



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**

*February 2021*

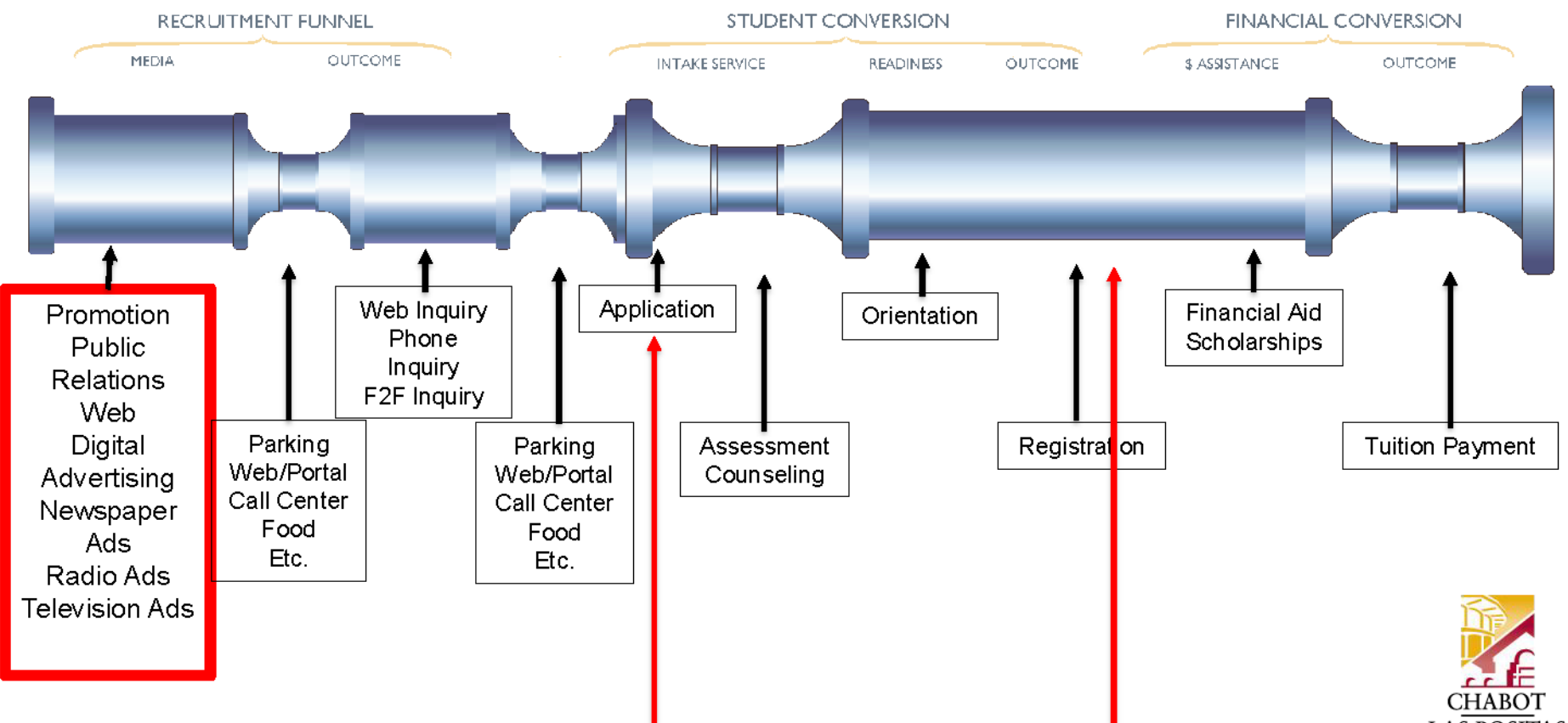


# AGENDA

- Our Role in the Enrollment Pipeline
- Annual Marketing Strategy Update
- Upcoming Marketing Campaign Tactics



# Enrollment Pipeline In the Past



# Current PRMG Integration with Recruitment/Enrollment Pipeline

## PRMG Integration Status

- 1) PRMG Current Level of integration
- 2) Show barriers to integration
- 3) Determine opportunities for increased integration

### Support Services PRMG Support: Medium

- Promotion of Events, Programs, & Collateral Development

### Step 1: Apply for Admission PRMG Targeted Support: High

- Drive Inquiry to digital & physical front doors
- Research & Marketing Strategy plus metrics
- Improvements: move targeted promotion

### Instruction PRMG Support: Medium

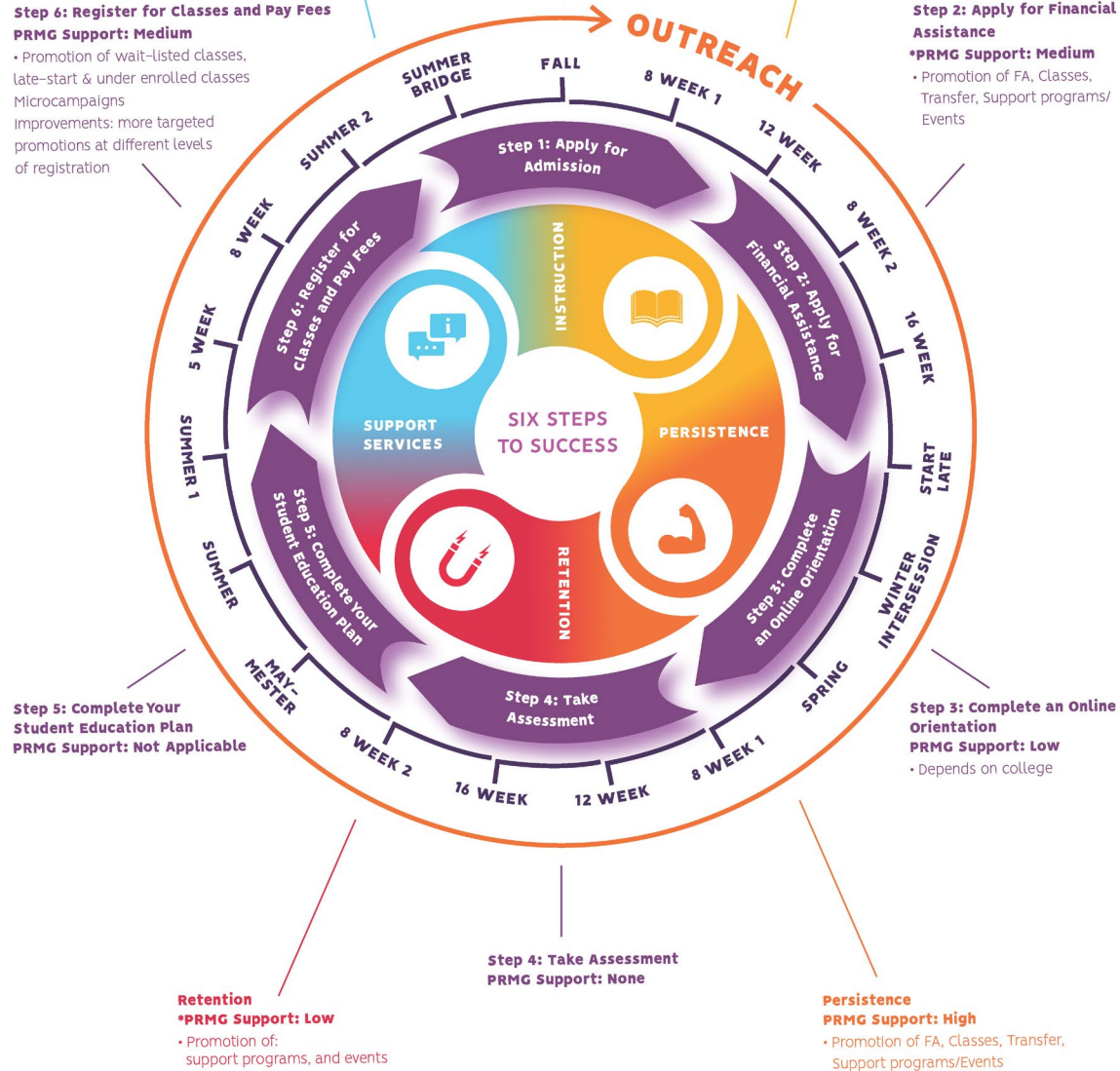
- Promotion of Events, Special classes, and programs

### Step 6: Register for Classes and Pay Fees PRMG Support: Medium

- Promotion of wait-listed classes, late-start & under-enrolled classes
- Microcampaigns
- Improvements: more targeted promotions at different levels of registration

### Step 2: Apply for Financial Assistance PRMG Support: Medium

- Promotion of FA, Classes, Transfer, Support programs/Events



\*: Not Integrated

# Marketing Strategy Update | Market Research

## Primary Student Personas



**Pursuing  
Associate Degree**



12%

6%

of enrolled students  
at each campus



**Pursuing  
Bachelor's degree**



65%

69%

of enrolled students  
at each campus



**Pursuing  
Certification/  
Career Advancement**



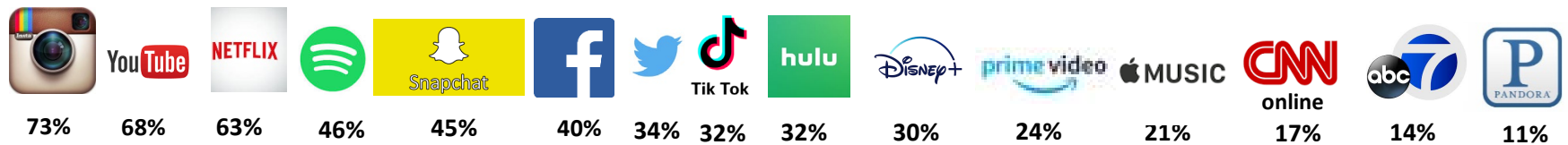
12%

13%

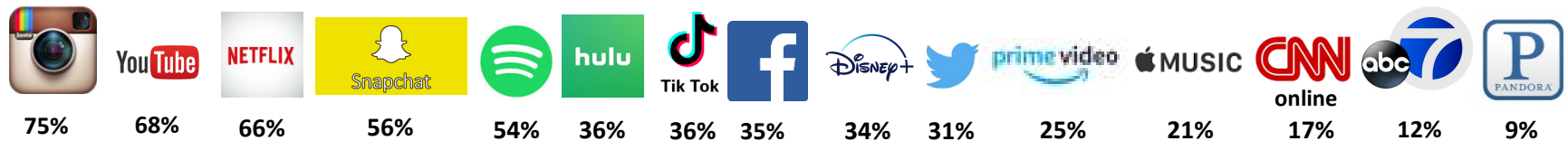
of enrolled students  
at each campus

# Marketing Strategy Update | Market Research

## Chabot College

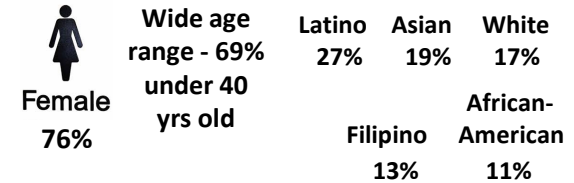
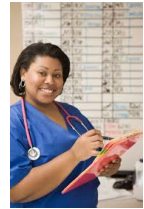


## Las Positas College



# Pursuing Associate Degree

Pursuing an Associate Degree at Chabot: **12%**




<b>Also attending Las Positas:</b>	10%
<b>Areas of Study:</b>	Early Childhood Dev (16%), Nursing (13%), Business (8%), Dental hygiene (6%)
<b>Online Classes:</b>	<b>93%</b> , Hybrid – 31%
<b>How heard about Chabot:</b>	Family/friends (30%), High school teacher/counselor (26%), Driving by campus (23%), From a current/past student (19%), Internet search (14%), Received something in the mail (10%), Member of staff/faculty (4%), Advertising (3%)
<b>Other options considered:</b>	Another community college (32%), 4-year university (25%), None (28%)
<b>Top reason for choosing Chabot:</b>	Convenient location (47%), Low cost (32%), Convenient class schedule (16%), Availability of of specific classes (27%), Availability of trfr/cert/degree program (21%), Financial aid access (16%)
<b>Communication preference:</b>	Personal email (73%), Text (54%), Zone email (52%), Mail (27%)
<b>Student Svcs Req'd More This Semester:</b>	Academic counseling (38%), None (33%), Tutorial programs (19%), How to use online tools (18%), Health & Wellness Ctr Svcs (12%), Mentoring (11%)
<b>Most likely activities:</b>	Social Media (92%), Music streaming (67%), Video Streaming (69%), Online news (63%), TV shows (54%), Broadcast Radio (33%), Podcasts (24%)



# Pursuing Associate Degree

Pursuing an Associate degree at Las Positas: **6%**



 **Female 67%**  
**Wide age range - 75% under 40 yrs old**  
**White 37%**  
**Latino 22%**  
**Asian 20%**  
**African American 5%**  
**Filipino 10%**

**Also attending Chabot:** 28%  
**Areas of Study:** None (10%), Business (9%), Admin of Justice (9%), Early Childhood Dev (8%), Fire Science (7%)  
**Online Classes:** **94%**, Hybrid – 22%  
**How heard about Las Positas:** Family/friends (35%), Internet search (24%), high school teacher/counselor (19%), from a current/past student (17%), Driving by college (6%), rec'd something in the mail (6%), saw an ad (5%)  
**Other options considered:** Another community college (30%), None (24%), 4-year university (22%)  
**Top reason for choosing Las Positas:** Convenient location (37%), Availability of specific classes (33%), Low cost (29%), Availability of specific trfr/cert/degree program (17%), Reputation (14%)  
**Communication preference:** Personal email (76%), Text (56%), Zone email (44%), Mail (25%)  
**Student Svcs Req'd More This Semester:** None (37%), Academic counseling (35%), How to use online tools (19%), Tutorial programs (14%), Mentoring (11%), Health & Wellness Ctr Svcs (10%), How to access library svcs (8%)  
**Most likely activities:** Social Media (95%), Video streaming (73%), Music streaming (65%), TV shows (56%), Online News (56%), Broadcast Radio (37%), Podcasts (35%)





# Pursuing Bachelor's degree

Pursuing a Bachelor's degree at Chabot: **66%**



  
Female  
70%

<22  
yrs  
53%

Latino	Asian	White
37%	24%	18%
	African	
	American	
	13%	9%

**Also attending Las Positas:** 12%

**Areas of Study:** Early Childhood Education (16%), Nursing (9%), Business (4%)

**Online Classes:** 97%, Hybrid – 26%

**How heard about Chabot:** Family/friends (51%), HS teacher/counselor (40%), from current or past student (24%), driving by campus (23%), Internet search (15%), received something in mail (8%), Advertising (7%), Member of staff/faculty (6%)

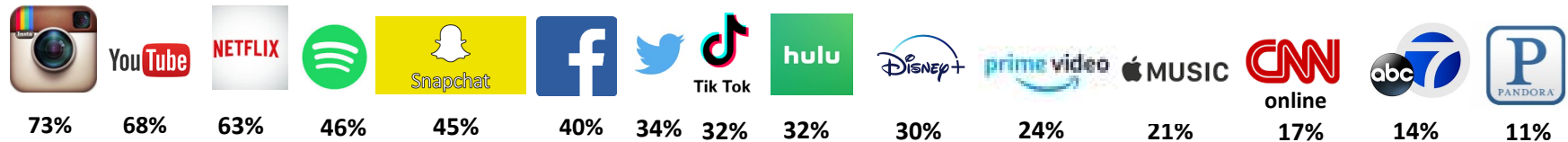
**Other options considered:** 4-year university (52%), Another community college (41%), None (19%)

**Top reason for choosing Chabot:** Low cost (52%), Convenient location (47%), Ability to apply credits to 4 yr degree (30%), Availability of specific trfr/cert/degree (20%), Convenient class schedule (19%)

**Communication preference:** Personal email (71%), Text (54%), Zone email (52%), Mail (20%)

**Student Svcs Req'd More This Semester:** Academic counseling (50%), Tutorial programs (26%), Mentoring (22%), None (21%), Health & Wellness Ctr Svcs (20%), How to use library svcs (17%), How to use online tools (15%)

**Most likely activities:** Social Media (95%), Video Streaming (76%), Music streaming (71%), Online news (56%), TV shows (52%), Podcasts (34%), Broadcast radio (23%)



# Pursuing Bachelor's degree

Pursuing a Bachelor's degree at Las Positas: **69%**



  
Female  
65%

<22  
yrs  
64%

White 39%	Latino 28%	Asian 22%
Filipino 8%	African American %	

**Also attending Chabot:**

16%

**Areas of Study:**

Business (11%), Psych (9%), Nursing (7%), Biology (7%), Computer Science (7%)

**Online Classes:**

97%, Hybrid – 25%

**How heard about Las Positas:**

Family/friends (55%), HS Counselor/teacher (41%), from current or past student (28%), Internet search (15%), driving by campus (13%), Advertising (9%), received mail (7%)

**Other options considered:**

4-year university (54%), Another community college (38%), None (23%)

**Top reason for choosing Las Positas:**

Low cost (51%), Convenient location (47%), Ability to apply credits to 4 yr degree (33%), Availability of specific trfr/cert/degree program (23%), Convenient class schedule (13%)

**Communication preference:**

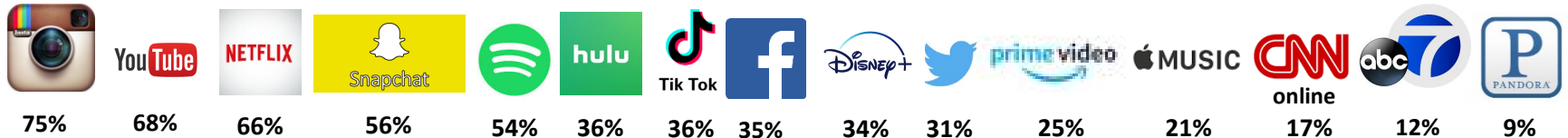
Personal email (70%), Zone email (55%), Text (48%), Mail (20%)

**Student Svcs Req'd More This Semester:**

Academic counseling (47%), Tutorial programs (24%), None (24%), Mentoring (19%), How to use library svcs (16%), Health & Wellness Ctr Svcs (14%), How to use online tools (14%)

**Most likely activities:**

Social Media (95%), Video Streaming (80%), Music streaming (74%), TV shows (58%), Online News (54%), Podcasts (35%), Broadcast Radio (19%)



# Pursuing Certificate/Career Advancement

Pursuing certification/career advancement at Chabot: **12%**

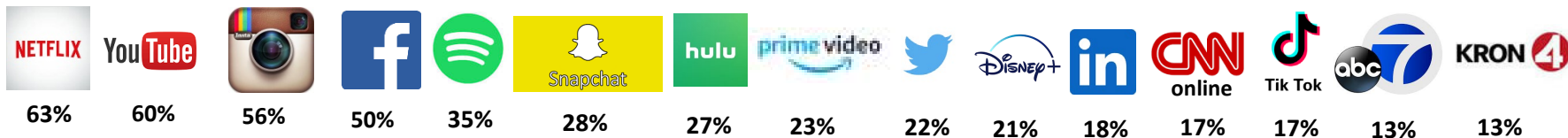


  
Female  
73%

**30+**  
yrs old  
51%

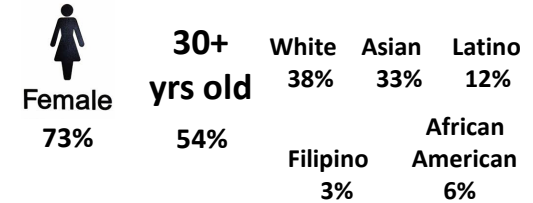
Latino 23%	Asian 29%	White 26%
African American 8%	Filipino 8%	

- Also attending Las Positas:** 12%
- Areas of Study:** None (14%), Nursing (9%), Early Childhood Dev (8%), Business (6%), Accounting (5%)
- Online Classes:** 89%, Hybrid – 27%
- How heard about Chabot:** Family/friends (35%), Internet search (20%), high school teacher/counselor (18%), from current or past student (18%), driving by the college (16%), rec'd something in mail (8%), Advertising (4%), Member of staff/faculty (3%)
- Other options considered:** Another community college (33%), None (28%), 4-year university (24%), Self-study (14%), Private/technical school (11%), Adult school (6%)
- Top reason for choosing Chabot:** Convenient location (45%), Low cost (37%), Availability of specific classes (30%), Convenient class schedule (28%), Availability of specific trfr/cert/degree program (25%)
- Communication preference:** Personal email (69%), Zone email (51%), Text (39%), Mail (18%)
- Student Svcs Req'd More This Semester:** None (33%), Academic counseling (29%), How to use library svcs (18%), Tutorial programs (16%), How to use online tools (15%), Mentoring (14%), Health & Wellness Ctr Svcs (14%)
- Most likely activities:** Social media (91%), Video streaming (69%), Online news (58%), Music streaming (57%), TV shows (52%), Broadcast radio stations (34%), Podcasts (33%), Print mags (16%)



# Pursuing Certificate/Career Advancement

Pursuing Certificate/Career Advancement at Las Positas: **13%**



**Also attending Chabot:** 16%

**Areas of Study:** None (54%), Early Childhood Dev (18%), ESL (15%), Nursing (11%), Computer Science (8%)

**Online Classes:** **94%**, Hybrid – 22%

**How heard about Las Positas:** Family/friends (39%), Internet search (20%), from current or past student (19%), HS Counselor/teacher (19%), Driving by the college (9%) Rec'd mail (7%), Ads (4%)

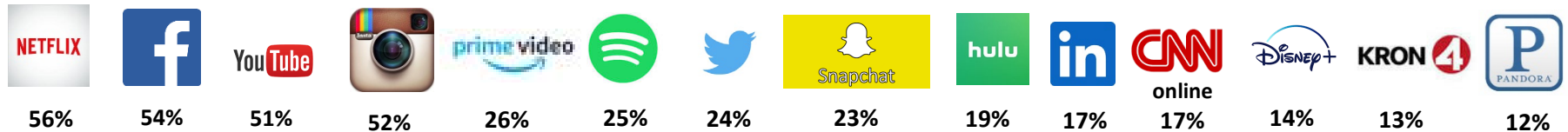
**Other options considered:** None (32%), Another community college (26%), Self-study (20%), 4-year university (19%), Private technical/career school (12%), adult school (14%)

**Top reason for choosing Las Positas:** Convenient location (45%), Low cost (35%), Convenient class schedule (34%), Availability of specific classes (32%), Availability of specific trfr/cert program (22%),

**Communication preference:** Personal email (75%), Zone email (43%), Text (31%), Mail (22%)

**Student Svcs Req'd More This Semester:** None (47%), Academic counseling (21%), How to use online tools (19%), Tutorial programs (13%), How to use library svcs (11%), Health & Wellness Ctr Svcs (11%), Mentoring (4%)

**Most likely activities:** Social Media (88%), Video streaming (78%), Online news (67%), TV shows (58%), Music streaming (56%), Broadcast radio stations (32%), Podcasts (40%)



# Marketing Strategy Summary 2021-2022



## MARKETING CAMPAIGN SUMMARY

General Enrollment & Brand Awareness

SUMMER  
FALL  
SPRING  
2021-22

TACTIC ADVERTISING		SUMMER 2021	FALL 2021	SPRING 2022
(880 Billboard) - Southland Mall	Billboard			May-August
Southland Mall	Billboard	October 15-January 10		May-August
Stoneridge Mall	Billboard	October 15-January 10		May-August
AC Transit	Bus	October 15-January 10		June-August
Comcast Cable Television	Cable Television	November 1-January 15		May-August
Facebook-Displaced Workers	Digital		April 20-June 1	
Facebook: Custom Audience REGISTER FOR FALL	Digital		April 15-May 31	
Facebook: Custom Audience STAY ENROLLED	Digital		March 26-April 13	
Facebook/Instagram	Digital	October 15-January 10	March 15-June 1	May-August
Geo Fence Events and Locations of Interest/Reverse	Digital	October 15-January 10	March 26-April 13	May-August
Geo Fence Current Student Household List	Digital		March 15-June 1	
Geo Fence Movie Theaters and Universities	Digital		April 17-June 1	
Geo Fence University LookBack	Digital		March 15-June 1	
Google/YouTube	Digital	October 15-January 10		May-August
India Currents	Digital		March 26-April 13	May-August
OTT Streaming TV	Digital	October 15-January 10	April 20-June 1	May-August
OTT-Displaced Workers	Digital	October 15-January 10		
Smart Mailer	Digital	October 15-January 10		May-August
SnapChat	Digital	October 15-January 10	March 15-June 1	May-August
YouTube-Displaced Workers	Digital		April 20-June 1	
La Raza 93.3 - Radio Only	Internet Radio	December 1-January 1		May-August
Pandora	Internet Radio	December 1-January 1		May-August
Spotify	Internet Radio	December 1-January 1	March 15-June 1	May-August
Bayfair Theater REPURPOSED	Movie Theater			May-August
Century Hayward (Hayward) REPURPOSED	Movie Theater			May-August
Century Union Landing (Union City) REPURPOSED	Movie Theater			May-August
Newpark Mall Theater (Newark) REPURPOSED	Movie Theater			May-August
Tactic	Platform Type		Summer 2020	Fall 2020
CSUEastBay	Print/Digital		March 15-June 1	
Daily Review	Print/Digital	December 15-January 10		June-July
San Francisco State Newspaper	Print/Digital		March 15-June 1	
San Leandro Times/Castro Valley Forum	Print/Digital	December 15-January 10		June-July
SJSU Newspaper	Print/Digital		March 15-June 1	
UC Berkeley Newspaper	Print/Digital		March 15-June 1	
SnapChat Custom Audience				May-July
			Summer Seats Avail: 5/5 Summer App Not Reg. Current Student, and Part-time to Full-Time: 5/7 Summer App Not Reg. Current Student: 5/14 Fall Modality: 6/1	

## AD SAMPLES



CHABOT COLLEGE

**DID YOU KNOW**  
4 of 5 students would encourage others to attend Chabot College

Fall Classes Start August 19

▶ REGISTER TODAY

Video Assets: OTT, Cinema, Television <https://www.dropbox.com/sh/llogqx0awd1yjpo/AAAhgd9kjAsbvbgifUxOBtXga?dl=0>

# Marketing Strategy Summary 2021-2022



## MARKETING CAMPAIGN SUMMARY

General Enrollment & Brand Awareness

SUMMER  
FALL  
SPRING  
2021-22

TACTIC ADVERTISING		SPRING 2022	SUMMER 2021	FALL 2021
Stoneridge Mall	Billboard	October 15-January 10		July-August
Wheels Buses	Bus	October 15-January 10		June-August
Comcast Cable Television Channel Specific	Cable Television	November 1-January 15		May-August
Facebook-Displaced Workers	Digital		April 20-June 1	
Facebook: Custom Audience REGISTER FOR FALL	Digital		April 15-May 31	June-July
Facebook: Custom Audience STAY ENROLLED	Digital		March 26-April 13	June-July
Facebook/Instagram General	Digital	October 15-January 10	March 15-June 1	May-August
Geo Fence Events and Locations of Interest/Reverse	Digital	October 15-January 10		May-August
Geo Fence Added University LookBack	Digital		April 17-June 1	
Google/YouTube	Digital	October 15-January 10	March 15-June 1	May-August
India Currents	Digital	December 1-January 1		May-August
OTT	Digital	October 15-January 10	March 26-April 13	May-August
OTT-Displaced Workers	Digital	October 15-January 10	April 20-June 1	
Smart Mailer	Digital	October 15-January 10		May-August
SnapChat	Digital	October 15-January 10	March 15-June 1	May-August
SnapChat Custom Audience	Digital			May-July
YouTube-Displaced Workers	Digital		April 20-June 1	
La Raza 93.3 - Radio Only	Internet Radio	December 1-January 1		May-August
Pandora	Internet Radio	December 1-January 1		May-August
Spotify	Internet Radio	December 1-January 1	March 15-June 1	May-August
KKIQ	Local Radio		March 15-June 1	
Ginema West (LIVERMORE) REPURPOSED	Movie Theater	October 15-January 10		May-August
Regal Hacienda (Dublin) REPURPOSED	Movie Theater	October 15-January 10	March 15-June 1	May-August
Tracy Theaters Cinemark REPURPOSED	Movie Theater	October 15-January 10	March 15-June 1	May-August
Tactic	Platform		Summer 2020	Fall 2020
Tracy Press	Print	December 15-January 10		June-July
CSU East Bay	Print/Digital		March 15-June 1	
Livermore Independent	Print/Digital	December 15-January 10		June-July
Pleasanton Weekly	Print/Digital	December 15-January 10		June-July
San Francisco State Newspaper	Print/Digital		March 15-June 1	
SJSU Newspaper	Print/Digital		March 15-June 1	
UC Berkeley Newspaper	Print/Digital		March 15-June 1	
<b>Pre, Post Semester Push</b>				
			Summer App Not Reg. Current Student, and Part-time to Full-time 5/5	
			Summer App Not Reg. Current Student: 5/14	
			Fall Modality: 6/1	

## AD SAMPLES



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

Fall Classes Start August 19  
**REGISTER TODAY**

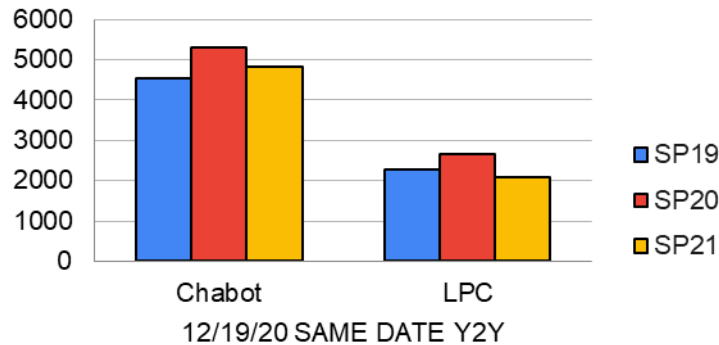
**Video Assets: OTT, Cinema, Television** <https://www.dropbox.com/sh/edqk42ck7sehkhp/AAAYfdHocAXCA3UTwMxPraYa?dl=0>

# Metrics | Application Tracking

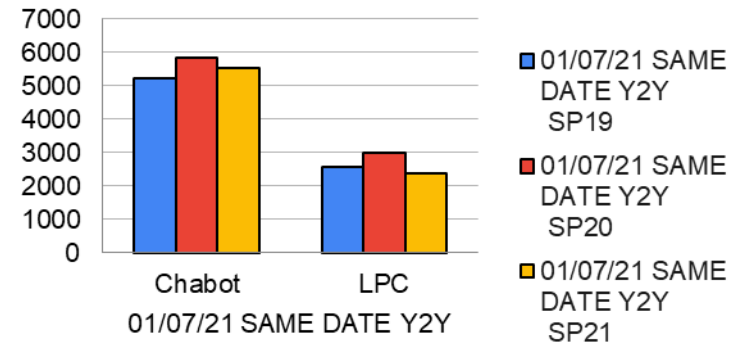


02/05/21 SAME DATE Y2Y				
	SP19	SP20	SP21	
Chabot	7008	7220	6871	4% drop from year before, 1.9% drop from SP19
LPC	3127	3679	3014	18% drop from year before, 3.6% drop from SP19

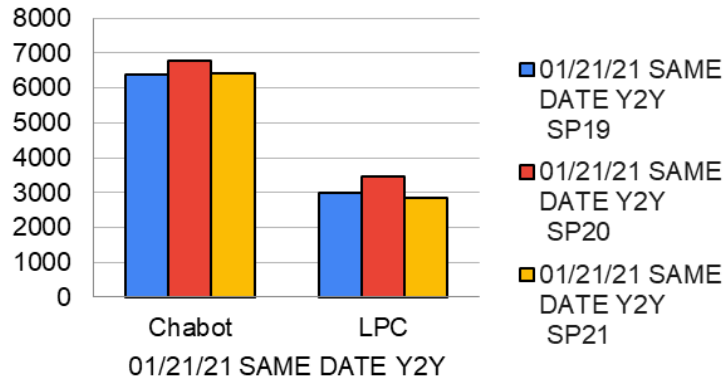
### SP19, SP20 and SP21



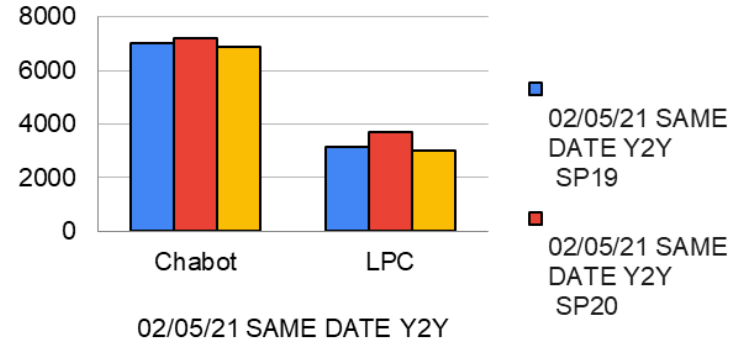
### SP19, SP20 and SP21



### SP19, SP20 and SP21



### SP19, SP20 and SP21



02/05/21 SAME DATE Y2Y



# Metrics | Application Tracking



## APPLICATION TRACKING | 02/05/21 SAME DATE Y2Y

	SP19	SP20	SP21	
Chabot	7008	7220	6871	4% drop from year before, 1.9% drop from SP19
LPC	3127	3679	3014	18% drop from year before, 3.6% drop from SP19

## DEMC SPRING REPORT

EMC Totals Report - Week(s) 3 Into the Term - Reported=08-feb-2021 08:20 am  
 EMC Totals Report  
 This does NOT include NON-Credit/Montoya/Rollback/Non-Apportionment info

		FTES	FTES +/- this time last year	FTEF	WSCH/FT EF	FTES/FTE F	Fill%	WSCH	#PRI_SEC TS	CENSUS	CAPACIT Y	ACTIVE_H EADCOU NT	UNITS	UNITS/H C	HEADCO UNT +/- this time last year
Chabot College	201803 - Spring 2019	4061.50		288.87	435.14	14.06	79.41	125699	1212	31869	40130	11897	99994.00	8.40	
	201903 - Spring 2020	3945.70		274.11	445.29	14.39	79.54	122061	1173	31267	39309	11379	97326.00	8.55	
	202003 - Spring 2021	3721.89	-5.67%	264.93	433.13	14.05	75.63	114749	1064	28091	37144	10247	91941.00	8.97	-1132
Las Positas College	201803 - Spring 2019	3232.34		199.59	499.57	16.19	81.85	99710	872	23547	28770	8441	76715.30	9.09	
	201903 - Spring 2020	3052.92		203.90	464.21	14.97	79.19	94653	896	23295	29415	8367	75842.00	9.06	
	202003 - Spring 2021	2695.71	-11.70%	188.07	442.63	14.33	80.99	83244	777	20990	25918	7587	67704.50	8.92	-780





# 2020-2021 Marketing Efforts Quick Stats

- Fall 2020
  - Paid Promotion: June, 2020 - August, 2021
  - Over 6 million ads served to your district for FA 20, either by digital, streaming video or audio, print, local radio, or billboard.
  - Over 7,500 Mailers went out to those that landed
  - Over 650 calls to the college
  - Ads with “Register Now” text fields, only text on the ads themselves, performed the best for both colleges
- Spring 2021
  - Paid Promotion: October, 2020 - January, 2021
  - Non-Paid Promotion and Reminders: October 1st, 2020 - February 8, 2021
  - Served over 4 million ads to the service area, answered over 15,000 search ads and delivered over 950 calls to the colleges.
  - Ads presented direct messages showing support services available help both new and current students graduate.
  - Incorporated retention and recruitment audiences such as waitlist, applied not registered, stop outs, part-time to full time, and current students to our custom audience segments for both cost and no-cost tactics.



# Marketing Support | *Micro-campaigns Support*

- Year to Career
- DegreeWorks
- Financial Aid
- Transfer Center Support
- Student Life
- Veterans Support
- Health Center
- LPC Google IT Certification
- The Market at LPC
- The Actors Conservatory
- Smart Shop Series
- Late Start Push
- Virtual Q&A Drop In Sessions
- UndocuAlly Task Force
- *And more*



Social/Email Support  
Video Support  
Public Relations Writing Support



# Upcoming Marketing Efforts | *Campaigns*

- Summer 2021
- Fall 2021
- Spring 2022
- Class Schedule Support to Colleges
- New non-credit micro-campaign
- Multiple college program micro-campaigns
- SCFF Support
  - Financial Aid
  - Student Success
  - Concurrent Enrollment
  - Transfer



# 2020-2021 Ad/Message Samples



**DID YOU KNOW**  
To help you graduate, Las Positas College offers over 20 student and academic support programs.

## Invest in you

▶ REGISTER TODAY



Las Positas College  
Sponsored · 🌐



**DID YOU KNOW**  
To help you graduate, Las Positas College offers over 20 student and academic support programs.

## Invest in you

▶ REGISTER TODAY



LASPOSITASCOLLEGE.EDU  
**Register Today**  
Las Positas College offers curricu...

LEARN MORE

👍 Like    💬 Comment    ➦ Share

Las Positas College  
Apply Now!



**DID YOU KNOW**  
To help you graduate, Las Positas College offers over 20 student and academic support programs.

## Invest in you

▶ REGISTER TODAY



More

Ad



# 2020-2021 Ad/Message Samples



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► REGISTER TODAY

**Chabot College**  
Sponsored ·

**DID YOU KNOW**  
To help you graduate, Chabot College offers over 20 student and academic support programs.

## Invest in you

► REGISTER TODAY

CHABOTCOLLEGE.EDU  
**Register Today**  
Chabot College offers educationa... [LEARN MORE](#)

Like Comment Share

Chabot College  
Apply Now!

**DID YOU KNOW**  
To help you graduate, Chabot College offers over 20 student and academic support programs.

## Invest in you

► REGISTER TODAY

[More](#) Ad

