Summer 2016 GCCCD Marketing Campaign

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Communications and Public Information Director
Breakfast of Champions
2016 Summer Marketing Campaign

Just Do It

NIKE
We’re here for you.
Campaign components
Bus Wrap

GROSSMONT & CUYAMACA COLLEGES
We're here for you this summer.
Bus King Ads

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Bus King Ads
Daily Aztec Ad

GROSSMONT & CUYAMACA COLLEGES

We're here for you this summer.

Register now! Classes start June 13

www.gcccd.edu/now
### Direct Mail

- Distributed to 25,000 former students
Targeted Email Distribution

- Distributed to 24,000 current students and 100,000 East County residents
Social Media Campaign

- Grossmont-Cuyamaca Community College District
  - Register for summer classes now! Classes begin June 13.
  - REGISTER NOW!
  - Summer classes start June 13
  - Get ahead this summer
  - Get ahead and take some college classes this summer! 4, 6, and 8 week classes available. Classes start June 13, so register now!
  - CLICK TO REGISTER

- Instagram
  - Register now! Classes start June 13
  - GROSSMONT & CUYAMACA COLLEGES
  - So many classes are offered this summer between Grossmont & Cuyamaca colleges at just $46/unit. Check them out here! gcccd.edu/now

- Facebook
  - Grossmont-Cuyamaca

- Grossmont College
  - Take an art class this summer! Sign up now http://www.gccd.edu/now
  - Register now! Classes start June 13

- Cuyamaca College
  - Take an art class this summer! Sign up now http://www.gccd.edu/now
  - Register now! Classes start June 13

Art 100 - Art Appreciation
Learn how art influences life in Art 100 - Art Appreciation offered this summer. Class starts June 13 so sign up today!

GROSSMONT & CUYAMACA COLLEGES
AdWords

- Geotargeted
- Keywords
Also...

- Press release
- Website
- Email newsletter
- GUHSD newsletter

Get a Jumpstart on College this Summer at Grossmont & Cuyamaca Colleges

GROSSMONT & CUYAMACA COLLEGES

REGISTER NOW! Summer classes start June 13

Grossmont and Cuyamaca colleges are offering more than 400 classes this summer, the biggest summer ever at the two East County colleges. If you’re graduating from high school this spring, taking a class at Grossmont or Cuyamaca College is a great way to get a taste of college and earn some extra credits.

Classes begin June 13, and four-, six- and eight-week classes are available, in addition to online courses. For students wanting to learn how to be successful in college, both campuses are offering College and Career Success (COUN-120) in class and online, teaching study skills such as note-taking, listening to lectures, managing time, studying for tests and improving memory. Also covered are topics such as stress management and discovering motivations and personal strengths.

Go to www.gcccd.edu/now for links to summer class schedules for both colleges and how to apply and register.
Landing page
We're here for you this summer!

Sign up for classes at Grossmont and Cuyamaca colleges.

What are your plans for the summer? Would you like to earn some course credits and get ahead in your college education? Check out the Grossmont College summer course schedule and the Cuyamaca College summer course schedule. Both on-site and online classes are being offered. We're here for you!

Go to WebAdvisor for the most up-to-date listings of available classes.

Open registration begins May 9 and classes start June 13. The cost is $46 per credit unit for California residents.

Financial aid is available!

Consult the Grossmont College financial aid office or the Cuyamaca College financial aid office.
Grossmont & Cuyamaca Apply & Enroll Pages

Apply and Enroll Pages

Future Students
Academic Calendar
Admissions & Records
Degrees & Certificates
Financial Aid & Scholarships
First Year Experience (FYE)
International Students
Online Learning
Outreach
Request Information
Tuition & Fees
Video Tour
Who to Call

College Catalog
Class Schedule
WebAdvisor

Last Updated: 05/09/2016

Apply & Enroll
Welcome to Cuyamaca College! We are delighted that you have decided to explore your higher education options with us. Just follow these simple steps to enroll at the most beautiful community college in the region.

And remember: we are here to support you in every way possible.

• Step 1 - Apply Online
• Step 2 - Priority Registration (optional)
• Step 3 - Register and Pay for Classes
• Step 4 - Attend Classes

Last Updated: 05/11/2016
How we’re going to track results
Tracking through:

• Google Analytics and AdWords
• Facebook Analytics
• Email open and click-thru rates
• Enrollment!
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Results So Far
Results So Far

Emails

• Student email (24,000+ sent)
  • 11,332 opened (47.4%)
  • 693 clicks (6.1%)

• Community email (100,000 sent)
  • 11,076 opened (11.08%)
  • 2,344 clicks (2.34%)

Note: Bus ads began May 9 and Google/Facebook ads are ongoing
Data range from April 26-May 16
Facebook/Instagram Ads

- 548,878 impressions
- Reached 116,881 people
- Generated 2,594 clicks
- Total of 12 ads running, reaching different targets

Data range from April 26-May 16
Results so far

Google Ads

• 50,828 impressions
• Generated 873 clicks
• CTR: 3.47%
• Average Ad Position: 1.3
• 29 ads running

Data range from April 26-May 16
Results so far

• Unique Pageviews: 5,115
• Average Time on Page: 4:16

What we know about those visiting our page:

<table>
<thead>
<tr>
<th>Age</th>
<th>Location</th>
<th>Gender</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>San Diego</td>
<td>Male</td>
<td>37.5%</td>
</tr>
<tr>
<td>25-34</td>
<td>El Cajon</td>
<td>Female</td>
<td>14.5%</td>
</tr>
<tr>
<td>35-44</td>
<td>Chula Vista</td>
<td></td>
<td>6.11%</td>
</tr>
<tr>
<td>45-54</td>
<td>Santee</td>
<td></td>
<td>3.6%</td>
</tr>
<tr>
<td>56+</td>
<td>La Mesa</td>
<td></td>
<td>3.5%</td>
</tr>
</tbody>
</table>

Data range from April 26-May 16
Enrollment

Cuyamaca:

• Target: 370 FTES
• 65% fill rate, ahead of last year
• 35 of 120 sections full
• 12 sections +80% full

Grossmont:

• Target: 780 FTES
• 70% fill rate, ahead of last year
• 95 of 300 sections full
• 32 sections +80% full
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What’s Next
Marketing for 2016-17 Academic Year

- Same theme as summer: We’re here for you
- Analyze results from summer
- Talk to summer students
- Explore new advertising methods: radio, YouTube
- Input from PR and Marketing committee
Questions?
We’re here for you!