

## Enrollment Retention Committee

June 17, 2021  
10 – 11:30 a.m.

- I. Approval of March meeting minutes
- II. IR Update (DM)
- III. Marketing Update (LD/ED)
- IV. Enrollment-Retention Plan Development
- V. Inside Out (MP)
- VI. Intake Survey (EP)
- VII. Other/Departmental Updates

<https://zoom.us/j/93888215681?pwd=cytTenlrZzFuY3B6QU5FMzJ5eis5dz09>

## Enrollment-Retention Committee

May 14, 2021

Present: C. Almeda, E. Annis, E. Bell, A. Cederberg, C. Cockerel, D. Coates, L. Cosby, E. Dominianni, C. Dunten, P. Eagan, A. Fontaine, C. Gearing, S. Herrmann, S. Hubbell, T. Labadie, B. Lueth, A. Marsh-Peak, D. Mondoux, M. Morales, E. Pauken, M. Pauken, L. Thomas, C.

Absent: M. Adams, C. Colella, T. Corbett, L. Depta, J. LaPenna, A. Moore, B. Reynolds, Ross, C. Voss, T. Welsh

Minutes of 04.16.21 were approved as presented; motion by A. Cederberg, support by D. Mondoux

### Institutional Research

- Enrollment
  - Summer
    - Numbers are well above 2020; slightly below 2019
  - Fall
    - Comparison to previous years will be difficult due to impact of the pandemic
      - Will try for comparable data
    - 103% of goal of 2021
      - Guest students
        - Had initial gap v. previous years
        - Implemented intentional messaging; gap closed slightly
      - FTIAC
        - Numbers indicate that high school numbers are bouncing back
          - Enrolling for summer classes to get head start

### Marketing

- Student Planner
  - To be printed this year
    - Information also used to populate calendars
    - Incorporating ARR, Financial Aid, etc. info
    - Please send, **by 6/21** as much available information as possible
  - All FYE/EMC students to receive planner
    - Cheryl and Deb to send numbers to Erin
- InFocus+
  - Summer editions restart Mon, 5/17
  - Please send info for inclusion ASAP
- Website updates in process
  - Returning Student Checklist will be linked
    - Also linked on MI Reconnect landing page

### Enrollment Management

- HS and community outreach
  - Kalamazoo Valley On The Road
    - Senior celebrations at high schools
    - Bringing services to the students
    - Every Friday for next 3 weeks
    - Different formats/events
    - Will have iPads to assist students in connecting w/services/processes
    - Individuals asked to share information/provide suggestions

## Enrollment-Retention Committee

May 14, 2021

- Inside-Out
  - ACC: Wed, 7/28
  - TTC: Tue, 8/3
  - No rain dates
  - Very similar to previously, w/exception for any special accommodations
    - Pre-registration/health screening/mask-social distancing mandates

### TRS Reconnect Update

- Cheryl reviewed the co-curricular redesign changes relative to the Michigan ReConnect initiative
- New score sheet to provide a “visual” of changes was developed and distributed
- Notable changes include:
  - Change TRS to EDU (**EFFECTIVE W 2022**) as part of this process. (EDU: *Education and Student Development*)
  - ENG 079 and TRS 102 going away.
  - No longer will TRS 104 or TRS 105 be a co-requisite for lowest-level reading class.
  - FYE is going through a name change: EDU 104: *College and Career/FYE*
  - Lowest level reading entrance score (at benchmark) for both reading classes – EDU 096 and ENG 099
  - No more Rapid Review testing and re-placement
  - Those below reading (only) for 110 might reach-out to instructors for “admit to 110” request
- Changes were designed to keep students motivated
- Math and minimum course benchmarks were significantly impacted
  - Kelly Digby created a video re: impacts/implementation
  - Per Angela, counselor/advisors currently having discussions with students relative to Math changes
    - Significant messaging campaign re: same in process
    - Individuals are asked to share information relative to any student having

### Enrollment Management, Retention & Completion Master Plan

- Plan was reviewed/updated based on comments provided during the meeting
- Link to document will be sent
  - Individuals asked to review/update/suggest revisions by no later than Fri, 5/25.



# STRATEGIC ENROLLMENT MANAGEMENT AND RETENTION MASTER PLAN

## INSTITUTIONAL VISION

Over the next decade, Kalamazoo Valley Community College will be a leader in providing highly regarded relevant and affordable services

## INSTITUTIONAL MISSION

We are committed to enriching the lives of our students and communities through quality educational programs and services. To accomplish these ends, we will:

- Support student goal achievement through access to learning experiences and assessment.
- Support a balance between a comprehensive curricular base and innovations in education, personal development and technology by strategically utilizing resources.
- Provide curriculum, programming and supportive services relevant to the needs of individuals, enterprise and government.
- Maintain a learning environment built upon the inclusivity of ideas of all cultures and ethnic backgrounds.
- Support economic vitality and stability through development of a skilled local workforce.
- Integrate the components of campus-based instruction, The Groves and the Kalamazoo Valley Museum to support student and community needs.

## ENROLLMENT AND RETENTION COMMITTEE PURPOSE AND GOALS STATEMENT

Enrollment management, retention and completion efforts will focus on the development of policies, procedures and initiatives with consideration to the following:

- All efforts will be data informed and monitored.
- All efforts will be grounded in theory and best or emerging practices.
- All efforts will be evaluated for continuous improvement opportunities.
- All efforts will be designed to address institutional gaps in college access, student success, persistence and degree attainment/transfer, with consideration to disaggregated data.
- Short and long-term goals will informed by Kalamazoo Valley Community College's internal performance measure(s) as well as by the performance of peer institutions.

The Enrollment and Retention Committee exists for the purpose of discussing, planning and implementing student enrollment, persistence and completion efforts and shall limit its activities to advising on matters that directly concern new student enrollment, returning/stop-out student re-enrollment, ongoing persistence and degree completion. The specific purposes of the committee/council may include the following responsibilities:

- Annual review and revision of the Enrollment and Retention Master Plan.
- Progress monitoring of enrollment and retention initiatives, those both included in the master plan and those that extend beyond the plan.
- Collection and review of key college benchmarks/metrics (aggregate and disaggregate) relating to enrollment and retention.
- Design and implement enrollment and retention based strategies relating to the strategic plan.
- Review and discuss key college policies, practices and procedures that impact enrollment, retention and degree completion. Develop recommendations for improvements that will positively influence outcomes.

## ENROLLMENT MANAGEMENT CODE OF ETHICS

The Kalamazoo Valley Enrollment Management department is committed to recruiting and serving prospective students using ethical practices in guidance and alignment with the National Association for College Admissions Counselors' (NACAC) "Guide to Ethical Practice in College Admission," while also supporting the mission and non-discrimination policy of Kalamazoo Valley Community College.

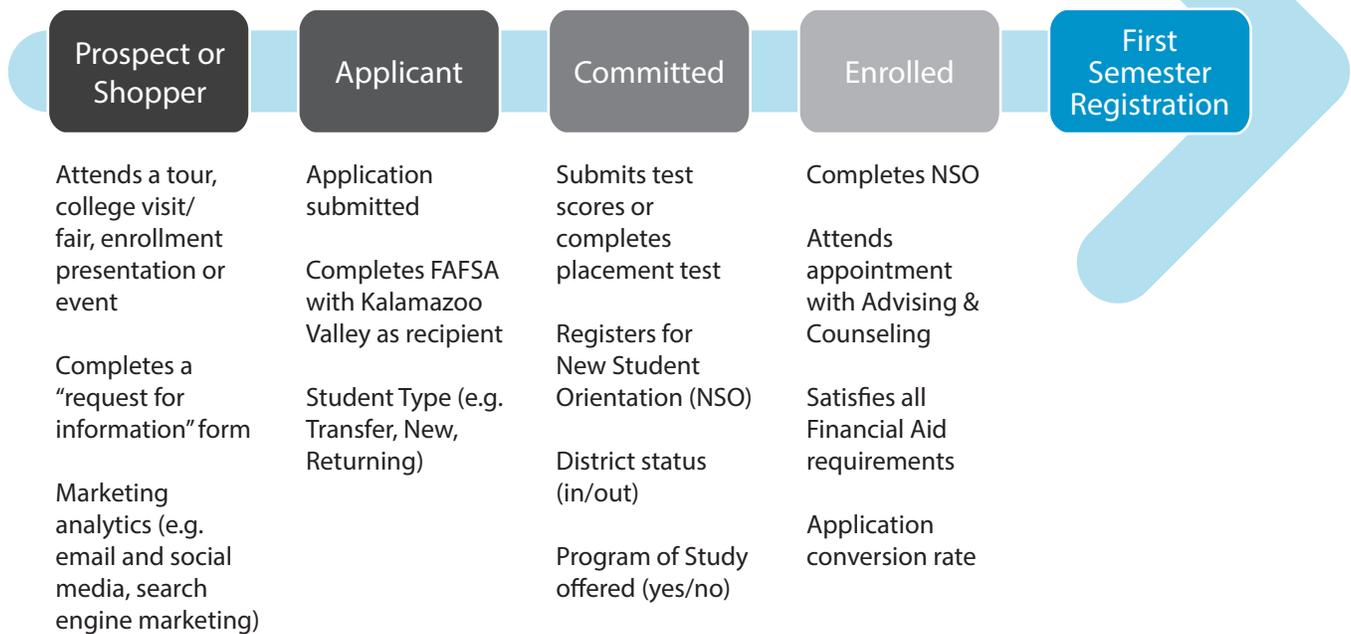
## ENROLLMENT AND RETENTION BENCHMARKING

Kalamazoo Valley has identified a number of college-level metrics to monitor student enrollment, success, retention and completion. Identifying sub-metrics allows the college to evaluate the impact specific initiatives, policies, and business practices have on enrollment management from prospect through degree completion. Thorough analysis of leading indicators (sub-metrics) offers opportunity to drive changes and make decisions to practices that correlate with positive gains. Lagging (long-term) indicators identified by the college are as follows:

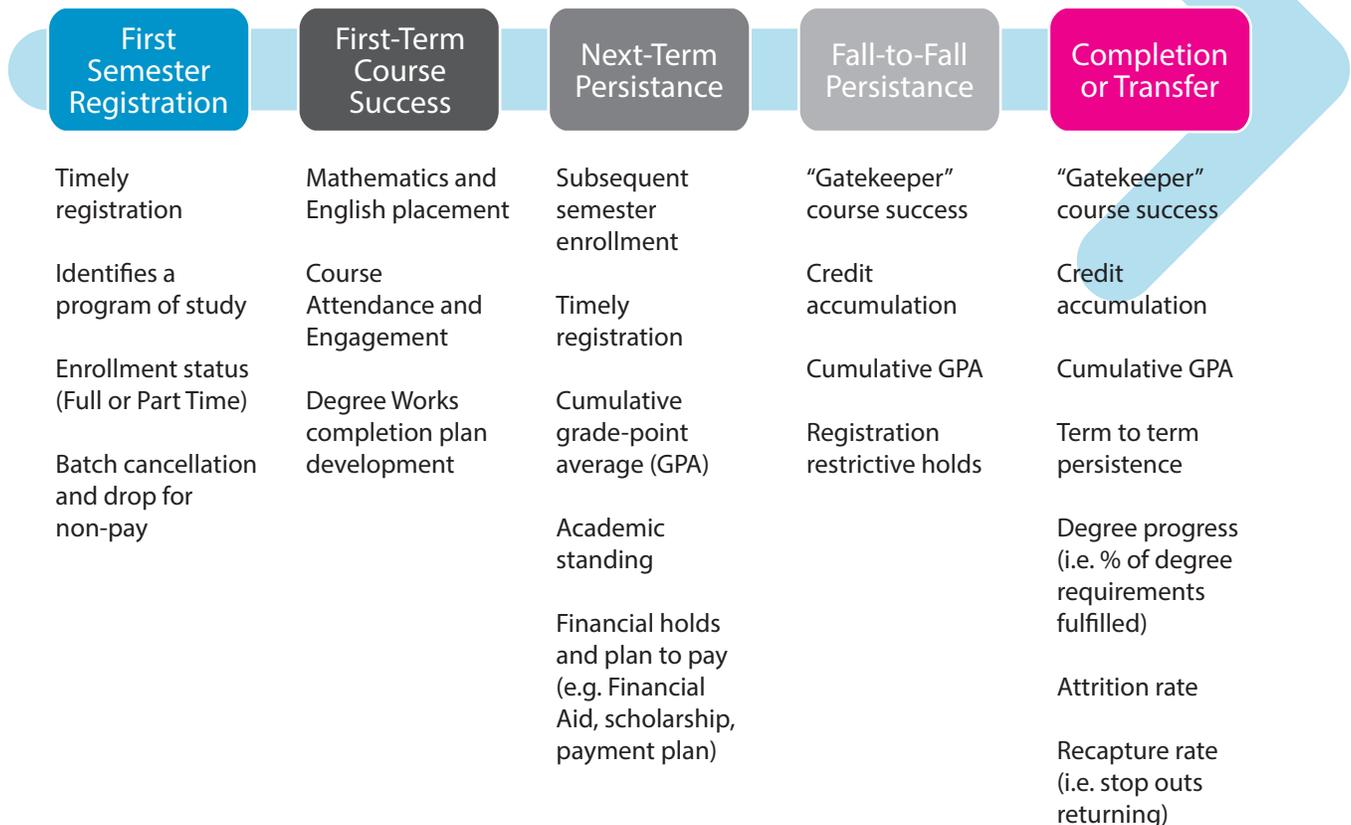
Kalamazoo Valley, College-Level Key Performance Indicators (KPIs)			
Focus Area	College-level KPI	Cohort (year and metric)	Goal (reporting year and metric)
<b>Connection/Entry</b>	% of in-district high school graduates enrolling	Fall 19 = 28.6%	Fall 22 = 27.5%
	Credit headcount enrollment	Fall 19 = 7,755	
	% of incoming students not college ready	Fall 19 = 47.1%	
<b>Initial Progress</b>	% of degree-seeking students with a declared program of study	Fall 19 = 93.1%	
	% of new students not successfully completing at least one credit in initial fall term	Fall 19 = 17.0%	
	% of credit hours successfully completed in first term	Fall 19 = 73.8%	
	% of students retained from fall to winter	Fall 19 = 70%	Fall 22 = 74%
<b>Ongoing Progress</b>	% of students retained from fall to fall	Fall 18 = 46.8%	Fall 22 = 50%
	% of credit hours successfully completed in first two years	Fall 17 = 72.6%	
	% of students who reached 2-year credit threshold	Fall 17 = 38.9%	
<b>Completion</b>	150% of normal time IPEDS graduation rate	Fall 16 = 20%	
	Six-year graduation and transfer rate	Fall 13 = 50.6%	Fall 22 = 51%

## ENROLLMENT, RETENTION AND COMPLETION LEADING INDICATORS

### RECRUITMENT INDICATORS



### RETENTION INDICATORS



# ENROLLMENT AND RETENTION PLAN SUMMARY

## Aligned Outcomes and Objectives

Aligned Outcome		Objective	
1	The institution strives to address students' basic needs	1.1	Expand outreach and engagement with community organizations and nurture existing community partnerships.
		1.2	Establish a needs assessment for all students and integrate into student services systems to use for ongoing student support, barrier detection and resource distribution.
		1.3	Assess COVID-19 student feedback survey data to inform ongoing strategic planning.
2	Departments will improve service by increasing efficiency and effectiveness	2.1	Build out a student information center system with frontline dashboard.
		2.2	Build departmental level online forms using Dynamic Forms system.
		2.3	Outfit instructional area classrooms with technology needed for expanded capability to deliver content across all modalities.
		2.4	Develop student services appointment scheduling structure that balances virtual appointment offerings with in-person offerings.
		2.5	Purchase, plan for and utilize virtual enrollment focused software programs to deliver tours, presentations, events and other virtual outreach.
		2.6	Increase partnership and relationships with international recruiting agencies and exchange programs.
3	Students will experience Kalamazoo Valley Community College as a safe, welcoming and inclusive educational environment	3.1	Update, implement and communicate preferred first name policy.
		3.2	Develop Office of Student Life and Engagement.
		3.3	Offer professional development opportunities focused on servicing underserved and underrepresented populations.
		3.4	Departmental level KPIs will be grounded in equity, aligned with college-level strategic goals and influenced by disaggregate level data.
		3.5	Review and assess recruitment territories to diversify caseloads with attention to area high school distribution, community partnerships and service agencies.
4	Students will feel supported by Kalamazoo Valley	4.1	Formalize and coordinate a minimum of one retention grounded outreach campaign per semester.
		4.2	Establish a One-Stop Service Center.
		4.3	Restructure support for Kalamazoo Promise recipients.
		4.4	Refine case management structure and proactive outreach plan.
		4.5	Provide intensive wrap-around support for students in response to developmental education reform.
		4.6	Refine support for students in academic warning, probation and dismissal following policy changes.
		4.7	Expand academic progress monitoring tactics to include all students in all programs.
		4.8	Design and integrate intentional support for adult/non-traditional learners.

## ENROLLMENT AND RETENTION PLAN SUMMARY

### Aligned Outcomes and Objectives

Aligned Outcome		Objective	
5	Students will find it easier to understand/navigate college systems and plan for success	5.1	Align appointment scheduling across all student services departments.
		5.2	Integrate student led self-scheduling and planning systems.
		5.3	Select, design and implement chat bot service.
		5.4	Tailor online orientation offerings so relevant content is offered based on student type.
		5.5	Plan for anticipated changes to FAFSA simplification.
		5.6	Establish single points of contact for Michigan Reconnect and Futures for Frontliners recipients new to the college or returning after stopping out.
		5.7	Integrate intentional recruitment marketing strategies with age appropriate printed materials, digital marketing and paid advertising.
6	The college will innovate student centered scheduling, degree programs and transfer options	6.1	Create course transfer plans that allow for improved flexibility.
		6.2	Evaluate 'kickstart courses' and use outcomes to plan future offerings.
		6.3	Explore addition of accelerated courses required for a variety of degree programs.

**ENROLLMENT-RETENTION COMMITTEE**  
**DEPARTMENTAL UPDATES**  
**06.17.21**

**COUNSELING AND ADVISING**

- New Academic and Career Pathway Advisors starting July 6th:
  - **Kelly Reed** will be part of the Health Career Pathway team. She is coming to us from WMU with more than 5 years of student services experience in supporting students; helping them highlight their WMU experiences.
  - **Apryl Scheffler-Martin** will be part of the Business Pathway team. She is coming to us from Washtenaw Community College with 5 plus years of experience supporting students in various roles, but most recently as a Retention and Completion Specialist.
  - **Nathan Anderson**, will be part of the Trades Pathway team. He comes to us from Kellogg Community College where he currently serves as the Career Coach for Industrial Trades students.
  - Please feel free to share this update with your departments.

**ENROLLMENT MANAGEMENT**

**INTERNATIONAL STUDENT SERVICES**

- Federal guidance allowing F-1 visa holders to enroll in as many online classes as necessary to be full-time has been extended through the fall.
- Immigration documents for applicants are now being collected via a TargetX portal.
- Opportunities for visa interviews remain limited, with about 30% of U.S. embassies able to offer a visa appointment within the next two months.

**KALAMAZOO PROMISE**

- 180 students registered for fall

**MARKETING**

- Summer and Fall Student Recruitment Promotion: Wrapping up summer, with all efforts focused on fall starting July 1.
  - Promotion of Inside Out events
  - Updating college viewbook for 2021-2022 school year. 2020-2021 viewbook translated into Spanish for El Concilio Art Exhibit
  - International viewbook translated into Spanish, working on Arabic translation
  - MI Reconnect
  - WWMT “News” Buy: \$ 8,820
  - Digital/Social: See attached reports
  - Target X/MailChimp Campaigns: guest student, vaccine clinics, campus tours, supporting your student, Merit, adult learner NSO, Reconnect next steps (complete FAFSA, enroll, register), honors program for international students, financial aid refunds.
  - Videos in development: Summit, Target X, Leshieka Williams, Fire Science Academy, student services how to, ISK Culinary Journey Cookbook
  - KV Focus: In households this week. Stories include: USDA grant, NSO, fall registration, debt forgiveness, WTTA certification, KVM exhibit, Valley on the Road, Leshieka Williams, Merit Scholars, Gene Haas Scholarship, Community education classes, CNM and El Conilo Latino Art Exhibit, Women's basketball tryouts, OFE update
- InFocus
  - May 17 - open rate 46%. Top clicks: Class schedule, Facebook, Instagram
  - June 1 - open rate 51%. Top clicks: Financial aid refunds, Instagram, health screening

**ENROLLMENT-RETENTION COMMITTEE**

**DEPARTMENTAL UPDATES**

**06.17.21**

- June 14 - open rate 30%. Top clicks: Cares funding application, writing center, math center

**STUDENT SUCCESS**

- 122 students have completed online orientation (May 17th through June 14th)
- The Global Student Union has a successful downtown Kalamazoo scavenger hunt outside

**TRANSFER RESOURCE SERVICES**

## Kalamazoo Valley Social Media Content June 16 – June 30

### June 16 — Facebook, Instagram and Twitter

Do you love playing basketball? Try out for the 2021-22 Women's Basketball team here at Kalamazoo Valley!

Tryouts are from 6-8pm June 30. You must:

Be a high school graduate

Bring a valid physical to tryouts

Wear a face covering during tryouts

Questions? Reach out to Coach Felicia Thomas!

- Photo: LadyCougars\_Basketball\_Tryouts2021\_FB
- Instagram Hashtags: #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #BasketballTryouts #WomensBasketballTeam

### Facebook and Twitter

We have officially wrapped up our KVCC On the Road Series in Kalamazoo County! Our Enrollment Team was able to visit 13 schools in 2 weeks! We also delivered senior gift bags to the schools we could not visit in the county. Congratulations, high school seniors! We loved celebrating with you and hope to see you in the fall!

- Photos: From Chelsie

### June 17 — Facebook, Instagram and Twitter

Have you heard about our life enrichment classes? We're offering several single-session classes this summer at the Groves campus that anyone can register for. Topics include improv, acting, entrepreneurship, mechatronics, and building a nest box for birds. Some classes are available for children as young as 8 years old!

Check out the full schedule of classes and register now at [http://bit.ly/KVCC\\_CommunityCourses](http://bit.ly/KVCC_CommunityCourses)

- Photo: HannahVideoScreenshot.jpg
- Instagram Hashtags: #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #LifelongLearning #LifeEnrichmentClasses #CommunityClasses

### June 18 — Facebook, Instagram and Twitter

Congratulations to our Wind Turbine Technician Academy graduates! These folks have completed all of the training and learned the necessary skills to become wind turbine technicians. Their training and personal commitment to this career will drive them to become leaders in the wind industry.

Congratulations!

- Photo: WTTA 23\_Class Photo
- Instagram Hashtags: #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #CongratulationsGraduates #ClassOf2021 #WindTurbineAcademy #WindTurbine #WindTurbineTechnicians

## Kalamazoo Valley Social Media Content June 16 – June 30

### June 21 — Facebook, Instagram and Twitter

Calling all Latino artists! The @Center For New Media and @El Concilio are accepting entries for the Latino Artist Exhibit happening in July. The exhibit is happening in conjunction with the Latino Summer Festival. Find out how to submit your artwork here:

[https://www.kvcc.edu/Full\\_Story/2105111610dkem-news](https://www.kvcc.edu/Full_Story/2105111610dkem-news)

- Photos: CNM\_ElConcilio\_FB
- Instagram Hashtags: #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #KalamazooArtists #KzooArtists #CelebrateLatinoArt #CelebrateLatinxArt #LatinoArtists #LatinxArtists

¡Atención artistas latinos locales! El @Center For New Media y @El Concilio están aceptando obras de arte para la Exposición de Artistas Latinos que se llevará a cabo en julio.

La exhibición se lleva a cabo en conjunto con el Festival Latino de Verano. Descubra cómo enviar su obra de arte aquí:

[https://www.kvcc.edu/news/documents/Pautas\\_de\\_la\\_Exposicion\\_de\\_Arte\\_Latino.pdf](https://www.kvcc.edu/news/documents/Pautas_de_la_Exposicion_de_Arte_Latino.pdf)

- Photos: CNM\_ElConcilio\_FB
- Instagram Hashtags: #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #KalamazooArtists #KzooArtists #CelebrateLatinoArt #CelebrateLatinxArt #LatinoArtists #LatinxArtists

### June 23 — Facebook, Instagram and Twitter

There's still time to register for the next round of summer session classes that start July 1! This is a great way to continue working on your degree or get ahead. Check out the full list of classes and register now in your MyValley account.

- Video: Registration Tutorial – reminder to use Firefox
- Instagram Hashtags: #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #SummerClasses

### June 25 — Facebook, Instagram and Twitter

Are you feeling anxious as lockdown restrictions are relaxed? You're not alone! Post-lockdown anxiety is something many people are feeling right now and will likely pass with time. Here are some tips to help you with your mental health:

1 — Go at your own pace. Do what is comfortable for you and don't overwhelm yourself with more plans or activities than you might be ready for. Take it step by step!

2 — Don't avoid things entirely. Avoiding the things that make us anxious seems easy, but it can make it harder to start facing our fears in the long term. Set small, manageable goals like meeting a friend for coffee or a snack outside and build up from there.

3 — Communicate beforehand. Let people know how you feel and make sure other people are comfortable too. Other people may feel the same way you do.

If you're feeling overwhelmed, the Kalamazoo Valley counseling team is here to help! Make an appointment at 269-488-4040.

- Photo: Counselors2
- Instagram Hashtags: #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #MentalHealth #ProtectYourMentalHealth #AnxietyTips

## Kalamazoo Valley Social Media Content June 16 – June 30

### June 28 — Facebook and Instagram

Yes, it's summer, but we are always here to help you! Student services are available for virtual and in-person appointments. You can call or email for an appointment or schedule through your MyValley account under "My Links" or through the Student Services page here:

<https://www.kvcc.edu/services/successcenter/>

**As a reminder, the college is now on summer hours through August 13. Hours are as follows: Monday – Thursday | 7:30 a.m. – 5 p.m., with a limited number of student services open until 7 p.m. on Tuesdays.**

### Student Services Contact List

Admissions, Registration and Records: [arr@kvcc.edu](mailto:arr@kvcc.edu) or 269.488.4281

Advising and Counseling: [counseling@kvcc.edu](mailto:counseling@kvcc.edu) or 269.488.4040

Apprenticeships: [apprenticeship@kvcc.edu](mailto:apprenticeship@kvcc.edu) or 269.488.4873

Bookstore: [bookstore.kvcc.edu](http://bookstore.kvcc.edu) or 268.488.4030

Financial Aid: [finaid@kvcc.edu](mailto:finaid@kvcc.edu) or 269.488.4340

Internships: [intern@kvcc.edu](mailto:intern@kvcc.edu) or 269.488.4635

IT (Computer) Help Desk: [IT@kvcc.edu](mailto:IT@kvcc.edu) or 269.488.4250

Kalamazoo Promise Services: [mmorales@kvcc.edu](mailto:mmorales@kvcc.edu) or 269.488.4515

KVAAP: [kvaap@kvcc.edu](mailto:kvaap@kvcc.edu) or 269.373.7946

Life Resources: [cdunten@kvcc.edu](mailto:cdunten@kvcc.edu) or 269.488.4040

Office of Early/Middle College & Dual Enrollment: [earlymiddlecollege@kvcc.edu](mailto:earlymiddlecollege@kvcc.edu) or 269.488.4509

Office for Student Access: [studentaccess@kvcc.edu](mailto:studentaccess@kvcc.edu) or 269.488.4397

Pay Station: [paystation@kvcc.edu](mailto:paystation@kvcc.edu) or 269.488.4162

Prior Learning: [lbrooks@kvcc.edu](mailto:lbrooks@kvcc.edu) or 269.488.4873

Student Employment Relations: [careercenter@kvcc.edu](mailto:careercenter@kvcc.edu) or 269.488.4040

Student Strengths Development: [strengths@kvcc.edu](mailto:strengths@kvcc.edu) or 269.488.4040

Student Success Services: [success@kvcc.edu](mailto:success@kvcc.edu) or 269.488.4040

Transfer Resource Services: [ebell@kvcc.edu](mailto:ebell@kvcc.edu) or [lfunk@kvcc.edu](mailto:lfunk@kvcc.edu) or 269.488.4040

Testing Center (TTC): [testcenter@kvcc.edu](mailto:testcenter@kvcc.edu) or 269.488.4235 or (AWH): [acctestingcenter@kvcc.edu](mailto:acctestingcenter@kvcc.edu) or 269.373.7800

Tutoring: [learningcenter@kvcc.edu](mailto:learningcenter@kvcc.edu) or 269.488.4397

Veteran Services: [cheidelberg@kvcc.edu](mailto:cheidelberg@kvcc.edu) or 269.488.4040

## Kalamazoo Valley Social Media Content June 16 – June 30

All students and guests who schedule in-person appointments are required to adhere to **strict safety measures**.

- Face coverings must be worn properly at all times.
  - When possible, proper social distancing of a minimum of six feet must be observed.
  - Frequent hand washing along with the use of hand sanitizer.
  - Completion of a daily **health assessment** prior to arriving on campus.
- Photo: StudentServices
- Instagram Hashtags: #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #StudentServices #WeAreHereForYou

### Twitter

Yes, it's summer, but we are always here to help you! Student services are available for virtual and in-person appointments. You can call or email for an appointment or schedule through your MyValley account under "My Links." Get the contact info here: <https://www.kvcc.edu/services/>

### June 30 — Facebook, Instagram and Twitter

Paying your tuition and fees is easier than ever thanks to Kalamazoo Valley's partnership with Nelnet Campus Commerce. Now you can sign up for a monthly payment plan that works for you — and you don't have to pay interest. Find out more and sign up at [MyCollegePaymentPlan.com](http://MyCollegePaymentPlan.com). Tuition for fall classes is due July 13!

- Photos: Nelnet 1-4
- Instagram Hashtags: #KalamazooValley #KVCC #CommunityCollege #Kalamazoo #KzooMI #Kzoo #KalamazooMichigan #CollegeStudents #TuitionPaymentPlan #PayTuition #CollegePaymentPlan #PayingForCollege

# Kalamazoo Valley



## Digital Marketing Report & Budget Recommendations January-May 2021 Review

Entertainment	250	50
Food	300	200.75
Home	300	150
Medical	100	25
Personal Care	300	80
Travel	300	350
Utilities	200	
Other	50	



# Agenda

- Display Ad Campaigns  
*Jan-May Review*
- Video/OTT/CTV Campaigns  
*Jan-May Review*
- Facebook Targeting Campaigns  
*Jan-May Review*
- SEM Campaigns  
*Jan-May Review*
- Social Management  
*Jan-May Review*
- July-December  
*2021 Recommendations*



## OVERVIEW OF CAMPAIGNS:

### Display Ads

#### *Rotating Message*

- January-June- \$1,000/month – 100K Impressions

#### *Summer Registration*

- This ran from Mid March thru Mid May
- \$3,750 total- 375K Total Impressions

#### *Fall Registration*

- *May & June- \$3,000 Total- 300K Total Impressions (this is NOT in this reporting analysis)*

*Currently waiting on creative. Once we have this we will run \$3,000 in spend & 300K impressions for a 45-60 day period.*

## Budget Review

- *\$12,750 Total from Jan-June 2021*
- *Billed an average of \$2,125 per month*

# **BRANDING- Metric Definitions**

## **Display Ad Targeting**



**For our targeted branding campaigns we look at the following metrics to measure how the campaigns are performing:**

***We first look at the reach & frequency of each campaign to see if we are on track with our total impressions:***

- **REACH:** The number of unique users, based on your targeted audience, that your ad was able to reach with the allocated amount of impressions for each campaign.
- **FREQUENCY:** The average frequency, per device, as seen by a user. Our goal is a 4 average and this is PER DEVICE. Most consumers, on an average, have 2 devices.

***The next things we do is use the following data measurements to tell us how the campaign is performing:***

- **IMPRESSIONS:** This is calculated by every time an ad is seen when a web page or app loads.
- **CLICKS:** The number of times a user clicks on your ad.
- **CTR:** This is a mathematical equation calculated by the number of impressions divided into the number of clicks to your website or landing page as a direct result of seeing your advertising.
- **WEBSITE VIEWTHROUGH:** A user has been delivered your ad but does not click on it. That user then, within the next 30 days, visits your website organically. This value is great because it means we made sure to make your brand name top of mind so they come back to learn more.

## BRANDING SCORECARD

**500,109**  
Impressions

**459**  
Clicks

**0.09%**  
CTR

**2,794**  
Website Viewthroughs



# DISPLAY AD TARGETING *ROTATING CAMPAIGN*



### *Notes/Insights:*

- This campaign ran every month from January-May 2021-100K Imp.
- Total actions taken were 3,253 consumers. The bulk of those actions came from the student being delivered the ad and within 30 days came BACK to your website for more information. This is great!
- Frequency was lower than we would like at 2.27. **We recommend for the rotating campaign to bump up to 150,000 impressions to reach more students and have a higher frequency.**

## BRANDING SCORECARD

375,008

Impressions

421

Clicks

0.12%

CTR

1,413

Website Viewthroughs



# DISPLAY AD TARGETING *SUMMER REGISTRATION CAMPAIGN*



### *Notes/Insights:*

- This campaign ran March - May with a total impressions of 375K.
- Total actions taken were 1,834 consumers. Great to see that almost 1,500 students were delivered the registration ad and then came BACK to your website.
- Frequency was 4.55 which is great! **We are on track with the right amount of impressions for summer registration.**



# OVERVIEW OF CAMPAIGNS:

## Video/OTT/CTV

### *EMC/Dual Enrollment*

- January & February \$3,000/month – 75K Imp/Mo.

### *Summer Registration (Enrollment Video)*

- Mid April & all of May & Partial June-
- \$7,500 total- 187,500 Total Impressions

### *Fall Registration*

- May & June- \$6,000 Total- 150K Total Impressions  
(this is NOT in this reporting analysis)

*Currently waiting on creative. Once we have this we will run for a 45 day period.*

## Budget Review

- *\$19,500 Total from Jan-June 2021*
- *Billed an average of \$3,250 per month*

# **BRANDING- Metric Definitions**

## **Video/OTT/CTV**



For our video/OTT/CTV campaigns we look at the following metrics to measure how the campaigns are performing:

*We still look at the reach & frequency of each campaign to see if we are on track:*

- **REACH:** The number of unique users, based on your targeted audience, that your ad was able to reach with the allocated amount of impressions for each campaign.
- **FREQUENCY:** The average frequency, per device, as seen by a user. Our goal is a 4 average and this is PER DEVICE. Most consumers, on an average, have 2 devices.

*The next thing we do is use the following data measurements to tell us how the campaign is performing:*

- **TOTAL ACTIONS:** We look at a total actions of clicks and website viewthroughs. This is extra important as you generally are not clicking on a large screen device but could come back to the website within 30 days.
- **DEVICE DELIVERY:** We take a look at what was delivered for this campaign utilizing, small screen vs. large screen devices.
- **METRICS BY DEVICE DELIVERY:** We look to see what actions are getting the higher clicks as well as look at how we are delivering impressions to decide if we need to shuffle more impressions to a different device.
- **COMPLETION RATES:** We do look at completion rates to see how video targeting is performing as you can't skip and check to see total clicks thru video vs. OTT.

## BRANDING SCORECARD

# 118,025

Impressions

# 203

Clicks

# 565

Website Viewthroughs



# VIDEO/OTT/CTV SUMMER REGISTRATION (Enrollment) CAMPAIGN

Campaign Name	Imps	Clicks	100%
Kalamazoo Valley Community College (KVCC) - Enrollment Video_CONT	17,487	16	11,660
Kalamazoo Valley Community College (KVCC) - Enrollment Video_FENCE	8,602	19	3,066
Kalamazoo Valley Community College (KVCC) - Enrollment Video_OTT/CTV Large Scre...	9,457	1	9,098
Kalamazoo Valley Community College (KVCC) - Enrollment Video_OTT/CTV Small Scre...	9,393	7	8,606
Kalamazoo Valley Community College (KVCC) - Enrollment Video_SRT+KW	46,542	120	23,001
<b>Total</b>	<b>91,481</b>	<b>163</b>	<b>55,431</b>

### Notes/Insights:

- Overall, you had 768 total actions from your summer registration campaign.
- The website viewthroughs again are doing amazing especially for Video/OTT/CTV. Out of the video targeting, which the student can skip if they want, almost 50% of those students watch the video 100% thru! This is great.
- Frequency is 2.44 overall. I would love to see us bump to a minimum of 100K to 125K impressions to improve this for the remainder of the year.

## BRANDING SCORECARD

# 149,950

Impressions

# 189

Clicks

# 1,645

Website Viewthroughs



## VIDEO/OTT/CTV *EMC/Dual Enrollment CAMPAIGN*



Campaign Name	Impressions	Clicks	50% Complete	75% Complete	100% Complete	CompleteRate	Video Starts
Kalamazoo Valley Commu...	14,001	18	4,711	3,172	2,502	17.89%	13,988
Kalamazoo Valley Commu...	135,949	171	45,613	39,205	33,343	24.84%	134,235
<b>Total</b>	<b>149,950</b>	<b>189</b>	<b>50,324</b>	<b>42,377</b>	<b>35,845</b>	<b>24.18%</b>	<b>148,223</b>

### *Notes/Insights:*

- Overall, you had 1,834 actions taken, with almost 90% of that in the target audience being delivered the video and then they came back to the website within 30 days.
- Frequency is 4.50 overall which is strong. I think we are on track for the next 6 months to stick to this total impression number.



## OVERVIEW OF CAMPAIGNS: Facebook Video Targeting - Breakdown

### ***Rotating Campaign***

- Jan-June- \$1,000 per month budget (**\$4K**)  
*\*Paused in May to shift \$1,000 to Virtual Bake Show*

### ***Brewery***

- Jan & Feb- \$750 per month budget (**\$1,500**)

### ***Healthcare Careers/We Train Heroes***

- Jan & Feb- **\$3,750** total budget (Healthcare Careers)
- January only - **\$750** total budget (We train Heroes)

### ***Summer registration***

- March-May- **\$2,000** total budget

### ***BAKESHOW***

- 2 Weeks in May- **\$1,000** budget (We paused Rotating Campaign and used May's budget for this)

### ***Fall Registration***

- June - **\$2,500K** total budget (currently running)

### ***ISS (not included here but we wanted to show those results also)***

- March-June \$1,000 a month budget (**\$4K**)

# Budget Review

- *\$15,500 Total from Jan-June 2021*

# ***BRANDING-* Metric Definitions**

## **Facebook/Instagram Targeting**



**For our Facebook/Instagram campaigns, either display or video deliver, we look at the following metrics to measure how the campaigns are performing:**

- **FACEBOOK REACH:** This is the number of unique people who saw your content in your ad based on your current budget.
- **FREQUENCY:** The average times we were able to deliver your ad to the consumer based on the total budget.
- **LINK CLICKS:** Facebook defines Link Clicks as “the number of clicks on links within the ad that led to destinations or experiences, on or off Facebook.” Link Clicks are basically an aggregate total of all clicks on an ad from the entire experience.
- **UNIQUE CLICKS:** All link clicks (outbound clicks, landing page click) but focuses on the number of unique *people* who performed clicks, not the action itself, so they are counted only once.
- **CLICKS (All)** This metric includes link clicks on other parts of the ad(ex: someone clicks on your pages name). This also includes post likes/comments/shares, clicks to a Facebook page or Instagram profile, clicks to expand a photo or video to full screen.
- **Engagement-** For Facebook, the engagement is valuable. This is who liked or loved the ad, who shared or saved it and if they commented on it.

# BRANDING SCORECARD FACEBOOK

38,097

Reach

4.96

Frequency

1,282

Unique Link Clicks

28

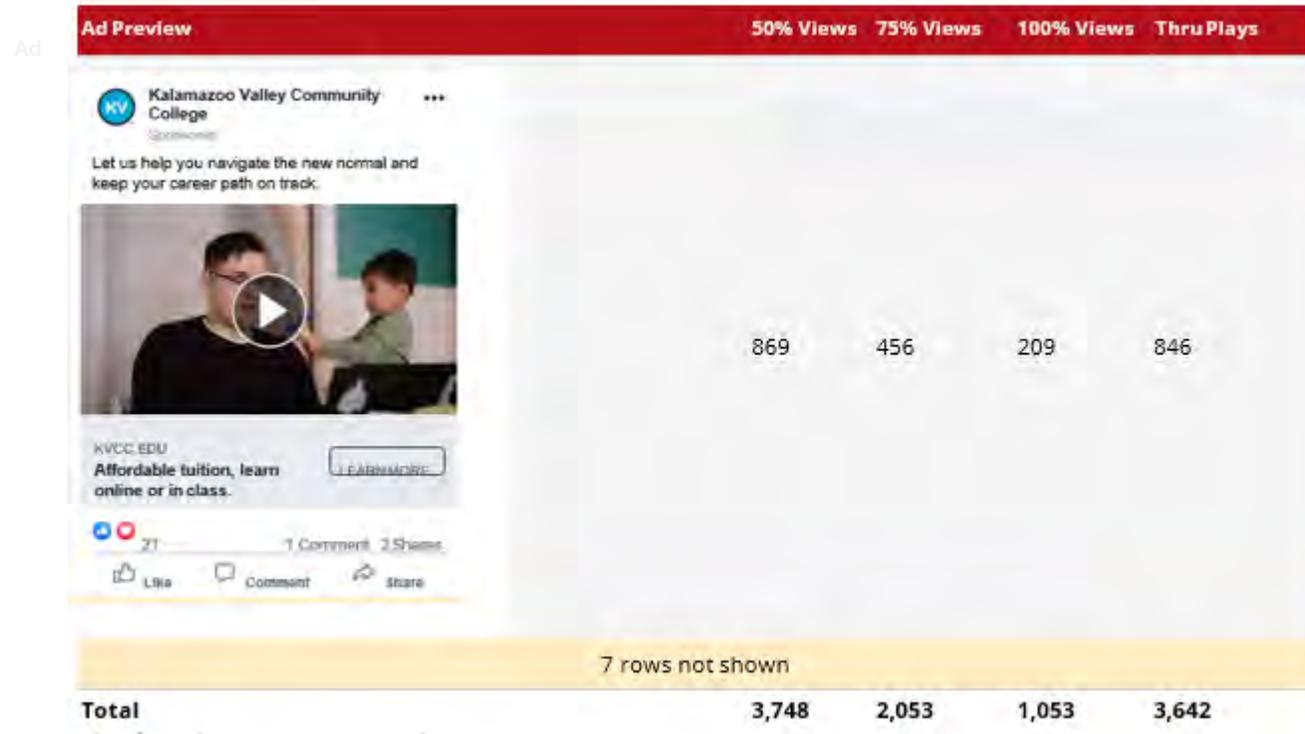
Post Shares

4

Post Save



# FACEBOOK TARGETING VIDEO ROTATING CAMPAIGN



## Notes/Insights:

- Great frequency!
- In addition to the 28 Shares & 4 Saves, you had 165 likes & 12 loves which is great engagement.
- This video was watched 1,053 times all the way thru! That's over 200 students/targets watching each month 100% thru.

# BRANDING SCORECARD FACEBOOK

19,415

Reach

4.88

Frequency

296

Unique Link Clicks

3

Shares

3

Saves

20

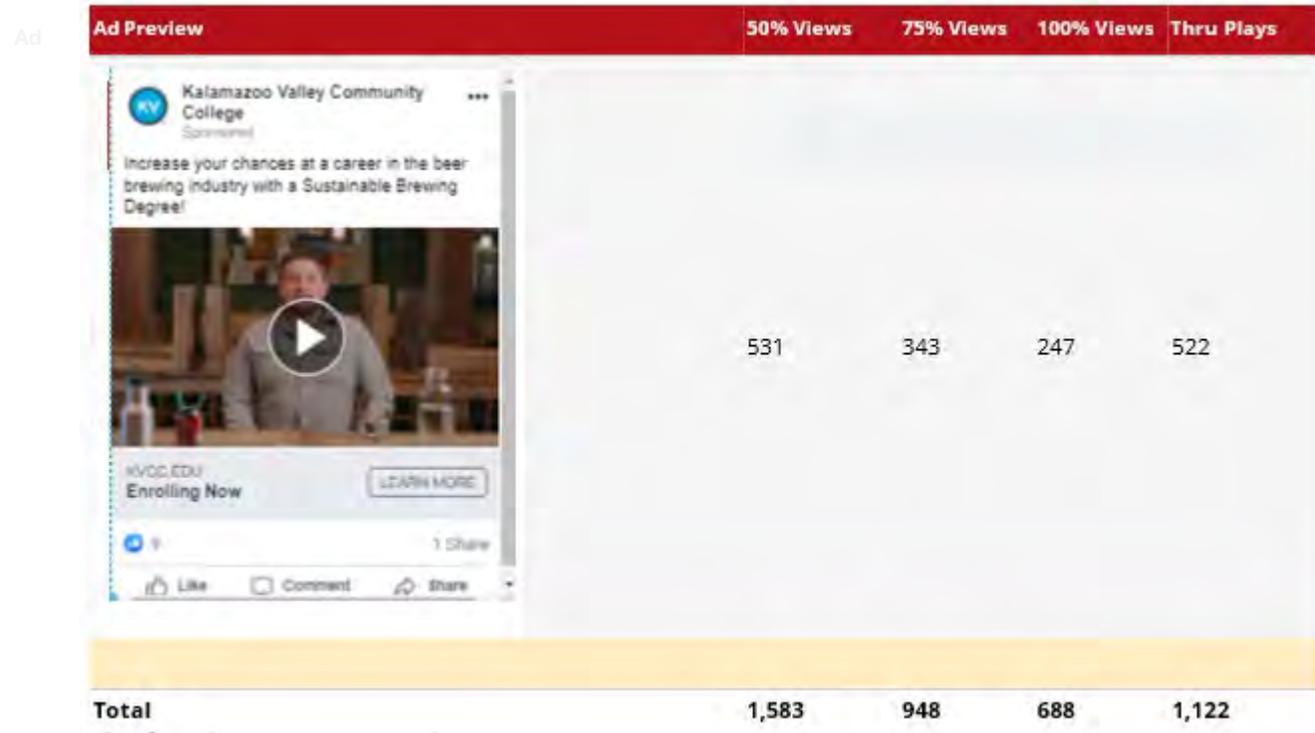
Likes

1

Loves



# FACEBOOK TARGETING VIDEO *BREWERY CAMPAIGN*



## *Notes/Insights:*

- This ran Jan/Feb with \$750 a month budget.
- We were able to reach just under 20,000 people in those 2 months with a good solid frequency.
- This video was watched 688 times all the way thru! Great number for just a 2-month campaign.

**BRANDING  
SCORECARD  
FACEBOOK**

**46,865**  
Reach

**4.13**  
Frequency

**1,095**  
Unique Link Clicks

**23**  
Shares

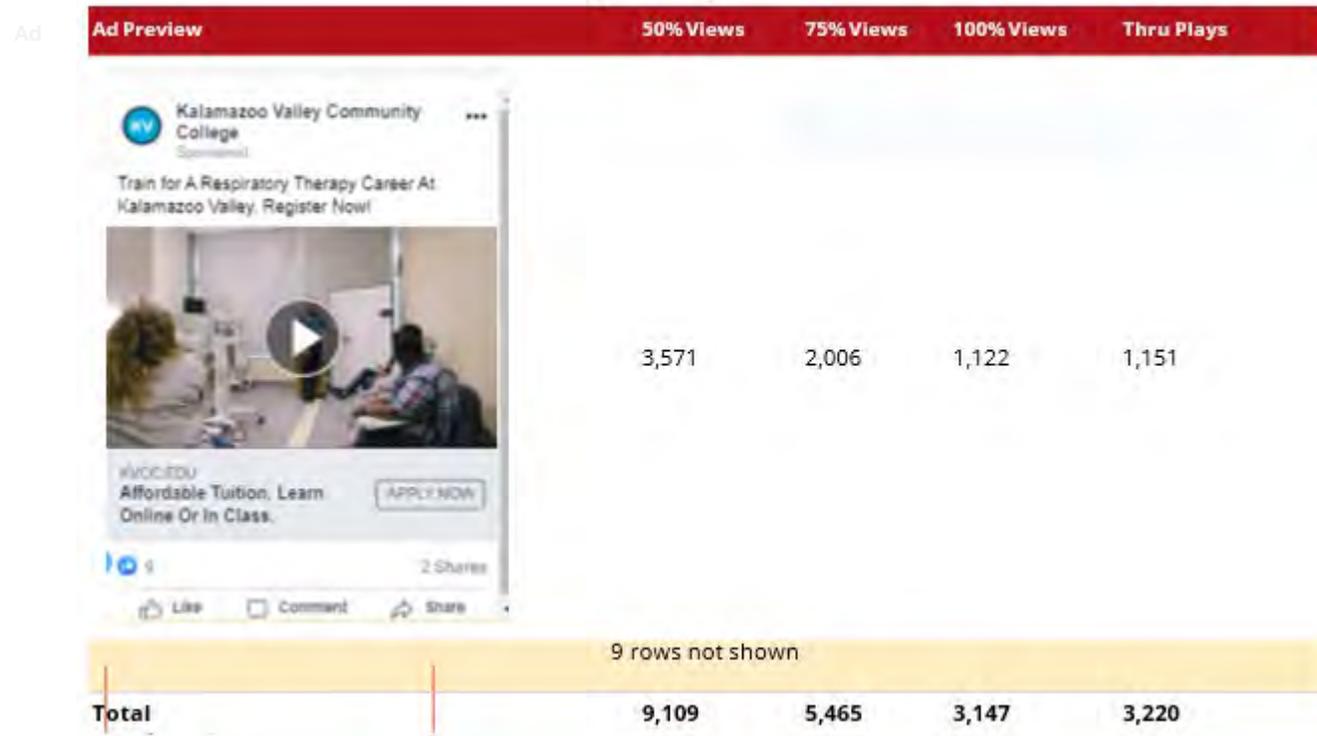
**3**  
Saves

**124**  
Likes

**16**  
Loves



# FACEBOOK TARGETING VIDEO *HEALTHCARE CAMPAIGN*



### *Notes/Insights:*

- This ran 1/12-2/28 with a \$1500 overall budget.
- Engagement is strong and great unique clicks which means that 1,095 people performed this click to know more about this career video.
- This video was watched 3,100 times all the way thru! Great number for just a 6-week campaign.

BRANDING  
SCORECARD  
FACEBOOK

22,733

Reach  
▲ 3,251

5.44

Frequency  
▲ 0.31

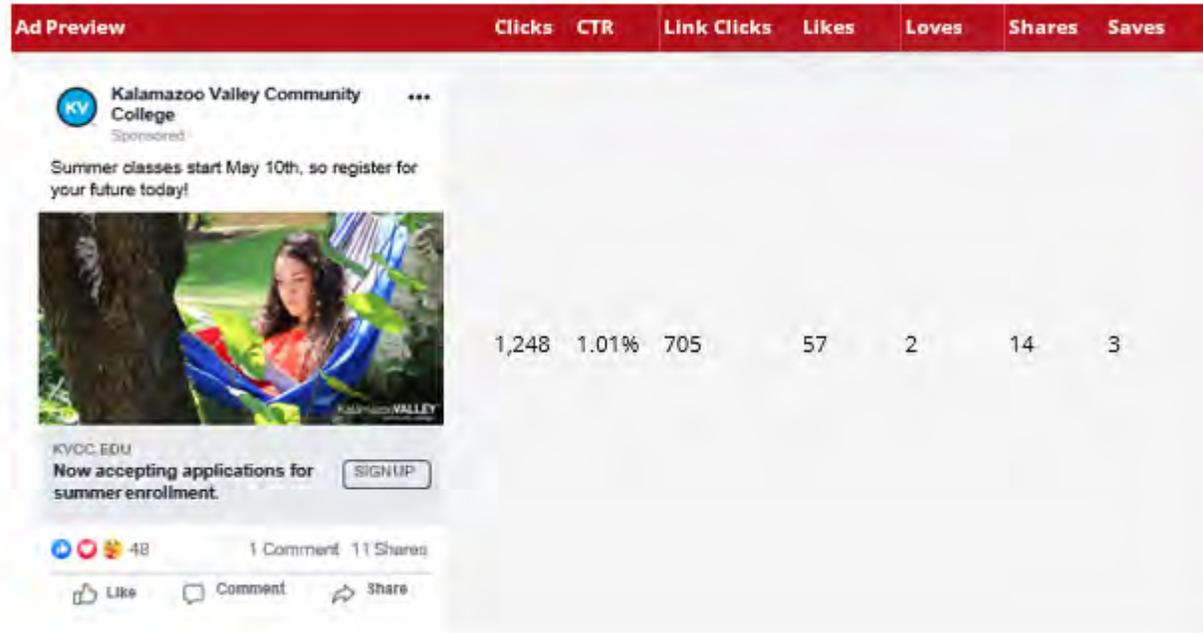
625

Unique Link Clicks  
▲ 109



# FACEBOOK TARGETING DISPLAY *REGISTRATION CAMPAIGN*

Ad



## Notes/Insights:

- This campaign ran March, April and May with a \$2,000 total budget.
- Engagement is strong with 14 shares and 59 likes/loves & 3 saves.
- 1,248 consumers interacted in some way thru a click in the 2-month campaign which is a high number. Out of that number 625 were unique people.

**BRANDING  
SCORECARD  
FACEBOOK**

**432,809**

Reach

**4.09**

Frequency

**74,624**

Unique Link Clicks

**20**

Saves

**13**

Shares

**1,066**

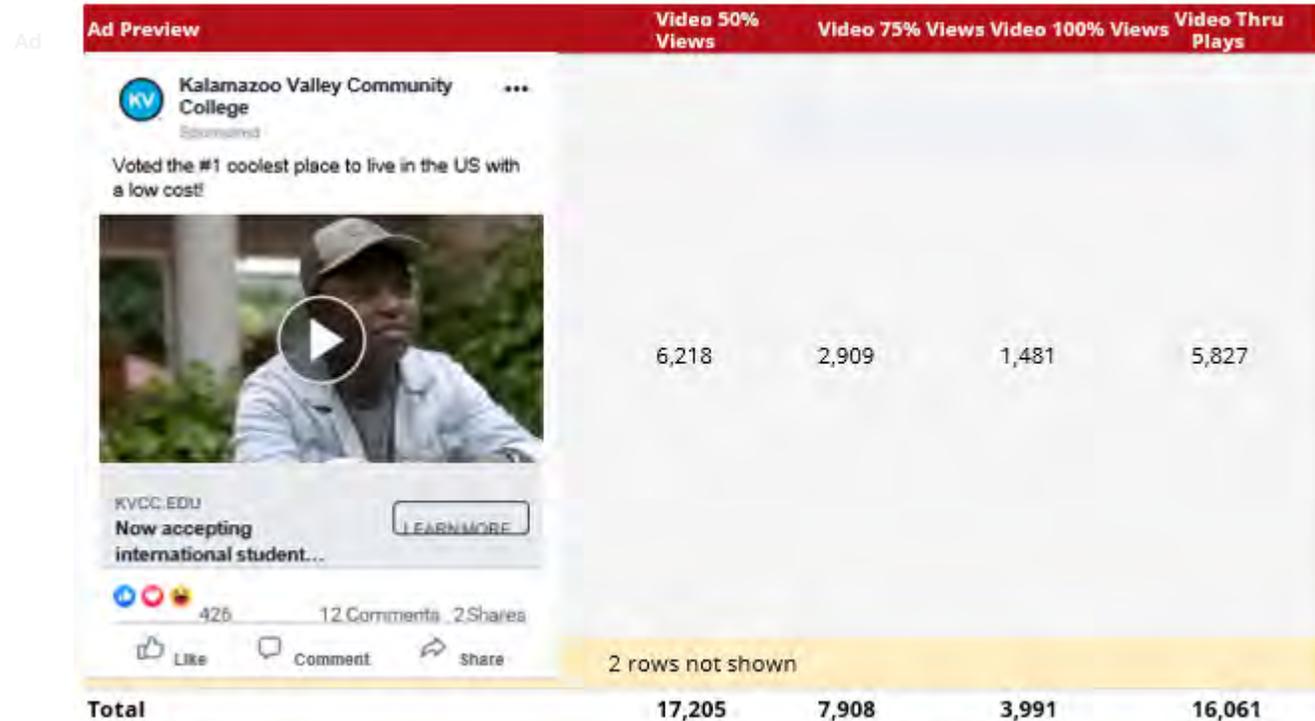
Likes

**66**

Loves



# FACEBOOK TARGETING VIDEO ISS CAMPAIGN



### Notes/Insights:

- This campaign is running 3/1 thru 6/30 with a \$1000/mo overall budget (Paid by invoice from Chris Voss - ISS Department)
- Engagement is strong and your reach for this campaign is the highest we have.
- This video was watched 4,000 times all the way thru! That is over 800 people average each month!

BRANDING  
SCORECARD  
FACEBOOK

20,789

Reach  
▲ 15,114

3.10

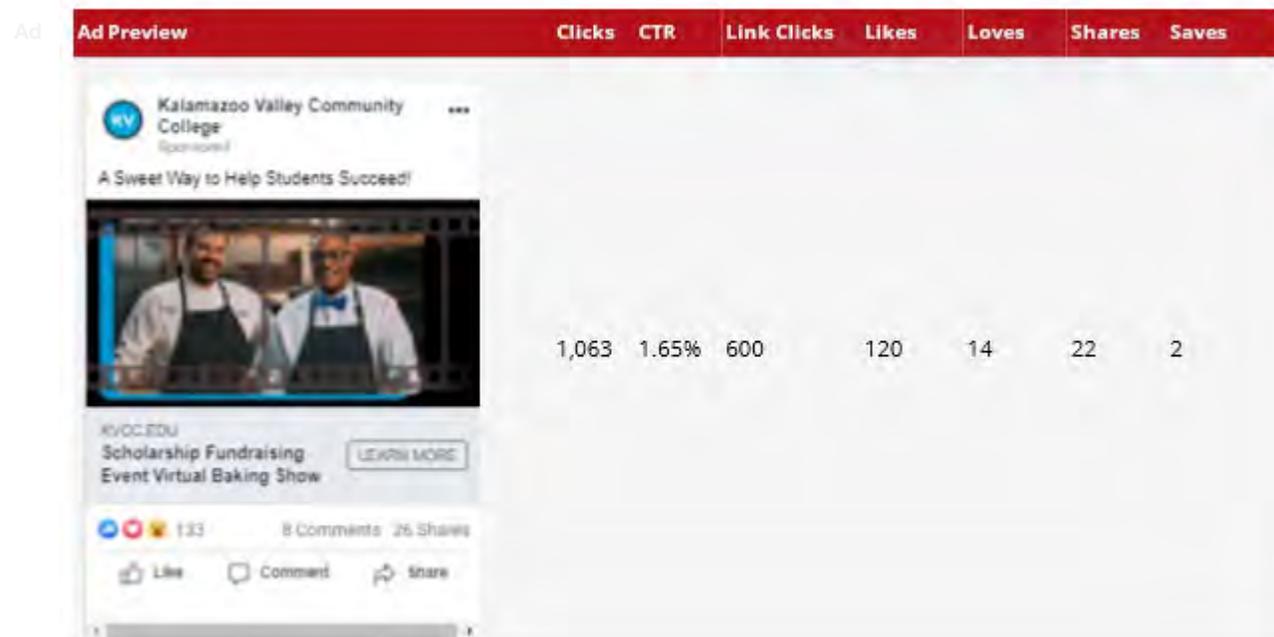
Frequency  
▲ 1.38

504

Unique Link Clicks  
▲ 380



# FACEBOOK TARGETING DISPLAY *BAKE SHOW CAMPAIGN*



### *Notes/Insights:*

- This campaign ran 4/27 – 5/13 with a \$1,000 total budget.
- For a 2-week campaign the frequency was a little lower than some of your other campaigns.
- 1,063 consumers interacted in some way thru a click in the 2-week campaign which is a high number. Out of that number 504 were unique people.



## OVERVIEW OF CAMPAIGNS:

### SEM

<b>SKILLED TRADES</b>	<b>\$ 800/MO</b>
<b>ART &amp; NEW MEDIA</b>	<b>\$ 500/MO</b>
<b>CULINARY &amp; BREWERY</b>	<b>\$ 500/MO</b>
<b>GENERAL</b>	<b>\$1,500/MO</b>
<b>HEALTHCARE CAREERS</b>	<b>\$ 500/MO</b>

## Budget Review

- *\$22,800 Total from Jan-June 2021*
- *Billed an average of \$3,800 per month*

# LEAD GENERATION- Metric Definitions



*For our SEM campaigns we look at the following metrics to measure how the campaigns are performing:*

- **IMPRESSIONS:** This is the total amount of consumers in your market that are actively searching for your services. This is NOT something we can control. It will fluctuate year over year and month over month. The only thing that can help increase search is more branding to make a product or service top of mind.
- **CLICKS:** This is how many consumers took an action by clicking on your paid ad. You also only pay when someone clicks.
- **CTR:** This is the mathematical equation of impressions divided by clicks. However, what is valuable is that the higher the CTR the better quality we usually see. For instance, if you have less people searching compared to last year but the same amount of clicks that would be a higher CTR which can equal better quality of consumer.
- **CPC:** Cost Per Click. We look at CPC as an average and also by each category. Generally, a higher CPC compared to the year before or month before indicates more competition, but that isn't always the case. In more niche categories sometimes the CPC will drop down as more competition comes into the market since it is seasonal or less common.
- **IMPRESSION SHARE:** This tells us based on your budget, how much of the market do you own or how often are you showing up for your keywords. This is probably the most valuable data we look at for SEM.
- **SEGMENT BREAKDOWN:** We look at each category or segment individually as our goal is to improve your top categories vs. an overall average.

## LEAD GENERATION SCORECARD

5,942

Impressions  
▲ 904

418

Clicks  
▲ 33

7.03%

CTR  
▼ -0.61%

\$5.93

CPC  
▲ \$1.29

61.72%

Impression Share  
▼ -3.37%



# SEM SUMMARY – ARTS & NEW MEDIA CAMPAIGN

Data Source	Impressions	Clicks	CPC	CTR	IS Google	IS Bing
Bing Ads	952	55	\$3.90	5.78%	< 10%	83.00%
Google Ads	4,990	363	\$6.23	7.27%	40.44%	0.00%
<b>Total</b>	<b>5,942</b>	<b>418</b>	<b>\$5.93</b>	<b>7.03%</b>	<b>40.44%</b>	<b>83.00%</b>

*In this section we are looking at the overall summary for a total SEM budget by bucket & then we review the bucket by each segment or ad group to focus on your top priorities are optimized.*

### Notes/Insights:

- Overall impression share is down 3.37% from last year at this time, however your CPC went up \$1.29 so that makes sense.
- In addition overall search volume is higher and clicks were higher this year compared to 2020 but not by much.
- Overall CTR is fantastic and slightly down only because searches increased.

# SEM – SEGMENT BREAKDOWN

## ARTS & NEW MEDIA CAMPAIGN

SEGMENT

Rectangular Snip

Ad Group Name	Impressions	Clicks	CTR	CPC	Cost	Impression Share
Arts	3,564	259	7.27%	\$5.77	\$1,493.80	47.51%
Graphic Design Certificate	722	51	7.06%	\$6.93	\$353.54	41.02%
Animation & Game Art	645	48	7.44%	\$5.88	\$282.11	49.69%
Multimedia/Video Degree	420	25	5.95%	\$5.45	\$136.22	44.05%
Web Design & Development	221	11	4.98%	\$5.46	\$60.04	61.32%
Graphic Design Degree	208	12	5.77%	\$6.49	\$77.86	48.18%
Illustration Degree	107	7	6.54%	\$6.30	\$44.10	51.20%
Illustration Certificate	55	5	9.09%	\$5.80	\$29.01	62.66%

### Notes/Insights:

- Our most general Arts segment has consistently been the top spend and impression serve. You have close to half of this market and CTR is fantastic.
- Graphic Design Cert is your second for impressions and spend – clicks are very healthy, and you have just over 41% of this market.
- Animation & Game Art is in at 3. Clicks are fantastic and you have almost 50% market share here.
- Multimedia/Video Degree has also gotten great traction – you have over 44% of this market.

## LEAD GENERATION SCORECARD

6,713

Impressions

▲ 746

443

Clicks

▲ 69

6.60%

CTR

▲ 0.33%

\$5.60

CPC

▲ \$0.86

61.21%

Impression Share

▲ 5.83%



# SEM SUMMARY CULINARY & BREWERY CAMPAIGN

Data Source	Impressions	Clicks	CPC	CTR	IS Google	IS Bing
Bing Ads	1,366	64	\$4.11	4.69%	< 10%	81.00%
Google Ads	5,347	379	\$5.85	7.09%	41.43%	0.00%
<b>Total</b>	<b>6,713</b>	<b>443</b>	<b>\$5.60</b>	<b>6.60%</b>	<b>41.43%</b>	<b>81.00%</b>

*In this section we are looking at the overall summary for a total SEM budget by bucket & then we review the bucket by each segment or ad group to focus on your top priorities are optimized.*

### Notes/Insights:

- Overall impression share is UP almost 6% even with a slight CPC increase from last year at this time. We increased this budget by \$150 last year and it paid off to give us that slight bump.
- In addition overall search volume is up slightly and clicks were higher this year compared to 2020 but not by much.
- Overall CTR is fantastic!

# SEM – SEGMENT BREAKDOWN

## *CULINARY & BREWERY CAMPAIGN*

SEGMENT

● Rectangular Snip

Ad Group Name	Impressions	Clicks	CTR	CPC	Cost	Impression Share
Culinary Arts	6,535	409	6.26%	\$5.71	\$2,336.98	49.08%
Sustainable Brewing Certificate	172	26	15.12%	\$4.05	\$105.40	59.14%
Dietary Manager Certificate of Achievement	48	12	25.00%	\$3.91	\$46.93	48.67%
Food Service Admin Transfer Degree	1	0	0.00%	\$0.00	\$0.00	0.00%
Sustainable Brewing Degree	1	0	0.00%	\$0.00	\$0.00	0.00%

### ***Notes/Insights:***

- The most general Culinary Arts segment has been the leader here for impressions and clicks. You have over 49% of this market and a fantastic click through rate.
- Sustainable Brewing is your #2 for spend and impression serve. CTR is off the charts and you're owning over 59% of this market.
- Very little traction for Dietary Manager, but enough to garner clicks and over 48% market share.

## LEAD GENERATION SCORECARD

46,131

Impressions  
▲ 13,095

3,507

Clicks  
▲ 985

7.60%

CTR  
▼ -0.03%

\$2.14

CPC  
▲ \$0.53

28.97%

Impression Share  
▼ -1.67%



# SEM SUMMARY GENERAL CAMPAIGN

Data Source	Impressions	Clicks	CPC	CTR	IS Google	IS Bing
Bing Ads	25,553	1,185	\$1.89	4.64%	< 10%	47.00%
Google Ads	20,578	2,322	\$2.27	11.28%	10.93%	0.00%
<b>Total</b>	<b>46,131</b>	<b>3,507</b>	<b>\$2.14</b>	<b>7.60%</b>	<b>10.93%</b>	<b>47.00%</b>

*In this section we are looking at the overall summary for a total SEM budget by bucket & then we review the bucket by each segment or ad group to focus on your top priorities are optimized.*

### Notes/Insights:

- Overall impression share is down slightly even with a budget increase of \$700 last July. This is such a competitive category really the only way we will grow impression share is to add a hefty budget allocation, but if it is NOT of importance to you I say we round it up to possibly \$2,000 a month and see what that brings.
- *On a great note we grew clicks by 985 this year vs. last year and overall searches were up as last year was ½ way thru the pandemic.*

# SEM – SEGMENT BREAKDOWN

## GENERAL CAMPAIGN

Rectangular Snip

SEGMENT						
Ad Group Name	Impressions	Clicks	CTR	CPC	Cost	Impression Share
KVCC General	25,757	2,017	7.83%	\$1.84	\$3,712.22	35.97%
Scholarships	10,582	805	7.61%	\$2.30	\$1,853.99	32.39%
Financial Aid	6,040	625	10.35%	\$2.87	\$1,792.36	36.40%
Student Loans	3,752	60	1.60%	\$2.45	\$146.73	19.11%

### Notes/Insights:

- General segment is also the leader here. You have almost 36% of the general Community College market, which is pretty great considering how competitive this is.
- Scholarships was #2 for spend and impressions. CTR is great here and you have over 32% of this market.
- Financial Aid has great click action and over 36% market share.
- Student Loans is our last for popularity and we seem to struggle to capture the user pool we should be despite making several ad copy modifications. We will continue to try to find the right combination of headlines and body text to entice more users to click to find out more.

## LEAD GENERATION SCORECARD

20,325

Impressions

1,359

Clicks

6.69%

CTR

\$1.82

CPC

31.31%

Impression Share



# SEM SUMMARY HEALTHCARE CAMPAIGN

Data Source	Impressions	Clicks	CPC	CTR	IS Google	IS Bing
Bing Ads	10,252	274	\$1.56	2.67%	< 10%	47.00%
Google Ads	10,073	1,085	\$1.89	10.77%	15.62%	0.00%
<b>Total</b>	<b>20,325</b>	<b>1,359</b>	<b>\$1.82</b>	<b>6.69%</b>	<b>15.62%</b>	<b>47.00%</b>

*In this section we are looking at the overall summary for a total SEM budget by bucket & then we review the bucket by each segment or ad group to focus on your top priorities are optimized.*

### Notes/Insights:

- We do not have a year over year comparison for this campaign, as we were paused from Jan – June of 2020.
- CTR is very strong at just under 7%.
- If you want to grow impression share for this we recommend increasing budget up to at least \$1,000/month.

# SEM – SEGMENT BREAKDOWN

## HEALTHCARE CAMPAIGN

SEGMENT							
Ad Group Name	Impressions	Clicks	CTR	CPC	Cost	Impression Share	
Nursing Degree	8,232	194	2.36%	\$1.73	\$335.55	34.16%	
EMS/EMT Certificate	4,807	626	13.02%	\$1.80	\$1,127.72	46.00%	
Dental Hygiene	3,203	304	9.49%	\$1.95	\$592.45	43.39%	
Health	2,490	116	4.66%	\$1.83	\$211.98	38.53%	
Respiratory Care	469	26	5.54%	\$1.74	\$45.14	38.31%	
Medical Tech Degree	329	25	7.60%	\$2.09	\$52.32	42.25%	
Physician's Assistant Transfer Degree	252	18	7.14%	\$1.53	\$27.56	77.00%	
Medical Tech Certificate	200	35	17.50%	\$1.62	\$56.59	49.59%	
Physical Therapy Transfer Degree	179	11	6.15%	\$2.21	\$24.26	49.53%	
Patient Care Assistant	59	3	5.08%	\$1.04	\$3.11	64.54%	
Occupational Therapy Transfer Degree	57	1	1.75%	\$1.80	\$1.80	51.00%	

### Notes/Insights:

- Nursing is your top impression serve, but #3 for spend. You have over 34% of the market and click through rate is fair.
- EMS/EMT is your largest spend and highest for clicks. You have 46% of this market and an excellent click through rate.
- Dental Hygiene is #3 for popularity. You have over 43% of the market and clicks are great.
- The more general Health segment has decent clicks and 38.53% of the market.
- Respiratory Care is your #4 for searches. CTR is good and you have over 38% market share here.
- Medical Tech Degree has decent traction, clicks are great and you have over 42% of the market.
- PA Transfer Degree has 77% of the market and decent clicks.

## LEAD GENERATION SCORECARD

9,872

Impressions  
▲ 3,525

726

Clicks  
▲ 139

7.35%

CTR  
▼ -1.89%

\$5.42

CPC  
▼ \$-0.57

58.34%

Impression Share  
▼ -18.38%



# SEM SUMMARY SKILLED TRADES CAMPAIGN

Data Source	Impressions	Clicks	CPC	CTR	IS Google	IS Bing
Bing Ads	1,314	89	\$3.70	6.77%	< 10%	80.00%
Google Ads	8,558	637	\$5.66	7.44%	36.67%	0.00%
<b>Total</b>	<b>9,872</b>	<b>726</b>	<b>\$5.42</b>	<b>7.35%</b>	<b>36.67%</b>	<b>80.00%</b>

*In this section we are looking at the overall summary for a total SEM budget by bucket & then we review the bucket by each segment or ad group to focus on your top priorities are optimized.*

### Notes/Insights:

- Your share of market overall is over 58%
- We increased the budget \$100(making it \$800) in July of 2020, but have seen a significant drop in impression share. Looking into it, we had some CPC increases as well as an increase in clicks, raising the cost of the segments.
- In addition in 2021 more competition for Skilled Trades has risen which there are more competitors advertising for this. If you want to increase this we recommend a bump to at least \$1,000 a month.
- CTR is excellent.

# SEM – SEGMENT BREAKDOWN

## SKILLED TRADES CAMPAIGN

SEGMENT						
Ad Group Name	Impressions	Clicks	CTR	CPC	Cost	Impression Share
Automotive Training	3,274	273	8.34%	\$5.24	\$1,429.61	53.64%
Electrical Control	3,133	112	3.57%	\$7.09	\$793.66	29.55%
Auto Mechanic	1,381	113	8.18%	\$5.29	\$597.74	65.27%
Welding Tech Certificate	967	106	10.96%	\$4.24	\$449.24	64.62%
Hvac	766	76	9.92%	\$6.17	\$469.01	58.84%
Cnc Operator	198	31	15.66%	\$4.21	\$130.60	71.71%
Electrical Technology Degree	96	7	7.29%	\$5.68	\$39.79	57.87%
Auto Transmission & Axle	37	6	16.22%	\$3.45	\$20.67	28.53%
Auto Electrical Systems	12	2	16.67%	\$3.46	\$6.93	92.31%
Electrical Construction	8	0	0.00%	\$0.00	\$0.00	64.28%
Auto Braking Systems	0	0	0.00%	\$0.00	\$0.00	0.00%
Manual Transmission & Axle	0	0	0.00%	\$0.00	\$0.00	0.00%

### Notes/Insights:

- Automotive Training is your most popular for searches and largest spend. You have over 53% of the market and CTR is great.
- Electrical Control was your #2 for popularity. You have over 29% of the market for this and clicks are good.
- Auto Mechanic has a fantastic CTR and over 65% of the market.
- Welding Tech also has a great click rate. You have over 64% of this market.
- HVAC is also looking great – clicks are above average and you have almost 59% market share.

**SOCIAL  
MANAGEMENT  
SCORECARD  
FACEBOOK**

**Page Engaged Users**

**175,677**

**Post Reach**

**2,849,861**

**Followers/Page Likes**

**12,739**



# **SOCIAL MANAGEMENT FACEBOOK CONTENT**

Ad

Clicks

CT

R

Link Clicks

Likes

Loves

Shares

Saves

## ***Notes/Insights:***

- Reach more than doubled compared to Jan 1 – May 31, 2020 (**we are now reaching close to 3M!**)
- On average, your page gets 4.33 shares per post and 1.47 comments. This is a great sign that your audience **finds your content valuable** and wants to make sure other people know about it. This also helps increase your reach.
- Links shared on your page received 149,354 link clicks, compared to 3,593 during Jan 1 — May 31, 2020. **This is a HUGE increase!**



# SOCIAL MANAGEMENT SCORECARD INSTAGRAM

## Followers

1,658

## Average Weekly Post Reach (people)

664

## Average Weekly Impressions

3,542



# SOCIAL MANAGEMENT *INSTAGRAM CONTENT*

Ad

Clicks

CT

R

Link Clicks

Likes

Loves

Shares

Saves

## *Notes/Insights:*

- Instagram does not offer historical data so comparison to previous year same time period is unfortunately not possible.
- Follower growth is steady —at 1,492 at end of 2020.
- Consistent posting has brought more attention to the page
- Instagram LinkTree has received 84 views and 57 clicks since February setup... This is great because Instagram is more focused on images than clicks, but users are still clicking.
- Instagram Stories with student ambassadors regularly get multiple questions/answers and positive feedback from followers.
- Instagram Story Highlights are filling out the page and getting viewed regularly.



# STRATEGY RECOMMENDATIONS

*July through December 2021*

## *DISPLAY ADS:*

- Increase your Rotating campaign from 100K imp to 150K to increase frequency.

## *VIDEO/OTT/CTV:*

- Increase total impressions from 75K to 100K as frequency is very low. I am going to give you a better rate of \$38/cpm vs. \$40/cpm to help make up the difference.

## *FACEBOOK TARGETING:*

- Add back in Culinary campaign for 2 months in Jan/Feb for 2021 now that things are opening back up.

## *SEM:*

- Increase General campaign from \$1,500 to \$2,000
- Increase Skilled Trades campaign from \$800 to \$1,000



# STRATEGY RECOMMENDATIONS

*July through December 2021*

## *SOCIAL MANAGEMENT*

- ❑ *We did increase Social in January of this year because your cost was below the minimum of what we charge all other clients and there was an across the board price increase for the Level 1 plans. Base price for this level is \$1,350 plus boosted posts.*
- ❑ *Krystal is the Director of Digital content however she is personally handling your account instead of one of our social management strategist because you are a VIP client. Normally what you get for Level 1 Social Management:*
  - 1 Monthly content Review meeting with client to brainstorm and review social content ideas for the next month's posts.
  - Up to 8 additional posts monthly for topics that are not included on the monthly content.
  - Responding to comments and private messages, including following up with client to handle higher level responses.



# STRATEGY RECOMMENDATIONS

*July through December 2021*

## *SOCIAL MANAGEMENT*

- Total cost for this Customized Social Plan is our normal rate of what you are currently paying which is \$1,350; that includes your social platforms for Facebook/Instagram & Twitter (plus boosted budget which yours is currently at \$450).
- And then we would normally charge an hourly rate for the additional cost. At 10-12 hours at \$75/hour for an additional \$750-\$900 a month.
- However because you are such a valuable client we will discount that for you and your new rate will be: \$1,700/month plus the cost of boosted budget. That would be a savings of \$400-\$550 per month.
- To help offset the cost we recommend to use \$400 instead of \$450 in boosted budget and now your total cost is:
  - *\$1700 Social Management*
  - *\$400 Boosted Budget*
  - *New Total of \$2,100....your old cost was \$1,800 so it is only an increase of \$300/month. (17% increase)*

# BUDGET RECOMMENDATIONS

*July through December 2021-BRANDING*

<b>Custom Audience Targeting Campaigns-Display</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	
Rotating Message	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	
Fall Registration	\$1,500	\$1,500					
Winter Registration				\$1,500	\$1,500	\$750	
<b>TOTAL CAT SPEND</b>	<b>\$3,000</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$3,000</b>	<b>\$3,000</b>	<b>\$2,250</b>	<b>\$15,750</b>
<b>Video Audience Targeting Campaigns w/OTT/CTV (\$38/CPM)</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	
Fall Registration	\$3,800	\$3,800					
Winter Registration				\$3,800	\$3,800	\$1,900	
<i>Early Middle College/Dual Enrollment Campaign</i>	<i>\$3,800</i>	<i>\$3,800</i>			<i>\$3,800</i>		
<i>KVAAP (Coming from EMC/Dual Enrollment budget)</i>						<i>\$3,800</i>	<i>\$15,200 KVAAP Budget</i>
<b>TOTAL VIDEO SPEND</b>	<b>\$7,600</b>	<b>\$7,600</b>	<b>\$0</b>	<b>\$3,800</b>	<b>\$7,600</b>	<b>\$4,500</b>	<b>\$15,900</b>
<b>FB Targeting Campaigns</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	
Culinary	\$750	\$750					
Brewery	\$750	\$750					
Rotating Campaign	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	
Healthcare Careers					\$1,500	\$1,500	
Skilled Trades Event			\$1,000				
Fall Registration	\$1,000	\$1,000					
Winter Registration				\$1,000	\$1,000	\$500	
<b>TOTAL FB TARGETNG SPEND</b>	<b>\$3,500</b>	<b>\$3,500</b>	<b>\$2,000</b>	<b>\$2,000</b>	<b>\$3,500</b>	<b>\$3,000</b>	<b>\$17,500</b>



# BUDGET RECOMMENDATIONS

*July through December 2021-SOCIAL ENGAGEMENT & TOTALS*

<u>Social Media Management</u>	<i>Jul</i>	<i>Aug</i>	<i>Sep</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>	
Social Media Management	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	
Social Media PPC	\$400	\$400	\$400	\$400	\$400	\$400	
<b><i>Social Media Total Monthly</i></b>	<b><i>\$2,100</i></b>	<b><i>\$2,100</i></b>	<b><i>\$2,100</i></b>	<b><i>\$2,100</i></b>	<b><i>\$2,100</i></b>	<b><i>\$2,100</i></b>	<b><i>\$12,600</i></b>
<b>TOTAL MONTHLY SPEND</b>	<b>\$20,700</b>	<b>\$20,700</b>	<b>\$10,100</b>	<b>\$15,400</b>	<b>\$20,700</b>	<b>\$16,350</b>	<b>\$103,950</b>
<b><i>Total Monthly Spend Minus EMC/KVAAP Campaign</i></b>	<b><i>\$16,900</i></b>	<b><i>\$16,900</i></b>	<b><i>\$10,100</i></b>	<b><i>\$15,400</i></b>	<b><i>\$16,900</i></b>	<b><i>\$12,550</i></b>	<b><i>\$88,750</i></b>

# BUDGET RECOMMENDATIONS

*July through December 2021-TOTALS BY PRODUCTS*

<b>DISPLAY AD TARGETING:</b>	<b>\$15,750</b>
<b>VIDEO/OTT/CTV MAIN COLLEGE:</b>	<b>\$15,900</b>
<i>Rotating Campaign (will be used for EMC/Dual Enrollment and special campaigns:</i>	<b>\$15,200</b>
<b>FACEBOOK TARGETING:</b>	<b>\$17,500</b>
<b>SEM:</b>	<b>\$27,000</b>
<b>SOCIAL MANAGEMENT:</b>	<b>\$12,600</b>
<b>TOTAL FOR Valley MAIN PO#:</b>	<b>\$88,750</b>
<b>TOTAL FOR Valley including Rotating Campaign which includes EMC/Dual Enrollment and special campaigns:</b>	<b>\$103,950</b>