



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

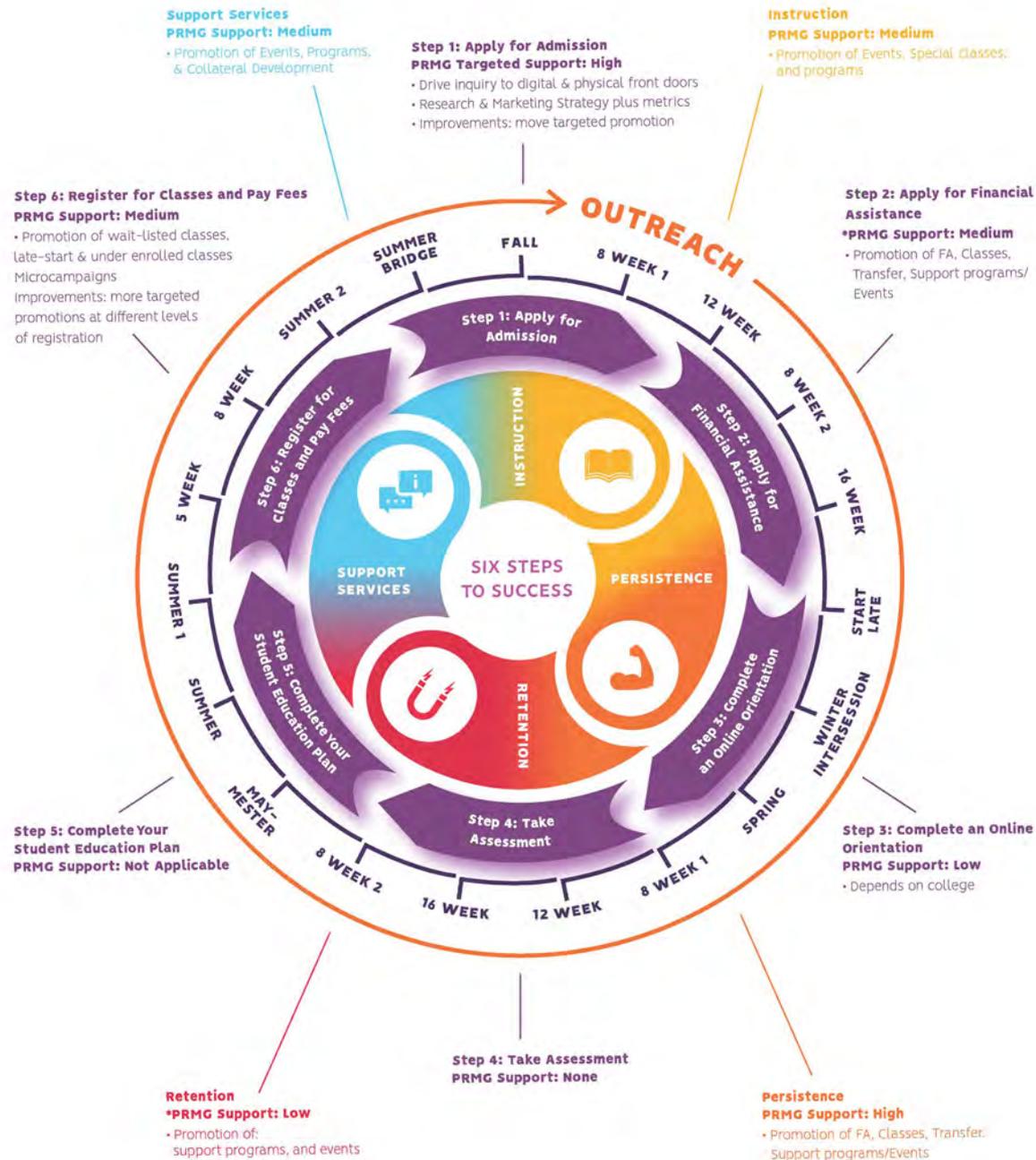
April 2022



AGENDA

- Our Role in Recruitment & Enrollment Pipeline
- Annual Marketing Strategy Update
- Micro-Campaign Support
- Upcoming Surveying/Research

Current PRMG Integration with Recruitment/ Enrollment Pipeline



*: Not Integrated

Market Research



Primary Student Personas



Pursuing Associate's Degree



CHABOT COLLEGE

11%



LAS POSITAS COLLEGE

7%

of enrolled students at each campus



Pursuing Bachelor's Degree



CHABOT COLLEGE

60%



LAS POSITAS COLLEGE

62%

of enrolled students at each campus



Pursuing Certification/ Career Advancement



CHABOT COLLEGE

15%



LAS POSITAS COLLEGE

16%

of enrolled students at each campus





Pursuing Associate Degree

Pursuing an Associate Degree at Chabot: **11%**


Female
73%

Wide age
range – 72%
under
40 yrs old

Latino	Asian	White	Filipino	African-American
35%	16%	20%	7%	17%



Also attending Las Positas: 10%

Areas of Study:

Business (13%), Early Childhood Dev (10%), Nursing (10%), Dental hygiene (10%), AJ (10%)

Online Classes:

91%, Hybrid – 32%

How they heard about Chabot:

Family/friends (34%), HS teacher/counselor (28%), From a current/past student (19%), Driving by campus (18%), Internet search (18%), Received something in the mail (10%), Advertising (5%)

Other options considered:

None (32%), Another community college (30%), 4-year university (25%), Private tech school (16%)

Top reason for choosing Chabot:

Convenient location (44%), Low cost (43%), Convenient class schedule (28%), Availability of of specific classes (22%), Availability of transfer/cert/degree program (21%), Financial aid access (17%)

Communication preference:

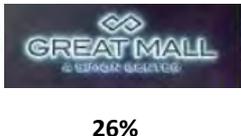
Personal email (72%), Text (51%), Zone email (49%), Mail (27%)

Transportation to Campus:

Drive myself (66%), Ride w/someone else (16%), AC Transit (6%), Drive w/others (3%)

Most likely activities:

Social Media (97%), Music streaming (55%), Video Streaming (56%), Online news (34%), TV shows (64%), Broadcast Radio (17%), Podcasts (16%)





Pursuing Bachelor's degree

Pursuing a Bachelor's degree at Chabot: **60%**

	<22 yrs	Latino	Asian	White	Filipino	African American
Female	53%	39%	26%	17%	10%	12%
70%						



Also attending Las Positas: 15%

Areas of Study: Business (12%), Nursing (12%), Psychology (11%), Computer Science (5%)

Online Classes: 92%, Hybrid – 29%

How they heard about Chabot: Family/friends (42%), HS teacher/counselor (40%), from current or past student (22%), driving by campus (21%), Internet search (18%), received something in mail (7%), Advertising (6%), Member of staff/faculty (5%)

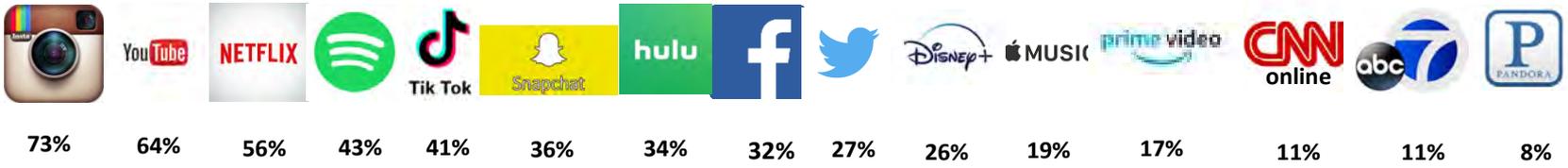
Other options considered: 4-year university (58%), Another community college (31%), None (18%)

Top reason for choosing Chabot: Low cost (59%), Convenient location (43%), Ability to apply credits to 4-year degree (27%), Availability of specific transfer/cert/degree (21%), Convenient class schedule (16%), Access to Financial Aid (18%)

Communication preference: Personal email (69%), Text (58%), Zone email (55%), Mail (23%)

Transportation to Campus: Drive myself (61%), Ride w/someone else (22%), AC Transit (11%), BART (6%)

Most likely activities: Social Media (95%), Video Streaming (70%), Music streaming (67%), Online news (39%), TV shows (49%), Podcasts (31%), Broadcast radio (19%)



43%



37%



34%



28%





Pursuing Certificate/ Career Advancement

Pursuing certification/career advancement at Chabot: **15%**

	30+ yrs old	Latino	Asian	White	African American	Filipino
Female	50%	26%	24%	19%	11%	11%



- Also attending Las Positas:** 13%
- Areas of Study:** None (13%), Nursing (6%), Early Childhood Dev (7%), Business (5%), Accounting (5%), Music Production (5%), Medical Assistant (5%)
- Online Classes:** 88%, Hybrid – 24%
- How they heard about Chabot:** Family/friends (35%), Internet search (19%), HS teacher/counselor (25%), from current or past student (20%), driving by the college (14%), rec'd something in mail (7%), Advertising (6%)
- Other options considered:** Another community college (28%), None (28%), 4-year university (22%), Self-study (15%), Private/technical school (13%), Adult school (11%)
- Top reason for choosing Chabot:** Low cost (50%), Convenient location (42%), Convenient class schedule (29%), Availability of specific classes (25%), Availability of specific transfer/cert/degree program (18%), Financial Aid (15%)
- Communication preference:** Personal email (69%), Zone email (42%), Text (36%), Mail (20%)
- Transportation to Campus:** Drive myself (62%), AC Transit (10%), Ride w/someone else (7%), Drive w/others (8%)
- Most likely activities:** Social media (91%), Video streaming (54%), Online news (38%), Music streaming (52%), TV shows (44%), Broadcast radio stations (26%), Podcasts (35%), Print mags (12%)

															
57%	56%	46%	43%	30%	28%	26%	26%	24%	22%	14%	13%	11%	6%	6%	5%

				
37%	31%	29%	19%	

Chabot College Spring Creative

Chabot College
Sponsored · 🌐

Chabot College makes sure you have what you need to move forward one step at a time. You may qualify for money to pay for college!

4 of 5 students would encourage others to attend Chabot College

Invest in you

▶ REGISTER NOW

CHABOT COLLEGE

SAVE WORK **TRANSFER** LEARN

CHABOTCOLLEGE.EDU
Apply Today, Start in January

LEARN MORE

👍 Like 💬 Comment ➦ Share

Chabot College
Sponsored · 🌐

Ready to get started on your future? Chabot College has it all, from certificates and degrees to get you started in your career or give you the push you need to advance in your field.

4 of 5 students would encourage others to attend Chabot College

Invest in you

▶ REGISTER NOW

CHABOT COLLEGE

SAVE WORK **TRANSFER** LEARN

CHABOTCOLLEGE.EDU
Apply Today, Start in January

LEARN MORE

👍 Like 💬 Comment ➦ Share

Chabot College
Sponsored · 🌐

Ready to get started on your future? Chabot College has it all, from certificates and degrees to get you started in your career or give you the push you need to advance in your field. We make sure you have what you need to move forward one step at a time. You may qualify for money to pay for college! Invest in the most important person in your life.

4 of 5 students would encourage others to attend Chabot College

Invest in you

▶ REGISTER NOW

CHABOT COLLEGE

SAVE WORK **TRANSFER** LEARN

CHABOTCOLLEGE.EDU
Apply Today, Start in January

LEARN MORE

👍 Like 💬 Comment ➦ Share



Chabot College Results

PLATFORM	IMPRESSIONS	CLICKS
FACEBOOK/INSTAGRAM	853,993	5,484
FACEBOOK/INSTAGRAM [APNR]	74,718	315
FACEBOOK/INSTAGRAM [STOPOUTS]	57,740	242
FACEBOOK/INSTAGRAM [DISPLACED WORKERS]	138,025	759
GOOGLE	429,221	35,924
YOUTUBE	35,923	76
SNAPCHAT	533,485	6,603
SPOTIFY	288,673	464
GEOFENCE [CURRENT STUDENTS]	191,603	216
GEOFENCE [EVENTS & LOCATIONS]	370,111	351
OTT	319,304	-
TOTAL	3,292,796	50,434





Pursuing Associate Degree

Pursuing an Associate degree at Las Positas: **7%**

	Wide age range – 84% under 40 yrs old	White 55%	Latino 26%	Asian 13%	Filipino 6%	African American 5%
61%						



- Also attending Chabot:** 27%
- Areas of Study:** Business (11%), Admin of Justice (8%), Early Childhood Dev (8%), Fire Science (5%)
- Online Classes:** **90%**, Hybrid – 29%
- How they heard about Las Positas:** Family/friends (38%), HS teacher/counselor (38%), from a current/past student (24%), driving by college (26%), Internet search (12%), rec'd something in the mail (6%), saw an ad (6%)
- Other options considered:** Another community college (38%), None (38%), 4-year university (25%), Self study (16%)
- Top reason for choosing Las Positas:** Convenient location (50%), Low cost (47%), Avail of specific transfer/cert/degree program (28%), Availability of specific classes (19%), Convenient class schedule (22%)
- Communication preference:** Personal email (61%), Text (55%), Zone email (45%), Mail (13%)
- Transportation to Campus:** Drive myself (90%), Ride w/someone else (6%), Drive w/others (3%)
- Most likely activities:** Social Media (97%), Video streaming (74%), Music streaming (65%), TV shows (58%), Podcasts (32%), Online News (26%), Broadcast Radio (26%)





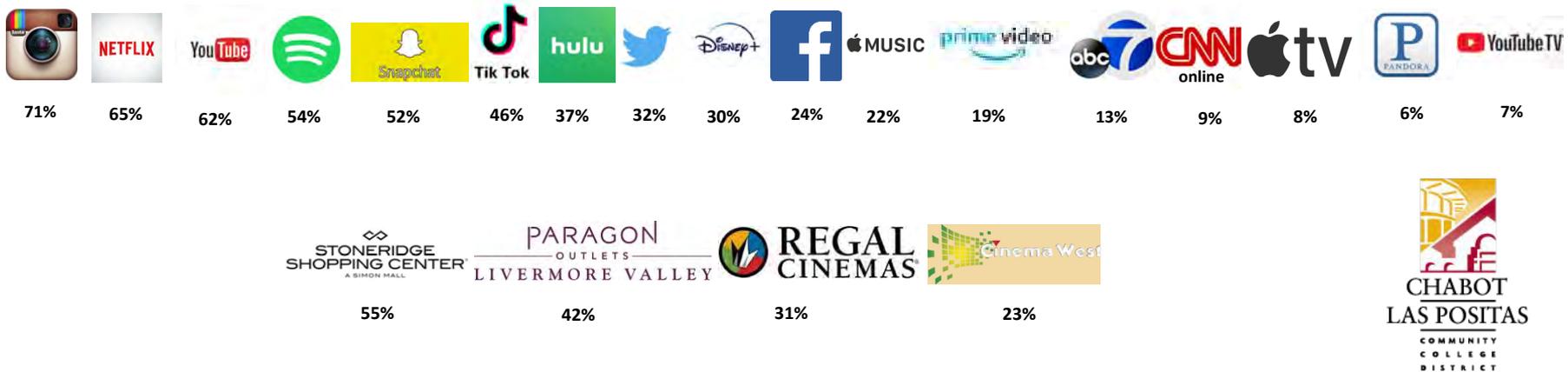
Pursuing Bachelor's degree

Pursuing a Bachelor's degree at Las Positas: **62%**

Female	<22 yrs	White	Latino	Asian	Filipino	African American
66%	67%	41%	21%	21%	11%	6%



- Also attending Chabot:** 27%
- Areas of Study:** Business (14%), Psych (11%), Nursing (6%), Computer Science (8%), None (8%)
- Online Classes:** 94%, Hybrid – 33%
- How they heard about Las Positas:** Family/friends (54%), HS Counselor/teacher (40%), from current or past student (23%), Internet search (16%), driving by campus (16%), received mail (7%), Advertising (6%)
- Other options considered:** 4-year university (57%), Another community college (37%), None (21%)
- Top reason for choosing Las Positas:** Low cost (54%), Convenient location (48%), Ability to apply credits to 4 yr degree (29%), Availability of specific transfer/cert/degree program (23%), Convenient class schedule (21%)
- Communication preference:** Personal email (69%), Zone email (53%), Text (49%), Mail (16%)
- Transportation to Campus:** Drive myself (72%), Ride w/someone else (16%), Drive w/others (10%), Wheels Bus (7%)
- Most likely activities:** Social Media (95%), Video Streaming (76%), Music streaming (75%), TV shows (52%), Online News (42%), Podcasts (38%), Broadcast Radio (14%)





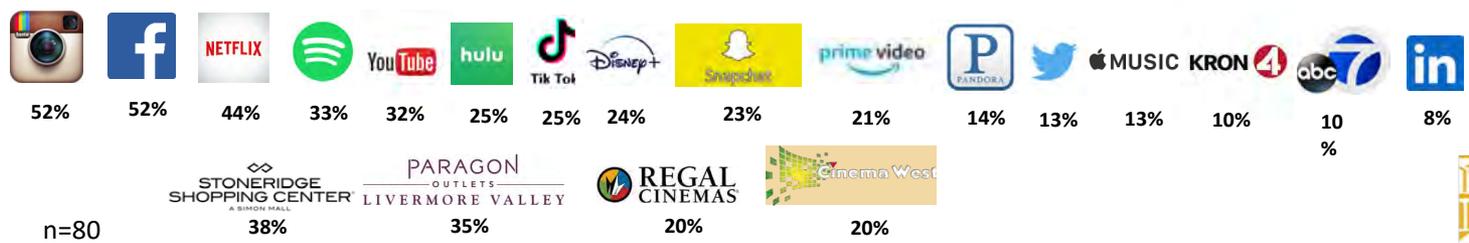
Pursuing Certificate/ Career Advancement

Pursuing Certificate/Career Advancement at Las Positas: **16%**

	30+ yrs old	White	Asian	Latino	Filipino	African American
Female						
67%	57%	38%	28%	19%	36%	4%



- Also attending Chabot:** 21%
- Areas of Study:** None (20%), Early Childhood Dev (18%), Business (5%), Accounting (5%)
- Online Classes:** 79%, Hybrid – 35%
- How they heard about Las Positas:** Family/friends (43%), Internet search (25%), HS Counselor/teacher (22%), from current or past student (16%), Driving by the college (12%), Rec'd mail (6%), Ads (6%)
- Other options considered:** None (31%), Another community college (28%), Self-study (19%), 4-year university (23%), Private technical/career school (19%), adult school (7%)
- Top reason for choosing Las Positas:** Convenient location (42%), Low cost (42%), Convenient class schedule (16%), Availability of specific classes (27%), Availability of specific transfer/cert program (20%), Personal email (58%), Zone email (52%), Text (41%), Mail (29%)
- Communication preference:** Personal email (58%), Zone email (52%), Text (41%), Mail (29%)
- Transportation to Campus:** Drive myself (74%), Ride w/someone else (13%), Wheels Bus (7%), Drive w/others (4%)
- Most likely activities:** Social Media (92%), Video streaming (60%), Online news (43%), TV shows (47%), Music streaming (63%), Broadcast radio stations (29%), Podcasts (33%)



Las Positas College Spring Creative



Ready to get started on your future? Las Positas College has it all, from certificates and degrees to get you started in your career or give you the push you need to advance in your field. We make sure you have what you need to move forward one step at a time. You may qualify for money to pay for college! Invest in the most important person in your life.

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



Invest in you

▶ REGISTER NOW



SAVE WORK **TRANSFER** LEARN

LASPOSITASCOLLEGE.EDU
Apply Today, Start in January

LEARN MORE



Ready to get started on your future? Las Positas College has it all, from certificates and degrees to get you started in your career or give you the push you need to advance in your field.

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



Invest in you

▶ REGISTER NOW



SAVE WORK **TRANSFER** LEARN

LASPOSITASCOLLEGE.EDU
Apply Today, Start in January

LEARN MORE



Las Positas College makes sure you have what you need to move forward one step at a time. You may qualify for money to pay for college!

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



Invest in you

▶ REGISTER NOW



SAVE WORK **TRANSFER** LEARN

LASPOSITASCOLLEGE.EDU
Apply Today, Start in January

LEARN MORE





Las Positas College Results

PLATFORM	IMPRESSIONS	CLICKS
FACEBOOK/INSTAGRAM	638,048	4,324
FACEBOOK/INSTAGRAM [APNR]	61,417	216
FACEBOOK/INSTAGRAM [STOPOUTS]	49,139	175
FACEBOOK/INSTAGRAM [DISPLACED WORKERS]	132,584	928
GOOGLE	68,308	8,283
YOUTUBE	37,064	91
SNAPCHAT	464,419	5,185
SPOTIFY	213,573	187
GEOFENCE [CURRENT STUDENTS]	180,529	171
GEOFENCE [EVENTS & LOCATIONS]	313,294	277
OTT	319,304	-
TOTAL	2,477,679	19,837





MARKETING CAMPAIGN SUMMARY

General Enrollment & Brand Awareness

SUMMER
FALL
SPRING
2022-23

- A "PIVOT FUND-COVID Agility" line item to each tabbed plan. This allows us to best match our advertising plan to COVID-current needs at the district and college level from semester to semester.
- Strategic segments were added to target for Retention, University, and Displaced Worker audiences.

TACTIC ADVERTISING		SUMMER 2022	FALL 2022	SPRING 2023
(880 Billboard) - Southland Mall	Billboard		May 15 - August 15	
Comcast Cable Television	Cable Television		July 15 - August 15	November 15 - January 1
Facebook: Custom Audience STAY ENROLLED	Digital	March 26 - April 13		
Facebook: Custom Audience REGISTER FORFALL	Digital		July 1 - August 1	
Facebook: Custom Audience REGISTER FORSPRING	Digital			November 1 - December 1
Facebook: DisplacedWorkers	Digital			December 10 - January 10
Facebook/Instagram	Digital	March 15 - June 1	May 15 - August 15	October 15 - January 15
Geo Fence Events and Locations of Interest/Reverse	Digital		May 15 - August 15	October 15 - January 15
Geo-Fence Current Student Household List	Digital	March 26 - April 13	July 1 - August 1	November 1 - December 1
Google	Digital	March 15 - June 1	June 1 - July 31	October 15 - January 15
OTT Streaming TV	Digital	March 26 - April 13	May 15 - August 15	October 15 - January 15
Smart Mailer	Digital		May 15 - August 15	
SnapChat	Digital	March 15 - June 1	May 15 - August 15	October 15 - January 15
YouTube	Digital	March 15 - June 1	June 1 - July 31	
TikTok	Digital	April 15 - May 15	April 15 - May 15	
La Raza 93.3 - Radio Only	Internet Radio		June 1 - July 31	November 15 - January 1
Pandora	Internet Radio		June 1 - July 31	
Spotify	Internet Radio	March 15 - June 1	June 1 - July 31	November 15 - January 1
Vietnamese Radio	Local Radio			November 15 - January 1
Southland Mall	Mall		May 15 - August 15	October 15 - January 15
Stoneridge Mall	Mall		May 15 - August 15	October 15 - January 15
AC Transit	Print		May 15 - August 15	October 15 - January 15
San Leandro Times/Castro Valley Forum	Print		July 15 - August 15	November 15 - December 20
CSUEastBay	Print/Digital	March 15 - June 1		
Daily Review	Print/Digital		July 15 - August 15	November 15 - December 20
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		
World Journal/VisionHispana	Digital		July 15 - August 15	
Pivot Fund COVID AGILITY: Advertising Design Fees	Print/Digital			

AD SAMPLES



Retention-Audience:

- Current Students
 - » Retention to complete the current semester
 - » Retention to register for summer/fall before they leave for the summer

Recruitment-Audience:

- Prospective Students
 - » Lost job due to crisis, looking to enhance career opportunities
 - » Transfer to a university
 - » Parents » Message Concept: Invest in You, integrated with save, work, learn, and transfer.
- University Students

- » Message concept: Reverse transfer classes and study from home/pay less per credit.
- Dropped/stopouts/withdrawal
 - » Message Concept: Stay Enrolled, Succeed from Home



MARKETING CAMPAIGN SUMMARY

General Enrollment & Brand Awareness

SUMMER
FALL
SPRING
2022-23

- A "PIVOT FUND-COVID Agility" line item to each tabbed plan. This allows us to best match our advertising plan to covid-current needs at the district and college level from semester to semester.
- Strategic segments were added to target for Retention, University, and Displaced Worker audiences.

TACTIC ADVERTISING		SUMMER 2022	FALL 2022	SPRING 2023
Comcast Cable Television	Cable Television		July 15 - August 15	November 15 - January 1
Facebook: Custom Audience STAY ENROLLED	Digital	April 15 - May 31		
Facebook: Custom Audience REGISTER FOR FALL	Digital		July 1 - August 1	
Facebook: Custom Audience REGISTER FOR SPRING	Digital			November 1 - December 1
Facebook: Displaced Workers	Digital			December 10 - January 10
Facebook/Instagram	Digital	March 15 - June 1	May 15 - August 15	October 15 - January 15
Geo Fence Events and Locations of Interest/Reverse	Digital		May 15 - August 15	October 15 - January 15
Geo-Fence Current Student Household List	Digital	March 26 - April 13	July 1 - August 1	November 1 - December 1
Google	Digital	March 15 - June 1	May 15 - August 15	October 15 - January 15
OTT Streaming TV	Digital		May 15 - August 15	October 15 - January 15
Smart Mailer	Digital		May 15 - August 15	
Snapchat	Digital	April 15 - May 15	May 15 - August 15	October 15 - January 15
YouTube	Digital	March 15 - June 1	May 15 - August 15	October 15 - January 15
TikTok	Digital	April 15 - May 15	April 15 - May 15	
La Raza 93.3 - Radio Only	Internet Radio		July 15 - August 15	November 15 - January 1
Pandora	Internet Radio		June 1 - July 31	
Spotify	Internet Radio	April 15 - May 15	June 1 - July 31	November 15 - January 1
KKIQ	Local Radio	April 15 - May 15		
Vietnamese Radio	Local Radio			November 15 - January 1
Livermore Outlets	Mall		October 15 - January 15	
Stoneridge Mall	Mall		May 15 - August 15	October 15 - January 15
Wheels Buses	Buses		May 15 - August 15	October 15 - January 15
CSUEastBay	Print/Digital	March 15 - June 1		
Livermore Independent	Print/Digital		July 15 - August 15	November 15 - December 20
Pleasanton Weekly	Print/Digital		July 15 - August 15	November 15 - December 20
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		
World Journal/Vision Hispana	Print/Digital		June 1 - July 31	
Pivot Fund COVID AGILITY: Advertising Design Fees	Print/Digital	March 15 - June 1		

AD SAMPLES



- Retention-Audience:**
- Current Students
 - » Retention to complete the current semester
 - » Retention to register for summer/fall before they leave for the summer
- Recruitment-Audience:**
- Prospective Students
 - » Lost job due to crisis, looking to enhance career opportunities
 - » Transfer to a university
 - » Parents of HS
 - » Message Concept: Invest in You, integrated with save, work, learn, and transfer.
 - University Students
 - » Message concept: Reverse transfer classes and study from home/pay less per credit.
- Dropped/stopouts/withdrawal
- » Message Concept: Stay Enrolled, Succeed from Home

2021-2022 Marketing Efforts Quick Stats



TRANSFER
4 of 5 students would encourage others to attend Chabot College



TRANSFER
4 of 5 students would encourage others to attend Las Positas College



CHABOT COLLEGE

- Through the duration of this campaign, our platforms served over 3,292,000 ads.
- Over 50,000 qualified clicks were delivered to the landing page.
- Google, YouTube, Snapchat, and Spotify all performed above average.

Las Positas COLLEGE

- Through the duration of this campaign, our platforms served over 2,475,000 ads.
- Almost 20,000 qualified clicks were delivered to the landing page.
- Google, Youtube, Snapchat, and Spotify all performed above average.

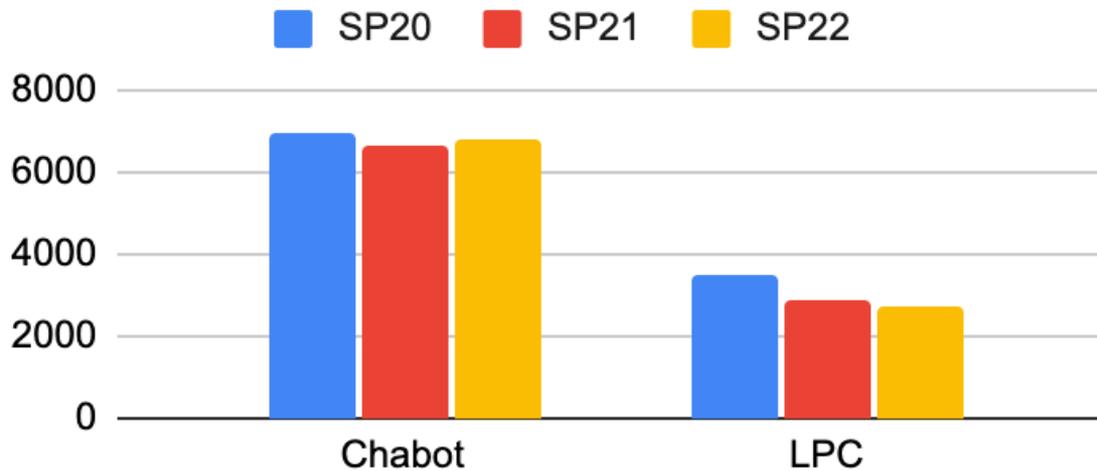


Metrics | Application Tracking



01/26/22			
SAME DATE Year-to-Year	SP20	SP21	SP22
Chabot	6945	6637	6833
Las Positas College	3542	2922	2739

SP20, SP21 and SP22



1/26/22



Marketing Support | *Micro-campaigns Support*

- Student Debt Relief
- Chabot Go App
- Dream Center Legal Services
- Student Life
- Veterans Support
- Literary Arts Festival
- LPC Google IT Certification
- CalFresh
- The Actors Conservatory
- Chabot Jazz Program
- Late Start Push
- Courses with Low Enrollments
- *And more*

YouTube Search

I wish I would have known about DegreeWorks sooner!

LAS POSITAS COLLEGE

Early Care and Education

Early educators and caregivers play a key role in childhood development. At LPC we offer training and education to those interested in providing high-quality care and education to young children and their families.

8 IS GREAT!

Complete your classes faster with 8-week courses offered in person and online

CLASSES START MARCH 21

FIND A MIX OF MODALITIES
REGISTER NOW!

CAREER OPPORTUNITIES

Center-Based Settings:

- Assistant Teacher
- Teacher
- Master Teacher
- Site Supervisor
- Program Director

Home-Based Settings:

- Family Child Care Provider
- Nanny or Au Pair

Social and Community Services:

- Child & Family Public Policy Specialist
- Resource Referral Counselor
- Social & Child Welfare Case Worker

Elementary School Settings:

- Instructional Assistant
- Para Educator
- Before & After School Teacher or Tutor
- Credentialled Teacher (TK-3)
- Special Education Teacher

Health-Related Fields:

- Pediatric Nurse
- Speech Therapist
- Physical Therapist
- Occupational Therapist
- Educational Specialist

Reach your full potential with ECE programs designed to:

- Prepare to transfer to a four-year college or university, immediate job entry, or career advancement.
- Learn the principles of child growth and development and how to apply them.
- Learn to create enriching educational environments and experiences for children.
- Learn to support children's families, language and cultures.
- Gain hands-on experiences under the guidance of master teachers and faculty in our state-of-the-art Child Development Center.

Why Choose the LPC ECE Program?

- Benefit from individualized professional development services and experienced faculty to help you succeed in your education and career goals.
- Get extra benefits, such as textbook loans, zero cost courses, partial tuition reimbursement and free tutoring.

Upcoming Marketing Efforts | Research and *Campaigns*



- Fall 2022 & Spring 2023
- Career Pathways (ie. Engineering Tech & Lawrence Livermore National Lab)
- Graduation
- Student and Faculty Profiles
- Summer Camps/Academies
- LPC Viticulture and Winery Technology
- Chabot Summer Bridge/SOAR/Learning Communities
- Surveying high school counselors
- Testing new messaging for spring 2023 with focus groups



In Support of the District's Strategic Plan



Strategic Direction #1

“Increase CLPCCD’s reputation as an educational leader known for offering an outstanding student experience”

