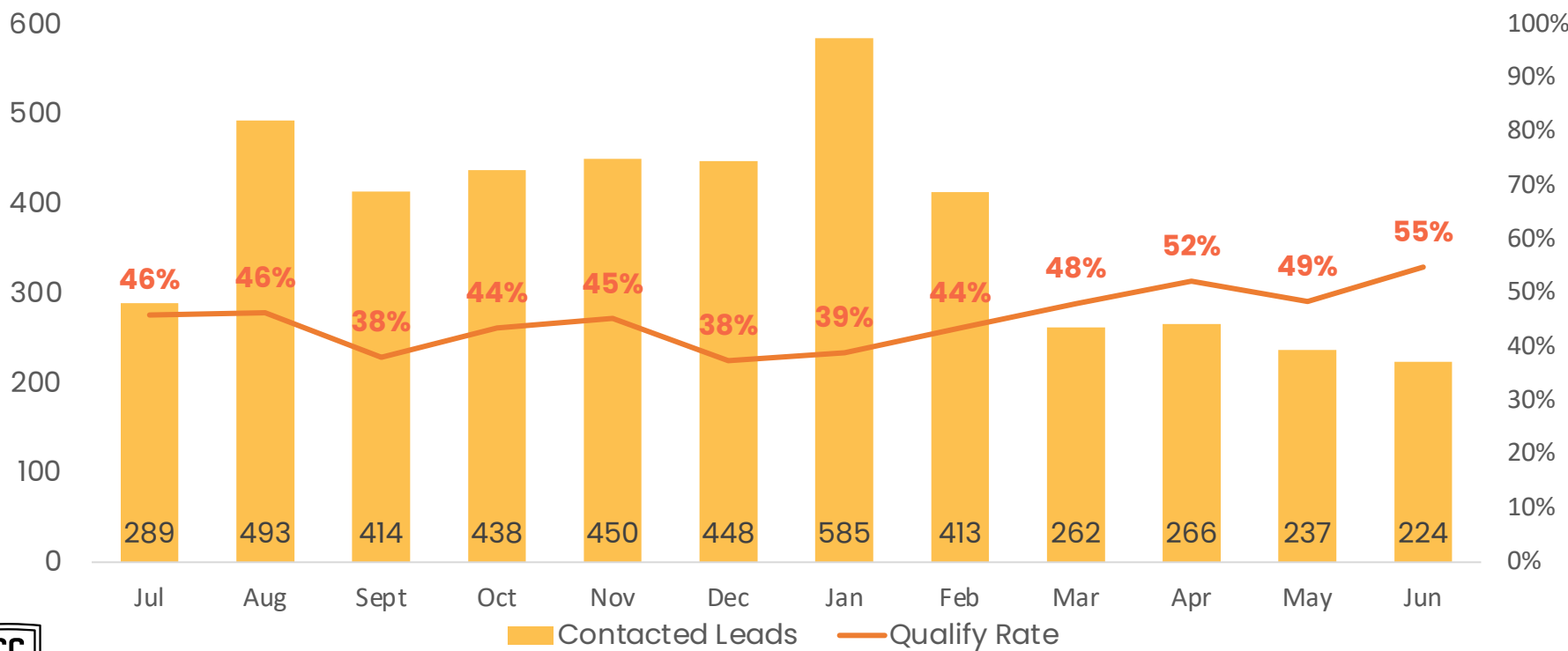
1,783
Qualified Now

211
Future Prospects

1, 994
Total Leads Sent to CCLA

44%
Qualify + Transfer Rate

Month	Contacted Leads	Qualify Rate
Jul	289	46%
Aug	493	46%
Sept	414	38%
Oct	438	44%
Nov	450	45%
Dec	448	38%
Jan	585	39%
Feb	413	44%
Mar	262	48%
Apr	266	52%
May	237	49%
Jun	224	55%

Legend: Contacted Leads, Qualify Rate

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LEAD TRANSFER BY PHONE

Location	Phone Transfer Attempts	Phone Transfers Successful	Phone Transfer Rate	Total Qualified
Cerritos College	15	1	7%	20
Citrus College	2	0	0%	3
Compton College	7	0	0%	7
East Los Angeles College	26	1	4%	29
El Camino College	17	2	12%	19
Glendale Community College	10	1	10%	13
Long Beach City College	17	0	0%	21
Los Angeles City College	64	8	13%	83
Los Angeles Harbor College	10	1	10%	10
Los Angeles Mission College	9	0	0%	11
Los Angeles Pierce College	24	0	0%	30
Los Angeles Southwest College	7	0	0%	8
Los Angeles Trade-Tech	15	0	0%	20
Los Angeles Valley College	22	11	50%	30
Mt. San Antonio College	9	6	67%	13
Pasadena City College	18	1	6%	19
Rio Hondo College	4	0	0%	5
Santa Monica College	18	4	22%	22
West Los Angeles College	6	2	33%	7

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

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Send updates to: rmorales@cerritos.edu
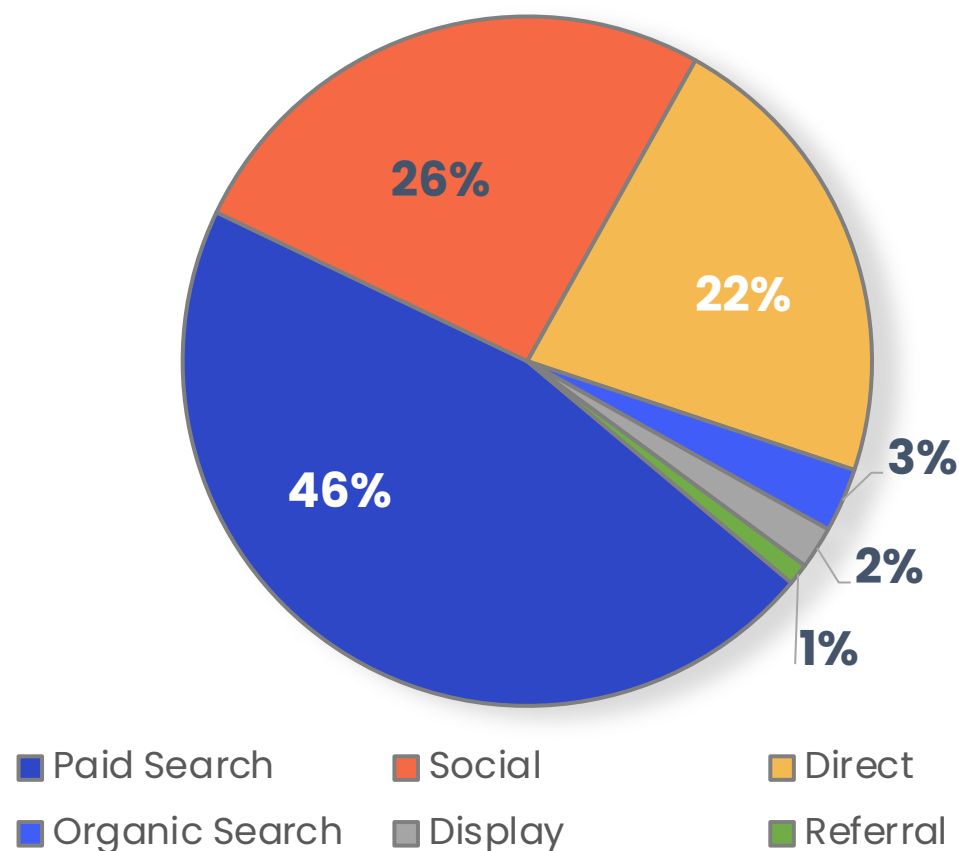
LEADS BY PROGRAM INTEREST

Program Area	Jul-Sept	Oct-Dec	Jan-Mar	Apr-Jun	YTD
Healthcare and Medical Technology	632	615	744	567	2557
Business and Entrepreneurship	263	258	301	192	1015
Education	238	202	249	213	900
Entertainment and Digital Media	273	241	195	181	886
Undecided	197	221	244	173	830
Trades and Construction	52	346	250	120	768
Engineering and Design	158	189	169	118	633
Information Technology	167	133	111	75	485
Public Service	73	69	71	36	250
Fashion and Interior Design	53	49	45	54	203
Hospitality	36	52	53	36	175
Transportation	43	45	40	35	164
Manufacturing and Product Development	17	40	44	36	137
Energy and Utilities	34	26	42	14	115
Agriculture and Natural Resources	21	17	21	11	69
	2,257	**2,503**	**2,579**	**1,861**	**9,187**

AUDIENCE INSIGHTS

MICROSITE ACTIVITY: WWW.CCLA.COM

Site Traffic Sources

Pie chart legend:
- Paid Search — 46%
- Social — 26%
- Direct — 22%
- Organic Search — 3%
- Display — 2%
- Referral — 1%

Top 10 Microsite Pages	% RFI Submissions
Homepage	33%
Why CCLA	16%
Healthcare & Medical Technology	12%
Education Programs	10%
Programs	5%
Manufacturing & Product Dev	5%
Entertainment & Digital Media	5%
Business & Entrepreneurship	2%
Transportation	2%
Paying for College	1%

LEAD DEMOGRAPHICS + BEHAVIOR

Beyond a small shift from more male to more female leads this quarter, which we have seen fluctuate in previous reports, audience demographic details and device usage is very consistent. Most leads fall within the under 35 age ranges, which are our primary target groups.

55%
of leads are **Female**
Previously 48%

55%
of leads are under **35 years of age**
Previously 56%

70%
of RFI's are submitted on a **mobile device**
Previously 70%

55%

45%

- Female ■ Male

Age	
18 - 24	27%
25 - 34	28%
35 - 44	18%
45 - 54	14%
55 - 64	8%
65+	5%

RFI Submits	
Mobile	**70%**
Desktop	**28%**
Tablet	**2%**

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17
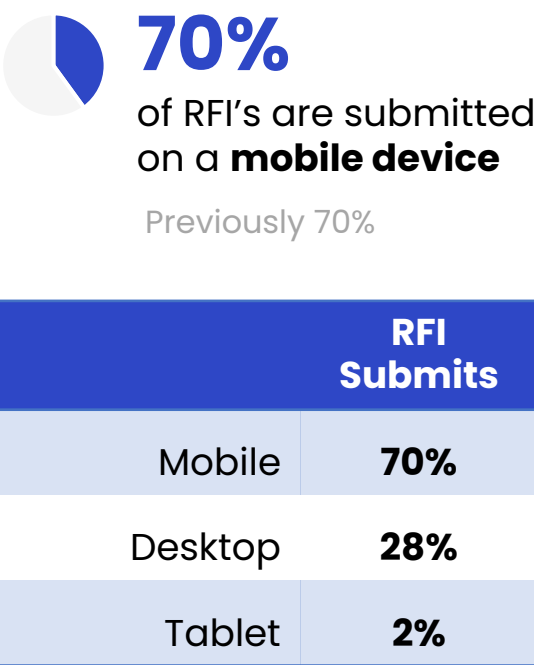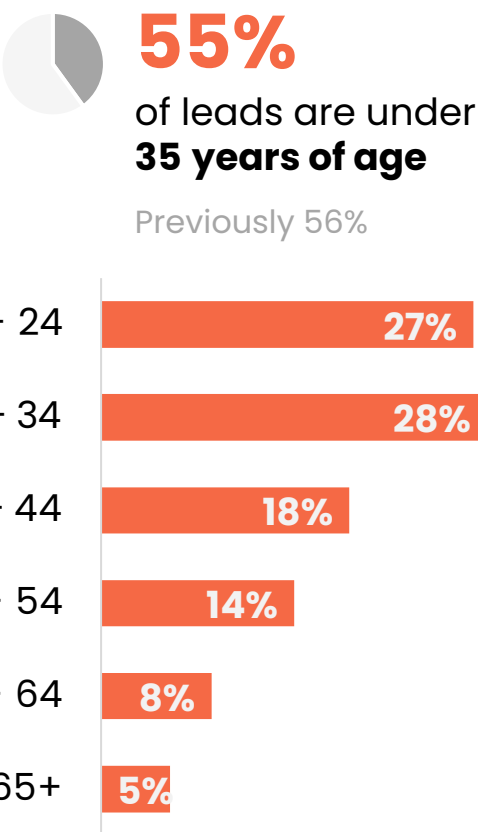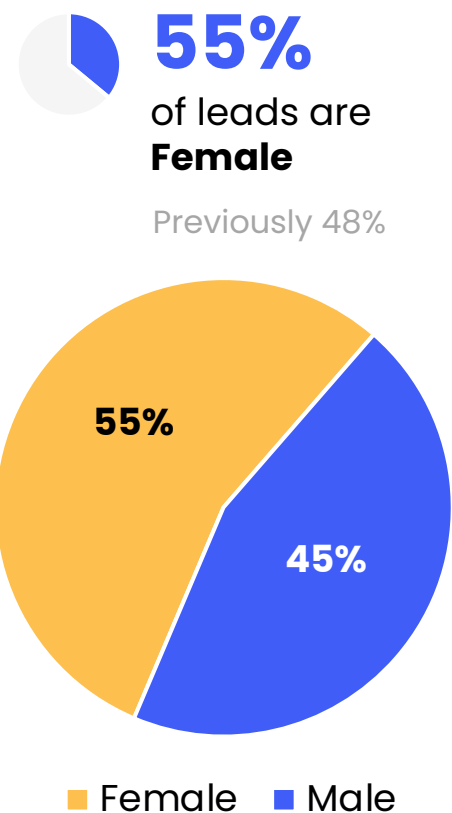
ENGAGEMENT INSIGHTS

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

73% of leads indicate they have not enrolled at any of the 19 colleges previously and are new to CCLA (sample size of 818 leads from new RFI field added May 2021).

Nursing, welding, and early childhood education remain top programs of interest for engaged leads. We also receive regular inquiries for English courses and GED testing.

IT and engineering programs are popular as well. The team speaks with many leads who already hold a degree and are working in the field but want to enhance or update their skill set.

The team continues to hear from students who have attended or are considering online schools. Price and accreditation for CCLA institutions is a strong motivator for these leads.

ANNOUNCEMENTS

- **Upcoming webinars + performance updates**

    - August 20   Marketing Update (Tentative)

    - October 15   Performance Update (Jul-Sept)

    - January 21   Performance Update (Oct-Dec)

- **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)
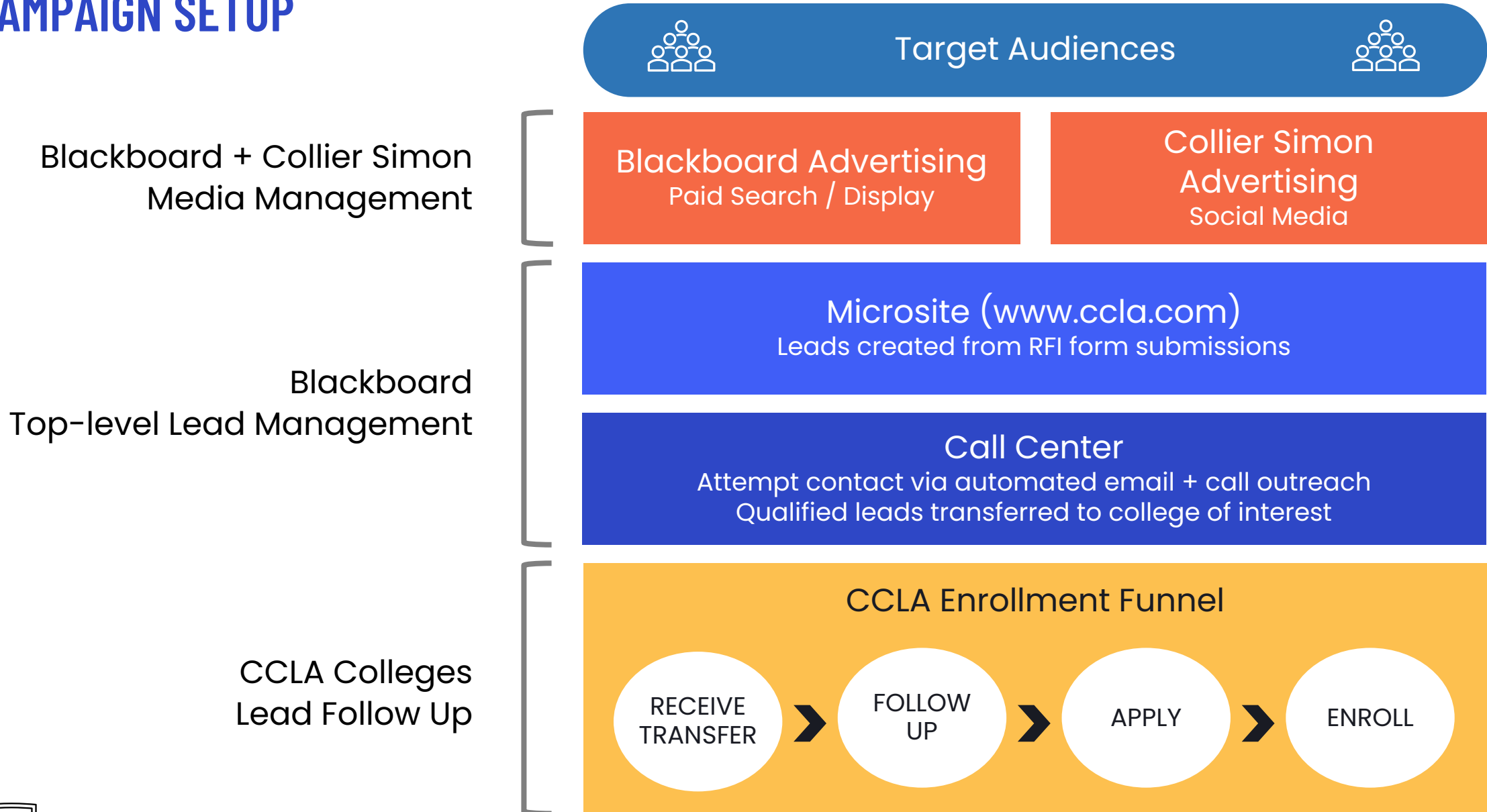
THANK YOU

APPENDIX

CAMPAIGN 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 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