

# Enrollment Retention Committee

October 8, 2021

10 – 11:30 a.m.

- I. Approval of September meeting minutes
- II. Federated Digital Presentation
- III. IR Update (DM)
- IV. Marketing Update (LD/ED)
- V. Save the Dates – Upcoming events (MP)
- VI. Academic Standing, dismissal (DX) status (AMP/EP)
- VII. SMS Updates (EP)
  - a. Work Study campaigns
  - b. Twilio 1 to many integration
- VIII. Other/Departmental Updates

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

## Enrollment-Retention Committee

September 10, 2021

Present: C. Almeda, E. Annis, E. Bell, A. Cederberg, C. Cockerel, C. Colella, D. DeLuca, K. Denman, L. Depta, E. Dominianni, C. Dunten, A. Fontaine, C. Gearing, S. Hubbell, A. Marsh-Peek, D. Mondoux, A. Moore, E. Pauken, M. Pauken, B. Reynolds, M. Thompson, C. Voss

Absent: M. Adams, D. Coates, T. Corbett, P. Eagan, S. Herrmann, T. Labadie, J. LaPenna, B. Lueth, C. Ross, L. Thomas, T. Welsh

Minutes of 6/21 were approved as presented; motion by A. Cederberg, supported by D. Mondoux

### **Institutional Research**

- Fall enrollment, up for 2021, however still down when compared to 2019.
- True growth in “returning: not prior” from 2019 and 2020.
- Growth In-district (2019, 2020)
- Growth in Black and Hispanic categories
- Discussed exploring adding information on FAFSA completion in each area on the enrollment report

### **Marketing Updates**

- 71% open rate on Student InFocus email – very successful to send all info out to students every two weeks.
  - Please continue to provide info every/other Monday
  - Will be able to preview prior to distribution
- Had photographers on campus this week
- Billboard ads on I94 throughout October
- Will be adding some marketing using TikTok
- Digital and social media campaigns on-going
- We are able to communicate with students daily using reports from testing
- Second 7 week class list will be out next week

### **Intake Survey**

- Received about 7,000 responses
  - Integrated into Salesforce – can review in aggregate form on demand
  - Will finalize at end of summer
- Communication plan to be implemented (Sep-Oct) based on responses
  - Departments to be advised prior to implementation of plan
- Per Cathy, information can be distributed
  - Build schedule per students’ needs
- Per Evan, are continuing to calculate “more at risk” students
  - Info available via Salesforce
  - Per Angela, info will likely be used in future campaigns/interactions, depending on when survey occurs; can be delineated by student type
- Students to be asked only once per academic year
  - Fall: Returning and new students
  - Winter: New students only

Enrollment-Retention Committee  
September 10, 2021

**Verification Waiver**

- Verifications waived for 2021-2022
  - Household size
  - Number in College
  - Financial Information
- Per Alisha, members were encouraged to advise legislators of importance of waivers; very helpful in addressing barrier issues for students
- Per Alisha, the Futures Act will be fully implemented 2024-2025
  - IRS must provide all required data on FAFSA

**Enrollment-Retention Plan**

- Completion goal met
- Presented to several groups; suggestions received
  - Presenting to Admin+ Monday
- To be identified
  - Point of contact/department
  - Target completion date
    - Timeframes may be long
- Plan updates to be reviewed at each meeting for any updates since last review
- Members advised to continue advise Evan re: updates/additional info needed

## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

10.08.21

#### ADMISSIONS/REGISTRATION/RECORDS

- Registration
  - Priority Registration Schedule
    - Have permanently tiered
      - 4 days, instead of 5
        - Monday: 36 credits
        - Tuesday: 24 credits
        - Wednesday: 12 credits
        - Thursday: open to all
  - “Find Classes”
    - New view via MyValley self-service
      - Instructional method is visible as a column which designates the course as Traditional in Person, Blended or Online.
      - Changed attributes usage
        - now highlight what is special about the course
          - co-requisite
          - honors program
          - international/global studies
          - kickstart
          - mixed mode sections
      - Additional course details added
        - Expanded schedule type information with breakdown in meeting times

#### COUNSELING AND ADVISING

- Student Athlete Study Tables
  - First advising meeting (in series): Friday October 8th.
  - Our goal is to have athletes utilize the new plan ahead feature and be registered before Thanksgiving to better balance their schedules
- Activity
  - Caseloads for fall have been established in TargetX
    - Currently working with marketing on campaign messages to go out to each student regarding advisor/counselors caseloads
      - The initial message will
        - center around a welcome
        - introduce the pathway team as their overall support.
    - Campaigns to be developed regarding current students who have not registered for winter
      - New messages will be “labeled” from the students’ advisor/counselor
  - Currently supporting several enrollment events
    - College night
    - MCAN and tech center presentations/ informational sessions
  - Counseling has been helping to support students during/following events regarding domestic violence and trauma.

## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

10.08.21

#### FINANCIAL AID

- Workstudy jobs and funds are still available
- We have awarded \$4.1 million in CARES funds to 3,288 students
- Awarded 523 Reconnect students totaling \$493,431
- Awarded 751 Futures for Frontliners students totaling \$841,751
- Tuesday FAFSA Nights, 5pm - 7pm
  - Dates
    - Oct 26, 2021
    - Nov 2, 2021
    - Nov 9, 2021
    - Nov 23, 2021
    - Nov 30, 2021
    - Dec 7, 2021
    - Dec 14, 2021
    - Feb 1, 2022
    - Feb 8, 2022
    - Feb 15, 2022
    - Feb 22, 2022
- Mailing regarding income changes
  - sent 14,000 people advising students/families to contact the Financial Aid Office if they have experienced any changes in income.
- VA Waiver: section 1018 Isaakson and Roe
  - KVCC granted waiver from VA
  - Will be compliant by May 1, 2022
  - The waiver is good until July 31, 2022.
- Winter Scholarship application now available
  - Deadline November 1st.

#### INTERNATIONAL STUDENT SERVICES

- Virtual recruitment fairs
  - Mexico, 10.27
  - Eurasia & Central Asia. 11.6
- The Global Student Union meets on Thursdays
  - all students are welcome
  - more information available: [international@kvcc.edu](mailto:international@kvcc.edu)

#### MARKETING

- **Upcoming Events**
  - Domestic Violence Awareness
  - College Night - invited 6,000 area high school students
  - PTK Induction Ceremony
  - Counselor's Appreciation Event
  - Veteran's Day
  - Get it Done
  - See college calendar for complete list of Student Life and Engagement activities

## ENROLLMENT-RETENTION COMMITTEE

### DEPARTMENTAL UPDATES

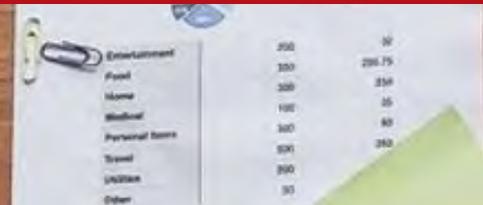
10.08.21

- **Recent/Ongoing Email Campaigns**
  - Winter registration - class schedule available, meet with an advisor, when you can register
  - Mission Statement Review
  - Placement Testing Follow Up
  - Met with Advising, not Registered - follow up
  - Safe at College Training
  - Laptops
  - Reconnect
  - Meet your advisor/counselor (in progress)
- **Billboards**
  - Reconnect
  - Skilled Trades awareness
  - Register for Winter - This is the place to be
- **Videos**
  - WTTA - in progress
  - Business Program - in progress
  - Fire Academy - in progress
  - Kalamazoo Promise - in progress
- **KV Focus to printer Oct. 20**
  - Winter Registration/Get it Done
  - Sustainable brewing graduate Christopher Scheibel
  - Sustainable brewing awards
  - Defender's Office
  - Winter Enrichment Series
  - 418 and Havirmill Hours
  - Veteran's Gold Status Award
  - Skilled Trades page promotion
  - Commencement
  - KVM - Murphy Darden and Ambient Learning, Toys Exhibit
  - Faculty Instructional Awards
  - Merit Scholarships ad
  - Stoner-Schmiege WTTA Scholarship recipient (edited)
- **Campaigns with Significant Open Rates:**
  - InFocus - Sept. 27 - 51.9%
  - InFocus - Sept. 13 - 56.3%
- **Next InFocus goes out Oct. 11 - please send any updates to marketing today.**

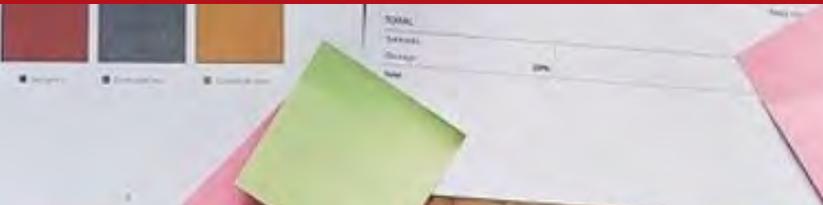
# Kalamazoo Valley Community College



## Digital Marketing Report



Category	2016	2017
Entertainment	250	30
Food	200	250.75
Home	200	250
Medical	100	25
Personal Items	200	80
Travel	200	250
Utilities	200	250
Other	30	





**Review Reporting Recap from Previous Meeting**

**Review Goals/Measurements/Budget**

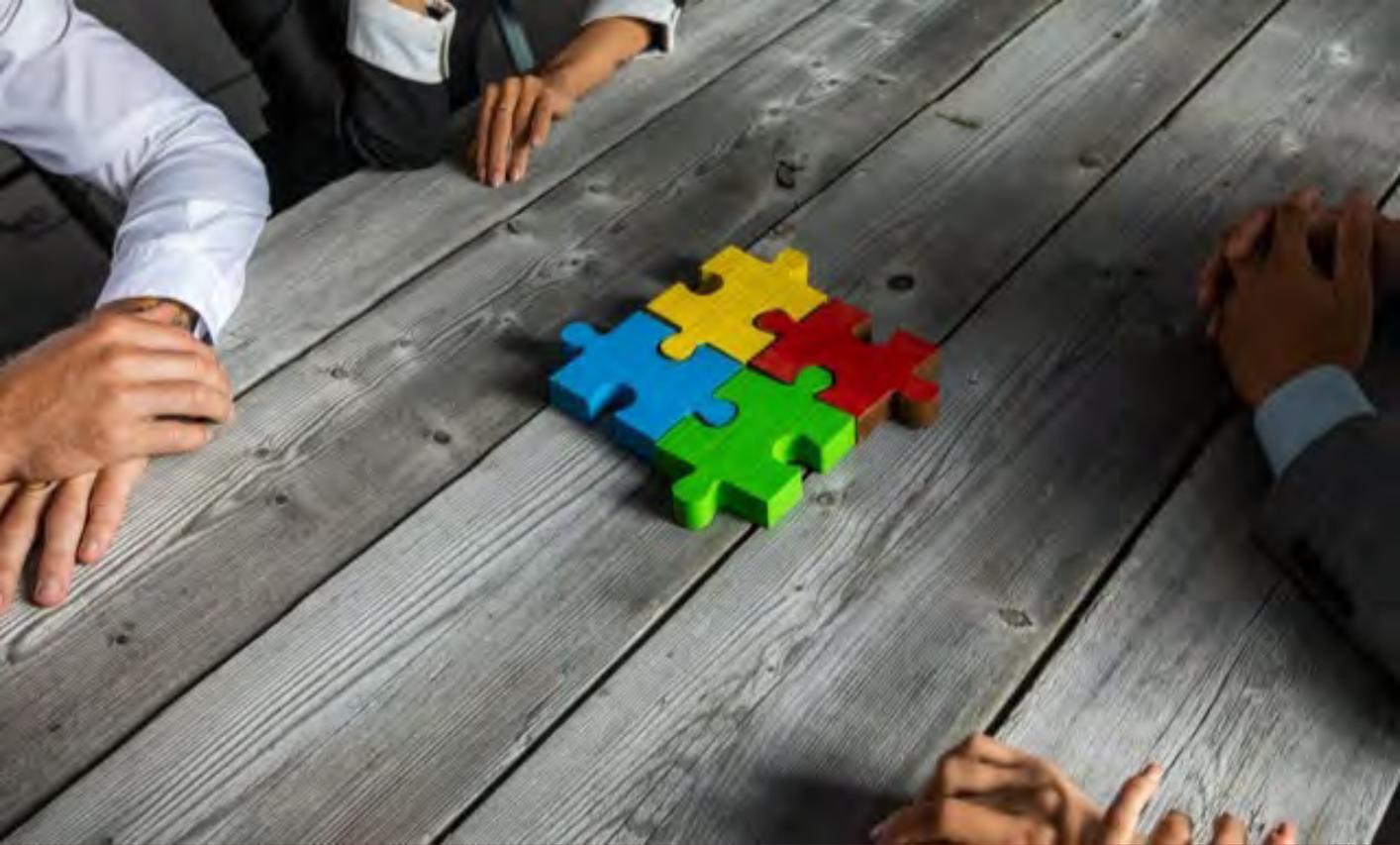
**Branding/Lead Generation Metrics & Summary of Campaigns**

**Review Each Campaign by Bucket**

**Strategy Recommendations**

**AGENDA**

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## GOAL REVIEW

*Promote awareness of Kalamazoo Valley Community College as "The Place to Be" with low-cost tuition, easily transferrable credits and many diverse programs of study. There's something for everyone at Kalamazoo Valley, regardless of just starting out in college or changing careers.*

*Increase student registration for all of Kalamazoo Valley's Programs.*

## OVERVIEW OF CAMPAIGNS

### **BRANDING:**

TOTAL IMPRESSIONS (Varies per Month)      Monthly Budget (Varies)

#### Display Ad Targeting

Rotating message	150,000	\$1,500
Fall Registration	150,000	\$1,500
Winter Registration	150,000	\$1,500

#### Video Ad Targeting (OTT/CTV) \$38/CPM

Fall Registration	100,000	\$3,800
Winter Registration	100,000	\$3,800
KVAPP/EMC	52,632	\$2,000

#### Facebook Targeting

Culinary		\$750
Brewing		\$750
Rotating		\$1,000
Healthcare Careers		\$1,500
Skilled Trades Event		\$1,000
Fall Registration		\$1,000
Winter Registration		\$1,000

### **Lead Generation:**

SEM - Skilled Trades	\$1,000
SEM - Art and New Media	\$500
SEM - Culinary and Brewing	\$500
SEM - General	\$1,500
SEM - Healthcare Careers	\$500

### **Social Media Management:**

Social Media Management	\$1,700
Social Media PPC	\$400

# BRANDING



## *Metric Definitions for Display Ad Targeting*

The following metrics are what we look at to measure how the campaigns are performing:

*We first look at 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 4-8 average. Most consumers, on an average, have 2 devices.

*We look at the following data next 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. Now within the next 30 days that user visits your website organically. This type of data is great because it tells us that your brand became top of mind to that consumer & brought them back to your website to learn more.

# LEAD GENERATION

## *Metric Definitions for SEM*



The following metrics are what we look at 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 consumers.

**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 metric tells us, based on your budget, how much of the market you own or how often you are 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.

## SUMMARY BRANDING

# 7,825

10,244  
Total Actions  
▼ -2,419

# 0.10%

CTR  
▼ -0.03%

Campaign	Reach	Frequency
KVCC - Enrollment Video	27,386	2.54
KVCC - Groves Wind Turbine	71,808	1.55
KVCC - Registration	34,795	5.97
KVCC - Rotating	48,284	2.73
KVCC Registration - Video	40,846	2.43



## Notes/Insights

You had over 7,800 actions taken over all your branding campaigns for the past 3 months. These actions include clicks and website viewthroughs.

Your Lead Generation ads have been shown over 64,000 times in the past 3 months.

Your click rates for both solutions are well above the minimum we like to see.

Your overall share of market for your Lead Generation campaigns is over 31%

## SUMMARY LEAD GENERATION

# 64,042

Impressions  
▲ 21,955

# 4,606

Clicks  
▲ 1,529

# 7.19%

CTR  
▼ -0.12%

# 31.55%

Impression Share  
▼ -8.85%



## DISPLAY AD SCORECARD

616,957

Impressions  
▲ 316,946

631

Clicks  
▲ 418

0.10%

CTR  
▲ 0.03%

1,846

Website Viewthroughs  
▼ -134



## REGISTRATION CAMPAIGN

### *Notes/Insights*

These ads were displayed almost 617,000 times.

631 people found the message compelling enough to click and find out more.

1,846 people saw this ad and didn't click but later visited your site on their own. This shows great interest and intent because it takes more effort than a click.

# CREATIVE

## REGISTRATION CAMPAIGN

### *Notes/Insights*

We have switched to Winter Registration for October.



## DISPLAY AD SCORECARD

410,776

Impressions  
▲ 210,863

357

Clicks  
▲ 207

0.09%

CTR  
▲ 0.01%

613

Website Viewthroughs  
▼ -619



## ROTATING CAMPAIGN (Used this budget for Registration)

### *Notes/Insights*

These ads were displayed over 410,000 times.

357 found the ad content to be compelling enough to click to find out more.

613 people saw this message and didn't click but later visited your site on their own.

# CREATIVE

## ROTATING CAMPAIGN

### *Notes/Insights*

We have switched to Winter Registration for October



# BRANDING



## *Metric Definitions for Video/OTT/CTV*

Similar to display ads, we first look at the reach & frequency of each campaign to see if we are on track with our total impressions. However with OTT/CTV, if the frequency is lower than some of the other campaigns we are okay with that as most of those videos delivered are at a 90-100% completion rate as they are unskippable.

*The following metrics are what we look at to measure how the campaigns are 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.

# VIDEO/OTT/CTV SCORECARD

## 208,090

Impressions  
▲ 208,090

## 139

Clicks  
▲ 139

## 0.07%

CTR  
▲ 0.07%

## 1,229

Website Viewthroughs  
▲ 1,229



# REGISTRATION VIDEO CAMPAIGN

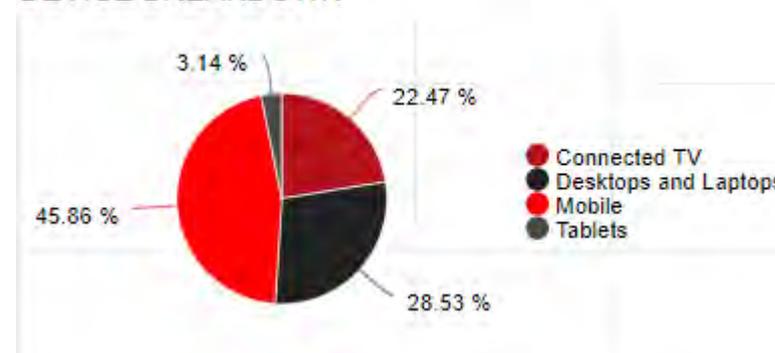
## Notes/Insights

Your video ad displayed over 208,000 times in the last 3 months.

139 people clicked on the video to visit your site – we don't expect a lot of clicks with video, but the ratio of people clicking is very good!

1,229 people saw the video and later visited your site without clicking, showing great interest and intent.

DEVICE BREAKDOWN





## *Metric Definitions for Facebook/Instagram Targeting*

In the case of Facebook or Instagram we have the ability to deliver either display ads or video, but the metrics we measure are the same for each.

*The following metrics are what we look at 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.

# FACEBOOK TARGETING SCORECARD

21,847

Reach  
▲ 21,847

4.94

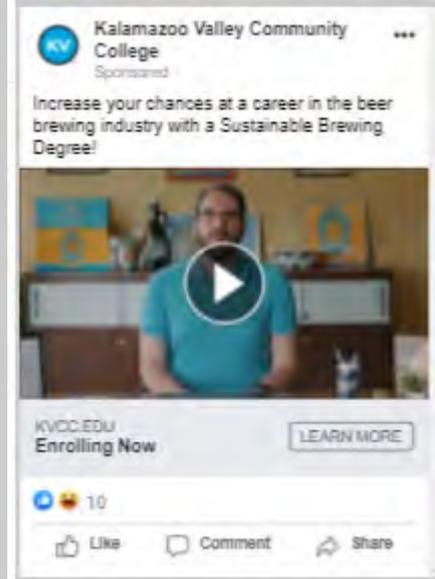
Frequency  
▲ 4.94

358

Unique Link Clicks (Total People)  
▲ 358



# FACEBOOK TARGETING VIDEO BREWING CAMPAIGN

Ad Preview	Ad Name	Clicks	CTR	Link Clicks	Likes	Loves	Shares	Saves
	Sustainable ...	797	0.94%	63	10	0	0	0

## Notes/Insights

Frequency is good here at almost 5.

Click action is on point! 10 people liked the ad but we didn't get any shares or saves. This may be due to user fatigue – it may be time to switch up the video for next time, as this campaign ended on 8/31.

# FACEBOOK TARGETING SCORECARD

42,445

Reach  
▲ 42,445

6.84

Frequency  
▲ 6.84

1,457

Unique Link Clicks (Total People)  
▲ 1,457



# FACEBOOK TARGETINGDISPLAY REGISTRATION CAMPAIGN

Ad Preview	Clicks	CTR	Link Clicks	Likes	Loves	Shares	Saves
	3,390	1.17%	1,796	196	2	45	3

## Notes/Insights

Frequency and clicks are looking great!

198 people loved this ad. 45 took the time to share, and 3 people saved to refer to later.

This campaign ended on 8/31.

# FACEBOOK TARGETING SCORECARD

37,106

Reach  
▲ 37,106

4.42

Frequency  
▲ 4.42

1,064

Unique Link Clicks (Total People)  
▲ 1,064



# FACEBOOK TARGETING VIDEO

## ROTATING CAMPAIGN (used for Registration)

Ad Preview	Clicks	CTR	Link Clicks	Likes	Loves	Shares	Saves
	1,461	1.98%	625	86	6	4	3

### Notes/Insights

Frequency is ideal and clicks are fantastic.

86 people liked this ad, and 4 loved it. 4 took the time to share, and 3 people saved to refer to later.

This campaign ended on 8/31.

# FACEBOOK TARGETING SCORECARD

14,956

Reach

3.52

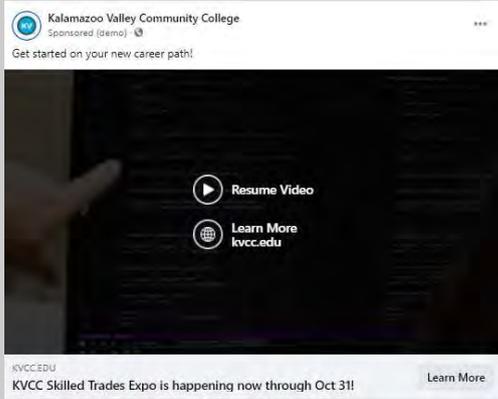
Frequency

506

Unique Link Clicks (Total People)



# FACEBOOK TARGETING DISPLAY SKILLED TRADES CAMPAIGN

Ad Preview	Clicks	CTR	Link Clicks	Likes	Loves	Shares	Saves
	1,172	2.23%	629	100	10	97	1

This campaign started September 20<sup>th</sup> and is running through October 31<sup>st</sup> - for only showing 10 days of the campaign here, it had an ***astounding*** amount of activity

Nearly 1,200 clicks in that short time frame.

# FACEBOOK TARGETING SCORECARD

52,464

Reach  
▲ 52,464

2.18

Frequency  
▲ 2.18

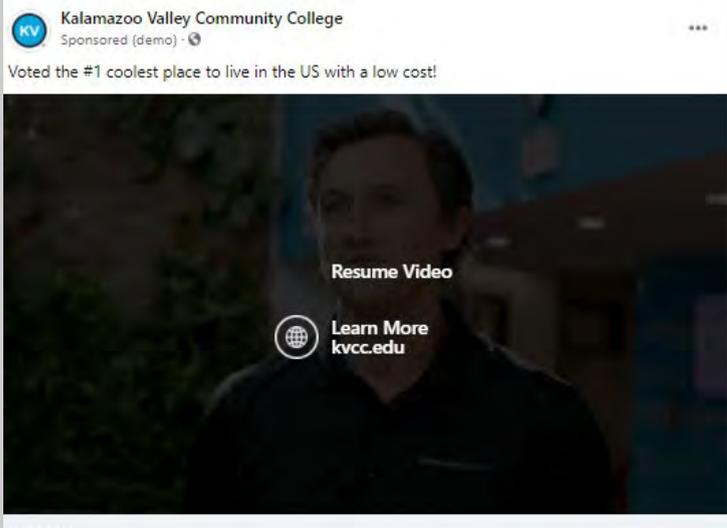
7,968

Unique Link Clicks (Total People)  
▲ 7,968



# FACEBOOK TARGETING DISPLAY

## ISS CAMPAIGN

Ad Preview	Clicks	CTR	Link Clicks	Likes	Loves	Shares	Saves
	10,895	9.82%	7,968	70	6	0	1

This campaign started  
September 1<sup>st</sup> and had nearly  
11,000 total clicks!

# LEAD GENERATION



## *Notes On Google Updates To SEM*

A note on keyword match types: In June, Google began rollout of a transition from broad match keywords to phrase match keywords. Phrase match keywords enable your ads to show on searches that include the meaning (context) of your keyword. We've been monitoring the effects of this change and what we're seeing is an increase in availability for your ads. In some cases, this has also included some search queries that are not as relevant as we would like, so we're working diligently to get this traffic dialed back in.

## SEM SUMMARY

26,262

Impressions

▲ 2,990

2,230

Clicks

▲ 465

8.49%

CTR

▲ 0.91%

\$2.02

CPC

▼ \$-0.13

# SEM SEGMENT BREAKDOWN

## GENERAL CAMPAIGN



Ad Group Name	Impressions	Clicks	CTR	CPC	Cost	Impression Share
KVCC General	14,084	1,115	7.92%	\$2.02	\$2,254.30	36.58%
Scholarships	6,800	530	7.79%	\$2.05	\$1,086.36	16.22%
Financial Aid	4,741	575	12.13%	\$1.99	\$1,146.67	29.63%
Student Loans	637	10	1.57%	\$1.74	\$17.37	18.50%

## Notes/Insights

The General segment was by far your biggest impression draw. This was also your largest budget use. Click rate is great and you have over 36% of the market.

Scholarships was second for interest and #3 for budget. This is quite a large market, so you are seeing 16% market share.

Financial Aid was your second largest for budget. CTR is fantastic. Market share is over 29% here.

## SEM SUMMARY

4,282  
Impressions  
▲ 1,247

338  
Clicks  
▲ 112

7.89%  
CTR  
▲ 0.45%

\$4.43  
CPC  
▼ \$-1.55

# SEM SEGMENT BREAKDOWN

## ARTS CAMPAIGN



Ad Group Name	Impressions	Clicks	CTR	CPC	Cost	Impression Share
Arts	2,770	258	9.31%	\$4.15	\$1,070.44	30.86%
Graphic Design Certificate	501	28	5.59%	\$5.98	\$167.39	30.43%
Animation & Game Art	418	26	6.22%	\$5.19	\$135.06	33.52%
Multimedia/Video Degree	243	7	2.88%	\$5.49	\$38.40	38.05%
Graphic Design Degree	177	9	5.08%	\$5.45	\$49.03	45.32%
Web Design & Development	133	7	5.26%	\$4.05	\$28.33	58.04%
Illustration Certificate	33	3	9.09%	\$2.34	\$7.01	29.26%
Illustration Degree	7	0	0.00%	\$0.00	\$0.00	28.57%

## Notes/Insights

Interesting to note that your impressions & clicks are up over last year. This is possibly due to the decrease in cost per click, giving you more budget to be available for bids.

The more general Arts was your top segment for impressions and spend. Click rate is healthy and you have close to 1/3 of this market in your geo.

Graphic Design Certificate was second for demand. You have a strong click rate and over 30% of the market share.

## SEM SUMMARY

6,502  
Impressions  
▲ 2,919

404  
Clicks  
▲ 177

6.21%  
CTR  
▼ -0.12%

\$3.74  
CPC  
▼ \$-2.13

# SEM SEGMENT BREAKDOWN

## CULINARY CAMPAIGN



Ad Group Name	Impressions	Clicks	CTR	CPC	Cost	Impression Share
Culinary Arts	5,938	329	5.54%	\$3.88	\$1,276.60	39.43%
Sustainable Brewing Certificate	360	28	7.78%	\$3.21	\$89.92	60.45%
Dietary Manager Certificate of Achievement	199	46	23.12%	\$3.08	\$141.73	80.89%
Food Service Admin Transfer Degree	4	0	0.00%	\$0.00	\$0.00	0.00%
Sustainable Brewing Degree	1	1	100.00%	\$2.23	\$2.23	0.00%

## Notes/Insights

Again here, your overall CPC is less than the previous year, so we have more impressions and clicks.

Culinary Arts was your leader for impressions and spend. 329 people found these ads compelling enough to click.

Sustainable Brewing was your #2 for demand for June – August. CTR is great and you have over 60% impression share here.

## SEM SUMMARY

16,816

Impressions

▲ 9,250

900

Clicks

▲ 404

5.35%

CTR

▼ -1.20%

\$1.67

CPC

▼ \$-0.32



# SEM SEGMENT BREAKDOWN

## HEALTHCARE CAREERS CAMPAIGN

Ad Group Name	Impressions	Clicks	CTR	CPC	Cost	Impression Share
Nursing Degree	7,187	185	2.57%	\$1.33	\$246.63	44.72%
EMS/EMT Certificate	3,652	385	10.54%	\$1.77	\$681.41	35.10%
Dental Hygiene	2,034	154	7.57%	\$1.75	\$268.79	30.48%
Health	1,978	58	2.93%	\$1.80	\$104.60	24.57%
Respiratory Care	755	54	7.15%	\$1.48	\$80.09	29.33%
Medical Tech Degree	443	27	6.09%	\$1.83	\$49.54	30.07%
Medical Tech Certificate	198	12	6.06%	\$1.79	\$21.43	39.89%
Physical Therapy Transfer Degree	159	6	3.77%	\$1.56	\$9.39	30.27%
Patient Care Assistant	138	7	5.07%	\$1.73	\$12.11	47.35%
EMS/EMT Degree	127	9	7.09%	\$2.33	\$20.96	45.41%
Physician's Assistant Transfer Degree	127	3	2.36%	\$2.01	\$6.04	80.00%
Occupational Therapy Transfer Degree	18	0	0.00%	\$0.00	\$0.00	86.00%
Rn Completion Degree	0	0	0.00%	\$0.00	\$0.00	0.00%

# SEM SEGMENT BREAKDOWN

## *Notes/Insights*

Overall impressions and clicks are up quite a bit over the same time period last year.

Nursing was your top segment for impressions. Click rate is ok, but I would rather see this above where it is. What can we add to the copy to make these ads more compelling to a potential nursing student?

EMS/EMT Certificate was your largest spend. CTR is great here. You have over 1/3 market share for this.

Dental Hygiene was your #2 for spend. Click action is healthy here. You have over 30% impression share for this.

The more general Health segment was fourth for interest in this time period. Click rate is fair. You have over 24% of this market.



# SEM SUMMARY

10,180

Impressions

▲ 5,549

734

Clicks

▲ 371

7.21%

CTR

▼ -0.63%

\$3.78

CPC

▼ \$-2.62



# SEM SEGMENT BREAKDOWN

## SKILLED TRADES CAMPAIGN

Ad Group Name	Impressions	Clicks	CTR	CPC	Cost	Impression Share
Automotive Training	3,459	257	7.43%	\$3.72	\$954.86	42.35%
Auto Mechanic	2,255	141	6.25%	\$4.55	\$642.17	47.52%
Electrical Control	1,854	98	5.29%	\$3.35	\$328.09	21.95%
Welding Tech Certificate	1,772	164	9.26%	\$3.57	\$584.73	38.21%
Hvac	419	31	7.40%	\$3.81	\$118.06	33.92%
Cnc Operator	312	39	12.50%	\$3.34	\$130.25	57.55%
Electrical Technology Degree	106	5	4.72%	\$2.87	\$14.37	60.93%
Auto Engine Repair	3	1	33.33%	\$2.89	\$2.89	0.00%
Auto Transmission & Axle	2	0	0.00%	\$0.00	\$0.00	100.00%
Electrical Construction	1	0	0.00%	\$0.00	\$0.00	100.00%

# SEM SEGMENT BREAKDOWN

## *Notes/Insights*

Total impressions and clicks are up over June – August of 2020. There was also decrease in cost per click of over \$2.50, which is significant.

Automotive Training was your impression leader and #2 for spend. CTR is great! You have over 42% share of this market. This is your highest cost per click.

Auto Mechanic was second for popularity. You have over 47% market share for this and a healthy click through rate.

Electrical Control was next for impressions. Click rate is healthy and you have almost 22% of the market.

Welding Tech Certificate has a great click rate and over 38% share of the market for your geo.



# INSTAGRAM

7,351

Reach  
▼ -550

446

Engagement  
▲ 5

426

Likes Count  
▼ -6

11

Comments Count  
▲ 6

9

Saved  
▲ 5



# FACEBOOK

51,559

Total Link Clicks From Posts  
▼ -1,531

58,849

Total Engaged Users  
▼ -1,478

12,765

Total Page Followers  
▲ 26

3,466

Total Post Like Reactions  
▲ 1,266

2,159

Total Post Love Reactions  
▲ 1,821

2

Total Post Haha Reactions  
▼ -1

22

Total Post Wow Reactions  
▲ 10

28

Total Post Sad Reactions  
▲ 26

3

Total Post Angry Reactions  
▲ 2



# TWITTER

4,175

Followers  
• 0

24

Likes  
▲ 8

8

Retweets  
▼ -1



# JUNE

# INSTAGRAM

4,921

Reach  
▼ -2,430

260

Engagement  
▼ -186

252

Likes Count  
▼ -174

2

Comments Count  
▼ -9

6

Saved  
▼ -3



# FACEBOOK

2,485

Total Link Clicks From Posts  
▼ -49,074

5,559

Total Engaged Users  
▼ -53,290

12,761

Total Page Followers  
▼ -4

895

Total Post Like Reactions  
▼ -2,571

368

Total Post Love Reactions  
▼ -1,791

3

Total Post Haha Reactions  
▲ 1

4

Total Post Wow Reactions  
▼ -18

1

Total Post Sad Reactions  
▼ -27

0

Total Post Angry Reactions  
▼ -3



# TWITTER

4,175

Followers  
• 0

11

Likes  
▼ -13

8

Retweets  
• 0



JULY

# INSTAGRAM

5,765

Reach  
▲ 844

293

Engagement  
▲ 33

282

Likes Count  
▲ 30

5

Comments Count  
▲ 3

6

Saved  
• 0



# FACEBOOK

2,405

Total Link Clicks From Posts  
▼ -80

6,880

Total Engaged Users  
▲ 1,321

12,815

Total Page Followers  
▲ 54

879

Total Post Like Reactions  
▼ -16

230

Total Post Love Reactions  
▼ -138

5

Total Post Haha Reactions  
▲ 2

3

Total Post Wow Reactions  
▼ -1

3

Total Post Sad Reactions  
▲ 2

5

Total Post Angry Reactions  
▲ 5



# TWITTER

4,175

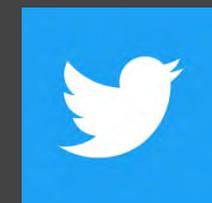
Followers  
• 0

10

Likes  
▼ -1

3

Retweets  
▼ -5



AUG.

# INSTAGRAM

6,572

Reach  
▲ 807

407

Engagement  
▲ 114

401

Likes Count  
▲ 119

4

Comments Count  
▼ -1

2

Saved  
▼ -4



# FACEBOOK

11,706

Total Link Clicks From Posts  
▲ 9,301

15,905

Total Engaged Users  
▲ 9,025

12,853

Total Page Followers  
▲ 38

850

Total Post Like Reactions  
▼ -29

167

Total Post Love Reactions  
▼ -63

5

Total Post Haha Reactions  
• 0

0

Total Post Wow Reactions  
▼ -3

0

Total Post Sad Reactions  
▼ -3

0

Total Post Angry Reactions  
▼ -5



# TWITTER

4,175

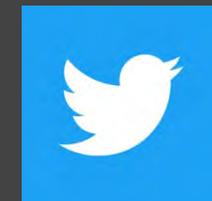
Followers  
• 0

40

Likes  
▲ 30

16

Retweets  
▲ 13



SEPT.

# SOCIAL MANAGEMENT

## *Notes/Insights*

We expect engagement and clicks to drop over the summer, but July's drop on Facebook was significant. In the spring, Facebook started surveying users about the content they want to see and made tweaks to the algorithm. This could be due to that, combined to usual summer drops. We saw some rebounding in September, which is a good sign. We'll watch for continued growth.

Instagram engagement is on the rise since August, which is awesome. As of Oct. 8, there are 1,767 followers— up from 1492 on Jan. 1. Great growth. We are doing a contest starting Oct. 13 to push growth to 2,500 followers, so we expect to see this number spike. Our ultimate goal is to be at 10k. The new student ambassador should also help grow engagement this semester.

We will want to include more engagement-focused posts again. We've been pushing out a lot of information on social and encouraging link clicks, but we always want to make sure to pull in engagement too, especially with Facebook and Instagram's constant algorithm tweaks.



# STRATEGYRECOMMENDATIONS

## *Notes/Insights*

We have recently been made aware of an issue with inflated geo-conversion data since July, which has caused additional reported physical visits on a few of our campaigns. Data samples have shown that the invalid traffic percentage is less than 1%, but we still want to make you aware of it. This is an industry wide issue, likely due to the changes that are being made to protect consumer privacy. Our vendor is working tirelessly to filter geo-conversion data with a focus on providing the most accurate results possible.

## ***OTHER THINGS TO THINK ABOUT***

We discovered that your Skilled Trades and Healthcare Careers Lead Generation campaigns are not connected to Google Analytics. Giving read/analyze access to your Google Analytics for both campaigns will enable the campaign to optimize better. Would you please add the following email address to your GA for both accounts with read/analyze access? **linkedanalytics039@gmail.com**

