



COMMUNITY COLLEGES  
OF LOS ANGELES

# CAMPAIGN PERFORMANCE

Quarterly Update

October 15, 2021



Blackboard



POWERED BY

California  
Community  
Colleges



# AGENDA

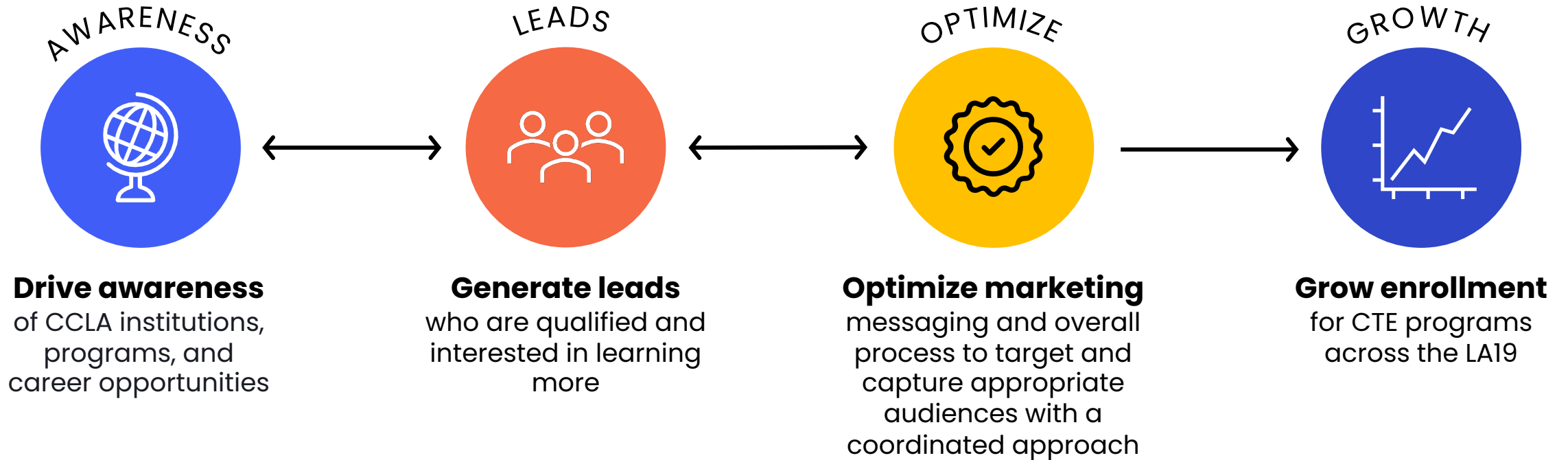
- 1 Executive Summary
- 2 Media Performance
- 3 Engagement Performance
- 4 Audience Insights





# EXECUTIVE SUMMARY

# CAMPAIGN GOALS





# 2020-2021 PERIOD TO-DATE

## Highlights this quarter:

- Media performance is steady and strong and continues to show improvements YoY.
- Demand increased as we entered the fall season, increasing monthly lead volume from 605 in July to 1,139 in September.
- 73% of leads indicated they are new to CCLA.
- Data tracking and reporting optimizations are ongoing, including making resources available to schools,
- Website optimizations are in development to continue to improve usability user experience.



**52M+**  
Ad Impressions

**2.8M+**  
Video Views

**669K+**  
Clicks

**3,263**  
Organic  
Followers

**480K+**  
Website Visits

**11,642**  
RFI Submissions

**5,571**  
Contacted  
Leads

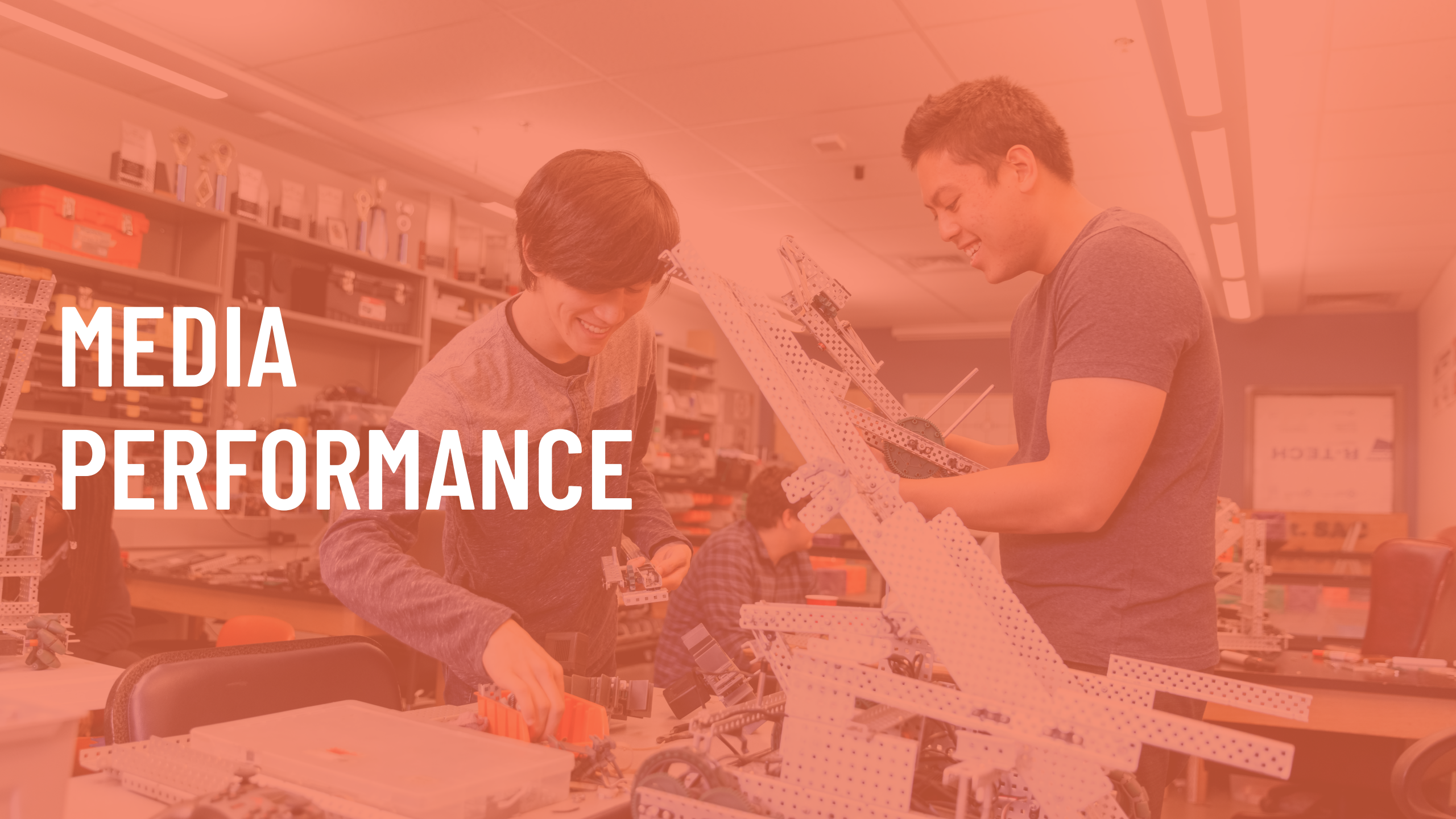
**2,318**  
Transfers to  
CCLA

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	<b>100</b>
Citrus College	15	3	3	2	7	2	3	<b>35</b>
Compton College								<b>17</b>
East Los Angeles College								
El Camino College		N/A	5	3	40	N/A	57	<b>105</b>
Glendale Community College			23	20	34	42		<b>119</b>
Long Beach City College			56	39	80		8	<b>183</b>
Los Angeles City College	24	5	17	9	20	3	27	<b>105</b>
Los Angeles Harbor College		1	9	4	6		4	<b>24</b>
Los Angeles Mission College		2	16	16	24		23	<b>81</b>
Los Angeles Pierce College								
Los Angeles Southwest College	8	2	3	6	9	2	3	<b>33</b>
Los Angeles Trade-Tech			12	1	9		7	<b>29</b>
Los Angeles Valley College		2	3	3	15	5	16	<b>43</b>
Mt. San Antonio College			33	33	54	37		<b>157</b>
Pasadena City College		14	11	13	24	1	9	<b>72</b>
Rio Hondo College								<b>49</b>
Santa Monica College	11	13	15	15	19	11	16	<b>100</b>
West Los Angeles College								<b>35</b>

**1,287**



# MEDIA PERFORMANCE



## PERFORMANCE BY CHANNEL: CAMPAIGN TO-DATE

We continue to focus available media dollars in key channels to support the top performing ads. Performance at the channel level is still strong with overall increases in click and conversion rates again this quarter.

Channel	Spend	Impressions	Clicks	Click Rate	Conversions (RFI Submit)	Conversion Rate
Google Paid Search	\$565,057	2,710,751	141,660	5.23%	9,507	6.71%
Bing Paid Search <span>Paused</span>	\$168,477	571,543	29,592	5.18%	850	2.87%
Social	\$254,627	26,885,789	418,748	1.56%	2,134	0.51%
Google Display	\$32,358	15,198,311	67,274	0.44%	321	0.48%
Retargeting <span>Paused</span>	\$548	164,069	522	0.32%	3	0.57%
Outfeed Display <span>Paused</span>	\$38,200	3,728,732	5,090	0.14%	N/A	N/A

Channel	Spend	Impressions	Views	Completion Rate
YouTube <span>Paused</span>	\$22,885	2,873,190	6,215	48.75%

# TOP PERFORMING TEXT ADS:

Ad · www.ccla.com

## CCLA Community Colleges | Take Classes Online | Education Built for You

Earn an Associate Degree or Certificate at CCLA and Get a Jump on Your Future Career. Flexible Schedules, Affordable Pricing, and 200+ Career Paths. Find Your Program Today! Hands-On Learning. Financial Aid...

[Pricing Plan](#)

[Programs Offered](#)

[19 Campuses](#)

[Request Information](#)



Call (833) 288-8028

Ad · www.ccla.com

## Community Colleges of LA | Affordable Tuition

The Community Colleges of LA Offer an Affordable Pathway to a Successful Education Career. Jump-Start Your Education Career Without the Debt. Earn Your Associate Degree Affordably.

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

Ad · www.ccla.com

## California Community Colleges | 19 Campuses Across Southern Ca

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

### Take Classes Online

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

[ccla.com](#)

## 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](#)



## VISUAL AD HIGHLIGHTS:



Our user generated content continues to engage users and contributed to increased traffic on the microsite this quarter. We were also able to expand awareness through a connected TV campaign, reaching millions of households across the LA region.



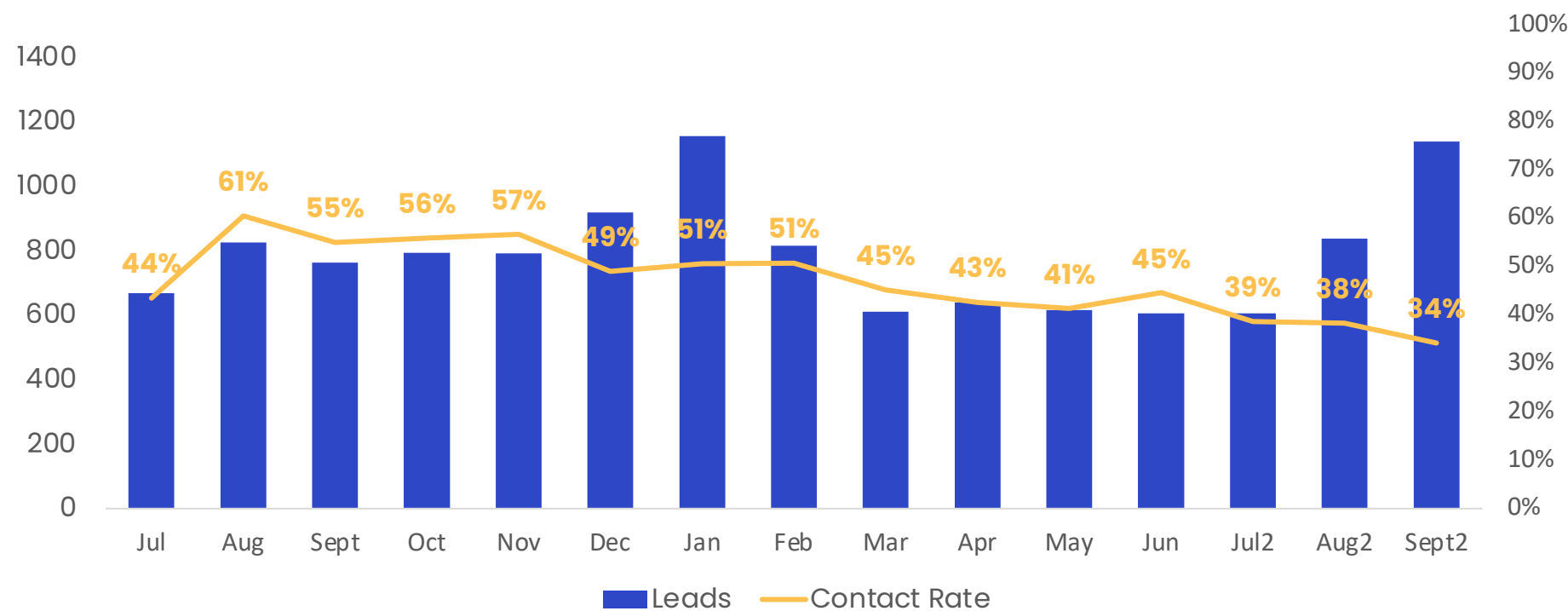


A group of five diverse young adults (three women and two men) are laughing and talking outdoors in a modern building setting. The image has a warm, orange-yellow tint. The text "LEAD ENGAGEMENT PERFORMANCE + INSIGHTS" is overlaid in large, bold, blue capital letters.

# LEAD ENGAGEMENT PERFORMANCE + INSIGHTS

# LEAD CONTACT

Contact rate remains strong overall at 48%, relative to the benchmark range of 30-40% for paid media leads. Connection is slightly lower for leads generated in the most recent months, in part due to increased volume, but is increasing as the engagement team works through multiple contact attempts for each lead.



**11,642**  
Total Leads

**5,571**  
Total Contacted

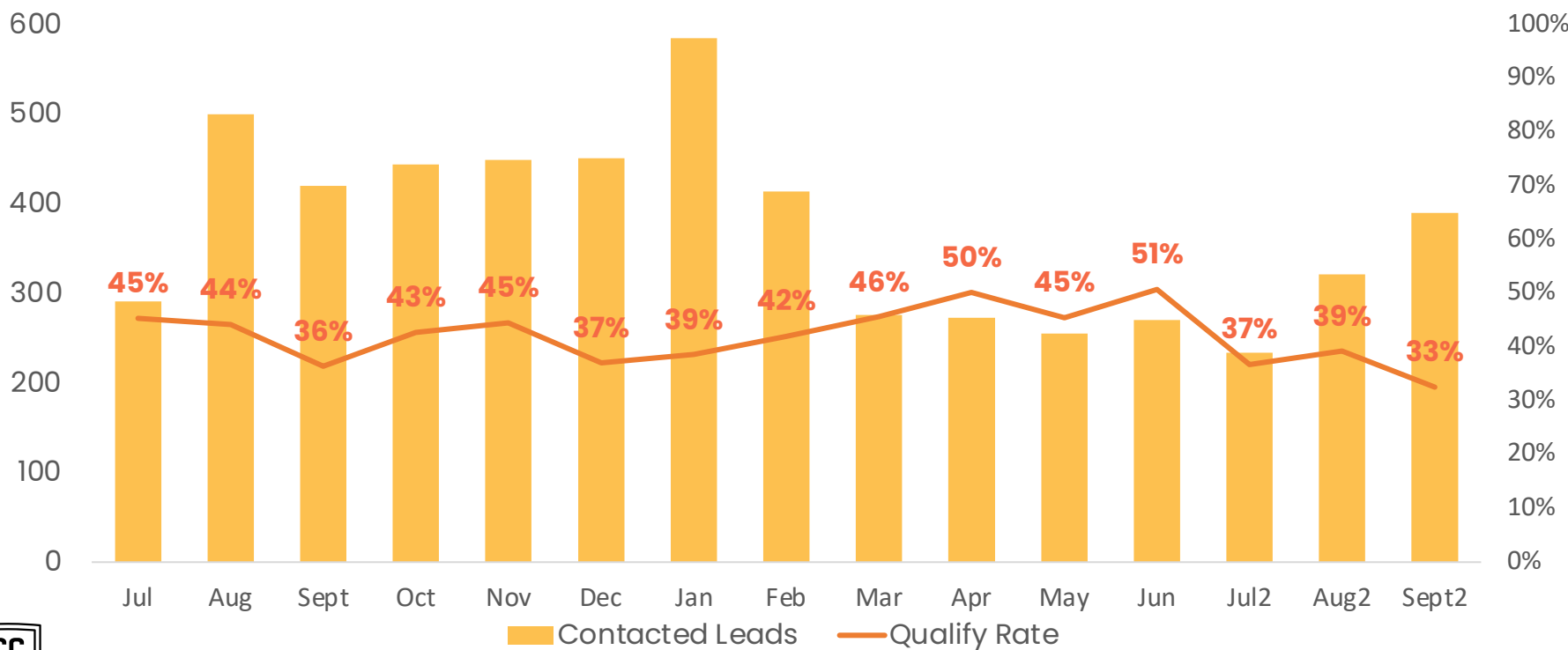
**48%**  
Contact Rate



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

# QUALIFY + TRANSFER

We are seeing consistent trends in lead qualification year over year. While monthly qualification rate has decreased slightly this quarter, we saw the same trend last year and attribute the change to the time of year. We expect the rate to grow as the engagement team makes additional outreach and will continue to maintain a steady flow of interested prospects to CCLA schools.



**2,092**  
Qualified Now

**226**  
Future Prospects

**2,318**  
Total Leads Sent  
to CCLA

**42%**  
Qualify + Transfer  
Rate



# LEAD TRANSFER BY PHONE

Date Range: 7/1/2021 – 9/30/2021

Location	Phone Transfer Attempts	Phone Transfers Successful	Phone Transfer Rate	Total Qualified
Cerritos College	9		0%	12
Citrus College	5	2	<b>40%</b>	5
Compton College	6	1	17%	8
East Los Angeles College	18		0%	21
El Camino College	13	1	8%	14
Glendale Community College	12	2	17%	18
Long Beach City College	20		0%	21
Los Angeles City College	63	15	<b>24%</b>	81
Los Angeles Harbor College	3		0%	6
Los Angeles Mission College	4		0%	4
Los Angeles Pierce College	19		0%	22
Los Angeles Southwest College	7	1	14%	9
Los Angeles Trade-Tech	21		0%	23
Los Angeles Valley College	22	11	<b>50%</b>	25
Mt. San Antonio College	5		0%	10
Pasadena City College	13		0%	14
Rio Hondo College	4		0%	5
Santa Monica College	15	2	13%	20
West Los Angeles College	11	2	18%	14
	<b>270</b>	<b>37</b>	<b>14%</b>	<b>332</b>



# COLLEGE POINTS OF CONTACT

Where prospective student information is sent (last update 9.22.21)

College	Email	Phone	Notes
Cerritos College	<a href="mailto:welcomecenter@cerritos.edu">welcomecenter@cerritos.edu</a>	562-860-2451 x 2130	Available Mon/Thurs – Fall 2021
Citrus College	<a href="mailto:alilopez@citruscollege.edu">alilopez@citruscollege.edu</a>	626-857-4041	Available Mon-Thurs – Fall 2021
Compton College	<a href="mailto:azambrano@compton.edu">azambrano@compton.edu</a>	213-533-9937	
East Los Angeles College	<a href="mailto:outreach@elac.edu">outreach@elac.edu</a>	323-265-8642	
El Camino College	<a href="mailto:welcomecenter@elcamino.edu">welcomecenter@elcamino.edu</a>	310-660-3405	
Glendale Community College	<a href="mailto:WelcomeCenter@glendale.edu">WelcomeCenter@glendale.edu</a>	818-240-1000 x 4767	
Long Beach City College	<a href="mailto:ealfaro@lbcc.edu">ealfaro@lbcc.edu</a>	562-938-4674	Backup: sdelatorre@lbcc.edu
Los Angeles City College	<a href="mailto:brownb3@laccd.edu">brownb3@laccd.edu</a>	323-953-4000 x 2455	Temporarily email only
Los Angeles Harbor College	<a href="mailto:outreach@lahc.edu">outreach@lahc.edu</a>	310-233-4330	
Los Angeles Mission	<a href="mailto:outreach@lamission.edu">outreach@lamission.edu</a>	818-364-7779	
Los Angeles Pierce College	<a href="mailto:outreach@piercecollege.edu">outreach@piercecollege.edu</a>	818-710-3315	
Los Angeles Southwest College	<a href="mailto:lascinfo@lasc.edu">lascinfo@lasc.edu</a>	323-242-5527	
Los Angeles Trade-Tech	<a href="mailto:outreach@lattc.edu">outreach@lattc.edu</a>	213-763-5338	
Los Angeles Valley College	<a href="mailto:start@lavc.edu">start@lavc.edu</a>	626-826-8842	Temporary phone number
Mt. San Antonio College	<a href="mailto:ceinfo@mtsac.edu">ceinfo@mtsac.edu</a>	909-274-4609	
Pasadena City College	<a href="mailto:outreach@pasadena.edu">outreach@pasadena.edu</a>	626-585-7123	
Rio Hondo College	<a href="mailto:mhurtado@riohondo.edu">mhurtado@riohondo.edu</a>	562-463-3148	
Santa Monica College	<a href="mailto:kleinman_janet@smc.edu">kleinman_janet@smc.edu</a>	310-434-8511	
West Los Angeles College	<a href="mailto:WLAC-success@laccd.edu">WLAC-success@laccd.edu</a>	424-371-7734	Backup: viramoa@wlaac.edu



Send updates to: [rmorales@cerritos.edu](mailto:rmorales@cerritos.edu)

# LEADS BY PROGRAM INTEREST

Program Area	Jul-Sept	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sept	YTD
Healthcare and Medical Technology	632	615	744	567	603	3,161
Business and Entrepreneurship	263	258	301	192	281	1,295
Trades and Construction	52	346	250	120	406	1,174
Education	238	202	249	213	223	1,125
Entertainment and Digital Media	273	241	195	181	207	1,097
Undecided	197	221	244	173	211	1,046
Engineering and Design	158	189	169	118	174	808
Information Technology	167	133	111	75	125	611
Public Service	73	69	71	36	57	306
Fashion and Interior Design	53	49	45	54	60	261
Hospitality	36	52	53	36	51	228
Transportation	43	45	40	35	57	220
Manufacturing and Product Development	17	40	44	36	59	196
Energy and Utilities	34	26	42	14	45	161
Agriculture and Natural Resources	21	17	21	11	22	92
	<b>2,257</b>	<b>2,503</b>	<b>2,579</b>	<b>1,861</b>	<b>2,581</b>	<b>11,642</b>



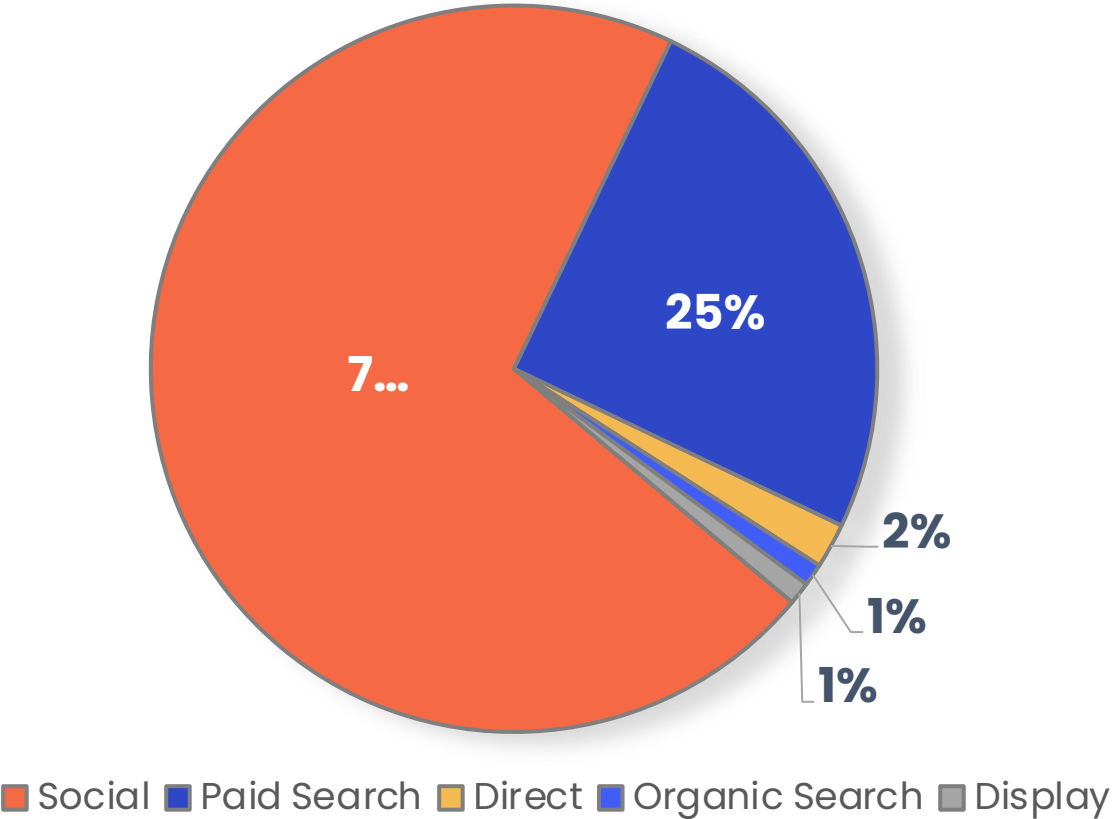


# AUDIENCE INSIGHTS

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 in her hands and looking at it with a smile. A pair of black headphones is around her neck. In the background, there is a blurred outdoor setting with other people sitting on the wall and some white umbrellas. The entire image has a blue overlay.

# MICROSITE ACTIVITY: [WWW.CCLA.COM](http://WWW.CCLA.COM)

## Site Traffic Sources

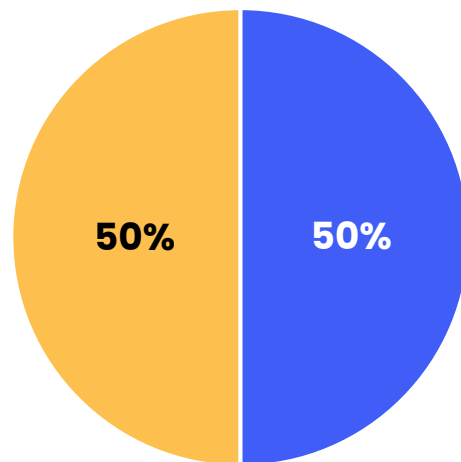
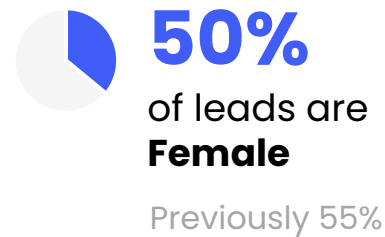


Top 10 Microsite Pages	% RFI Submissions
Homepage	29%
Why CCLA	9%
Healthcare & Medical Technology	7%
Education Programs	6%
Programs	5%
Manufacturing & Product Dev	4%
Entertainment & Digital Media	3%
Business & Entrepreneurship	2%
Transportation	2%
Paying for College	1%

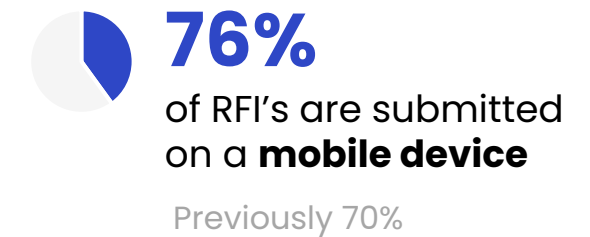
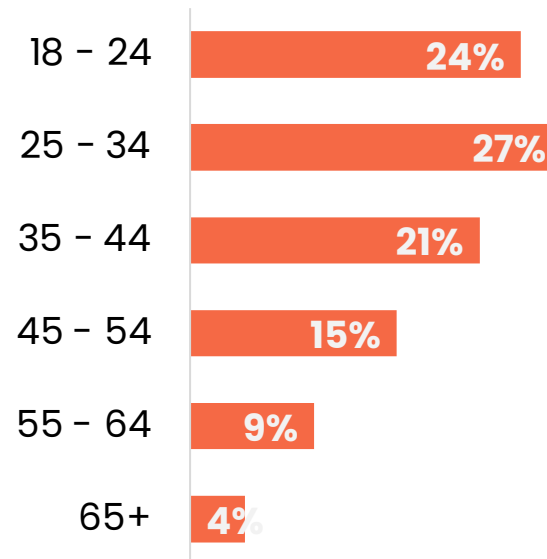
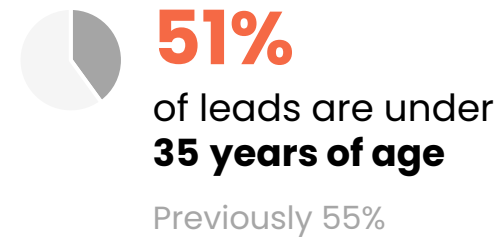


# LEAD DEMOGRAPHICS + BEHAVIOR

After little change in the previous quarters, we have seen more of a shift in the demographics and user behavior this period. Leads generated in July, August, and September were evenly split between male and female and we saw a higher percentage of leads in the 35-44 age range, though the majority is still under 35. Another shift this quarter was more users requesting information from their mobile device, which was already the primary method of viewing the site.



Female Male



RFI Submits	
Mobile	76%
Desktop	23%
Tablet	1%

# LEAD POLLING

## THANK YOU PAGE VOLUNTARY POLL

Optional questionnaire  
presented to leads after  
they submit a request for  
information.

### Poll Live Dates:

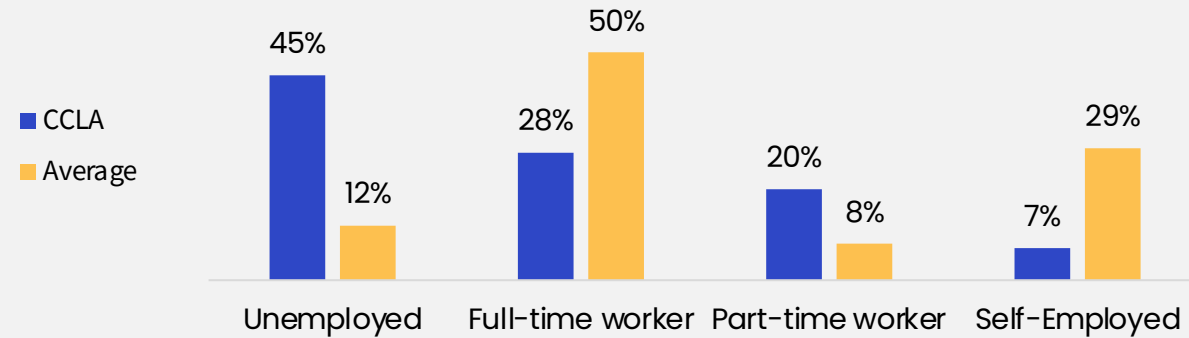
Jun 8, 2021 – Jul 8, 2021  
Two question poll

### Test Running:

30 Total Days

## Poll #1 – Employment Status

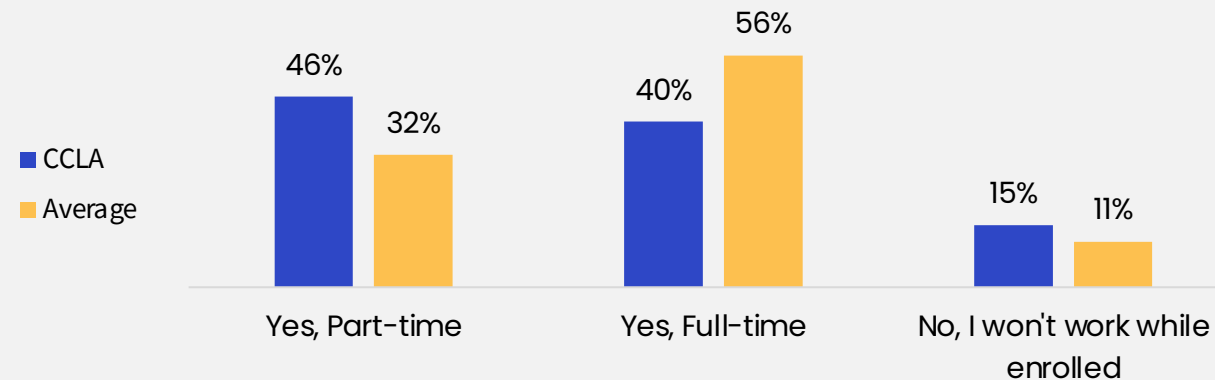
### What's your current employment status?



**418**  
Responses

**61%**  
Response Rate

### Do you plan to work while earning your degree?



**367**  
Responses

**89%**  
Response Rate



# LEAD POLLING

## THANK YOU PAGE VOLUNTARY POLL

Optional questionnaire presented to leads after they submit a request for information.

### Poll Live Dates:

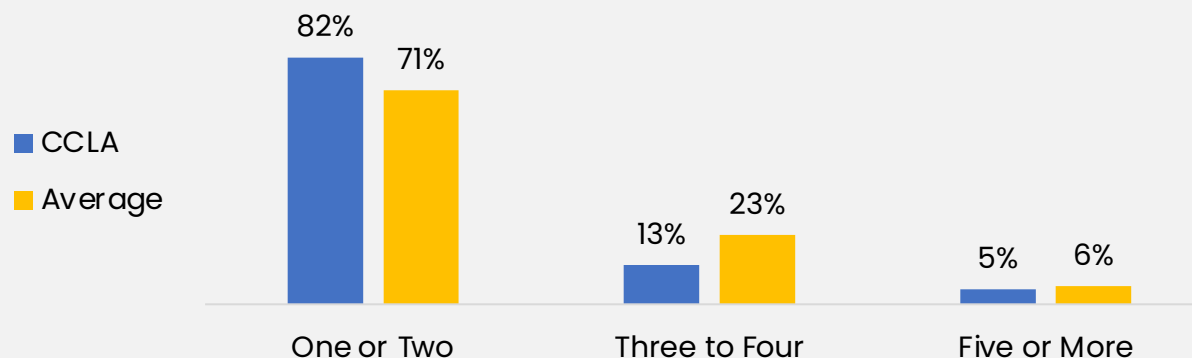
#2 Jul 13, 2021 – Aug 12, 2021  
#3 Aug 12, 2021 – Sep 12, 2021  
Single question polls

### Test Running:

30 Total Days Each

## Poll #2 / #3 – Competition & Timing

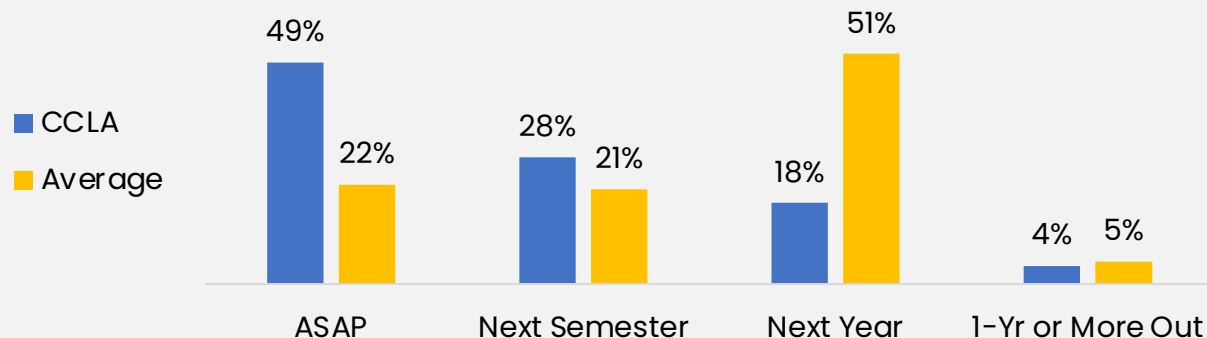
### How many competitors or programs are you considering?



**295**  
Responses

**38%**  
Response Rate

### How soon are you looking to enroll?



**897**  
Responses

**69%**  
Response Rate

# 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.



73% of leads indicate they have not enrolled at any of the 19 colleges previously and are new to CCLA (sample size of 2,907 leads since adding this question in May 2021).



84% of engaged leads indicate they are ready to start as soon as possible – This data from coach interactions also aligns with website poll responses.



Nursing, welding, and early childhood education remain top programs of interest for engaged leads. Graphic design is also a frequent area of interest.



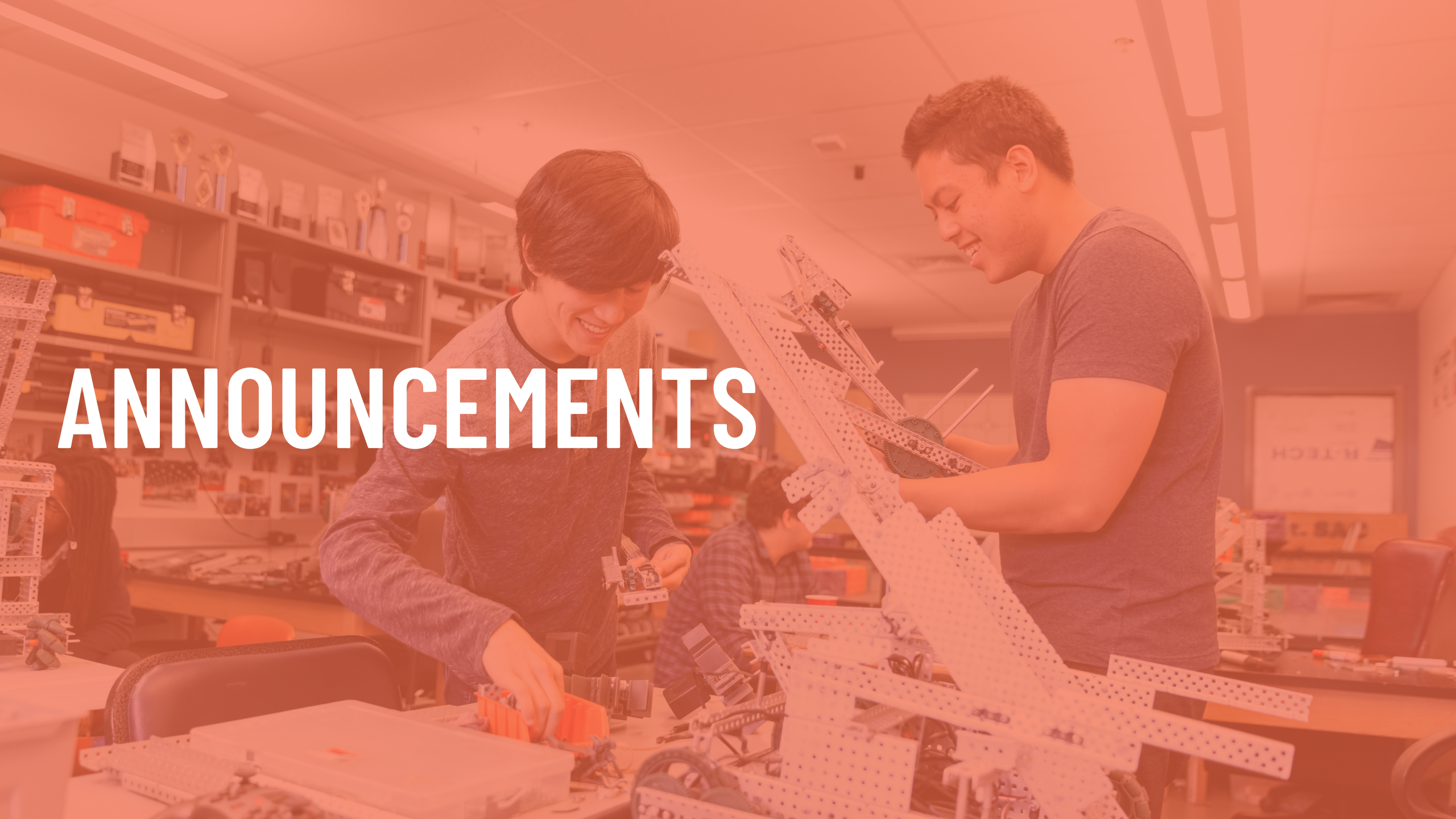
The top “risk factor” for engaged leads this quarter is needing to speak with an advisor – Indicating that, based on coach conversations with leads, not being able to connect with an academic advisor and/or other campus departments is a potential barrier to enrollment.

# NEW VS RETURNING PROSPECTS

The percentage of leads who indicated they are not a current or former student of CCLA.

	Jun-21	Jul-21	Aug-21	Sep-21	Overall AVG
Cerritos College	74%	81%	80%	79%	<b>78%</b>
Citrus College	75%	69%	53%	79%	<b>70%</b>
Compton College	70%	86%	79%	76%	<b>79%</b>
East Los Angeles College	74%	58%	67%	75%	<b>68%</b>
El Camino College	67%	65%	72%	71%	<b>69%</b>
Glendale Community College	67%	73%	83%	78%	<b>77%</b>
Long Beach City College	73%	81%	82%	76%	<b>77%</b>
Los Angeles City College	79%	80%	76%	87%	<b>81%</b>
Los Angeles Harbor College	40%	57%	70%	84%	<b>71%</b>
Los Angeles Mission College	79%	58%	46%	84%	<b>66%</b>
Los Angeles Pierce College	68%	77%	49%	67%	<b>64%</b>
Los Angeles Southwest College	64%	80%	61%	55%	<b>64%</b>
Los Angeles Trade-Tech	72%	70%	68%	73%	<b>71%</b>
Los Angeles Valley College	52%	69%	76%	58%	<b>65%</b>
Mt. San Antonio College	88%	83%	78%	79%	<b>80%</b>
Pasadena City College	62%	61%	81%	71%	<b>69%</b>
Rio Hondo College	33%	78%	47%	76%	<b>63%</b>
Santa Monica College	76%	82%	69%	75%	<b>72%</b>
West Los Angeles College	58%	53%	67%	56%	<b>62%</b>





# ANNOUNCEMENTS



# ANNOUNCEMENTS

- **Upcoming webinars + performance updates**
  - 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](mailto:Adelman_Alan@smc.edu))



**THANK YOU**

# APPENDIX

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 in her lap and has large headphones around her neck. A brown bag is on the ground next to her. In the background, there is a body of water with some people and umbrellas in the distance. The entire image has a blue tint.



## 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?

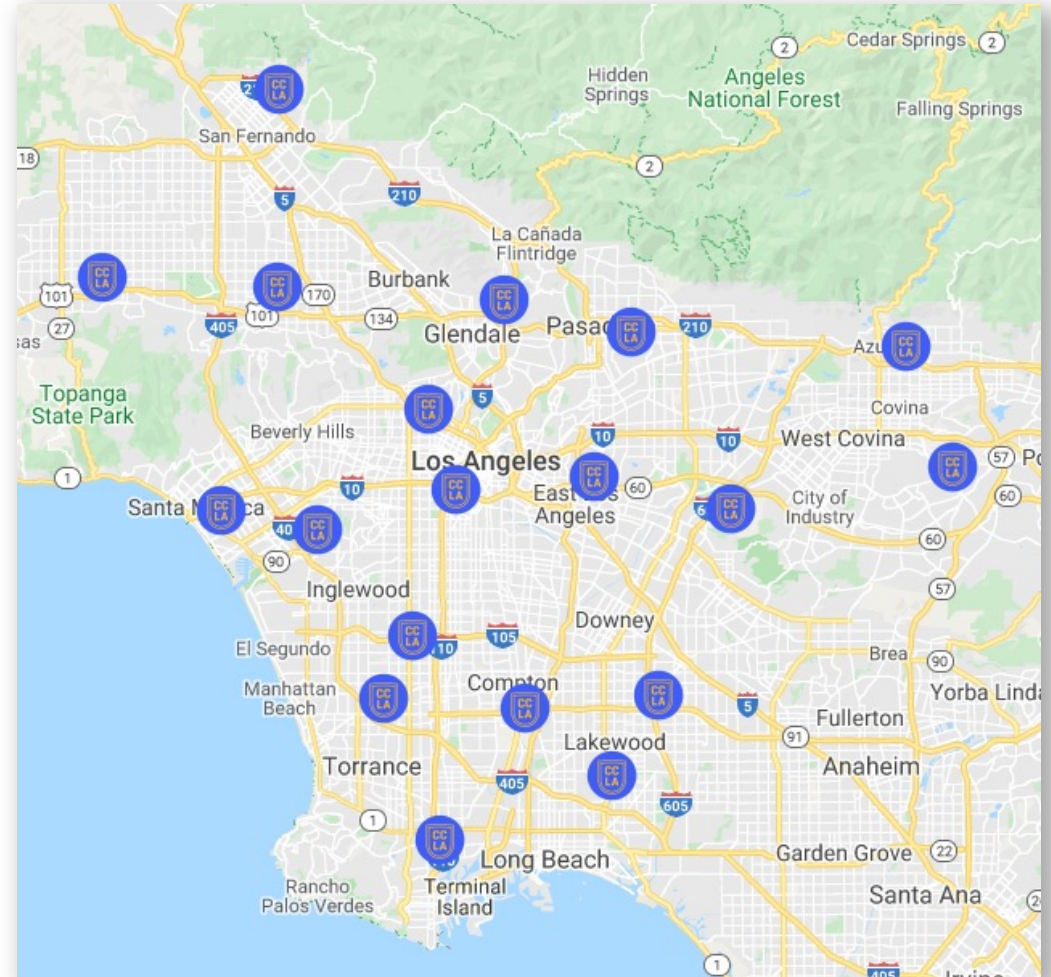
# The Strong Workforce Program

## WHEN is the campaign running?

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

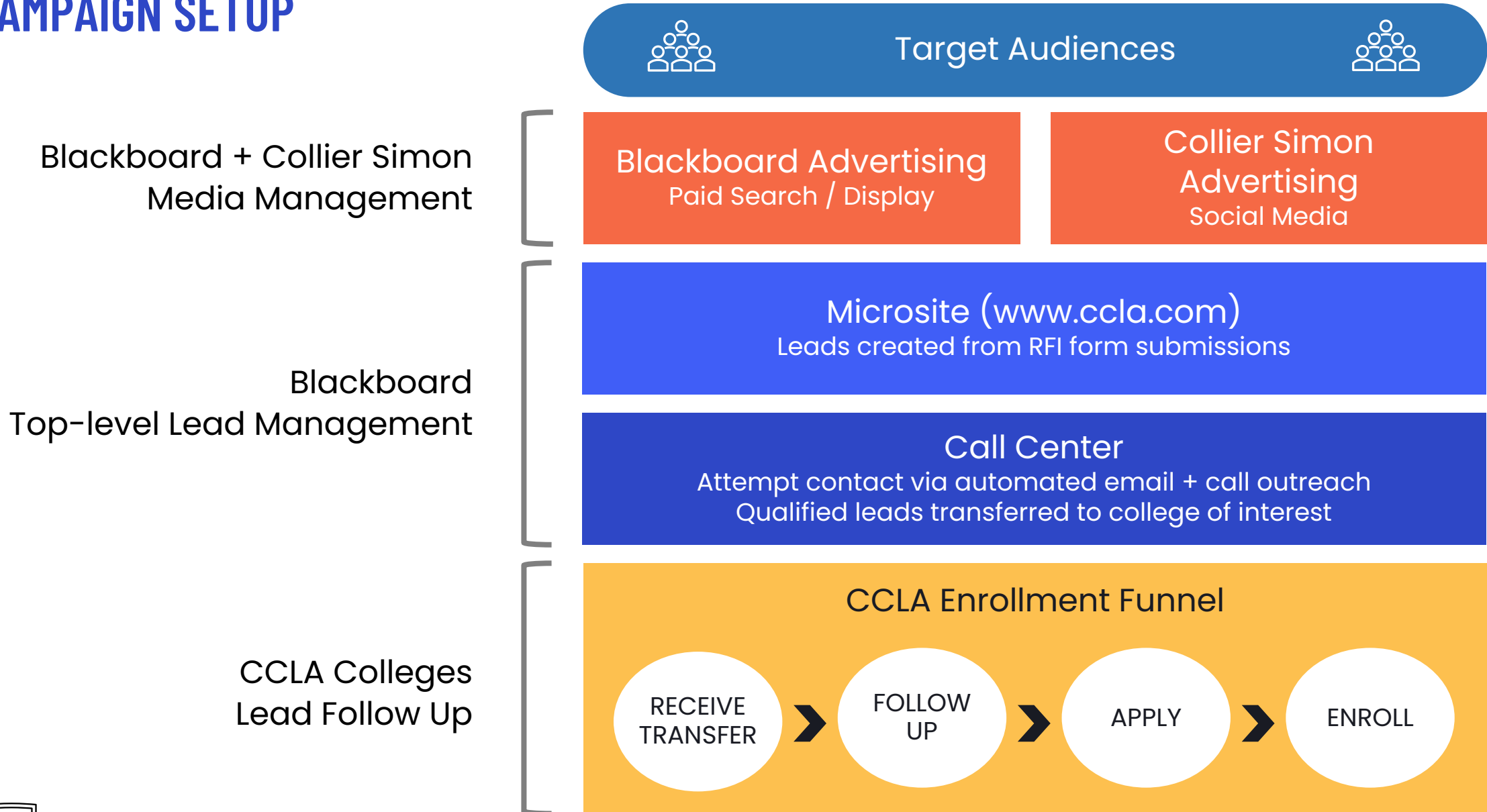
## WHY are we investing?

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](mailto: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	lavo
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