

Summer 2016 GCCCD Marketing Campaign

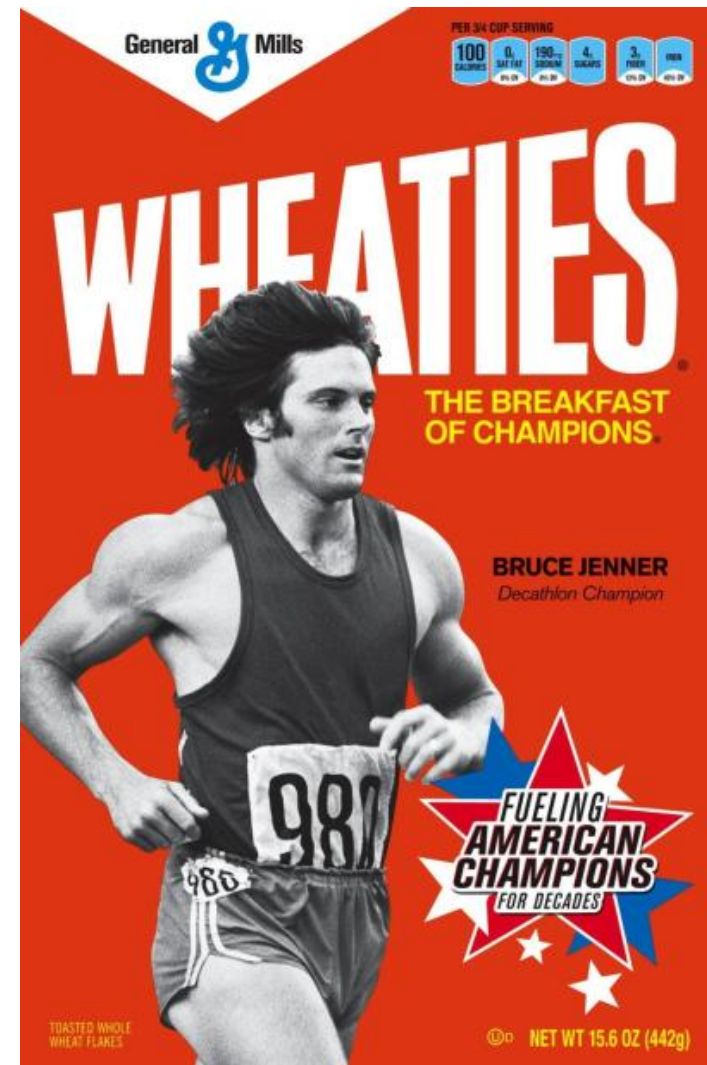
Presented by Anne Krueger
Communications and Public Information Director



GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

Advancement and Communications

Breakfast of Champions



Just Do It



We're here for you.



GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT



GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

Advancement and Communications

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Campaign components



Bus Wrap



Bus King Ads

GROSSMONT & CUYAMACA COLLEGES GROSSMONT & CUYAMACA COLLEGES GROSSMONT & CUYAMACA COLLEGES



GROSSMONT & CUYAMACA COLLEGES

We're here for you this summer.

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Bus King Ads



Daily Aztec Ad



GROSSMONT & CUYAMACA COLLEGES

**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

Come back to Grossmont or Cuyamaca College this summer!

GROSSMONT & CUYAMACA COLLEGES **GROSSMONT & CUYAMACA COLLEGES**

Hey <<First_Name>>-

We're here for you this summer!

GROSSMONT & CUYAMACA COLLEGES

Register
Classes start

Find summer class schedules and links to apply at www.gcccd.edu/now

Log into WebAdvisor and register for classes (Open registration begins May 9)
Remember, your user ID is firstname.lastname and your password is your 6-digit date of birth (MMDDYY).

Pay fees and attend class!

Have questions or need assistance? We're here for you!

Grossmont Wayne Branker 619.644.7199 wayne.branker@gcccd.edu	Cuyamaca Sheryl Ashley 619.660.4030 sheryl.ashley@gcccd.edu
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Governing Board members: Greg Bair, Bill Garrett, Edwin Hee, Debbie Jackson, Mary Kay Roanicki | Student members: Evan ...
Cuyamaca College President: Juliana Bannock, Ed.D.

Grossmont-Cuyamaca Community College Dist
8800 Grossmont College Drive
El Cajon, CA 92020

Targeted Email Distribution

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

**We're here for you
this summer.**

GROSSMONT & CUYAMACA COLLEGES

Classes start **June 13!**

It's easy to register for the extensive list of classes at Grossmont and Cuyamaca colleges this summer. For just \$46 per unit, why not take some classes? Four-, six- and eight-week classes and online courses available.

It's easy to sign up

- Find summer class schedules and links to apply at www.gcccd.edu/now
- Log into WebAdvisor and register for classes
(Open registration begins May 9)
- Pay fees and attend classes!


SIGN UP

GROSSMONT & CUYAMACA COLLEGES

Social Media Campaign

Grossmont-Cuyamaca Community College District Sponsored · Like Page

Register for summer classes now! Classes begin June 13.



REGISTER NOW!
Summer classes start June 13
GROSSMONT & CUYAMACA COLLEGES


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 Sign Up

Like Comment Share

Grossmont College Sponsored · Like Page

Take an art class this summer! Sign up now <http://www.gcccd.edu/now>




Register now! Classes start June 13

Instagram

grossmontcuyamaca Sponsored

Register now! Classes start June 13



GROSSMONT & CUYAMACA COLLEGES

grossmontcuyamaca So many classes are offered this summer between Grossmont & Cuyamaca colleges at just \$46/unit. Check them out here! gcccd.edu/now

Cuyamaca College Sponsored · Like Page

Take an art class this summer! Sign up now <http://www.gcccd.edu/now>



Register now! Classes start June 13

Art 100 - Art Appreciation | **CUYAMACA COLLEGE**

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!

CLICK HERE TO SIGN UP Sign Up

7 Reactions

Like Comment Share



AdWords

- Geotargeted
- Keywords



The screenshot shows a Google search for "community college". The search results include:

- California College SD - cc-sd.edu**
Ad www.cc-sd.edu/
Why Wait To Get Your Degree? Classes Online Beginning Soon.
Areas Of Interest: Healthcare, Business, Information Technology, Graphic Arts...
6602 Convoy Ct #100, San Diego, CA
Healthcare Degrees, Business Degrees, IT Degrees, Graphic Arts Degrees
- Community Classes - Grossmont & Cuyamaca Colleges \$46/Unit**
Ad www.gcccd.edu/now
Classes Start June 13
- Community College - USUniversity.edu**
Ad www.usuniversity.edu/ (800) 763-7048
Small Class Sizes Give You the Attention You Need to Succeed.
Degree programs: Management, Health Science, Nursing, Business Administration
Programs - Locations - Contact Us - Extended Education

Below the text results is a map showing the location of Grossmont College in El Cajon, California. The map includes labels for various neighborhoods like San Carlos, Grantville, and Del Cerro, and major roads like I-15 and I-8. Below the map, the details for Grossmont College are provided:

Grossmont College
4.0 ★★★★★ (59) · Community College
8800 Grossmont College Dr · (619) 644-7000

Buttons for "Website" and "Directions" are also visible.

Also...

- Press release
- Website
- Email newsletter
- GUHSD newsletter

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



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.

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Landing page

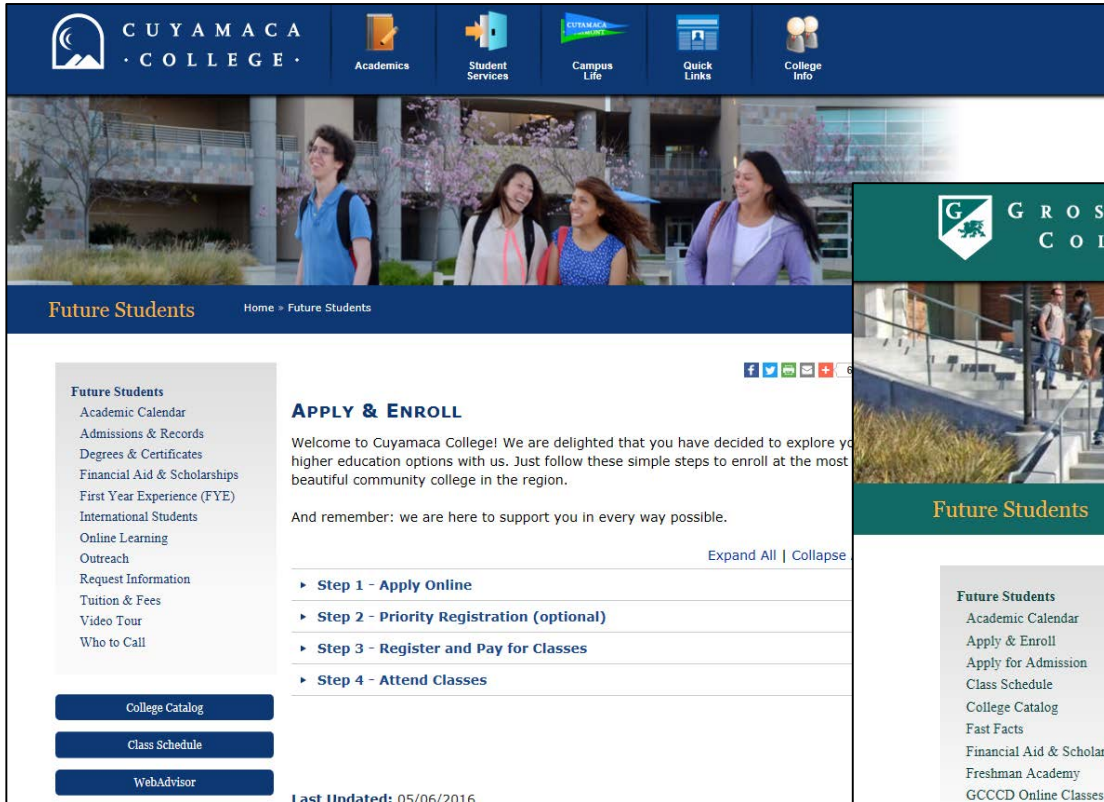


www.gcccd.edu/now

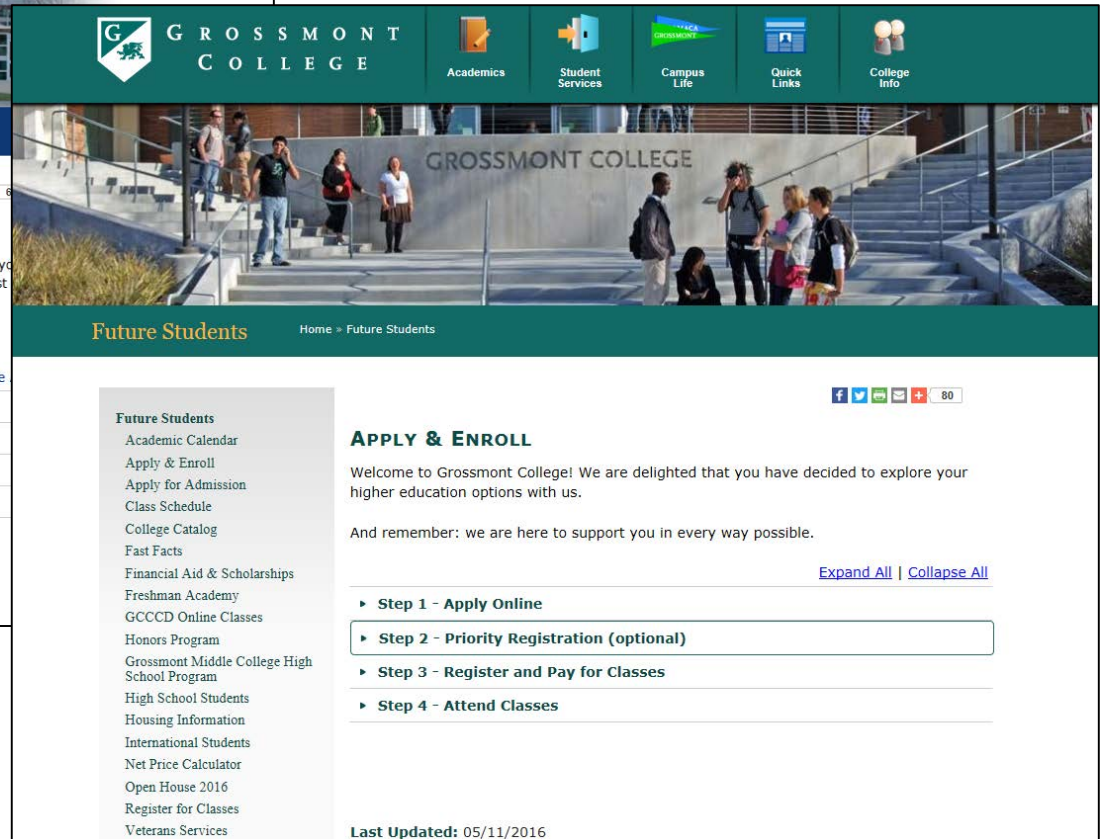
The screenshot shows a web browser window with the URL `gcccd.edu`. The navigation bar includes links for `Grossmont College`, `Cuyamaca College`, and `Alumni & Friends`, along with a search bar. The main header features the GCCCD logo and a menu with icons for `COLLEGE PROGRAMS`, `DISTRICT DEPARTMENTS`, `EMPLOYMENT`, `QUICK LINKS`, and `ABOUT US`. A large banner reads **GROSSMONT & CUYAMACA COLLEGES** with the tagline *We're here for you this summer.* Below the banner is a row of five diverse student portraits. A purple bar contains the word **NOW** and the breadcrumb `District Home » Now`. Social media icons for Facebook, Twitter, YouTube, and Email are shown with a count of 9. The main content area features the heading **We're here for you this summer!** followed by the sub-heading **Sign up for classes at Grossmont and Cuyamaca colleges.** The text describes summer course options and provides links to `Grossmont College summer course schedule` and `Cuyamaca College summer course schedule`. It also mentions registration dates (May 9 to June 13) and a cost of \$46 per credit unit for California residents. Two buttons are present: a blue **APPLY & ENROLL CUYAMACA** button and a green **APPLY & ENROLL GROSSMONT** button. At the bottom, it states **Financial aid is available!** and provides links to the `Grossmont College financial aid office` and `Cuyamaca College financial aid office`.



Grossmont & Cuyamaca Apply & Enroll Pages



The screenshot shows the Cuyamaca College website. The header is dark blue with the college logo and navigation icons for Academics, Student Services, Campus Life, Quick Links, and College Info. Below the header is a banner image of students. The main content area is titled 'Future Students' and features a sidebar with a list of links: Academic Calendar, Admissions & Records, Degrees & Certificates, Financial Aid & Scholarships, First Year Experience (FYE), International Students, Online Learning, Outreach, Request Information, Tuition & Fees, Video Tour, and Who to Call. The main text is titled 'APPLY & ENROLL' and includes a welcome message, a reminder to support students, and a list of four steps: Step 1 - Apply Online, Step 2 - Priority Registration (optional), Step 3 - Register and Pay for Classes, and Step 4 - Attend Classes. There are buttons for 'College Catalog', 'Class Schedule', and 'WebAdvisor' at the bottom left. The page is last updated on 05/06/2016.



The screenshot shows the Grossmont College website. The header is dark green with the college logo and navigation icons for Academics, Student Services, Campus Life, Quick Links, and College Info. Below the header is a banner image of students on a staircase. The main content area is titled 'Future Students' and features a sidebar with a list of links: Academic Calendar, Apply & Enroll, Apply for Admission, Class Schedule, College Catalog, Fast Facts, Financial Aid & Scholarships, Freshman Academy, GCCCD Online Classes, Honors Program, Grossmont Middle College High School Program, High School Students, Housing Information, International Students, Net Price Calculator, Open House 2016, Register for Classes, and Veterans Services. The main text is titled 'APPLY & ENROLL' and includes a welcome message, a reminder to support students, and a list of four steps: Step 1 - Apply Online, Step 2 - Priority Registration (optional), Step 3 - Register and Pay for Classes, and Step 4 - Attend Classes. There are buttons for 'College Catalog', 'Class Schedule', and 'WebAdvisor' at the bottom left. The page is last updated on 05/11/2016.

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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



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%)

We're here for you this summer.

GROSSMONT & CUYAMACA COLLEGES

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It's easy to sign up

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- Log into WebAdvisor and register for classes
(Open registration begins May 9)
- Pay fees and attend classes!

SIGN UP

GROSSMONT & CUYAMACA COLLEGES

*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

Google Ads

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

The screenshot shows a Google search interface with the following elements:

- Navigation tabs: All (selected), Images, Maps, News, Videos, More ▾, Search tools
- Search results summary: About 44,000 results (0.70 seconds)
- Advertisement: **Grossmont Summer Classes - Offering Several Classes In Summer**
- Ad details: Ad www.gcccd.edu/now ▾
- Ad text: Only \$46 A Unit! **Classes** Start 6/13

Data range from April 26-May 16

Now Page

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

What we know about those visiting our page:

Age		Location		Gender	
18-24	27.5%	San Diego	37.5%	Male	54.1%
25-34	33.5%	El Cajon	14.5%	Female	45.8%
35-44	15.5%	Chula Vista	6.11%		
45-54	12.5%	Santee	3.6%		
56+	11%	La Mesa	3.5%		

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

GROSSMONT & CUYAMACA COLLEGES

We're here for you this summer.



**Questions?
We're here for you!**

