

**SAN MATEO COUNTY
COMMUNITY
COLLEGE DISTRICT**

Cañada College • College of San Mateo • Skyline College

Districtwide Marketing Update March 3, 2021



HERE FOR YOU

**San Mateo County Community College District
Spring 2021 Enrollment/Awareness Campaign
December 28, 2020-January 31, 2021**

“Here For You” Campaign: Direct Mail

Two mailings to all 180,000 households in San Mateo County

**MAKE 2021
YOUR YEAR.**

GET YOUR DEGREE.
TRAIN FOR A NEW CAREER.

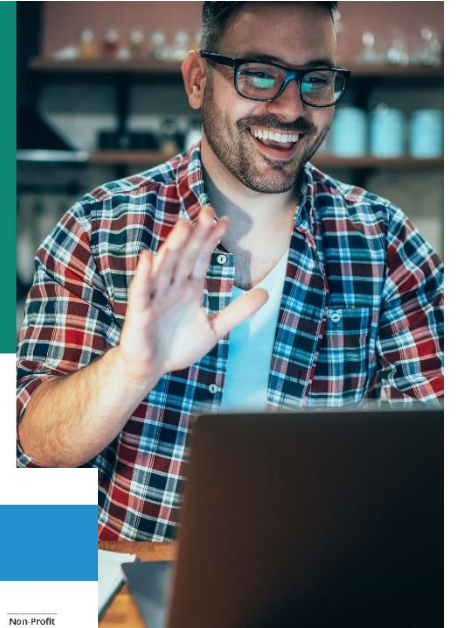
Classes start online on January 19.



**MAKE 2021
YOUR YEAR.**

AFFORDABLE CLASSES
THAT FIT YOUR SCHEDULE.

Classes are still open and available.
Sign up now!



Our colleges are here for you. Always.

In 2021, you can take classes, transfer to a university,
learn new skills, or prepare for your dream job.
This year, anything is possible.

Non-Profit
Organization
U.S. Postage
PAID
Permit No. 27
San Mateo, CA
ECRW55

Residential Customer Local
Carrier Route Pre-Sort

**360,000 postcards
sent early & late
January**

Apply at smccd.edu/hereforyou



Cañada College - Redwood City



College of San Mateo - San Mateo



Skyline College - San Bruno

“Here For You” Campaign: Digital Strategy

Partnered with 25th Hour Communication:

- Promote SMCCCD’s Spring class offerings through paid digital advertising
- Increase inquiries, applications and enrollment using paid advertising
- Reach demographic and geographical target locations in San Mateo County
- Increase overall brand awareness of SMCCCD and its colleges within the community



“Here For You” Campaign: Landing Page



RFI Form Fills
Dec. 2020 – 31
Jan. 2021 - 102
Feb. 2020 - 22

<https://smccd.edu/hereforyou/>

“Here For You” Campaign: Facebook

Impressions	Clicks (All)	Unique Link Clicks	Post Reactions	Post Comments	Post Saves	Post Shares
5,366,190	25,985	15,952	351	3	40	34



“Here For You” Campaign: Facebook

San Mateo County Community College District
Sponsored · 🌐

Explore careers. Train for a new job. Prepare for transfer to a university. Earn a certificate or degree. At Cañada College, College of San Mateo, or Skyline College, you can achieve any of these goals. Take classes at just one of our colleges, or all three. Click to learn more about starting college or to get more information.

MAKE 2021 YOUR YEAR!

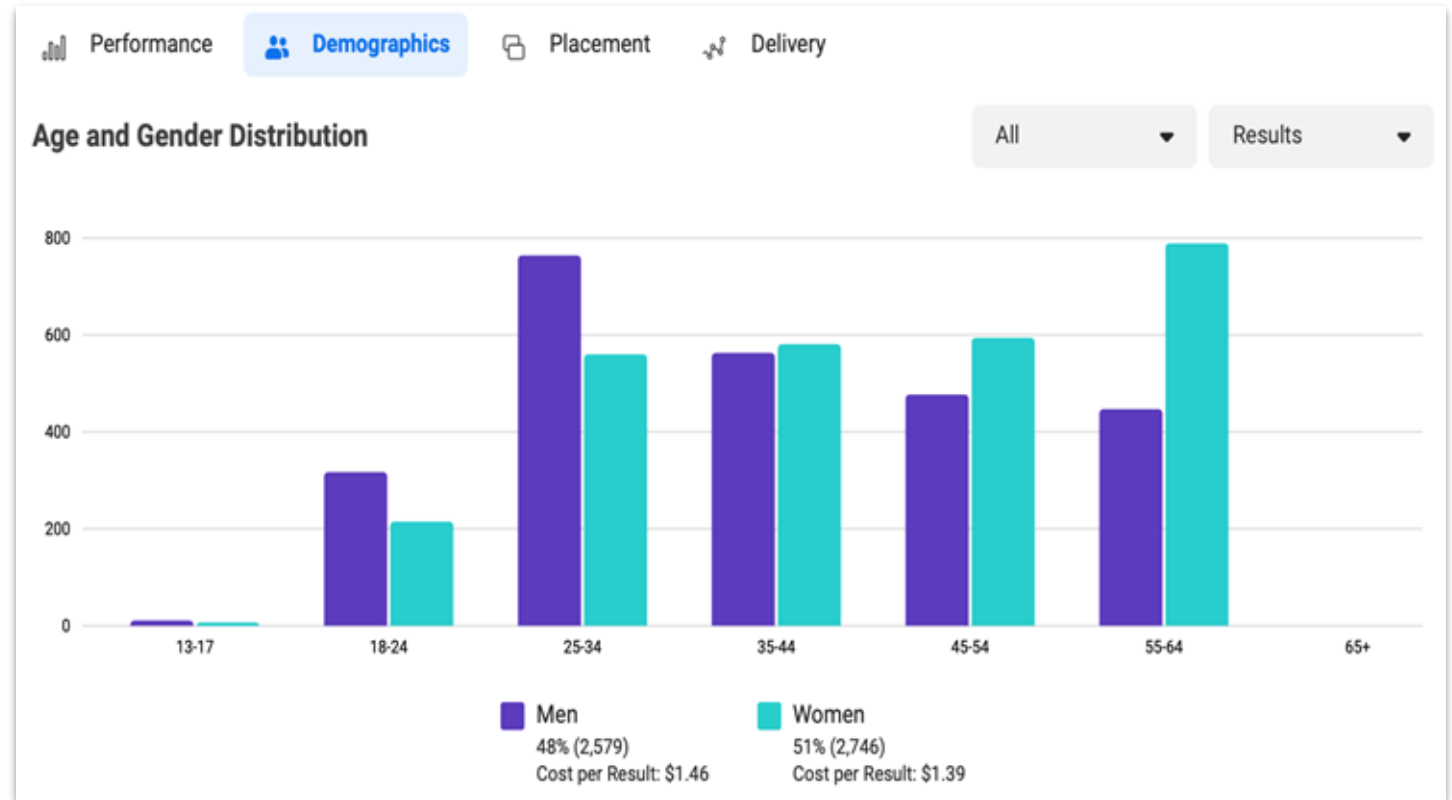
- Cañada College
- College of San Mateo
- Skyline College

SMCCD.EDU
Apply Now
Get your degree. Train for a new career.

[Learn More](#)

👍❤️😂 95 15 Shares

👍 Like 💬 Comment ➦ Share



“Here For You” Campaign: Google

7,611 clicks

140,097 impressions

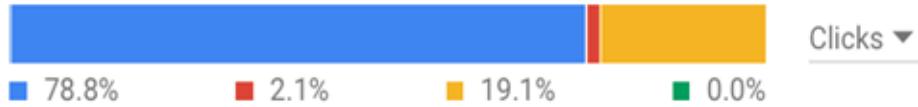
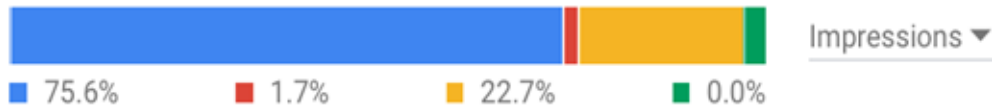
5.43% click through rate (*education industry average: 3-5%*)

Ad	Ad group	Status	↓ Clicks	Impr.	CTR	Phone calls
Canada College College of San Mateo Skyline College +8 more www.smccd.edu Canada College, Skyline College, and College of San Mateo. San Mateo County Community Colleg... View assets details	SanMateoCCD_SP21_General	Campaign ended	4,339	65,855	6.59%	0
Make 2021 Your Year. Get your degree. Train for a new career. www.smccd.edu San Mateo County Community College District is here for you. Canada College, Skyline College, and College of San Mateo	SanMateoCCD_SP21_General	Campaign ended	2,275	42,000	5.42%	0
Make 2021 Your Year. Train for a new career. Get your degree. www.smccd.edu San Mateo County Community College District is here for you. Canada College, Skyline College, and College of San Mateo	SanMateoCCD_SP21_General	Campaign ended	997	32,242	3.09%	0
Total: All but removed ads ?			7,611	140,097	5.43%	0

“Here For You” Campaign: Google

Devices

Mobile phones
Tablets
Computers
TV screens



Bid adjustments

Mobile phones: — Computers: — Tablets: —

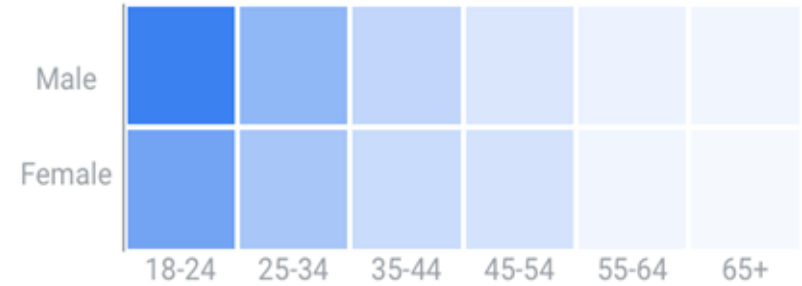
Demographics

Clicks ▾

GENDER

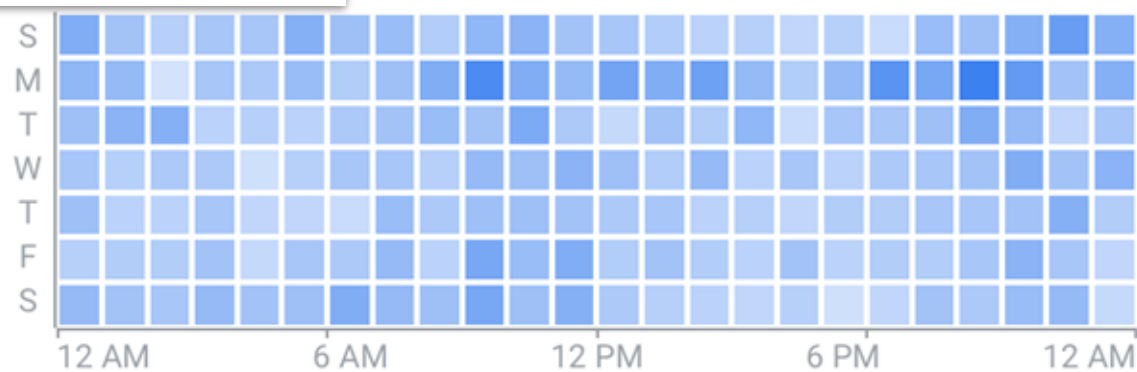
GENDER & AGE

AGE



Based on the 71% of your clicks with known gender and age. (?)

DAY & HOUR



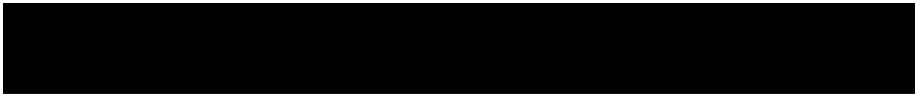
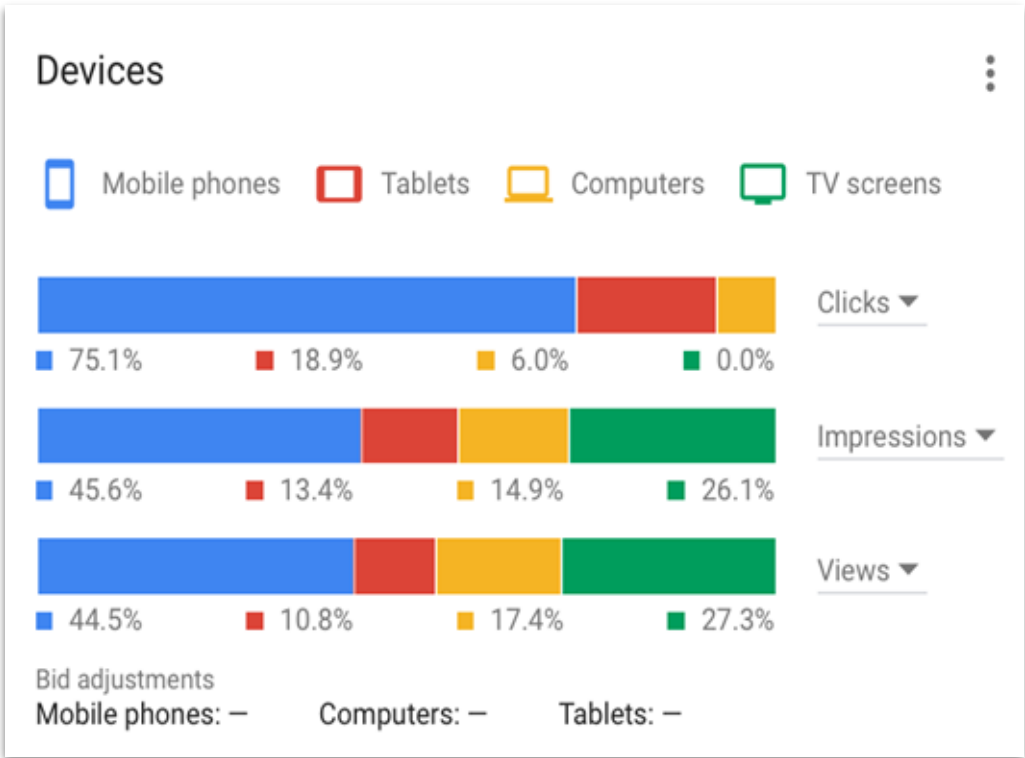
“Here For You” Campaign: YouTube

269,412 views

650,601 impressions

41% view rate (average for college is 27%)

1,035 clicks



Cañada College,
and San Mateo County
Community College District
are here for
YOU.



“Here For You” Campaign: YouTube

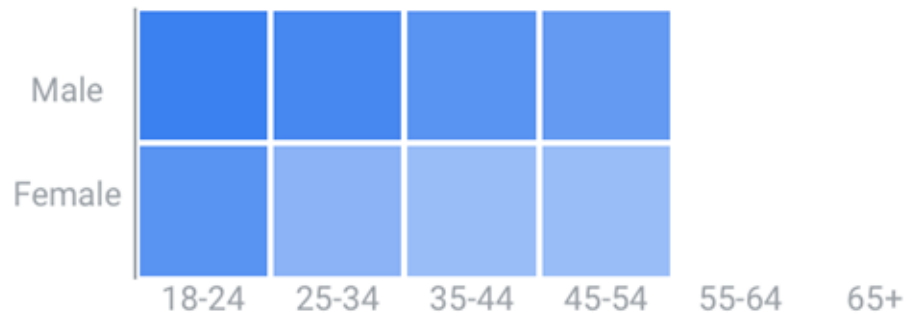
Demographics

Views ▼

GENDER

GENDER & AGE

AGE



Based on the 74% of your video views with known gender and age. ⓘ

Day & hour

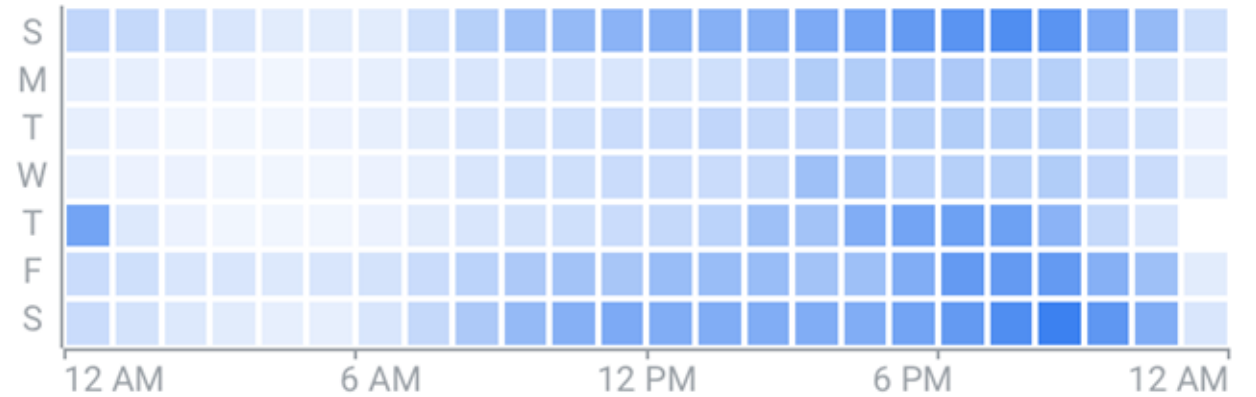
Views ▼



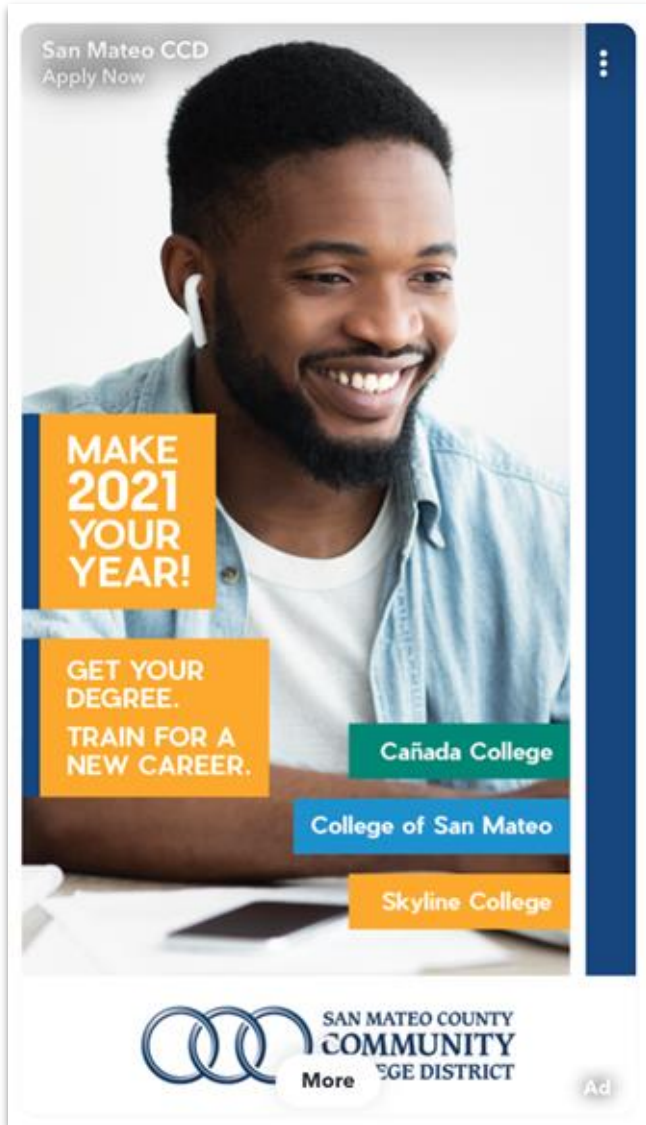
DAY

DAY & HOUR

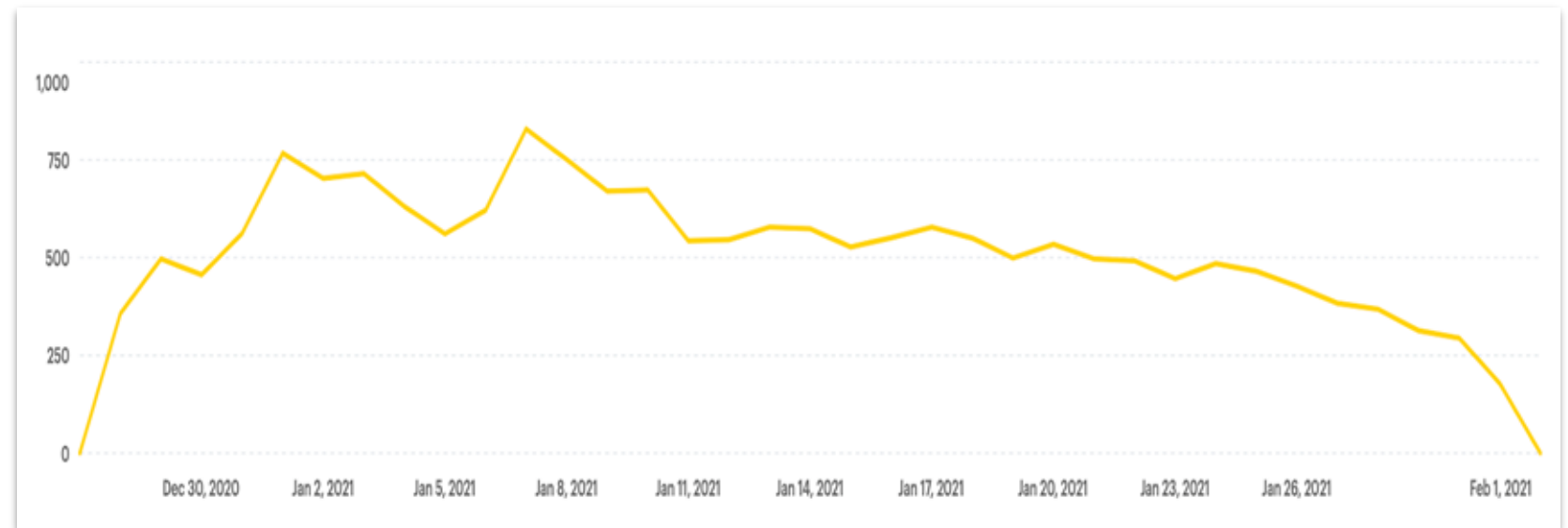
HOUR



“Here For You” Campaign: Snapchat



2.6 million Impressions
18,621 Swipe Ups



“Here For You” Campaign: Snapchat



“Here For You” Campaign: Spotify



IMPRESSIONS

250,972

REACH

32,653

AVG FREQUENCY

7.686

COMPLETION RATE

92.40%

CLICKS

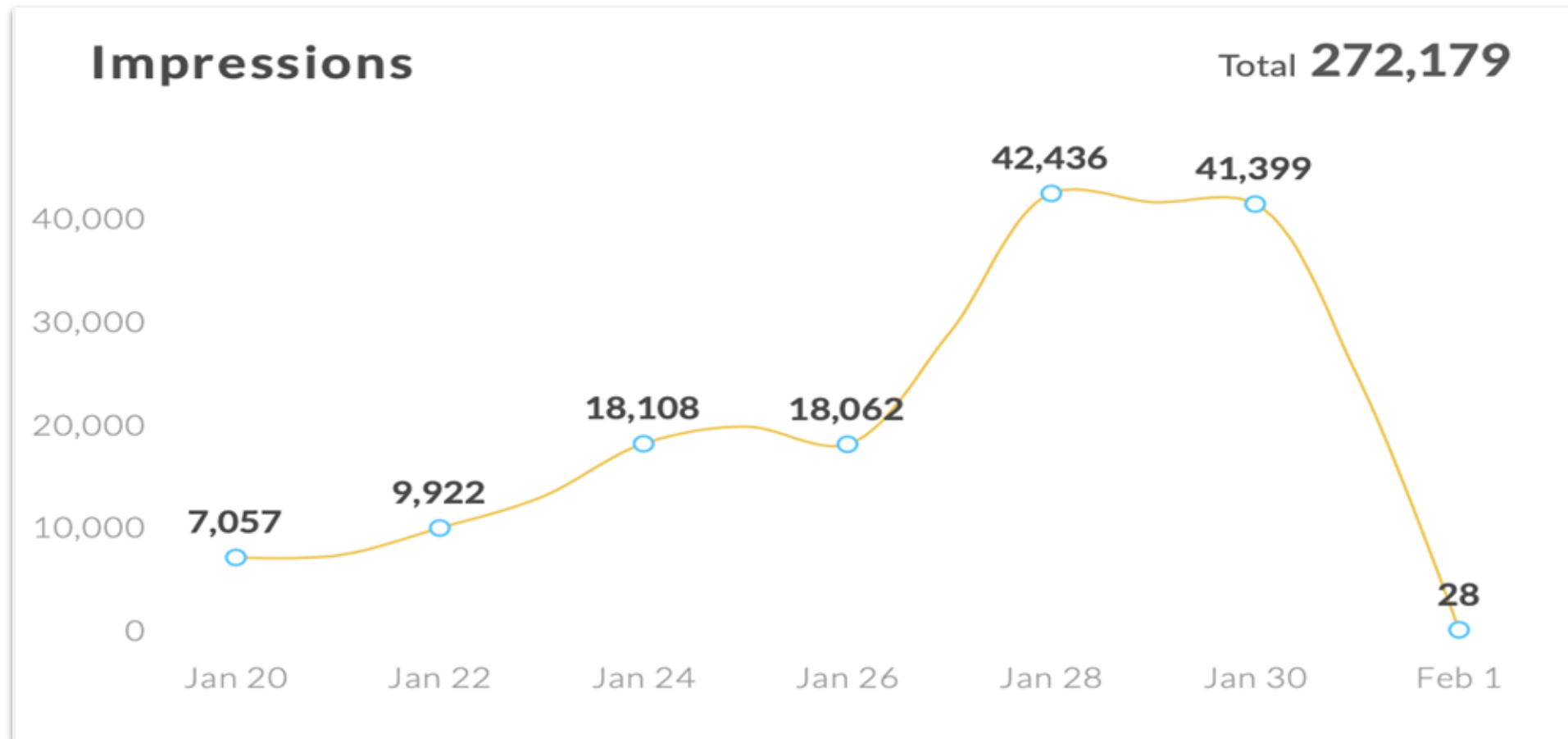
208

CTR

0.08%

“Here For You” Campaign: OTT

Over-the-Top is a means of providing television and film content over the internet



“Here For You” Campaign: OTT

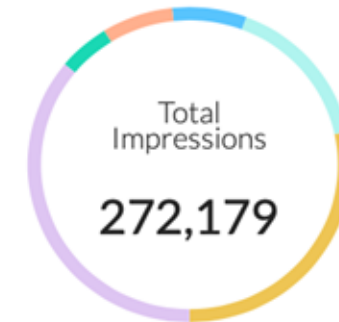
Device Type



OTT is non-clickable and appears on: Sling, Roku, Apple TV, Fire TV, gaming consoles, live sports, etc.





















96.8% Completion Rate
Demographics 18-49 y/o











Devices



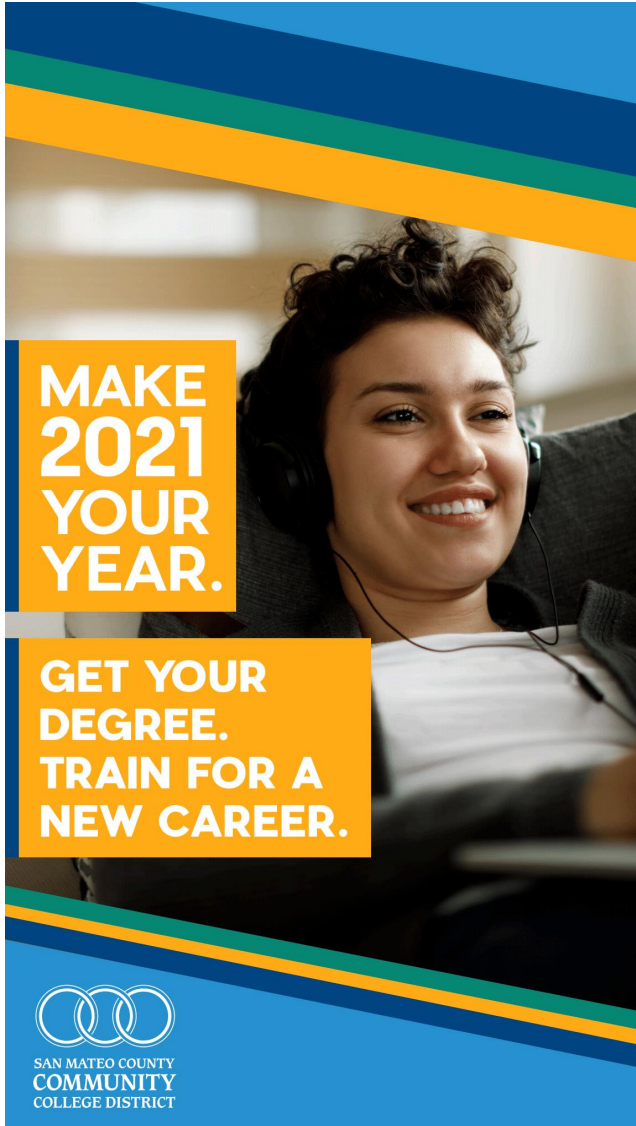
“Here For You” Campaign: OTT

Top Premium Publishers

	55,727 (20.47%)
	50,621 (18.60%)
	26,151 (9.61%)
	20,803 (7.64%)
         	
	14,129 (5.19%)
	4,534 (1.67%)
	4,521 (1.66%)
	3,830 (1.41%)
	3,538 (1.30%)
	1,912 (0.70%)

	1,745 (0.64%)
	1,092 (0.40%)
	936 (0.34%)
	744 (0.27%)
	614 (0.23%)
	480 (0.18%)
	456 (0.17%)
	373 (0.14%)
	347 (0.13%)
	105 (0.04%)
	49 (0.02%)
	42 (0.02%)
Others	79,430 (29.18%)

“Here For You” Campaign: Total Reach



- 53,000+ qualified swipes/clicks were delivered to landing page
- 9.2 million total digital impressions
- 2.8 million views on YouTube/Spotify
- 420+ post interactions on Facebook/Instagram (“extra credit”)
- Google CTR is 5.43% (industry average is 3-5%)
- 7,600+ search inquiries answered on Google
- 360,000 postcards mailed to SMC residents
- RFI: Dec. 2020 – 31, Jan. 2021 – 102, Feb. 2020 - 22
- Overall District enrollment is flat- mitigated further decline

Campaign Budget: \$165,000 (\$55,000 per college)

Advertising: \$95,000

Direct Mail: \$70,000

College Marketing

- Social Media Advertising on Facebook & Instagram
- Dedicated messaging through GWAMAIL

Messages in English & Spanish



Virtual Commencement

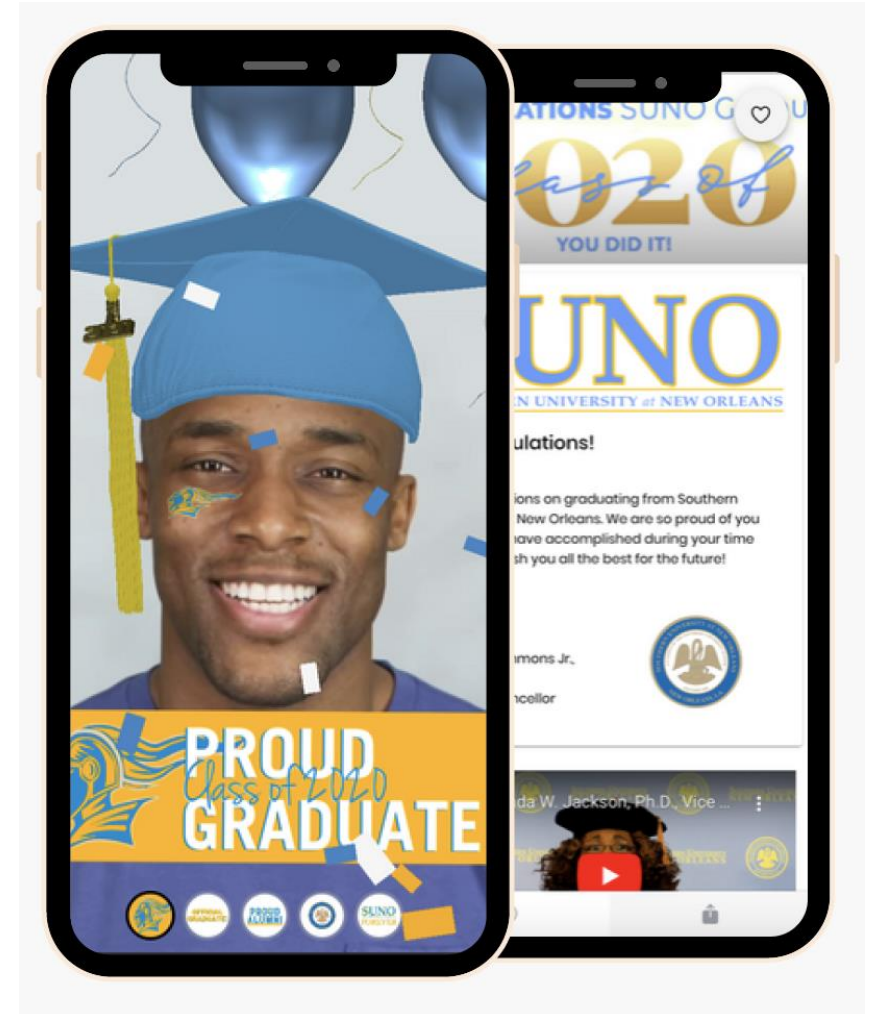
For Class of 2020 and 2021

1. Mobile Engagement

- Branded filters
- Custom messaging
- Using progressive web app technology on a website- apps are challenging

2. Virtual Ceremony Production

- Support to story board ceremonies
- Photo montage of the school
- Recording ceremony speakers
- Name reading of grads
- Broadcast "live" on YouTube with closed captioning



From storyboard to stream



gather assets



capture speakers



review video

From storyboard to stream



promote event



stream live



celebrate success



Virtual Graduation Ceremony

Sunday, June 21 at 3 pm

It's with much pleasure that we invite you to the Virginia Highlands Community College Class of 2020 Virtual Graduation Ceremony. We're incredibly proud of you and your academic achievements and we're excited to cheer you on with friends and family!

The virtual graduation ceremony will be broadcast LIVE to both YouTube and Facebook LIVE Sunday, June 21 at 3 pm.

COUNT ME IN!

Submit your graduation details below

Upload your graduation photo here!*

CHOOSE A FILE

After graduation, where are you headed? *

Working in desired or related field to my degree

Working in non-related field to my degree

Continuing my education

Still job searching

Military

Other

Share your news with a custom SVSU filter!



Share filters across social media!

#SVSUGrad2020 #SVSU



Tips on using the filters

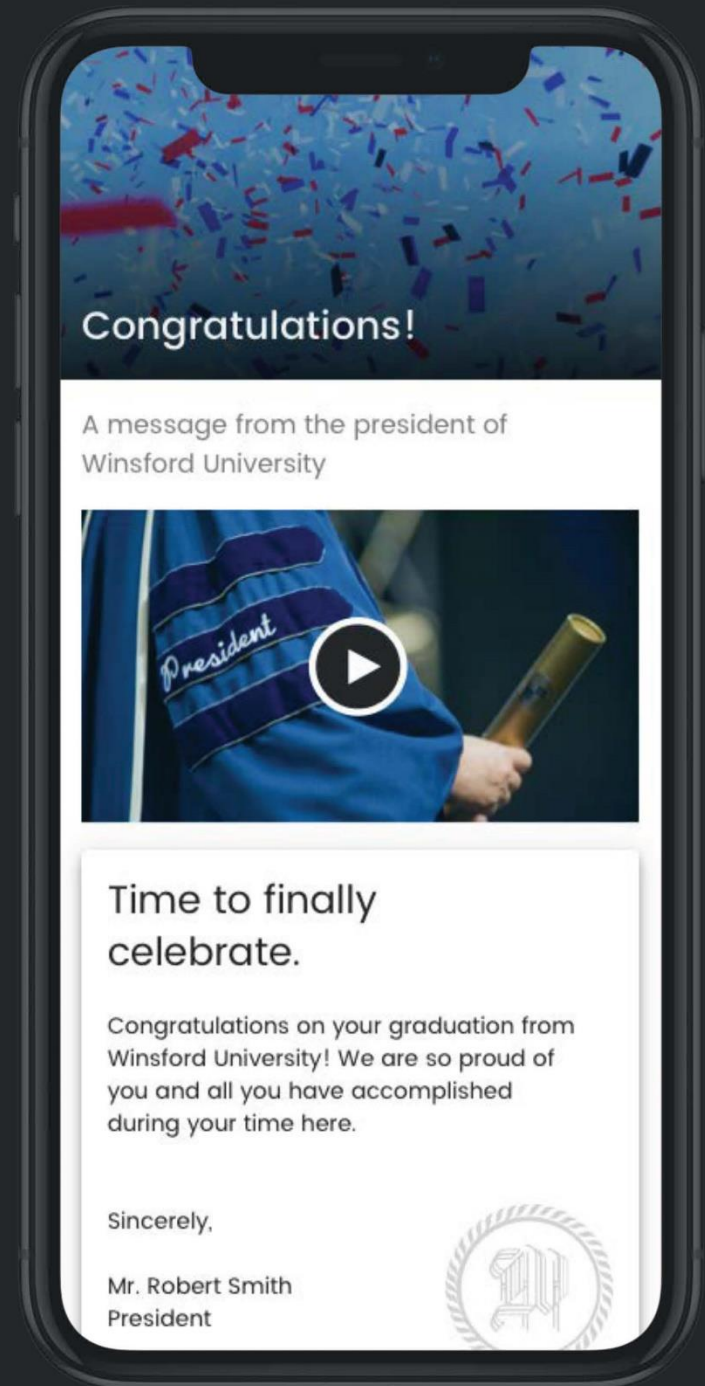
1. Touch the screen to change the color of the graduation cap (red for undergrad, gold for grad)

Letter from the President

Or the Provost

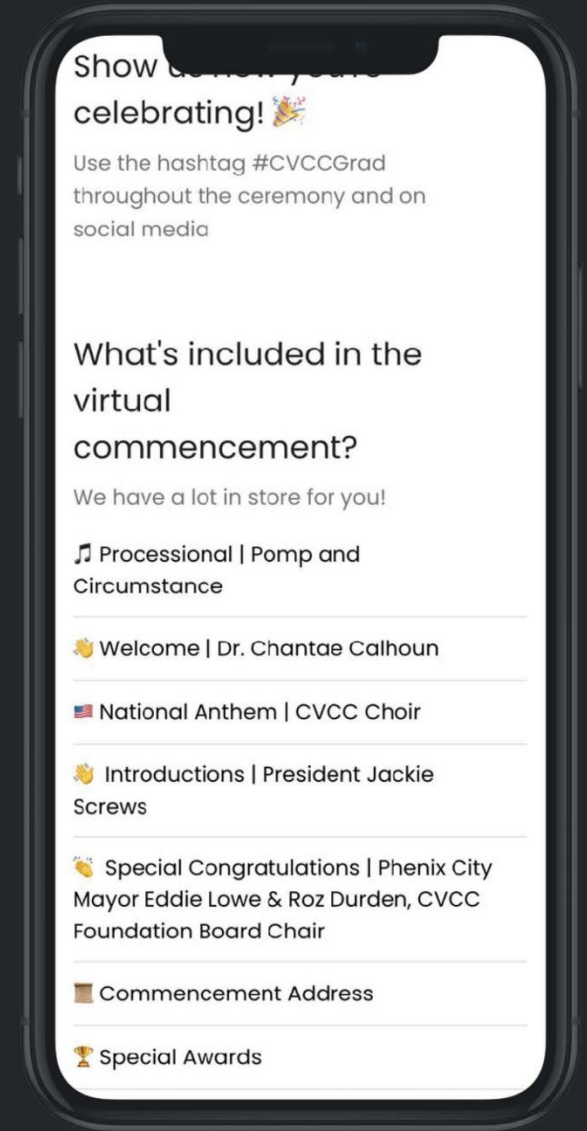
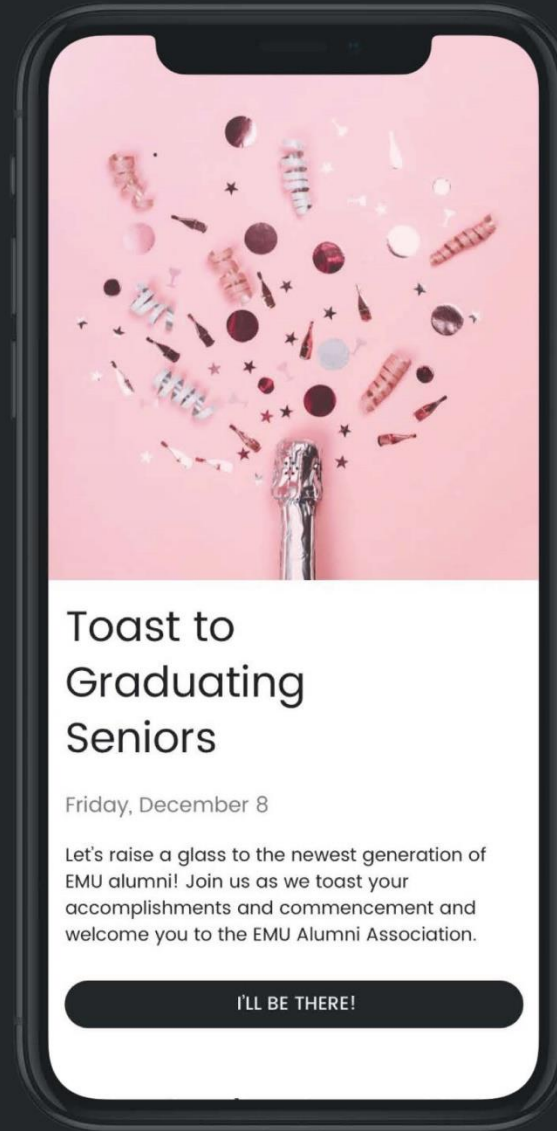
Or the Student Body President

Or the mascot



Guide students through the day

Including where to park, what time to login, and what they can expect from their graduation day



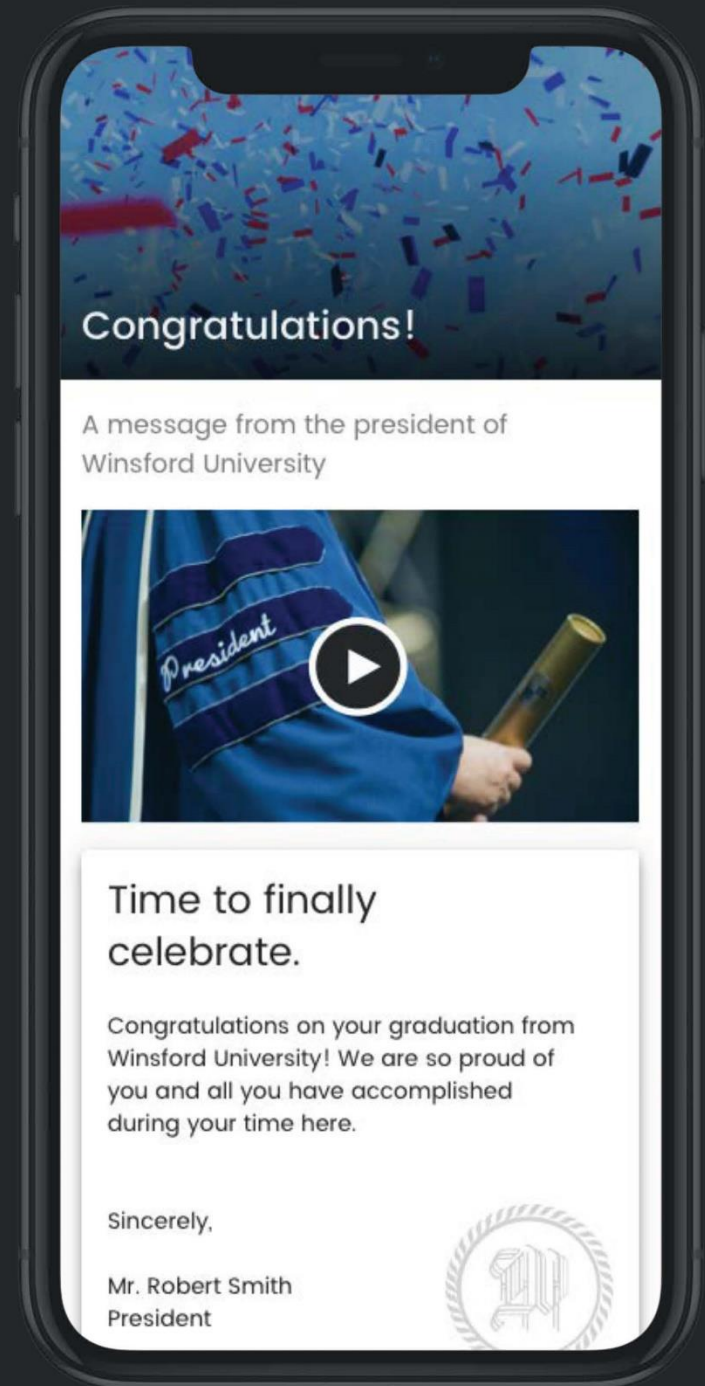
Video content

Prerecorded ceremony content

Graduate slides with name reading

Hype video

Congratulations from your community



Pronunciation

Type in your pronunciation

Upload an audio file*

Upload the audio of you pronouncing your name

CHOOSE A FILE

Prefer to be called?*

Enter your phone number and you will receive a call prompting you to recite your name

Student Statement (what's next for you, who's your biggest supporter, favorite quote)*

This text will display on your slide exactly as you put it

Upload your video or photo here!

CHOOSE A FILE



Kathy Smith

Pittsburgh, PA

Business Administration,
Management and Operations

Favorite professor

Professor McNalty

“ Obstacles are those frightful things you see when you take your eyes off your goal.

Social sharing

Use customized Augmented Reality filters to put students in their grad gear

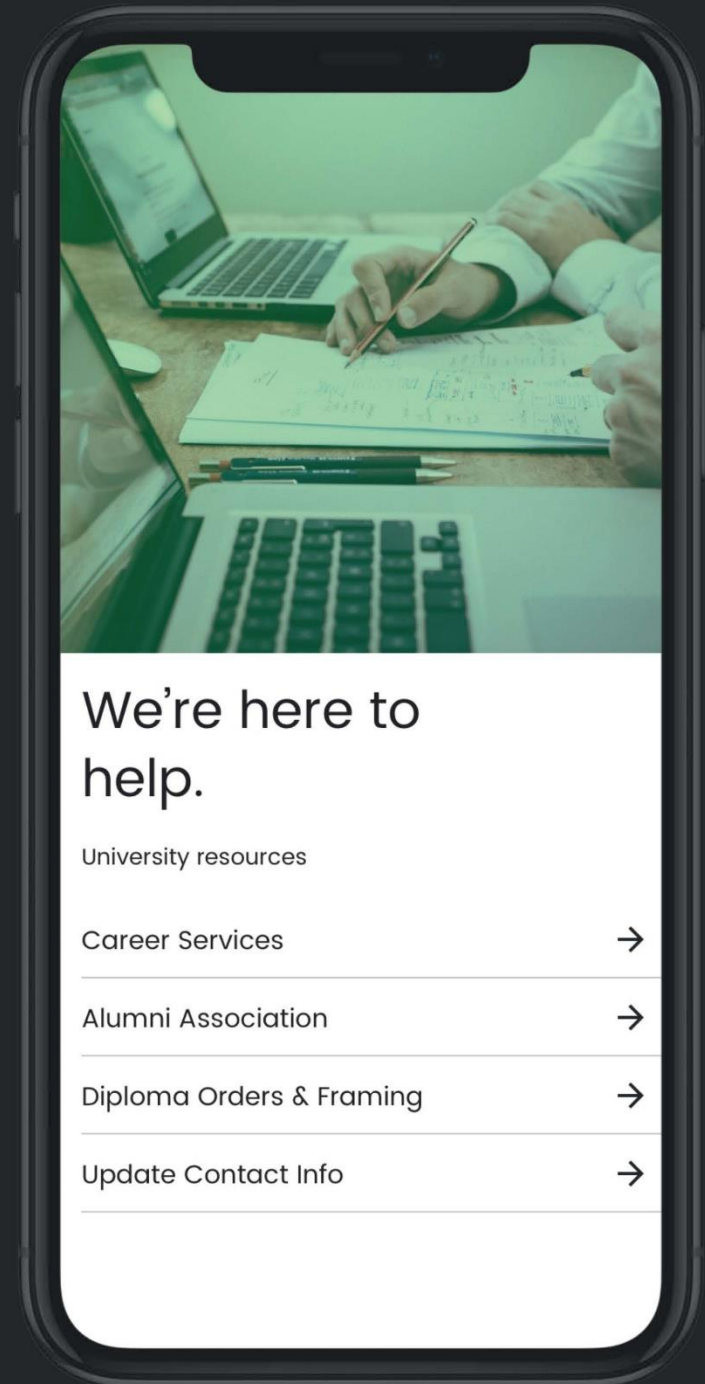
Smile, and the tassel moves over, confetti falls, balloons rise – all with a little *Pomp and Circumstance*

Share all the posts in one place using a unique hashtag or handle



Provide resources

And encourage graduates to engage further



What's next?

Share your favorite memory.

Thank a professor.

Any advice for incoming students?

So what's your next move?

Now that you've graduated from Eastern Michigan University, what's your next adventure?

- Working full-time
- Continuing my education
- Service/volunteer program
- Military
- Still job searching

SUBMIT

#TRUEMU20

Twitter posts:

- @EasternMichU #TRUEMU2002
Blake Zack (@bballinblake808) 2 days ago
- #TRUEMU2020
nonnahs (@shannybooi8D) 2 days ago
- #TRUEMU2020
Arie Dell (@a_sforarielle) 3 days ago
- #TeamMosley (@Ms_Mosley75) 3 days ago
- #TRUEMU2020 #BBA Remu #graduationchallenge #Graduation2020
Roberto Benitez (@RobJuan14) 2 days ago
- #TRUEMU2020
Roberto Benitez (@RobJuan14) 2 days ago
- #TRUEMU2020
TeamMosley (@Ms_Mosley75) 3 days ago
- #TRUEMU2020
nonnahs (@shannybooi8D) 2 days ago
- #TRUEMU2020
Arie Dell (@a_sforarielle) 3 days ago
- #TRUEMU2020
TeamMosley (@Ms_Mosley75) 3 days ago

Instagram post:

- happy Graduation DayClass of 2020 #truemu2020
Instagram User 3 days ago



- 1,703 graduates celebrated
- 70,954 social impressions
 - 1,156 shares on Snapchat
 - 1,576 shares on Facebook
 - 742 shares on Instagram
- 3.5K views

The Graduation Celebration Experience

Eastern Michigan University



Virtual Commencement

STICKER SET (5)

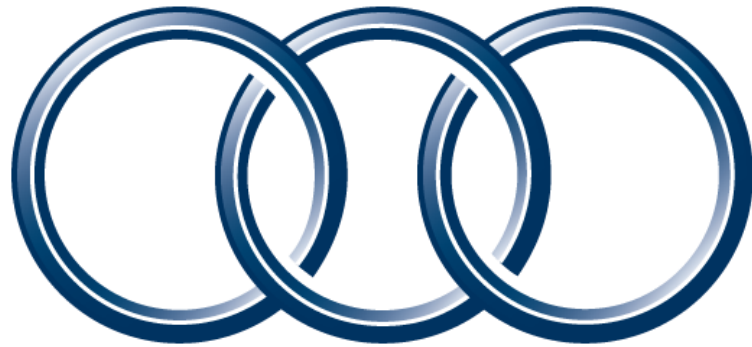


T-SHIRT



PEN





**SAN MATEO COUNTY
COMMUNITY
COLLEGE DISTRICT**

Cañada College • College of San Mateo • Skyline College

Districtwide Marketing Update

March 3, 2021