CC LA | COMMUNITY COLLEGES OF LOS ANGELES

CAMPAIGN PERFORMANCE

Quarterly Update

January 21, 2022

Co.Si Blackboard®

POWERED BY
California Community Colleges
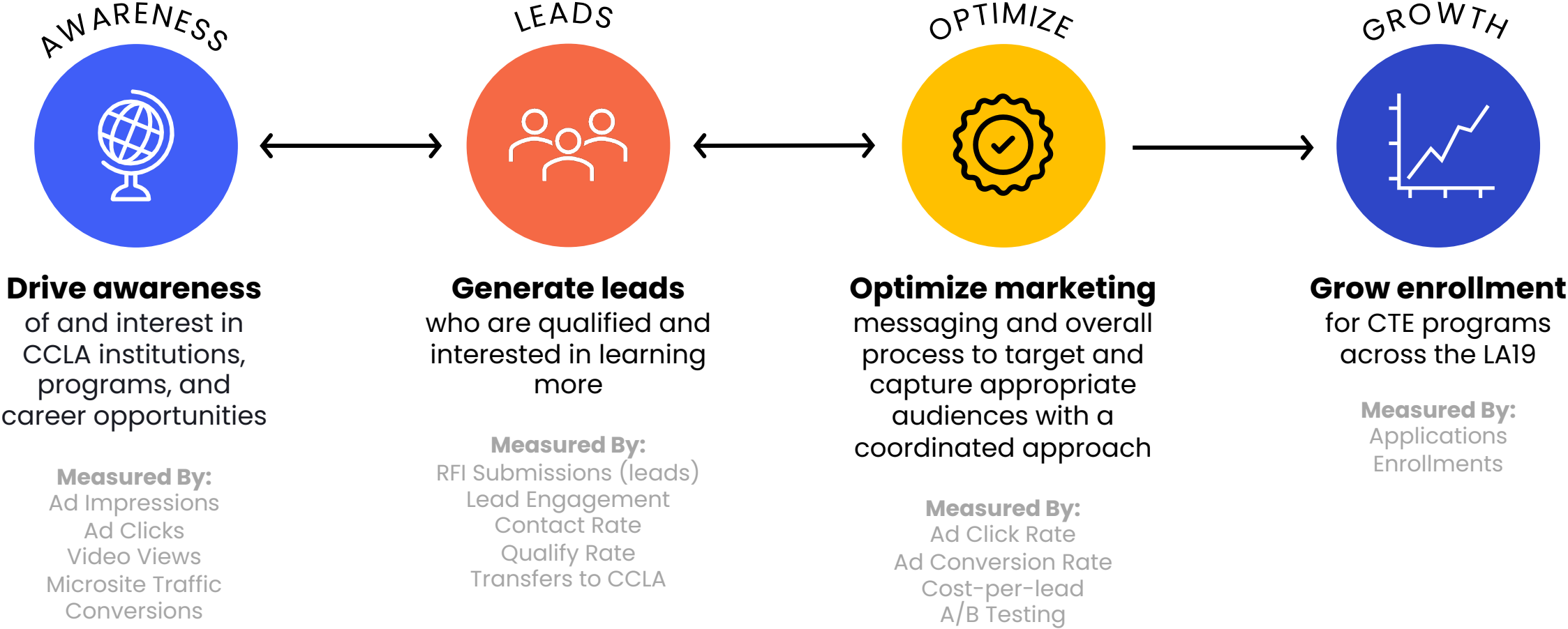
AGENDA

EXECUTIVE SUMMARY

CAMPAIGN GOALS

AWARENESS

Drive awareness
of and interest in
CCLA institutions,
programs, and
career opportunities

Measured By:
Ad Impressions
Ad Clicks
Video Views
Microsite Traffic
Conversions

LEADS

Generate leads
who are qualified and
interested in learning
more

Measured By:
RFI Submissions (leads)
Lead Engagement
Contact Rate
Qualify Rate
Transfers to CCLA

OPTIMIZE

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

Measured By:
Ad Click Rate
Ad Conversion Rate
Cost-per-lead
A/B Testing

GROWTH

Grow enrollment
for CTE programs
across the LA19

Measured By:
Applications
Enrollments

CC
LA

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CAMPAIGN ENROLLMENT

Leads generated from the campaign are tracked to enrollment. The below counts are self-reported by each college, using a macro crosscheck between lead records and enrollment lists. A lead is counted as a campaign attributed enrollment when two of three identifiers match (out of name, phone, and email).

	Fall-19	Winter-20	Spring-20	Summer-20	Fall-20	Winter-21	Spring-21	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

HIGHLIGHTS THIS QUARTER

October – December 2021:

- Media spend has been directed to select channels, focusing available dollars on the top performing and highest lead generating campaigns.

- The campaign brought in more leads in the last months of 2021 compared to the prior quarter.

- Overall cost-per-lead continues to decrease, down 40% over the course of 2021, indicating campaign efficiency has improved, generating more leads per dollar spent.

- Website optimizations were completed to improve user experience, with a focus on program selection and career outcome resources.

$164,873
Media Spend

$61
Cost-Per-Lead

1.9M+
Ad Impressions

49.6K+
Clicks

46K+
Website Visits

2,772
RFI Submissions

1,106
Contacted Leads

239
Transfers to CCLA

Date Range: 10/1/2021 – 12/31/2021

NEW VS RETURNING PROSPECTS

Overall for the quarter, 75% of leads indicated they were not a current or former student.

Data is collected on the request for information form and despite some variation across schools, we see higher percentages of new prospects for each.

Leads indicating they are a current or former student are typically engaging with the campaign to receive assistance with re-enrollment, inquire about a different school, or seek answers they are not finding elsewhere.

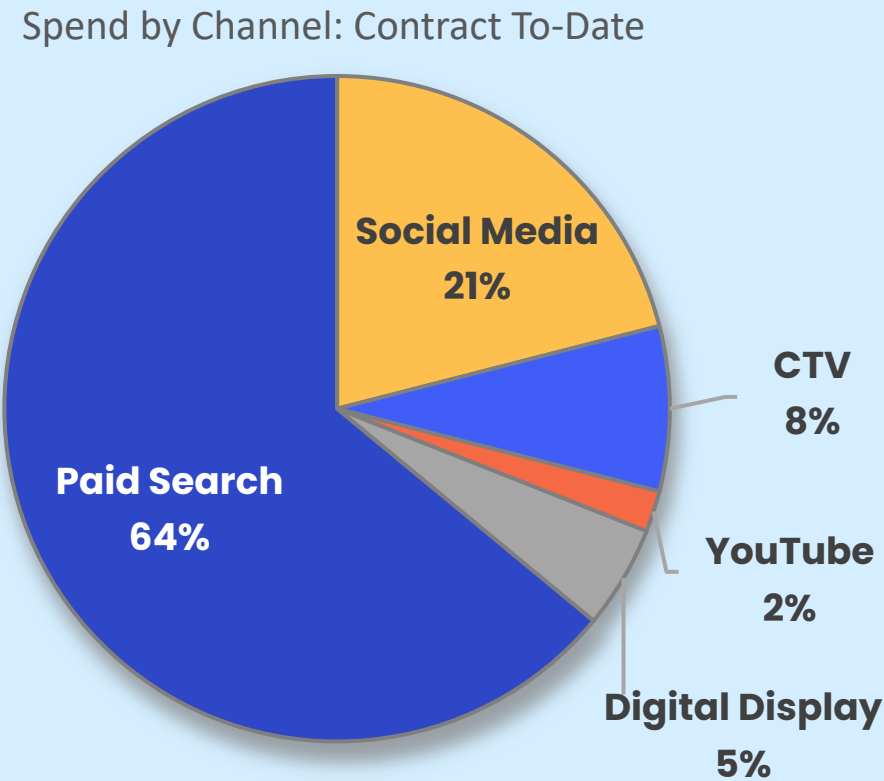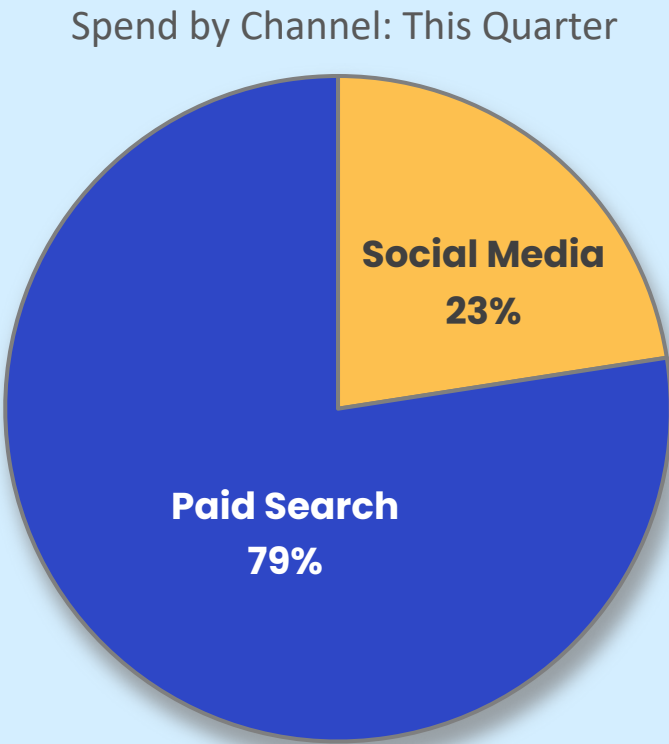| OCT – DEC 2021	NEW LEADS	CURRENT OR FORMER STUDENT LEADS
Cerritos College	74%	26%
Citrus College	77%	23%
Compton College	86%	14%
East Los Angeles College	70%	30%
El Camino College	76%	24%
Glendale Community College	82%	18%
Long Beach City College	77%	23%
Los Angeles City College	82%	18%
Los Angeles Harbor College	56%	44%
Los Angeles Mission College	69%	31%
Los Angeles Pierce College	70%	30%
Los Angeles Southwest College	75%	25%
Los Angeles Trade-Tech	73%	27%
Los Angeles Valley College	65%	35%
Mt. San Antonio College	77%	23%
Pasadena City College	76%	24%
Rio Hondo College	79%	21%
Santa Monica College	74%	26%
West Los Angeles College	68%	32%
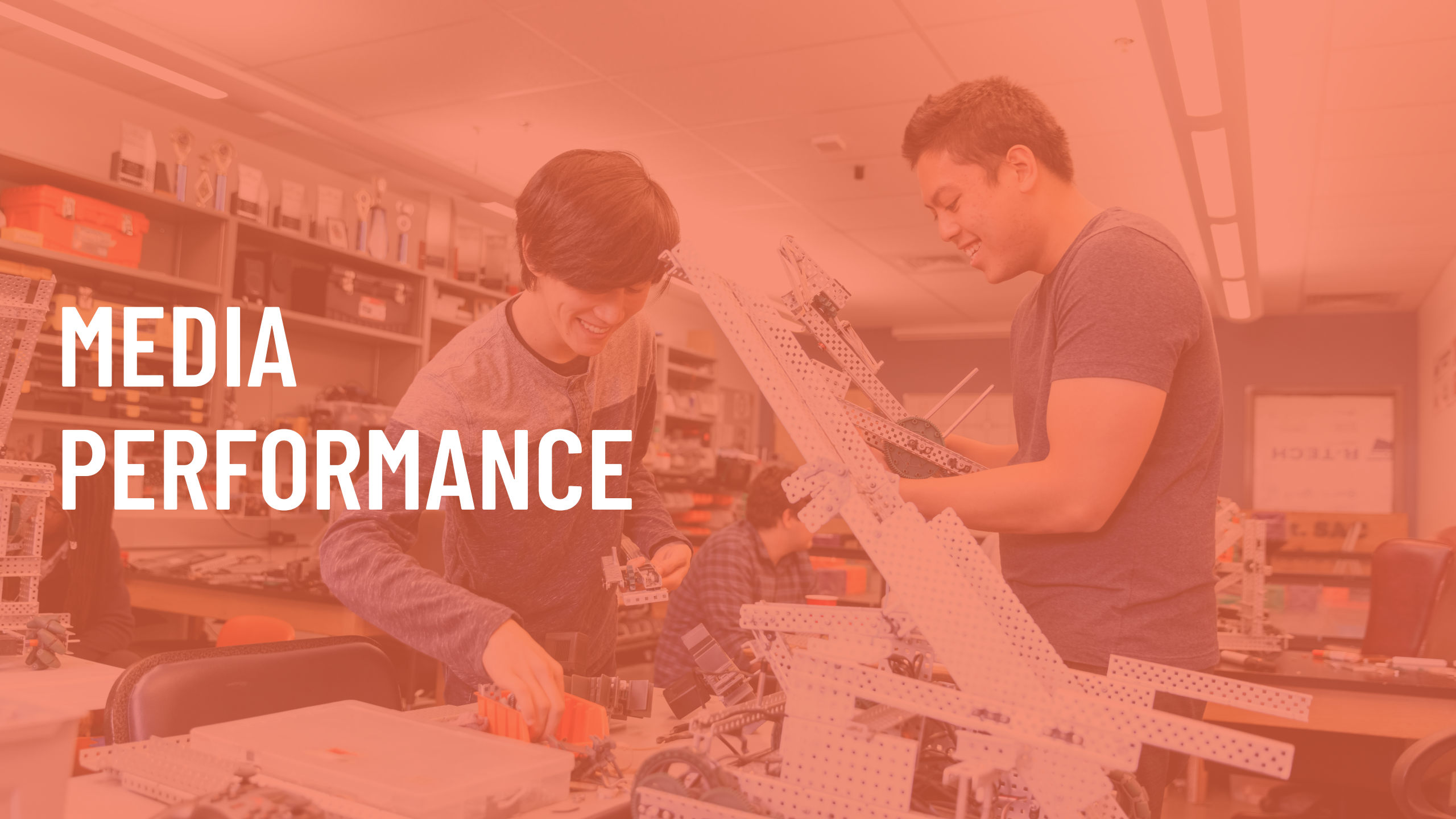
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MEDIA PERFORMANCE

MEDIA MIX

The CCLA marketing campaign has invested media dollars across a robust set of channels over the course of the current contract period, targeting audiences at multiple stages of the student journey. As we approach the end of the allotted media budget to date, remaining dollars have been focused in primary channels.

Spend by Channel: Contract To-Date

Social Media
21%

CTV
8%

Paid Search
64%

YouTube
2%

Digital Display
5%

7/1/2020 – 12/31/2021

Spend by Channel: This Quarter

Social Media
23%

Paid Search
79%

10/1/2021 – 12/31/2021

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PERFORMANCE BY CHANNEL: CAMPAIGN TO-DATE

Media performance in our two live channels remains strong and we continued to see improvement in conversion rate compared to the previous quarter (i.e. the percentage of RFI submissions out of total clicks).

	Channel	Spend	Impressions	Clicks	Click Rate	Conversions (RFI Submit)	Conversion Rate
LIVE	Google Paid Search	$695,599	3,226,655	176,241	5.46%	11,990	6.80%
OFF	Bing Paid Search	$168,477	571,543	29,592	5.18%	850	2.87%
LIVE	Social	$288,959	28,304,969	433,829	1.53%	2,797	0.64%
OFF	Google Display	$32,358	15,198,311	67,274	0.44%	321	0.48%
OFF	Retargeting	$548	164,069	522	0.32%	3	0.57%
OFF	Outfeed Display	$38,200	3,728,732	5,090	0.14%	N/A	N/A

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

	Channel	Spend	Reach	Direct Traffic to Microsite*
OFF	Connected TV	$107,308	2,000,000+	+1,158%

*Compared to direct site traffic the previous year

SPEND + LEAD VOLUME BY QUARTER

Since extending the current contract period from 12 to 18 months and adjusting media spend accordingly, the campaign has been able to refocus dollars and maintain a strong flow of new leads. The most recent quarter averaged around 900 leads per month.

	Jul-Sep 20	Oct-Dec 20	Jan-Mar 21	Apr-Jun 21	Jul-Sep 21	Oct-Dec 21
Leads Generated	2,316	2,428	2,581	1,860	2,581	2,722
Media Dollars Spent	$269,350	$293,790	$261,722	$205,734	$158,864	$164,873

Legend: Media Dollars Spent — Leads Generated
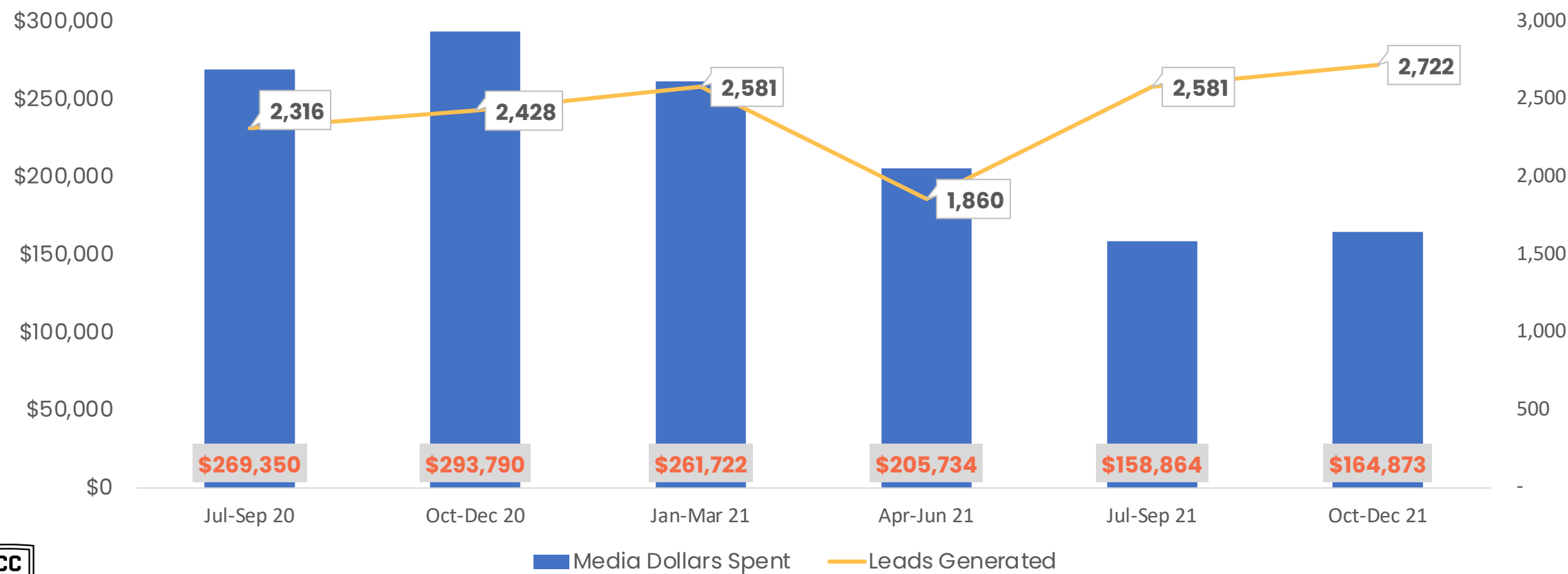
TOP PERFORMING TEXT ADS: Google

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...

Brand level and general community college focused ads remain the top lead generating campaigns in Google paid search and where media spend was used this quarter.

Ad · www.ccla.com/

Affordable Community Colleges | Choose From 200+ Programs

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.

Ad · www.ccla.com/

California Community Colleges | Take Classes Online | Flexible Online Programs
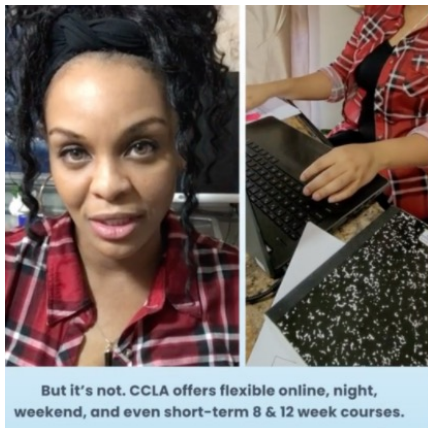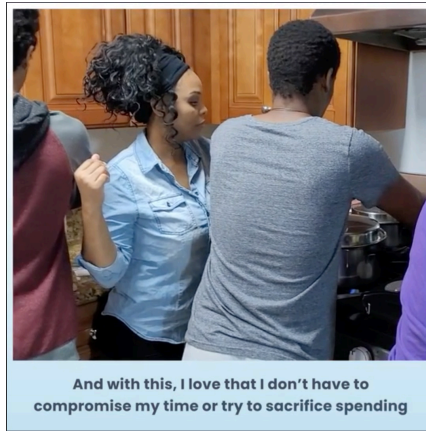
Earn an In-Demand Degree Without the Debt! Community Colleges of LA Are Highly Affordable. Learn More! Community Colleges of LA Programs Are Aligned with Current Workforce Trends.

VISUAL AD HIGHLIGHTS:

User generated content continues to engage target audiences and contribute to both expanding awareness and generating leads.
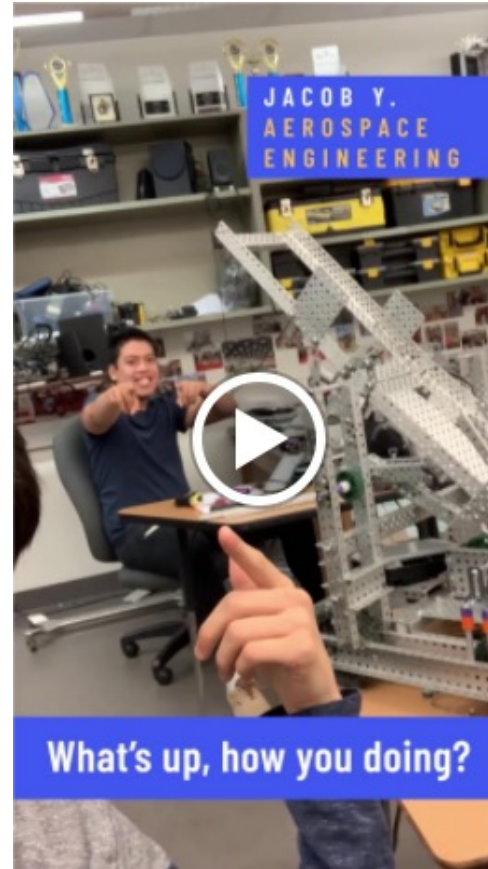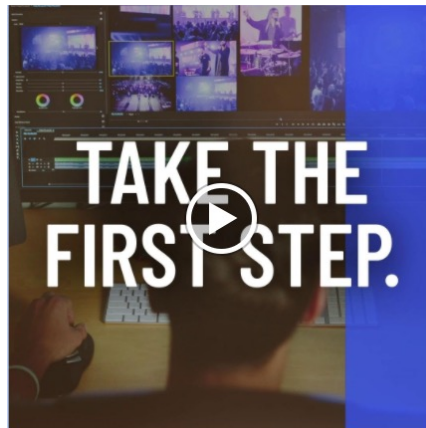

And with this, I love that I don't have to compromise my time or try to sacrifice spending

JACOB Y. AEROSPACE ENGINEERING

SEAN S. GRAD STUDENT

But it's not. CCLA offers flexible online, night, weekend, and even short-term 8 & 12 week courses.

TAKE THE FIRST STEP.

What's up, how you doing?

It truly is a springboard to a professional career.

LEAD ENGAGEMENT
PERFORMANCE + INSIGHTS

LEAD CONTACT

Connection rate is strong overall at 51%, relative to the benchmark range of 30-40% for paid media leads. Each lead receives multiple contact attempts between automated email and live phone outreach, plus additional follow up to older, unresponsive leads when time permits. We continue to see monthly contact rates grow for the most recent quarter as we move through January.
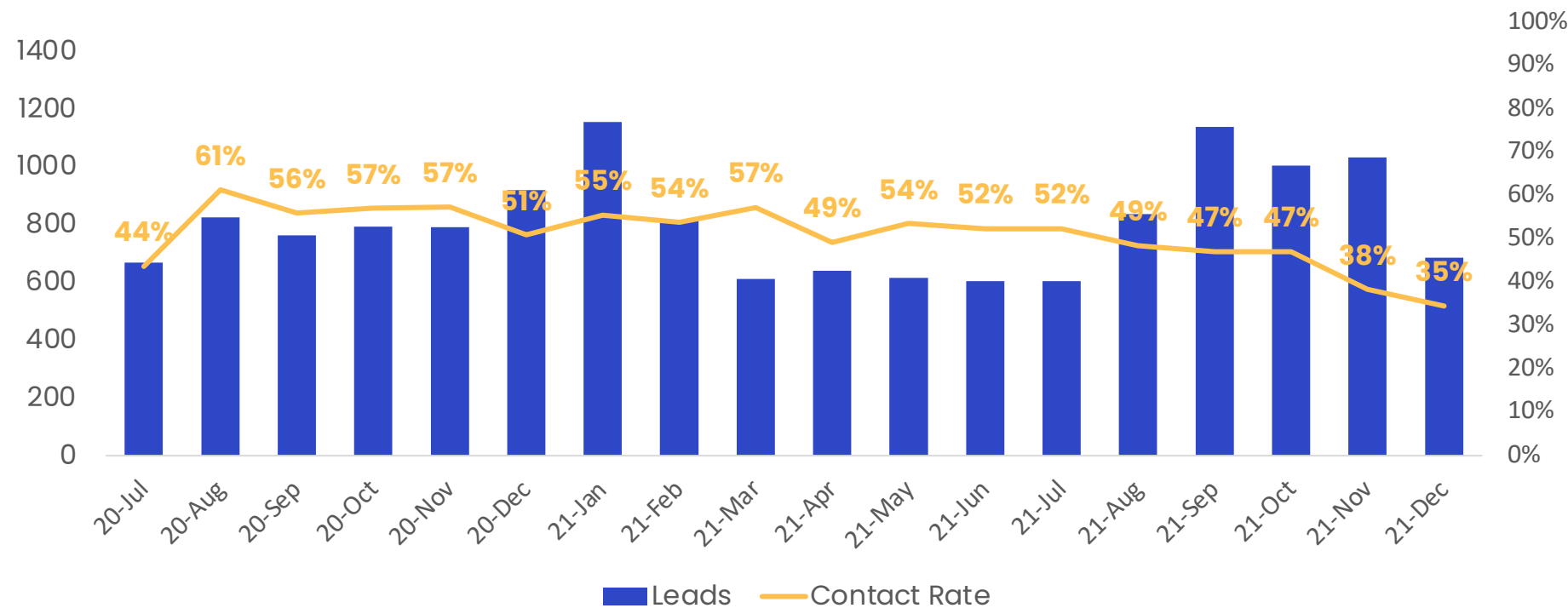
14,506
Total Leads

7,360
Total Contacted

51%
Contact Rate

Leads — Contact Rate

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

QUALIFY + TRANSFER

Similar to contact rate, qualify rate is lower for leads in the most recent months but continues to grow over time. The major holidays in November and December also impact these rates, with more general distraction and disruption to schedules. A higher percentage of new leads are unresponsive to initial outreach or unavailable to have a full conversation when we do connect around this time period.
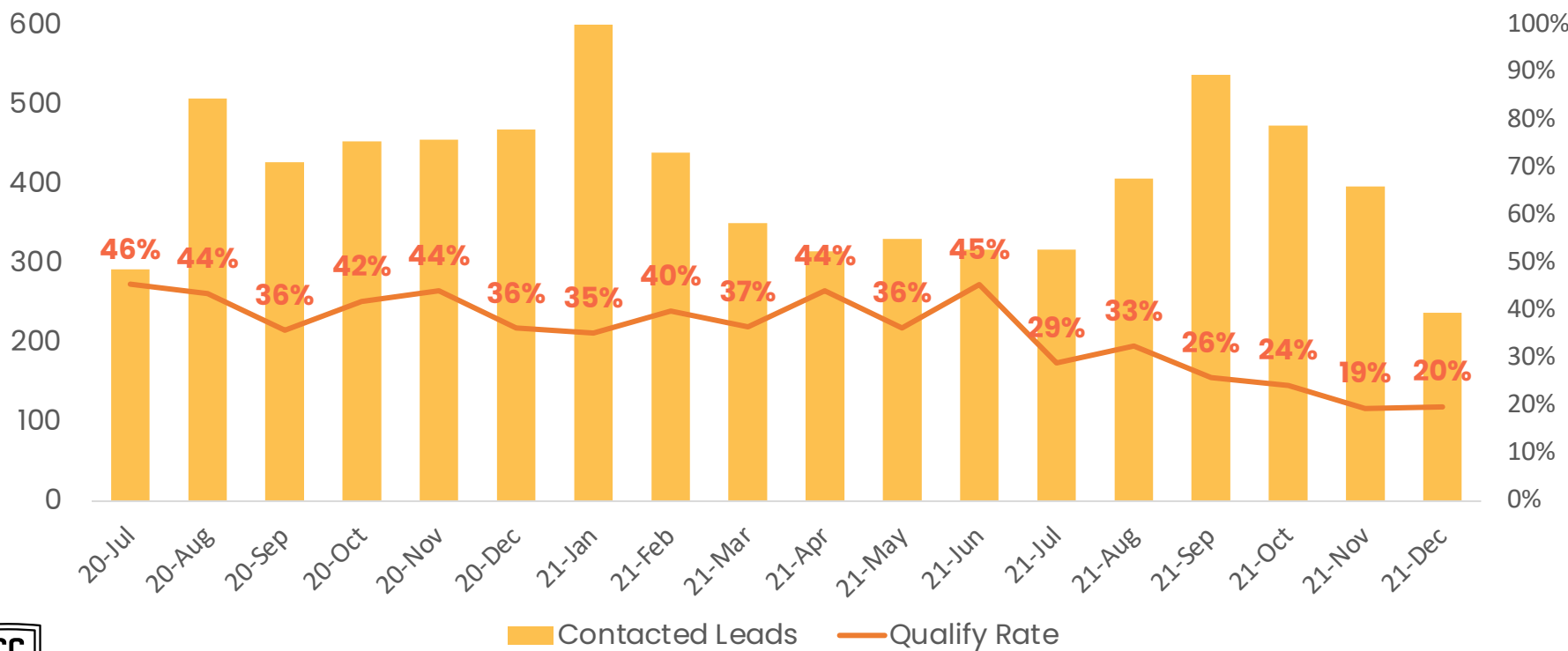
2,371
Qualified Now

229
Future Prospects

2,600
Total Leads Sent to CCLA

35%
Qualify + Transfer Rate

LEAD TRANSFER BY PHONE

Location	Phone Transfer Attempts	Phone Transfers Successful	Phone Transfer Rate	Total Qualified
Cerritos College	13	1	8%	12
Citrus College	2	0	0%	5
Compton College	2	0	0%	8
East Los Angeles College	22	1	5%	21
El Camino College	10	0	0%	14
Glendale Community College	6	1	**17%**	18
Long Beach City College	12	0	0%	21
Los Angeles City College	52	9	**17%**	81
Los Angeles Harbor College	3	0	0%	6
Los Angeles Mission College	4	0	0%	4
Los Angeles Pierce College	16	0	0%	22
Los Angeles Southwest College	2	0	0%	9
Los Angeles Trade-Tech	12	1	8%	23
Los Angeles Valley College	14	7	**50%**	25
Mt. San Antonio College	2	0	0%	10
Pasadena City College	5	0	0%	14
Rio Hondo College	3	0	0%	5
Santa Monica College	8	0	0%	20
West Los Angeles College	9	1	11%	14
	197	**21**	**11%**	**234**

COLLEGE POINTS OF CONTACT
Where prospective student information is sent (last update 11.23.21)

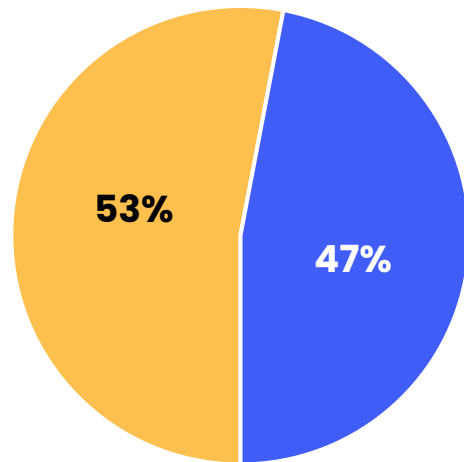| College	Email	Phone	Notes
Cerritos College	welcomecenter@cerritos.edu	562-860-2451 x 2130	Available Mon/Thurs – Fall 2021
Citrus College	alilopez@citruscollege.edu	626-857-4041	Available Mon-Thurs – Fall 2021
Compton College	azambrano@compton.edu	213-533-9937	
East Los Angeles College	outreach@elac.edu	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	Backup: sdelatorre@lbcc.edu
Los Angeles City College	brownb3@laccd.edu	323-953-4000 x 2455	Temporarily email only
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	626-826-8842	Temporary phone number
Mt. San Antonio College	ceinfo@mtsac.edu	909-274-4609	
Pasadena City College	outreach@pasadena.edu	626-585-7123	
Rio Hondo College	mhurtado@riohondo.edu	562-463-3148	
Santa Monica College	kleinman_janet@smc.edu	310-434-8511	
West Los Angeles College	WLAC-success@laccd.edu	424-371-7734	Backup: viramoa@wlac.edu

Send updates to: rmorales@cerritos.edu

AUDIENCE INSIGHTS

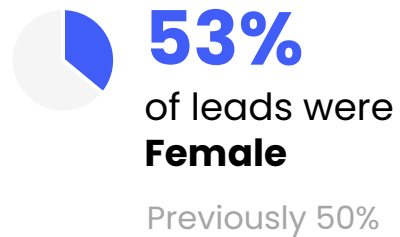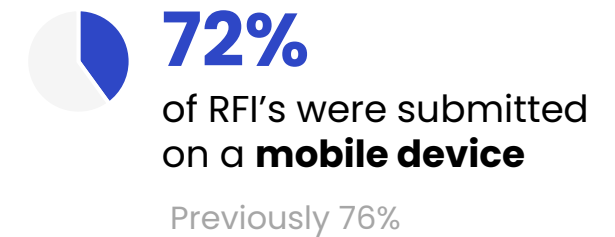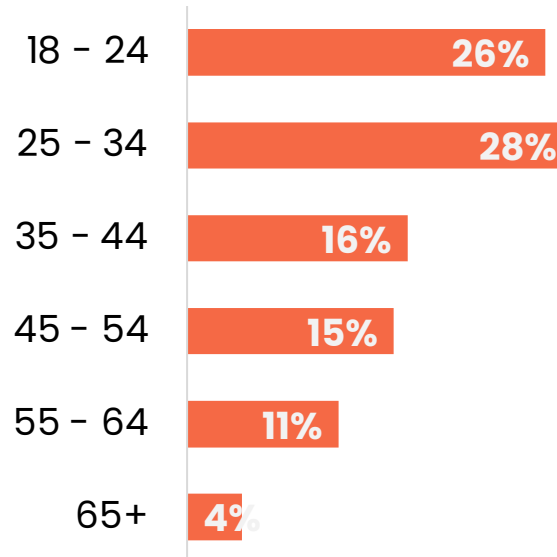# LEAD DEMOGRAPHICS + BEHAVIOR

Audience demographics remain consistent overall with little fluctuation. This quarter saw a slight shift to more female leads after being evenly split the previous quarter, and a higher percentage of leads in the 18-24 and 25-34 age ranges.

53%
of leads were
Female

Previously 50%

54%
of leads were under
35 years of age

Previously 51%

72%
of RFI's were submitted
on a **mobile device**

Previously 76%

53% **47%**

■ Female ■ Male

18 - 24	26%
25 - 34	28%
35 - 44	16%
45 - 54	15%
55 - 64	11%
65+	4%
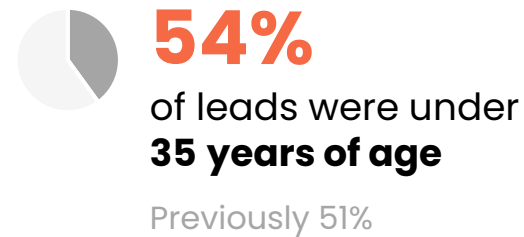
	RFI Submits
Mobile	**72%**
Desktop	**27%**
Tablet	**1%**

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MICROSITE ACTIVITY: WWW.CCLA.COM

Traffic sources for microsite visitors shifted more drastically this quarter than in the past due to shifting media spend and scaling back some in the social channels. Most users landed on the site from paid search ads and we saw increased traffic from direct and organic sources.

Site Traffic Sources

74% | 18% | 5% | 3%

■ Paid Search ■ Social ■ Direct ■ Organic Search
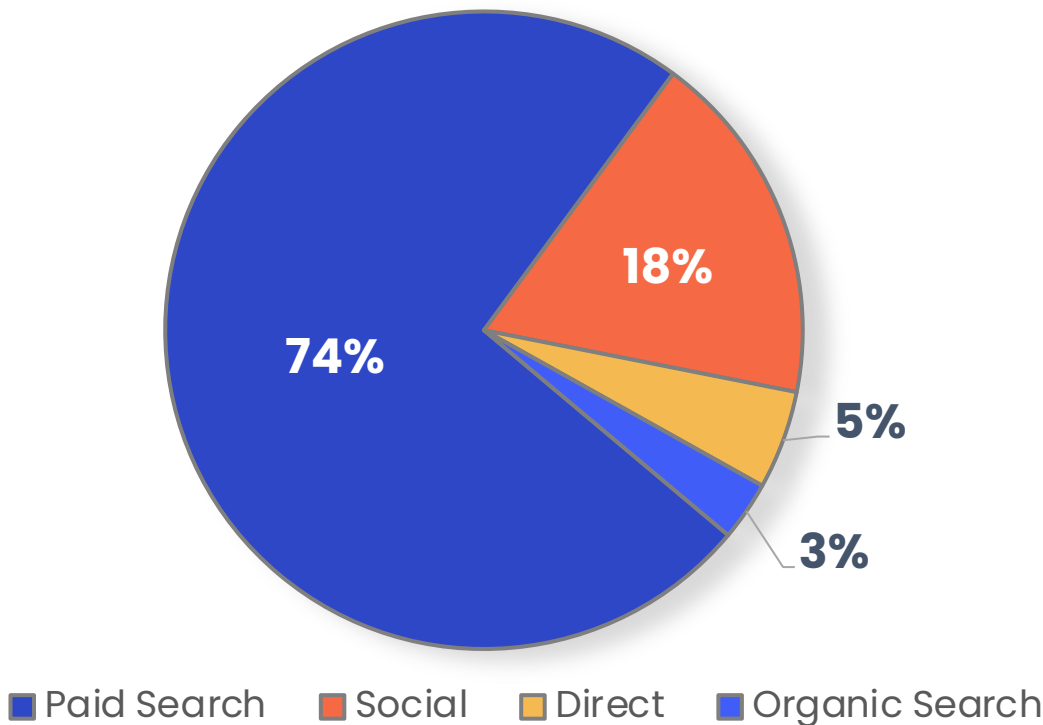
Top 10 Microsite Pages	% RFI Submissions
Homepage	35%
Why CCLA	10%
Education Programs	8%
Programs	6%
Healthcare & Medical Technology	6%
Entertainment & Digital Media	4%
Manufacturing & Product Dev	4%
Business & Entrepreneurship	2%
Information Technology	2%
Transportation	2%

PROGRAM AREA OF INTEREST

Lead interest trends were consistent in 2021 and have changed little since initial launch of the campaign.

Healthcare, Business and Trades are the program areas requested most often, both for this quarter and overall, accounting for about 49% of all lead interest

At the individual program level, the engagement team reports frequent requests for nursing, welding, child development, and graphic design programs.

PROGRAM AREA	LEAD VOLUME	% OF TOTAL
Agriculture and Natural Resources	17	<1%
Business and Entrepreneurship	**354**	**14%**
Education	223	9%
Energy and Utilities	28	1%
Engineering and Design	166	7%
Entertainment and Digital Media	313	13%
Fashion and Interior Design	80	3%
Healthcare and Medical Technology	**609**	**25%**
Hospitality	64	3%
Information Technology	153	6%
Manufacturing and Product Development	52	2%
Public Service	104	4%
Trades and Construction	**240**	**10%**
Transportation	46	2%
Undecided	11	<1%

CC LA

LEAD POLLING

Periodic surveys are conducted on the "Thank You" page of the microsite to collect additional insights. The surveys are optional and presented after a user submits a request for information.

Select questions are unique to CCLA while others are presented across the full portfolio of Blackboard marketing clients, providing a general comparison between CCLA and other institutions.

Poll Live Dates:
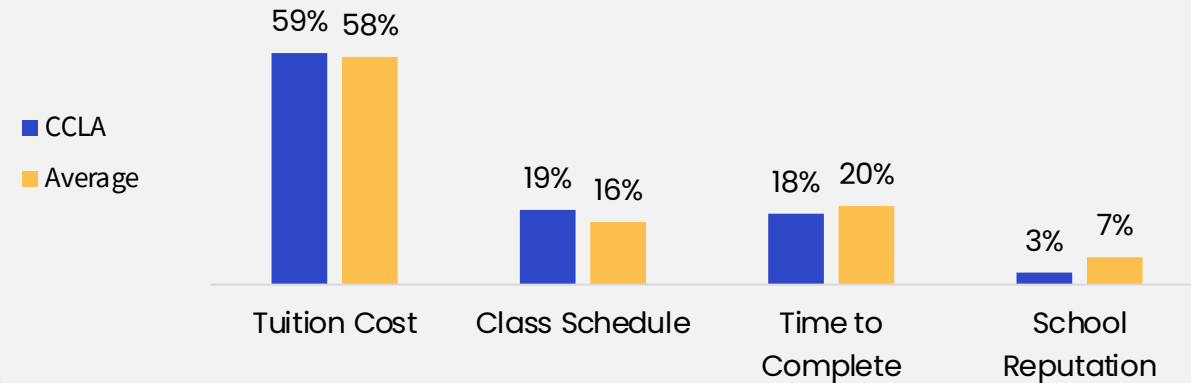#6 Sep 16, 2021 – Oct 18, 2021
#7 Nov 16, 2021 – Dec 16, 2021

Test Running:
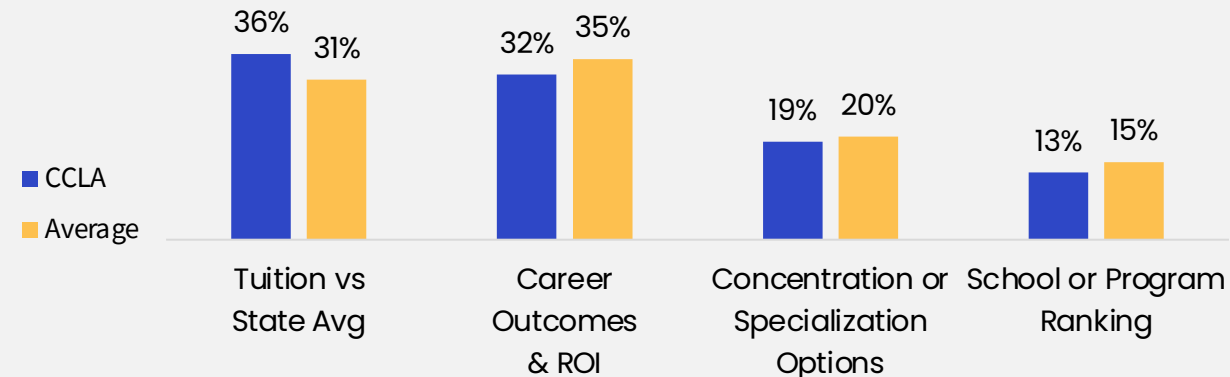~30 Total Days Each

Poll #6 / #7 – Priorities & Resources

What's most important to you in choosing a program?

- CCLA
- Average

	Tuition Cost	Class Schedule	Time to Complete	School Reputation
CCLA	59%	19%	18%	3%
Average	58%	16%	20%	7%

735 Responses

55% Response Rate

What would be most helpful to you in choosing a program?

- CCLA
- Average

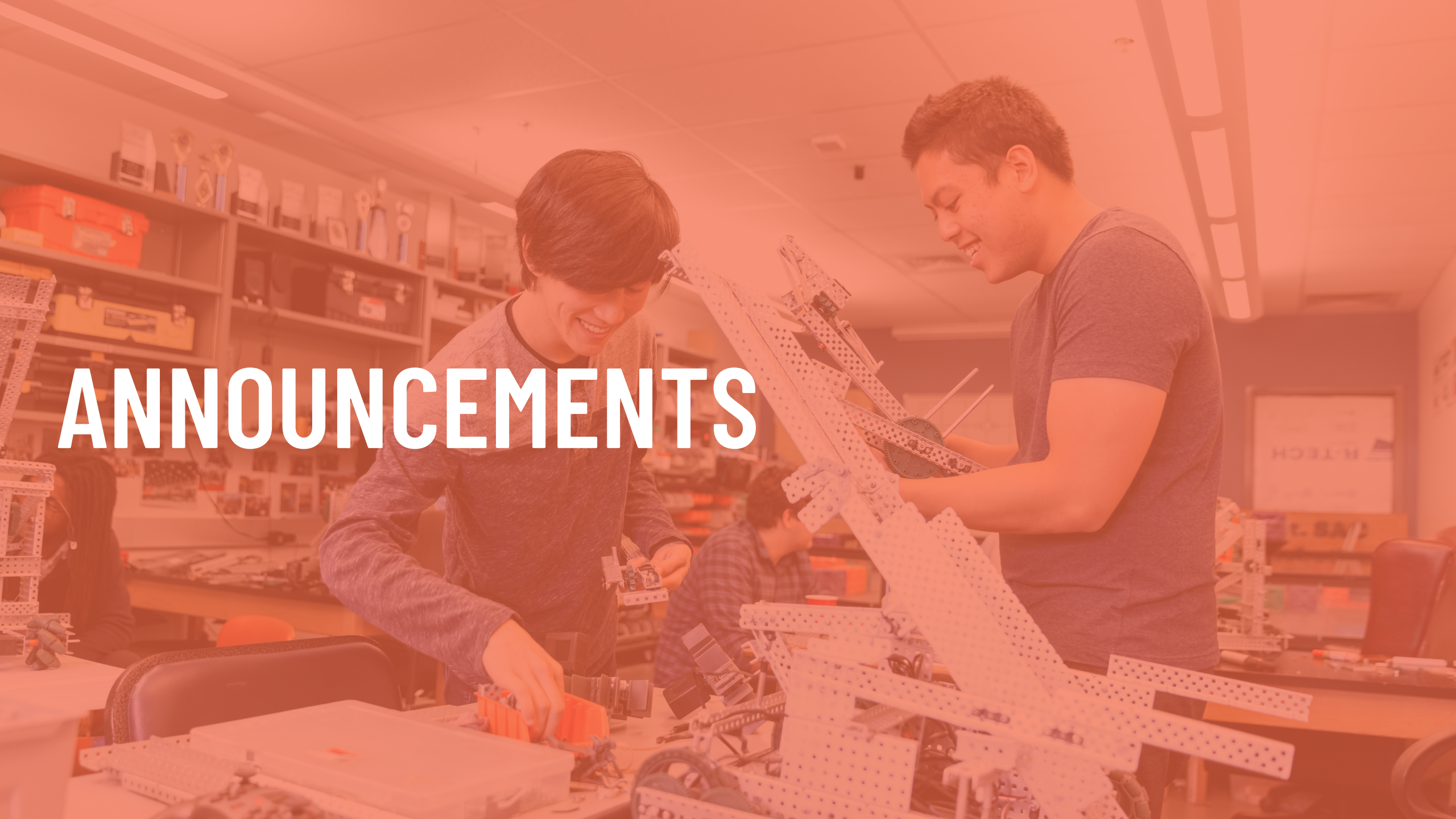|	Tuition vs State Avg	Career Outcomes & ROI	Concentration or Specialization Options	School or Program Ranking
CCLA	36%	32%	19%	13%
Average	31%	35%	20%	15%

236 Responses

23% Response Rate

Results from previous surveys available in appendix

ANNOUNCEMENTS

ANNOUNCEMENTS

- **Upcoming webinars + performance updates**
  - February TBD   Custom Package Options

- **Enrollment Data Collection** The project team will be reaching out to each school to collect campaign enrollment counts for Summer, Fall, and Winter terms.

- **Questions or updates?** Please contact Randy Morales (rmorales@cerritos.edu) 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)

CCLA

THANK YOU

APPENDIX

CAMPAIGN BACKGROUND + SETUP

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

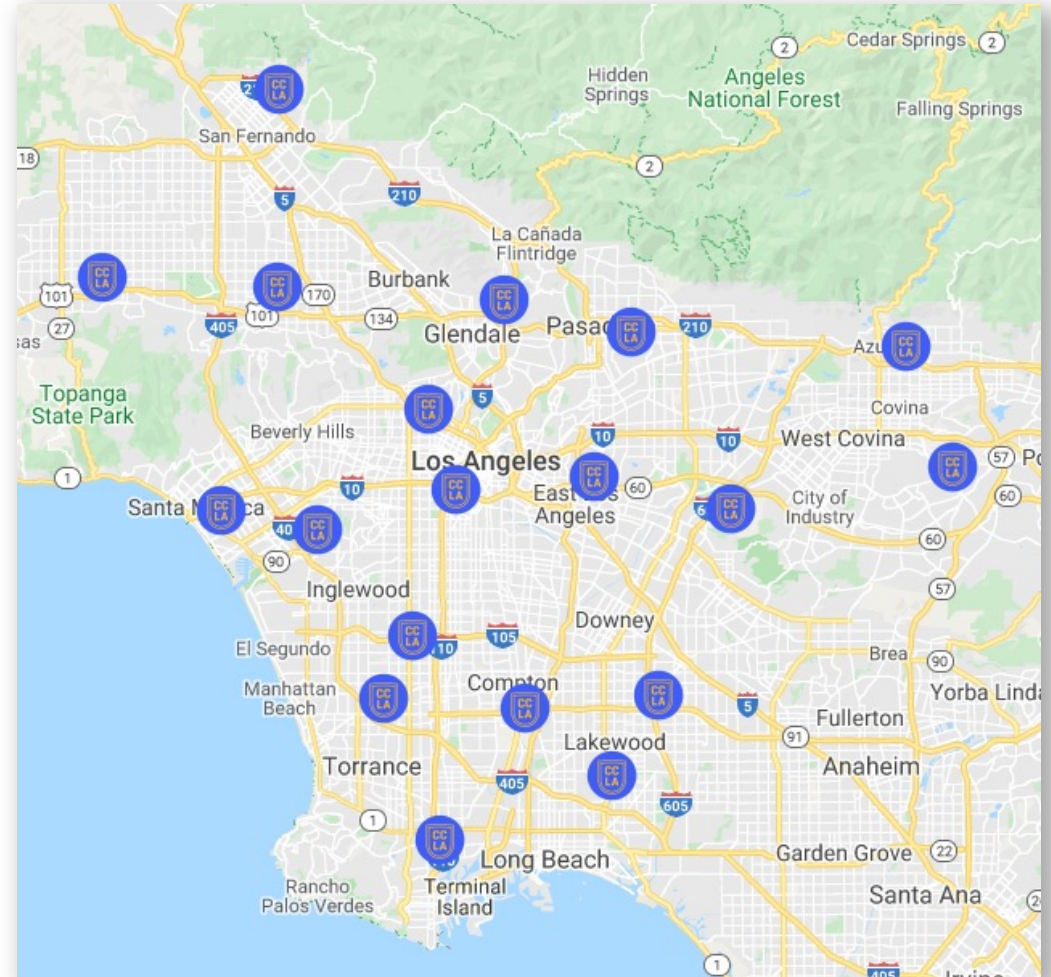**WHERE does funding come from?**

The Strong Workforce Program

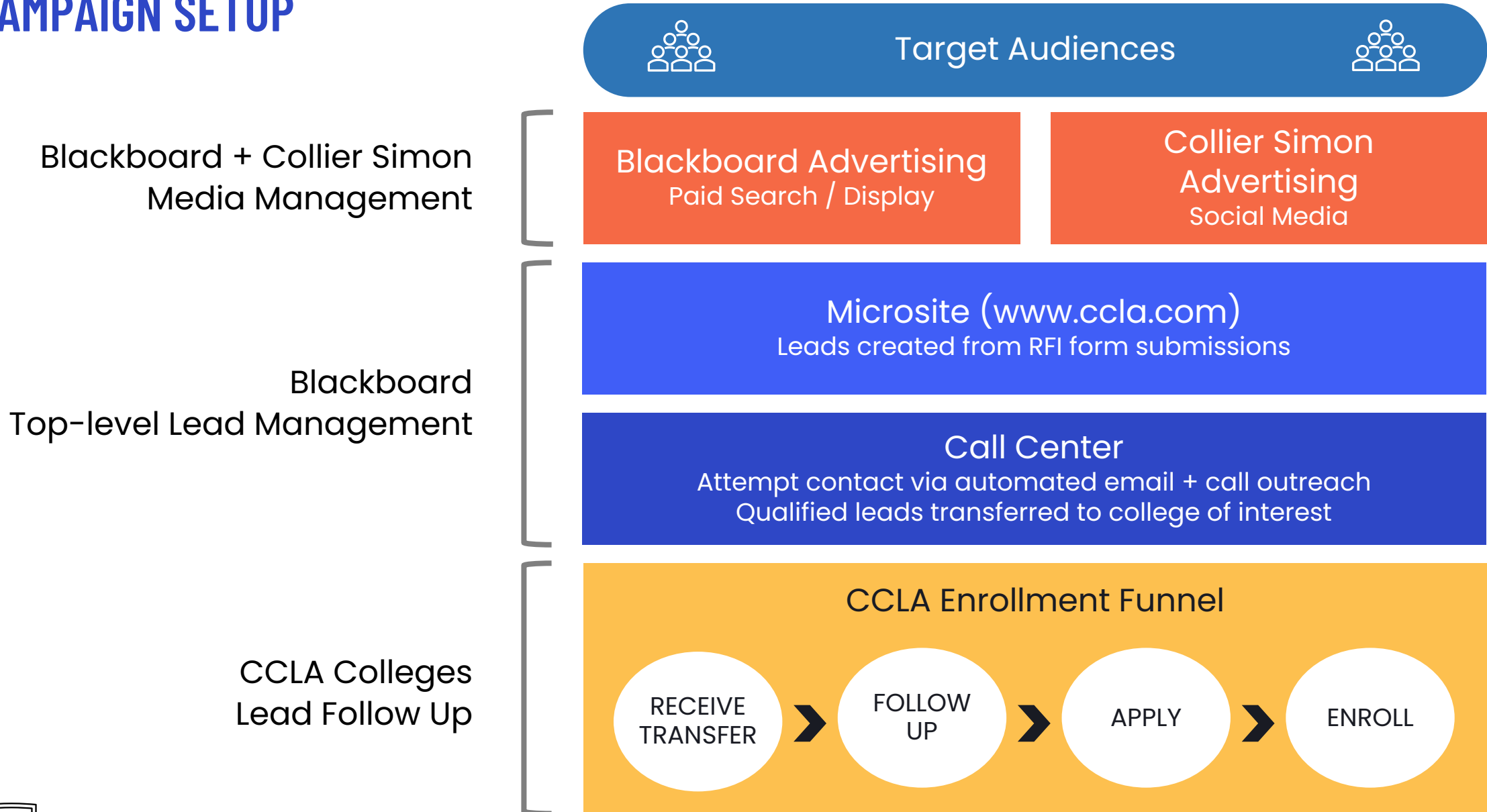**WHEN is the campaign running?**

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

Blackboard + Collier Simon Media Management

Blackboard Top-level Lead Management

CCLA Colleges Lead Follow Up

Target Audiences

Blackboard Advertising
Paid Search / Display

Collier Simon Advertising
Social Media

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 Enrollment Funnel

RECEIVE TRANSFER → FOLLOW UP → APPLY → ENROLL

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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

SURVEY RESPONSES

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.

Poll Live Dates:
#1 Jan 13, 2021 – Feb 8, 2021
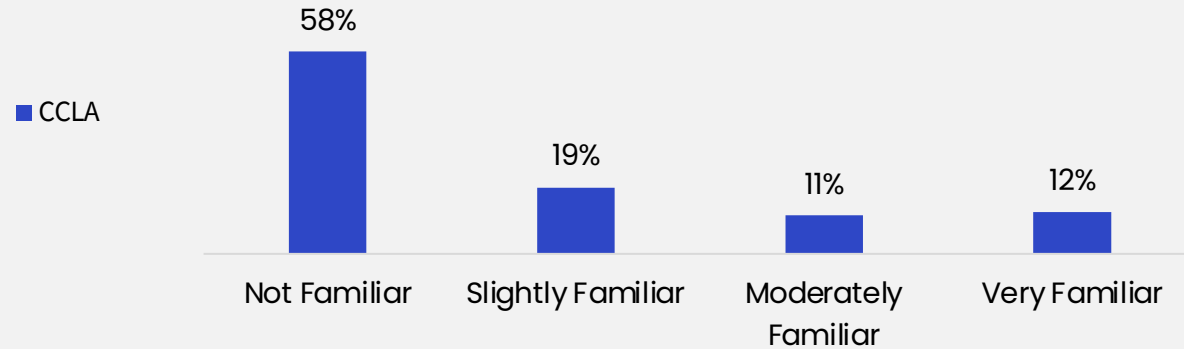#2 Mar 8, 2021 – Apr 7, 2021
Single question polls

Test Running:
20-30 Total Days Each
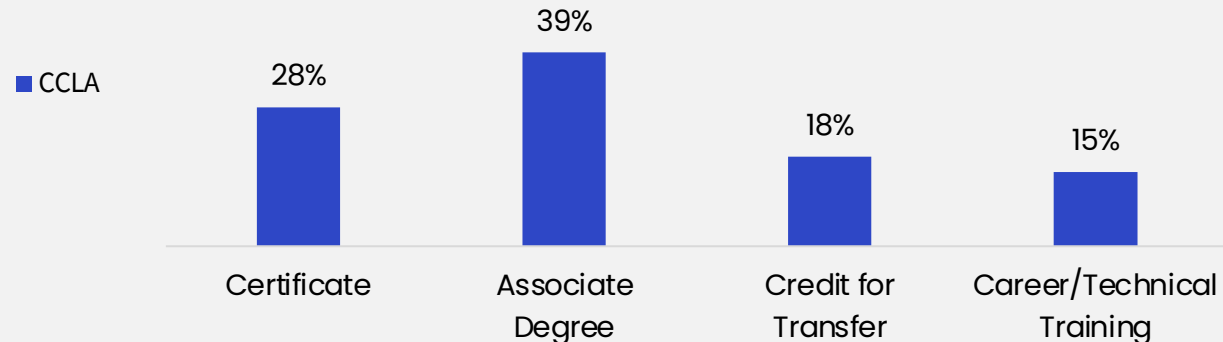
Poll #1 / #2 – Brand Awareness & Degree Interest

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

■ CCLA

- Not Familiar: 58%
- Slightly Familiar: 19%
- Moderately Familiar: 11%
- Very Familiar: 12%

615 Responses

51% Response Rate

What type of program are you most interested in?

■ CCLA

- Certificate: 28%
- Associate Degree: 39%
- Credit for Transfer: 18%
- Career/Technical Training: 15%

416 Responses

58% Response Rate

SITE SURVEYS

Select questions are unique to CCLA while others are presented across the full portfolio of Blackboard marketing clients, providing a general comparison between CCLA and other institutions.
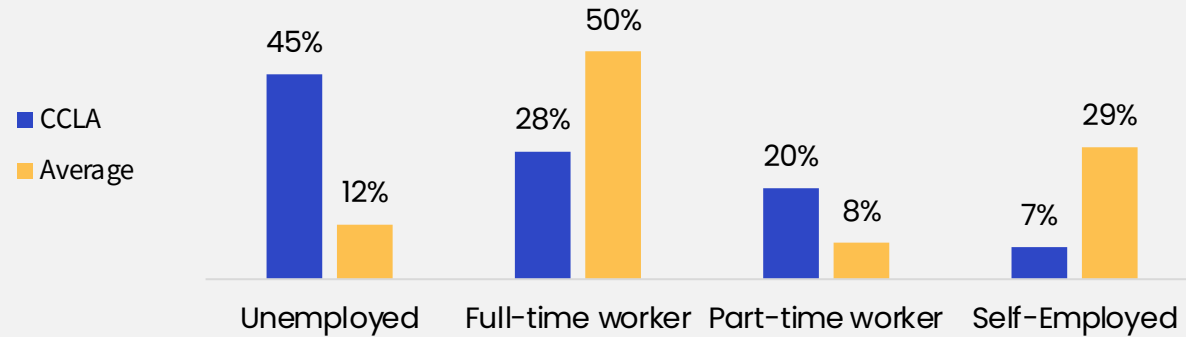
Poll Live Dates:
#3 Jun 8, 2021 – Jul 8, 2021
Two question poll

Test Running:
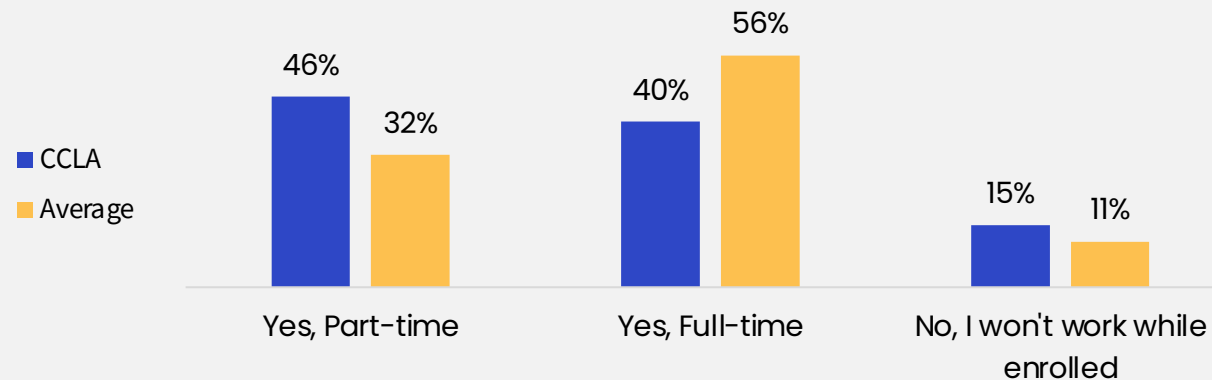30 Total Days

Poll #3 - Employment Status

What's your current employment status?

- CCLA
- Average

| Unemployed | Full-time worker | Part-time worker | Self-Employed |
| 45% / 12% | 28% / 50% | 20% / 8% | 7% / 29% |

418
Responses

61%
Response Rate

Do you plan to work while earning your degree?

- CCLA
- Average

| Yes, Part-time | Yes, Full-time | No, I won't work while enrolled |
| 46% / 32% | 40% / 56% | 15% / 11% |

367
Responses

89%
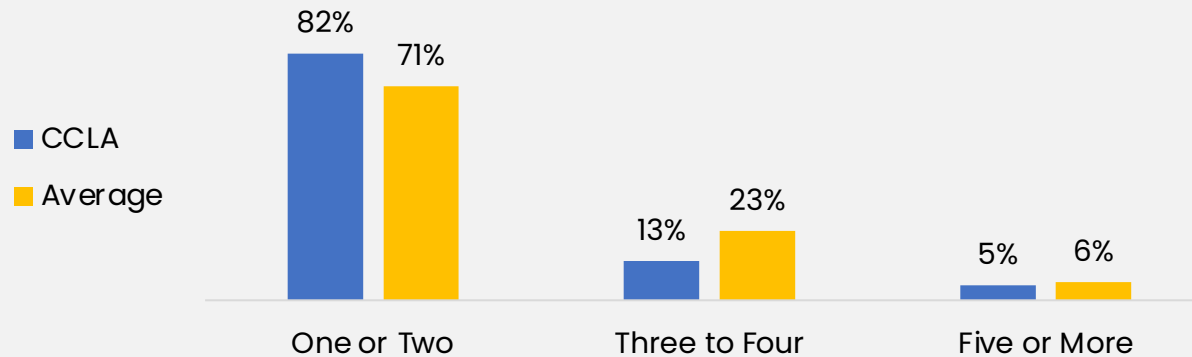Response Rate

SITE SURVEYS

Poll Live Dates:
#4 Jul 13, 2021 – Aug 12, 2021
#5 Aug 12, 2021 – Sep 12, 2021
Single question polls

Test Running:
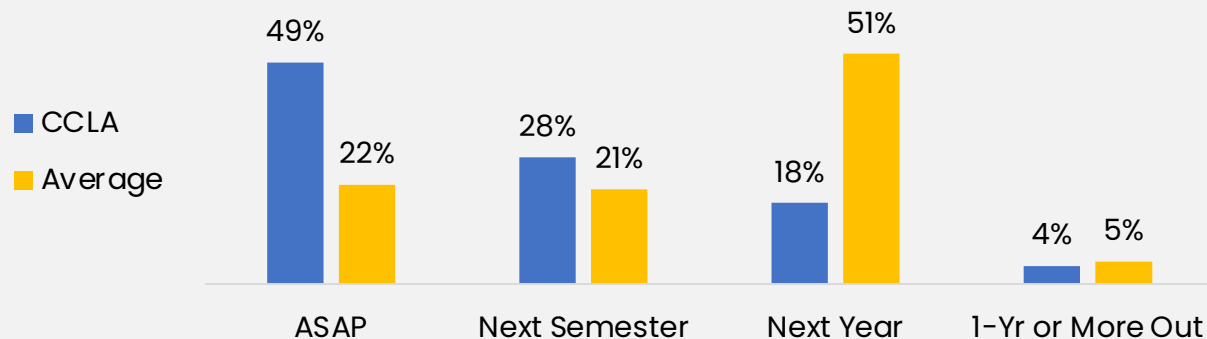30 Total Days Each

Poll #4 / #5 – Competition & Timing

How many competitors or programs are you considering?

- CCLA
- Average

	One or Two	Three to Four	Five or More
CCLA	82%	13%	5%
Average	71%	23%	6%

295
Responses

38%
Response Rate

How soon are you looking to enroll?

- CCLA
- Average

	ASAP	Next Semester	Next Year	1-Yr or More Out
CCLA	49%	28%	18%	4%
Average	22%	21%	51%	5%

897
Responses

69%
Response Rate