



C H A B O T - L A S P O S I T A S

| *Community College District*

Board of Trustees Annual Marketing Strategy Update

September 2019

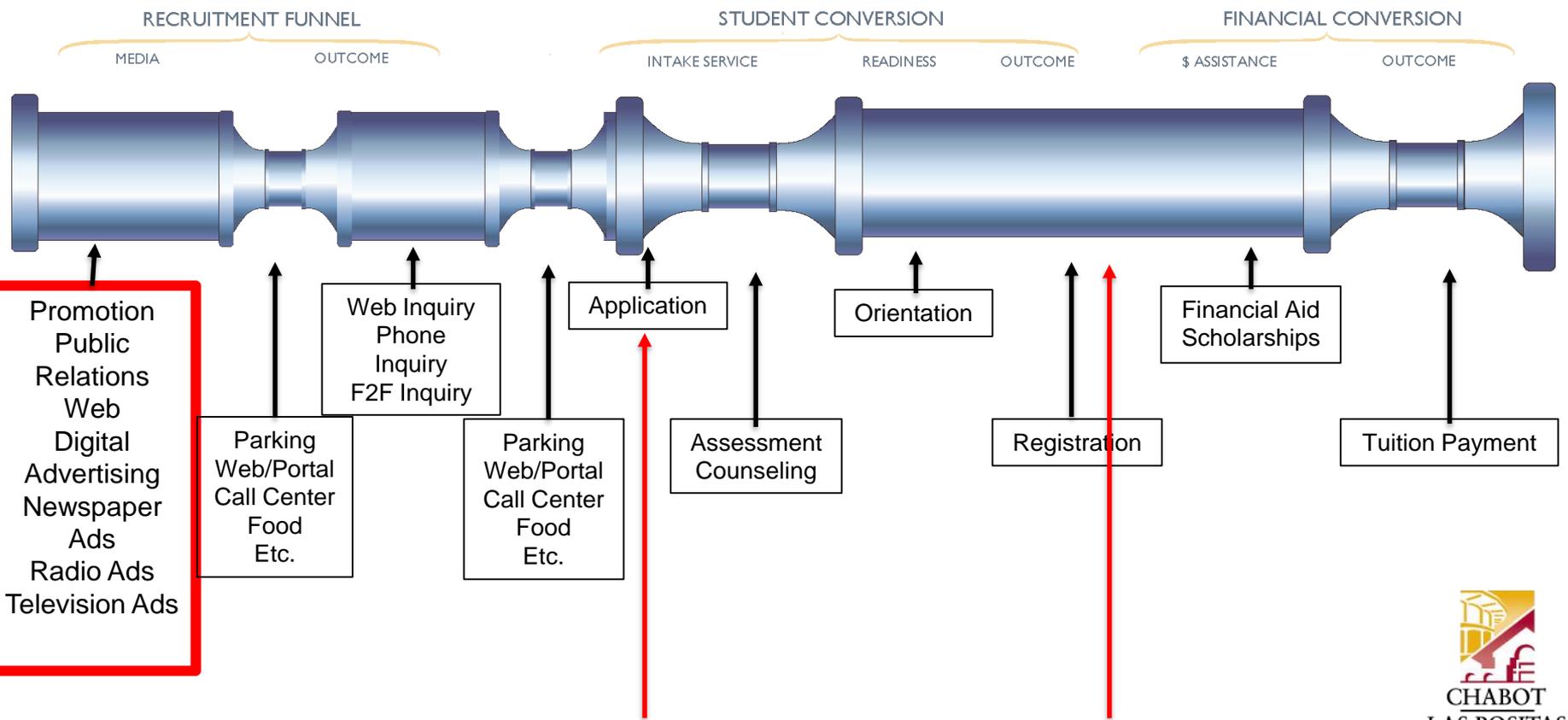


Agenda

- Our role in enrollment pipeline
- Annual Marketing Strategy Update
- Upcoming Marketing Campaign Efforts



Enrollment Pipeline



Marketing Strategy Update | Market Research

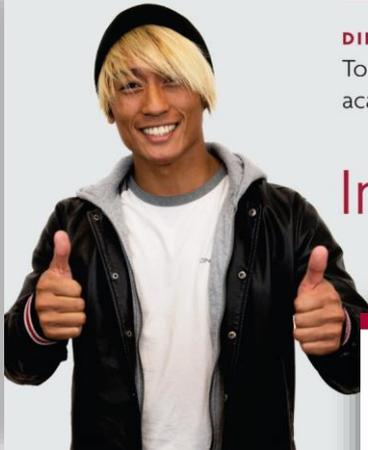
Chabot College



Las Positas College



2019-2020 Marketing Campaign Theme



DID YOU KNOW
To help you graduate, LPC offers customized academic support for first-year students

Invest in you

Register Today



DID YOU KNOW
Over 43% of Las Positas students are eligible for financial assistance to attend college

Invest in you

Summer Classes Start 5/28, 6/10, 6/17, and 7/2

▶ REGISTER TODAY



DID YOU KNOW
4 of 5 students would encourage others to attend Las Positas College

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DID YOU KNOW
Students are guaranteed transfer admission to over 30 universities

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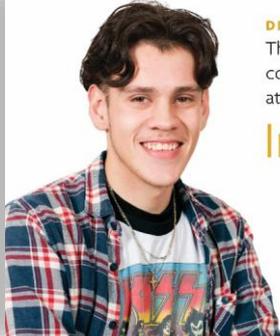
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SABIAS
Ofrecemos clases en español para nuestro Programa de Educación Infantil

Invierta en usted

Regístrate Hoy
www.chabotcollege.edu

Marketing Strategy Summary 2019-2020



MARKETING CAMPAIGN SUMMARY

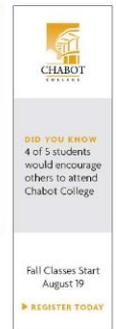
General Enrollment
& Brand Awareness

SUMMER
FALL
SPRING
2019-20

TACTIC ADVERTISING	SUMMER PLACEMENT DATES	FALL PLACEMENT DATES	SPRING PLACEMENT DATES
AC Transit		6/28-8/2	TBD
Century Hayward (Hayward)	5/19-6/22	6/30-7/31	TBD
Century Union Landing (Union City)	5/19-6/22	6/30-7/31	TBD
Comcast Cable television		6/22-7/24	TBD
CSUEastBay	5/1-6/16		TBD
Daily Review		6/27-7/31	
Facebook/Instagram 60/40	5/11-6/14	6/28-8/16	TBD
Google/YouTube	5/15-6/25	6/28-8/6	TBD
India Currents		6/23-7/27	TBD
La Raza 93.3		7/6-7/17	TBD
Geo-Fence and SMART Mailer		7/1-8/21	TBD
Newpark Mall Theater (Newark)	5/19-6/22	6/30-7/31	TBD
OTT Streaming TV		6/21-7/31	TBD
San Francisco State Newspaper	5/1-6/16		TBD
San Leandro Times/ Castro Valley Forum		6/27-7/31	TBD
SJSU Newspaper	5/1-6/16		TBD
Snapchat	5/10-6/13	6/24-7/24	TBD
Southland Mall		7/1-8/10	TBD
Spotify	5/15-6/21	7/1-8/10	TBD
	Degreeworks 4/28 Student orientation 5/8 Summer 5/11, 5/21, 6/8	Fall 6/24 Waitlist 6/20, 6/30 App Not Reg 7/1	October

Video Assets: OTT, Cinema, Television <https://www.dropbox.com/sh/llogqx0awd1yjpo/AAAhgdgkjAsbVbjfUxOBIXga?dl=0>

AD SAMPLES



NOTES:

1. Design completed in-house by CC

Marketing Strategy Summary 2019-2020



MARKETING CAMPAIGN SUMMARY

General Enrollment & Brand Awareness

SUMMER
FALL
SPRING
2019-20

TACTIC ADVERTISING	SUMMER PLACEMENT DATES	FALL PLACEMENT DATES	SPRING PLACEMENT DATES
Cinema West (Livermore)	5/19-6/22	6/30-7/31	TBD
Comcast Cable Television		6/23-7/26	TBD
CSUEastBay	5/1-6/14		TBD
Facebook/Instagram	5/10-6/21	6/25-8/5	TBD
Google/YouTube	5/13-6/17	6/25-8/10	TBD
India Currents		6/22-7/16	TBD
KKIQ	5/3-5/18	6/21-7/31	TBD
La Raza 93.3		7/3-7/18	TBD
Livermore Independent		6/27-7/31	TBD
Geo-Fence/SMART Mailer		7/1-8/21	TBD
OTT Streaming TV		6/20-7/31	TBD
Pleasanton Weekly		6/27-7/31	TBD
Regal Hacienda (Dublin)	5/19-6/22	6/30-7/31	TBD
San Francisco State Newspaper	5/1-6/14		TBD
SJSU Newspaper	5/1-6/14	6/22-8/16	TBD
Snapchat	5/21-6/13	6/24-7/16	TBD
Spotify	5/15-6/21	7/1-8/10	TBD
Stoneridge Mall		7/10-8/31	TBD
Tracy Press		6/27-7/31	TBD
Tracy Theaters - Cinemark Movies 14	5/19-6/22	6/30-7/31	TBD
Wheels Buses		6/30-8/20	TBD
Pre, Post Semester Push			
	Fast Pass 3/19, 4/6 Summer 5/11, 5/21, 6/8	Fall 6/24 Waitlist 6/20, 6/30 App Not Reg 7/1	

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AD SAMPLES





Metrics | Application Tracking

Chabot

7/11/18: 6291

7/11/19: 6168

7/23/18: 6856

7/23/19: 6735

7/24/18: 6945

7/24/19: 6807

LPC:

6/29/18: 2941

6/29/19: 3434

7/31/18: 3651

7/31/19: 4327

8/1/18: 3692

8/1/19: 4363

Summary: On track with above average application intake for LPC and steady intake for Chabot.



Metrics | Conversions & Frequency on Campaign Landing Pages

	LPC Fall 2018	LPC Spring 2019	LPC Fall 2019
Days to Convert	5.20	5.85	3.98
Number of Clicks To Convert	5.08	1.91	1.73

Read from left to right...

	Chabot Fall 2018	Chabot Spring 2019	Chabot Fall 2019
Days to Convert	2.73	4.53	3.87
Number of Clicks To Convert	2.10	3.31	1.91

With improved messaging and new graphical treatments, both colleges have significantly decreased the number of clicks and number of days to convert.





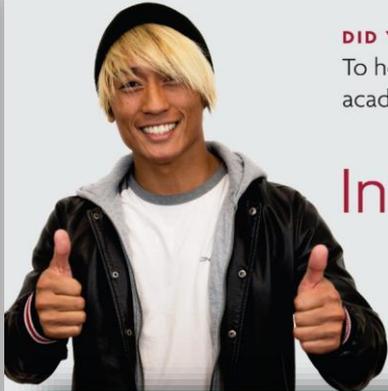
Upcoming Marketing Efforts | Campaigns

- Marketing Campaign Spring 2020
- SCFF Support
 - Financial Aid
 - Student Success
 - Concurrent Enrollment
 - Transfer
- Marketing Strategy and Plan for 2020-2021



Upcoming Marketing Efforts | Micro-Campaigns

- Fall “Nudge” Enrollment
- Chabot “Program for Adult College Education” (PACE)
- Chabot College Social Justice and Student Leadership
- Las Positas College Google IT Certification Program
- Career Education
- Health Center
- DegreeWorks
- *And More...*



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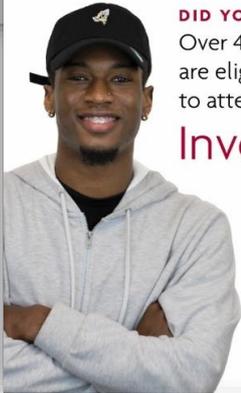


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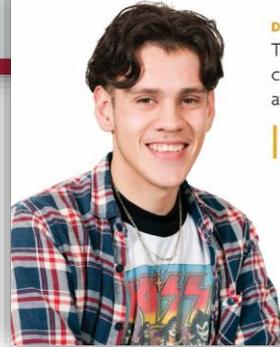
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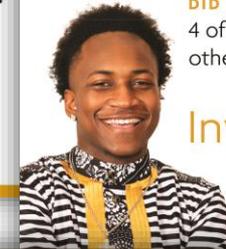


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Video Ad Samples

