

Ogilvy

LOGICA  
RESEARCH  
*(Formerly Koski Research)*

# California Community Colleges Career Education

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March 2019

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# Objectives

## Measure Awareness & Perceptions

- Track attitudinal shifts about California Community Colleges as a quality college choice and motivation to enroll
- Measure awareness, knowledge, and consideration of California Community Colleges Career Education program and track shifts over time
- Measure the relationship between awareness of visual and audio creative and consideration
- Measure awareness of the variety and breadth of programs offered
- Evaluate perceptions of communications and benefits of California Community Colleges Career Education programs

# Methodology

<b>Who</b>	<p>N=500 CCC Students and Prospective Students</p> <ul style="list-style-type: none"><li>▪ N=100 High School Students</li><li>▪ N=100 CCC Students</li><li>▪ N=301 Prospective Students (18-54 years old and not currently enrolled in post-secondary education: 175-200 Ages 18-34 and soft quota of 50 adult CC students who desire extra training or retraining for a specific job)</li></ul> <p>N=200 Influencers (Educators and Parents)</p> <ul style="list-style-type: none"><li>▪ N=100 High School Educators</li><li>▪ N=100 Parents of High School Students</li></ul>
<b>How</b>	<ul style="list-style-type: none"><li>▪ 15-minute quantitative online survey</li><li>▪ The study was conducted from January 17 to March 3, 2019</li></ul>
<b>Where</b>	<ul style="list-style-type: none"><li>▪ Northern California, Bay Area/Central Valley, Southern California (LA/OC), Far Southern California</li></ul>

# Highlights

# Highlights

1

**Favorability** toward California Community Colleges is very high across all five groups.

2

**Aided awareness of Career Education** is very high—the majority of people in all groups say they have heard of CCC Career Education. Awareness of the audio and visual advertisements is highest for current students and moderate for other groups. Those who are aware of ads are significantly more likely to consider CCC Career Education programs.

3

**Knowledge** of CCC Career Education is moderately high and is on the rise for almost all groups, and shows a significant increase for CCC students compared to 2017.

4

**Consideration** is moderate to high across all groups. Educators and Parents are the most likely to consider/recommend, while Educators and Prospective Students are both significantly more likely to consider/recommend in comparison to 2017.

5

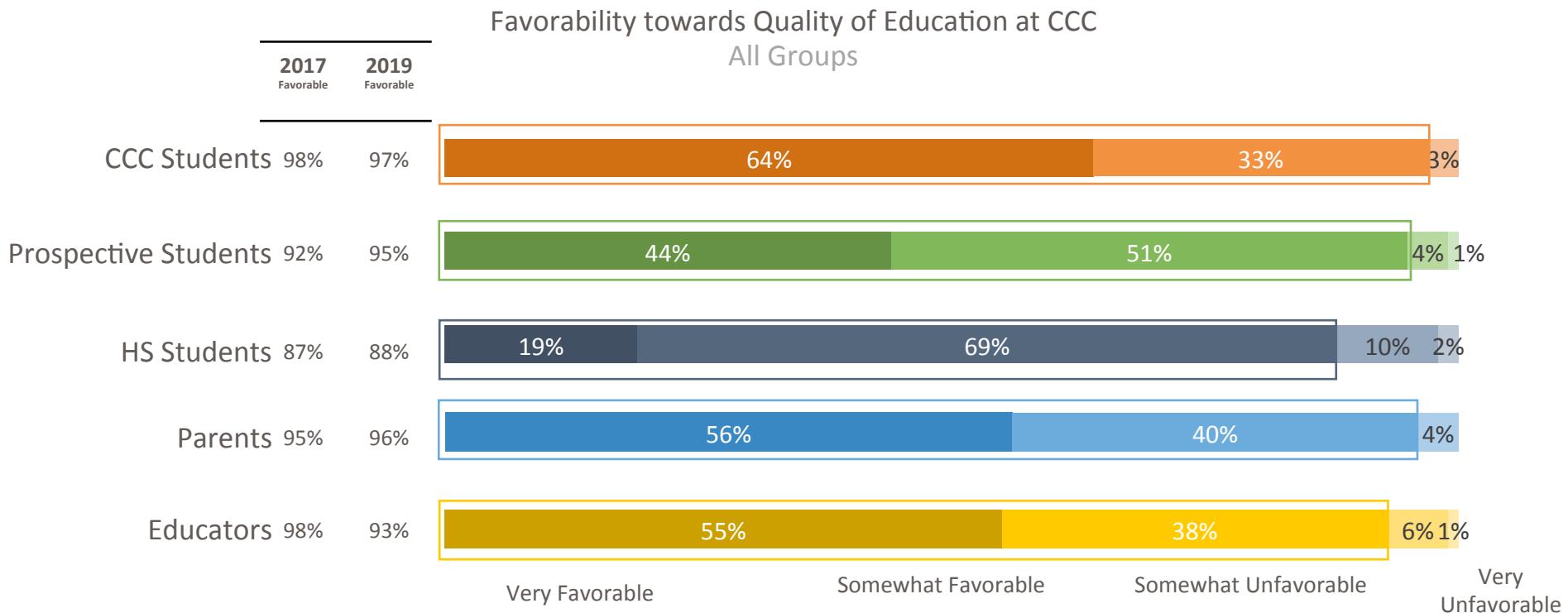
**Messages** for CCC Career Education need to emphasize better paying jobs while building on a foundation of a quality education and opportunities for hands-on training. Messages may need to vary by target group.

These results have been analyzed within a brand framework, with an emphasis on favorability, **awareness, knowledge, and consideration**.

The goal is to understand where Career Education sits today in order to inform communications and marketing decisions and future measurement.

# California Community Colleges Favorability

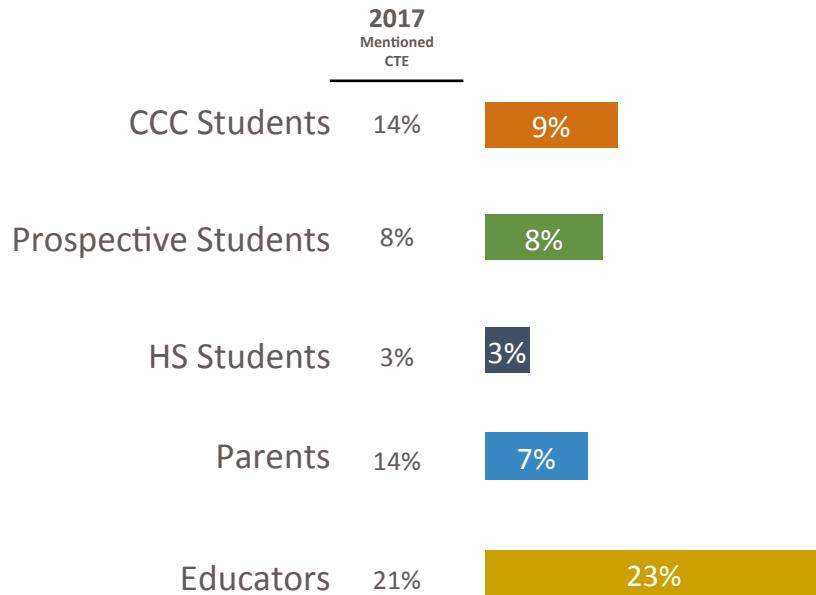
# Favorability for CCC is high among all groups



# Awareness

# Unaided, top-of-mind, awareness of Career Education is highest among Educators, lowest among High School Students—consistent with 2017

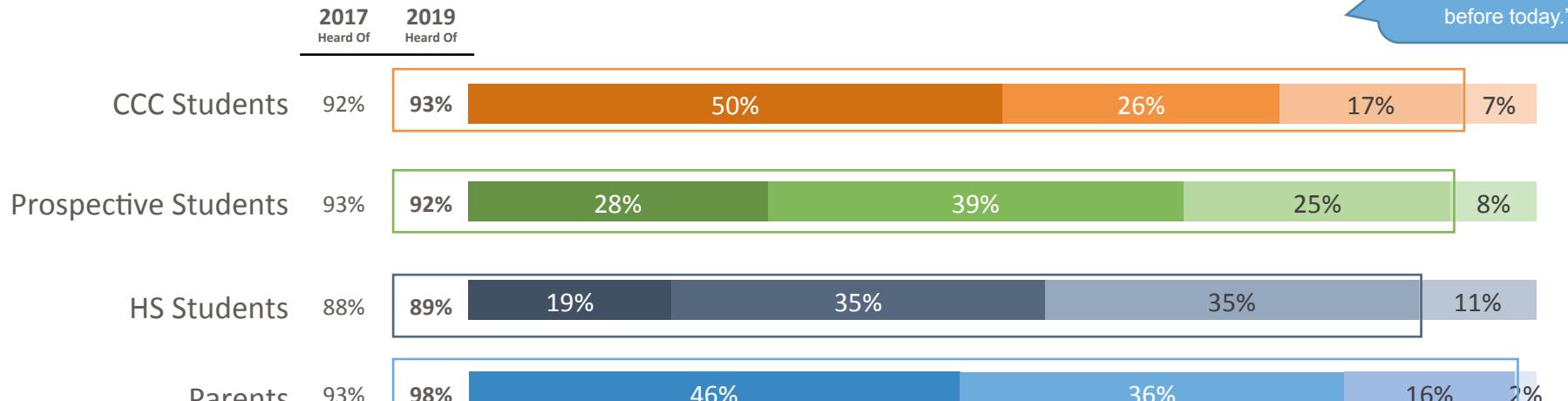
Mentioned Career Education as a Program at CCC (Unaided Open End)  
All Groups



# Aided awareness is high for all groups

## Aided Awareness of “Career Education” (Before Program Description) All Groups

Aided awareness is everyone except those who “never heard of before today.”



Know a lot about  
Career Education

Heard/seen of Career  
Education before and  
know some things

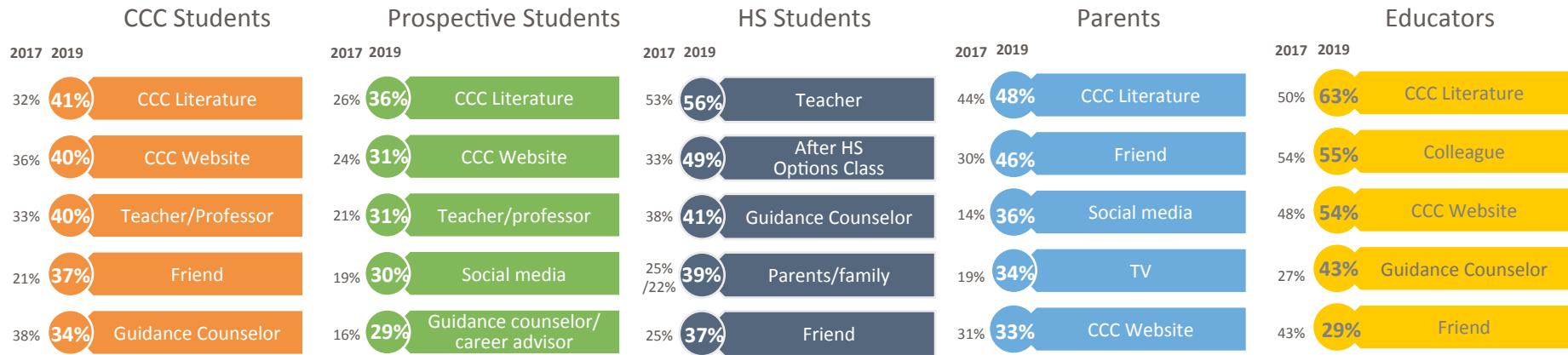
Heard of Career Education  
before but don't know  
anything

Never  
Heard Of

Q2: You may know that California Community Colleges offer many programs. How familiar are you with ‘Career Education’? (Base: CCC Students=100, Prospective Students=301, HS Students=100, Parents=100, Educators=100)

# Online and people channels drive awareness of Career Education

## Top Exposure Channels Aware of Career Education at CCC



Q5: Where did you hear about career education at California Community Colleges? (Base: Aware of Career Education at CCC, CCC Students=98, Prospective Students=286, HS Students=95, Parents=100, Educators=98)

# Awareness of campaign images is highest for CCC students

## Total Awareness of Promotional Images/Materials: Seen Before Today All Audiences



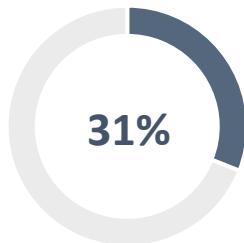
CCC Students



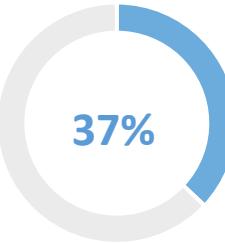
Prospective Students



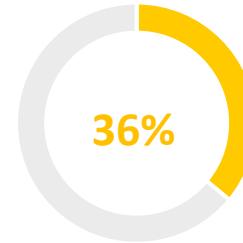
HS Students



Parents

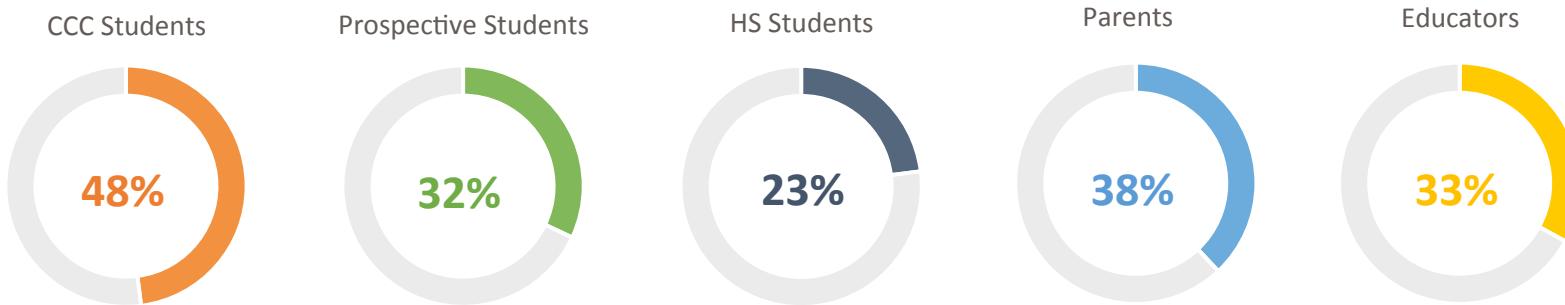


Educators



# Awareness of campaign audio is also highest for CCC students

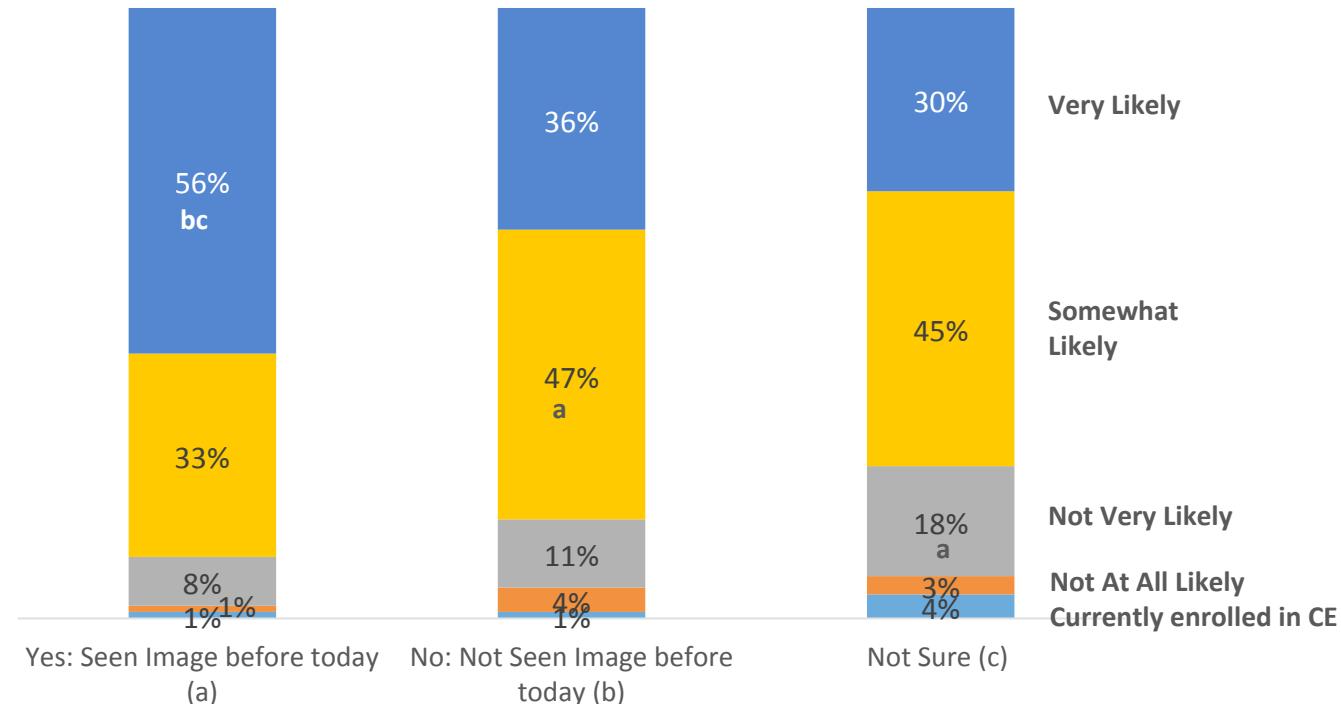
Total Awareness of Promotional Audio: Heard Before Today  
All Audiences



# Those who recall ads are significantly more likely to consider Career Education program at a CCC

Consideration of CE Program—Image

All Audiences



Q6: How likely are you to consider enrolling in a career education program at a California Community College? (Base: CCC Students=100, Prospective Students=301)

Q9: How likely are you to consider enrolling in a career education program at a California Community College after high school? (Base: HS Students=100)

Q14: How likely are you to recommend to your child that they enroll in a career education program at a California Community College after high school? (Base: Parents=100)

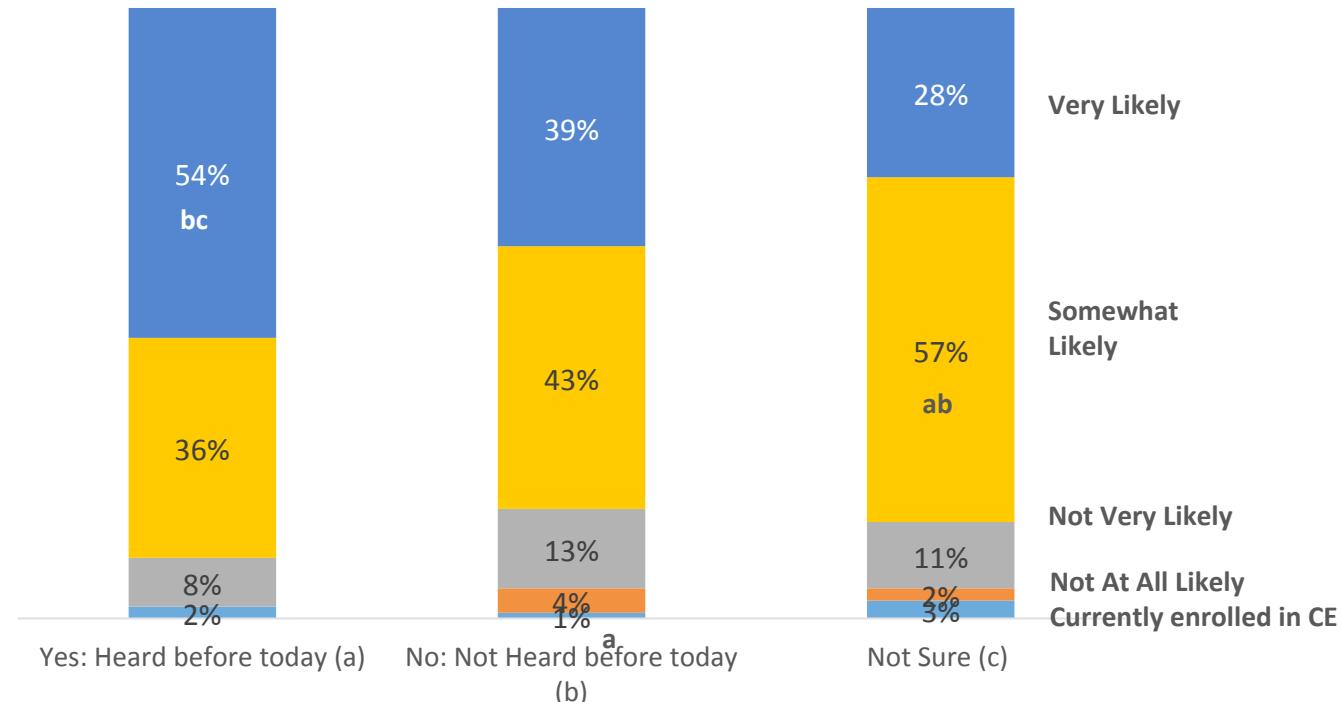
Q18: How likely are you to recommend to your students that they enroll in a career education program at a California Community College after high school? (Base: Educators=100)

Q28: Please review the image above. Have you ever seen any of these images before today? (Base: CCC Students=100, Prospective Students=301, HS Students=100, Parents=100, Educators=100)

# Those who recall audio ads are significantly more likely to consider Career Education program at a CCC

## Consideration of CE Program—Audio

All Audiences



Q6: How likely are you to consider enrolling in a career education program at a California Community College? (Base: CCC Students=100, Prospective Students=301)

Q9: How likely are you to consider enrolling in a career education program at a California Community College after high school? (Base: HS Students=100)

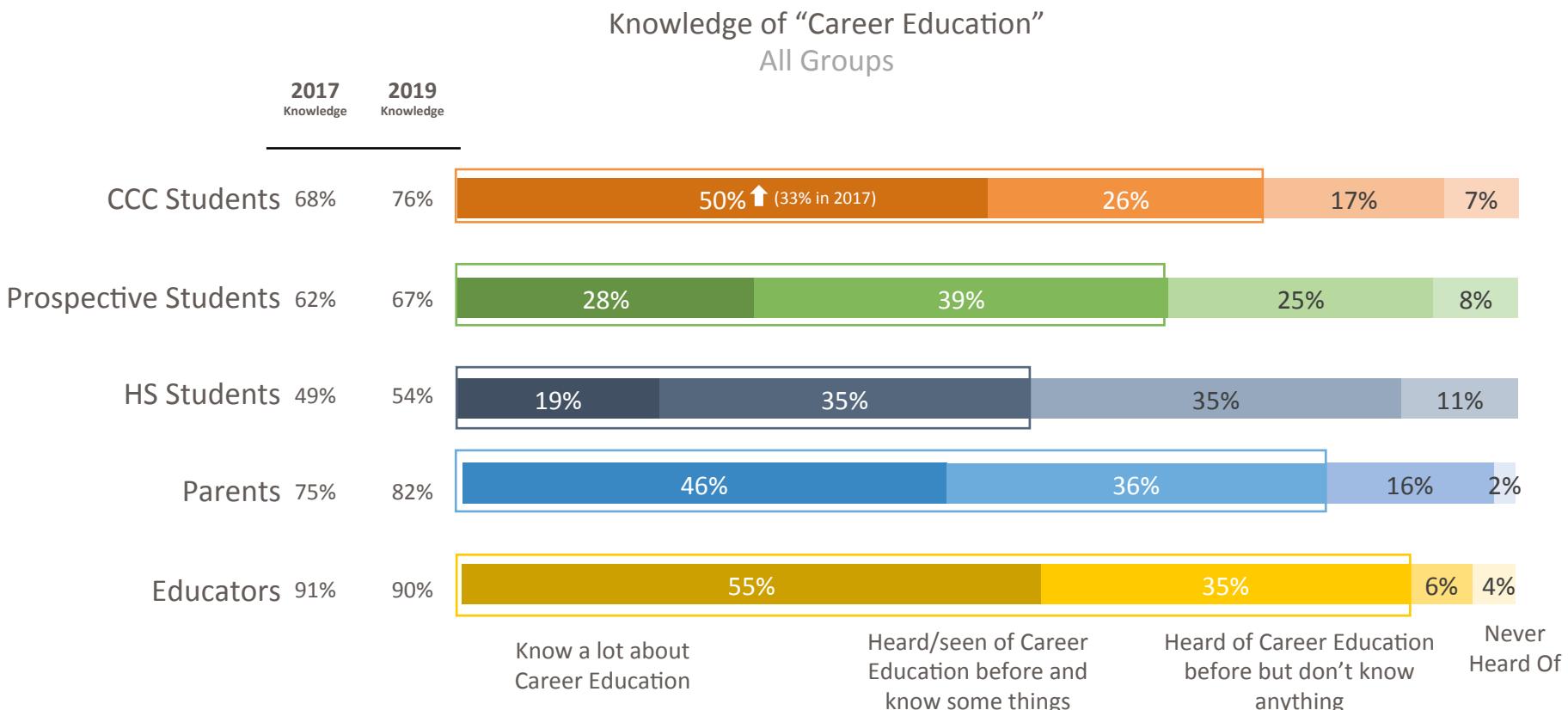
Q14: How likely are you to recommend to your child that they enroll in a career education program at a California Community College after high school? (Base: Parents=100)

Q18: How likely are you to recommend to your students that they enroll in a career education program at a California Community College after high school? (Base: Educators=100)

Q29: Please listen to the following audio clip. Have you ever heard this audio before today? (Base: CCC Students=100, Prospective Students=301, HS Students=100, Parents=100, Educators=100)

# Knowledge of Career Education

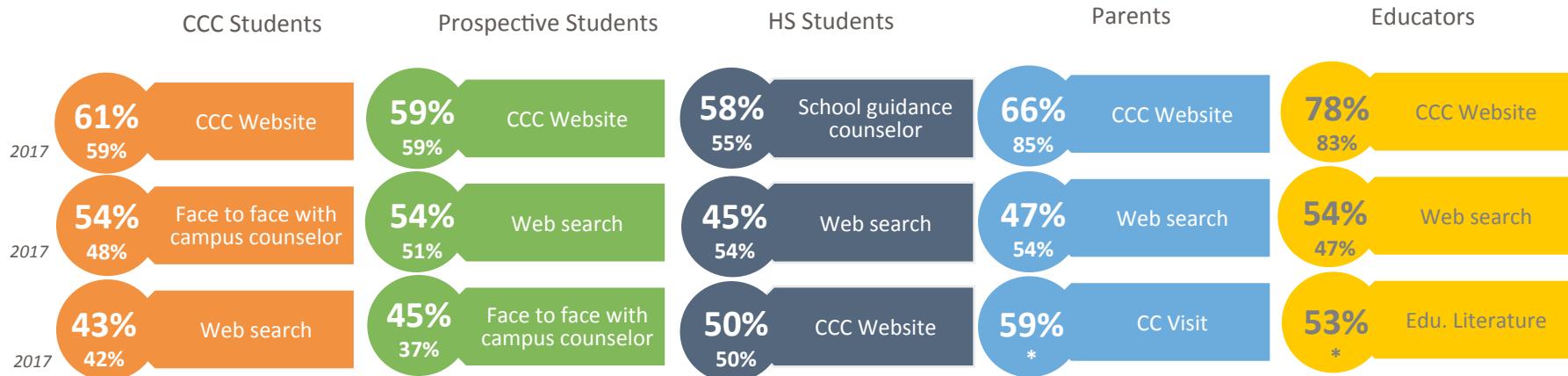
# Knowledge is trending up among most groups; “a lot” of knowledge increased significantly for CCC students



Q2: You may know that California Community Colleges offer many programs. How familiar are you with ‘Career Education’? (Base: CCC Students=100, Prospective Students=301, HS Students=100, Parents=100, Educators=100)

# Most will look online and to educators for more information on Career Education

## Top Sources for Additional Information on Career Education All Groups

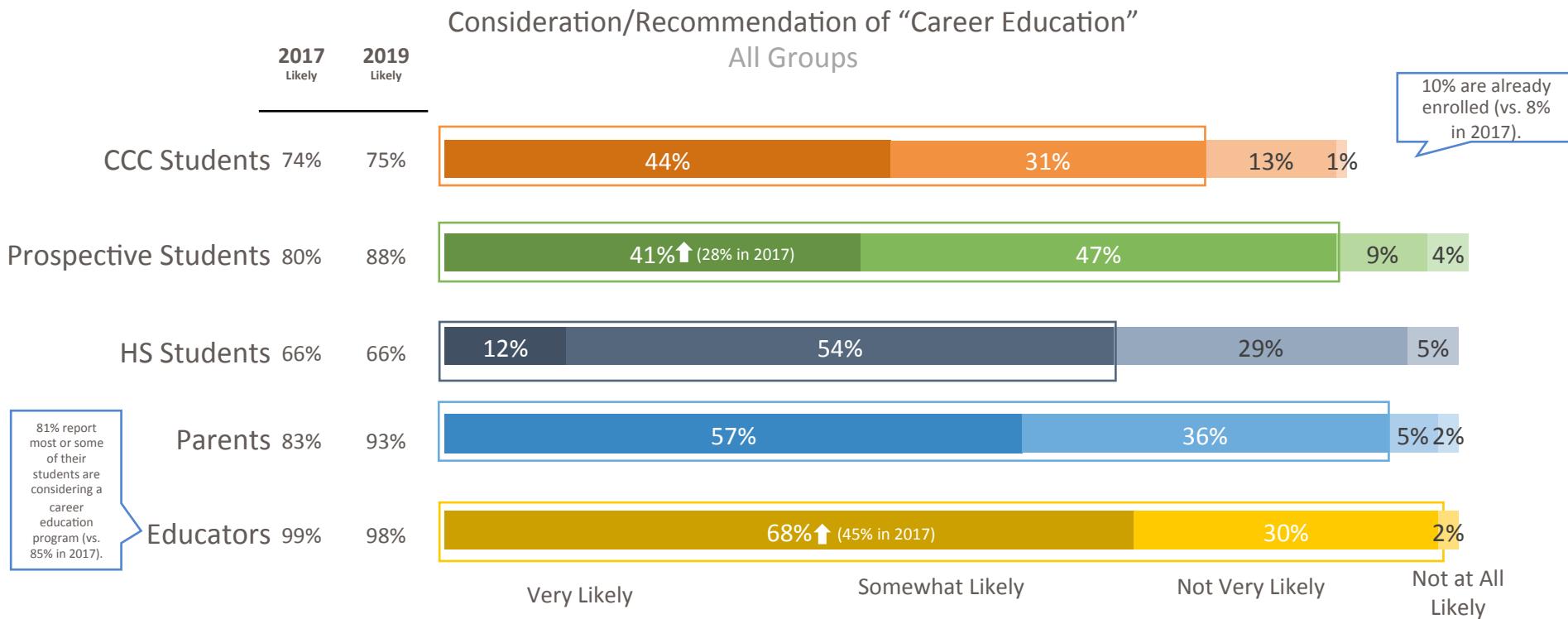


Q24: If you wanted to learn more about career education programs at California Community Colleges, where would you go? (Base: CCC Students=100, Prospective Students=301, HS Students=100)  
Q26/Q27: If you wanted to learn more about career education programs at California Community Colleges, where would you go? (Base: Parents=100, Educators=100)

\*Items were not provided in 2017.

# Consideration

# Educators and Parents are most likely to consider/recommend a Career Education program



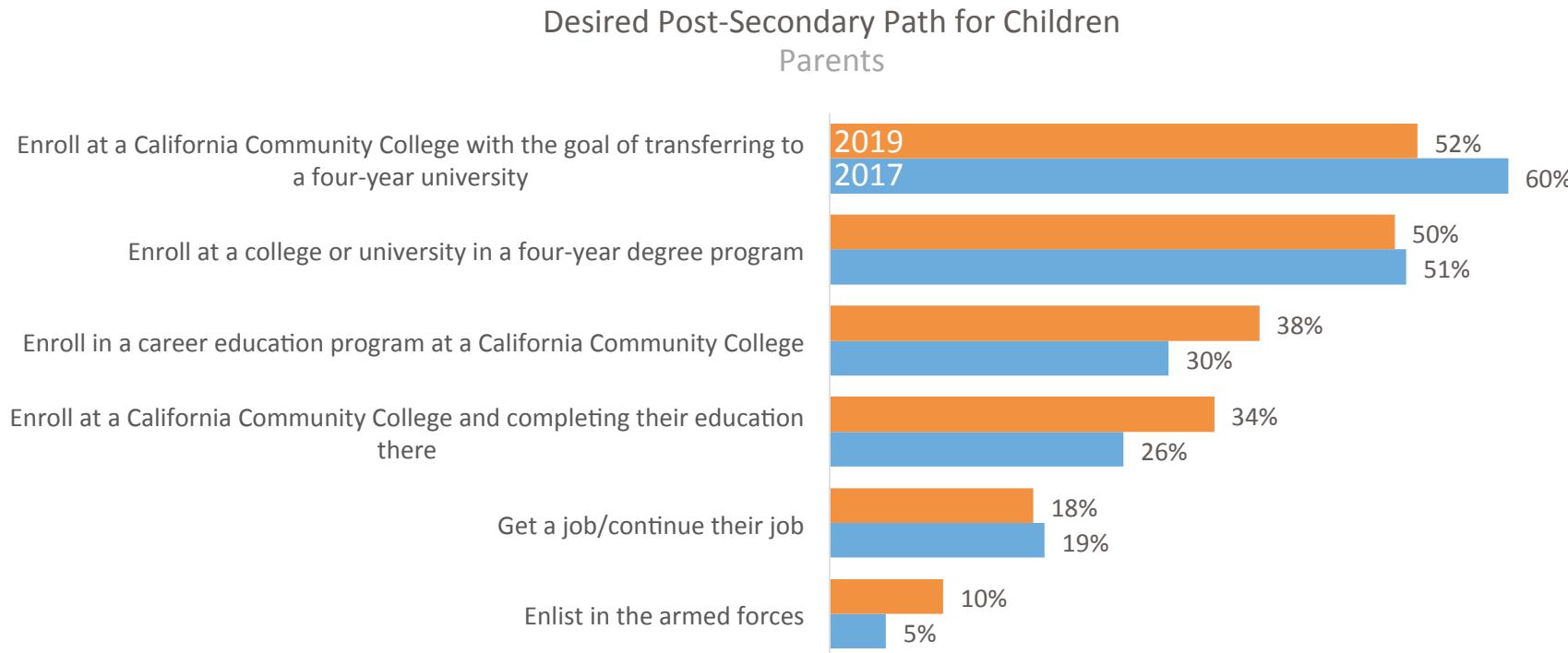
Q6: How likely are you to consider enrolling in a career education program at a California Community College? (Base: CCC Students=100, Prospective Students=301)

Q9: How likely are you to consider enrolling in a career education program at a California Community College after high school? (Base: HS Students=100)

Q14: How likely are you to recommend to your child that they enroll in a career education program at a California Community College after high school? (Base: Parents=100)

Q18: How likely are you to recommend to your students that they enroll in a career education program at a California Community College after high school? (Base: Educators=100)

# For many paths, Parents see CCC as an option more so than in 2017—shift in purpose of CCC path for parents

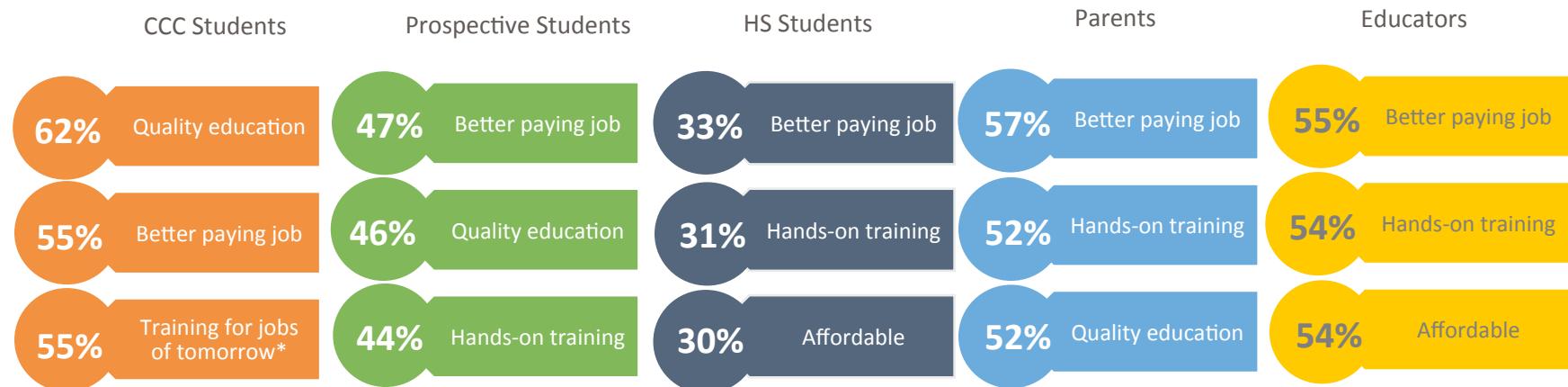


# Message Analysis

Six messages were evaluated in this research. Messages were related to quality education, jobs, training, and affordability.

# Better pay, and hands-on training resonated most across all groups

## Top 3 Messages by Group: Agree Strongly All Groups



Q21/22/23: Please indicate your level of agreement or disagreement with each of the statements below. (Base: CCC Students=100, Prospective Students=301, HS Students=100, Parents=100, Educators=100)

\*Affordable and hands-on training are 54% respectively and closely tied with the top 3.

# Demographics

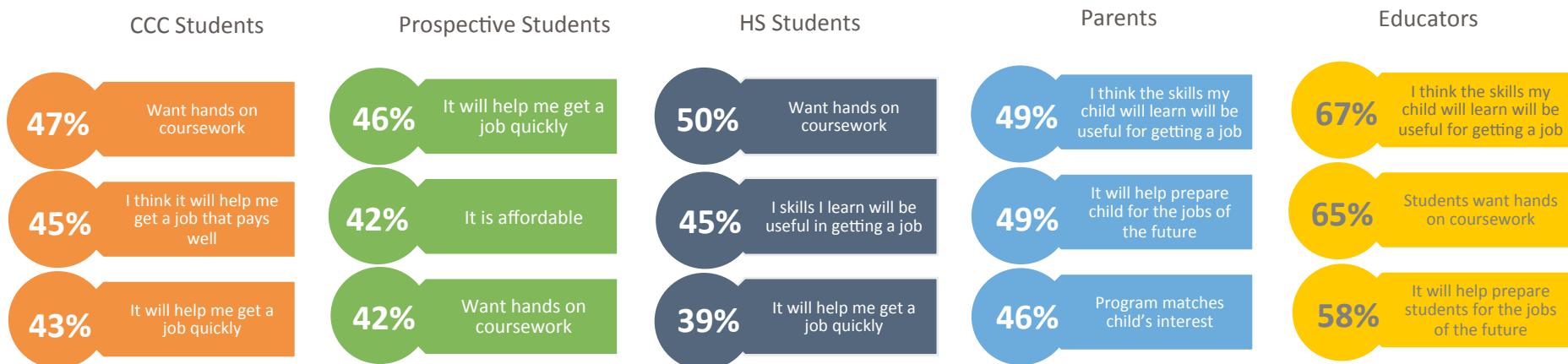
# Demographics

	CCC Students N=100	Prospective Students N=301	High School Students N=100	Parents N=100	Educators N=100
Mean age (years)	27	29	17	40	38
Mean Income	\$68,900	\$53,600	\$63,400	\$73,500	\$89,400
Men	31%	47%	37%	39%	45%
Women	69%	53%	63%	61%	55%
Northern California	3%	11%	9%	11%	7%
Bay Area	30%	21%	8%	24%	33%
Central Valley/Coast	16%	22%	21%	19%	13%
Southern California (LA/OC)	35%	22%	45%	29%	35%
Far Southern California	16%	24%	17%	17%	12%
Caucasian/White	38%	31%	19%	41%	59%
Hispanic/Latino	35%	36%	51%	35%	16%
Asian or Pacific Islander	10%	13%	17%	10%	13%
African-American/Black	12%	15%	13%	10%	10%
American Indian or Alaskan Native/Other	5%	4%	0%	4%	2%

# Appendix

# Hands on coursework, pay and speed of new job are top reasons to consider Career Education programs for students and influencers

## Reasons to Consider Enrolling in Career Education at CCC All Groups: Would Consider/Recommend Career Education

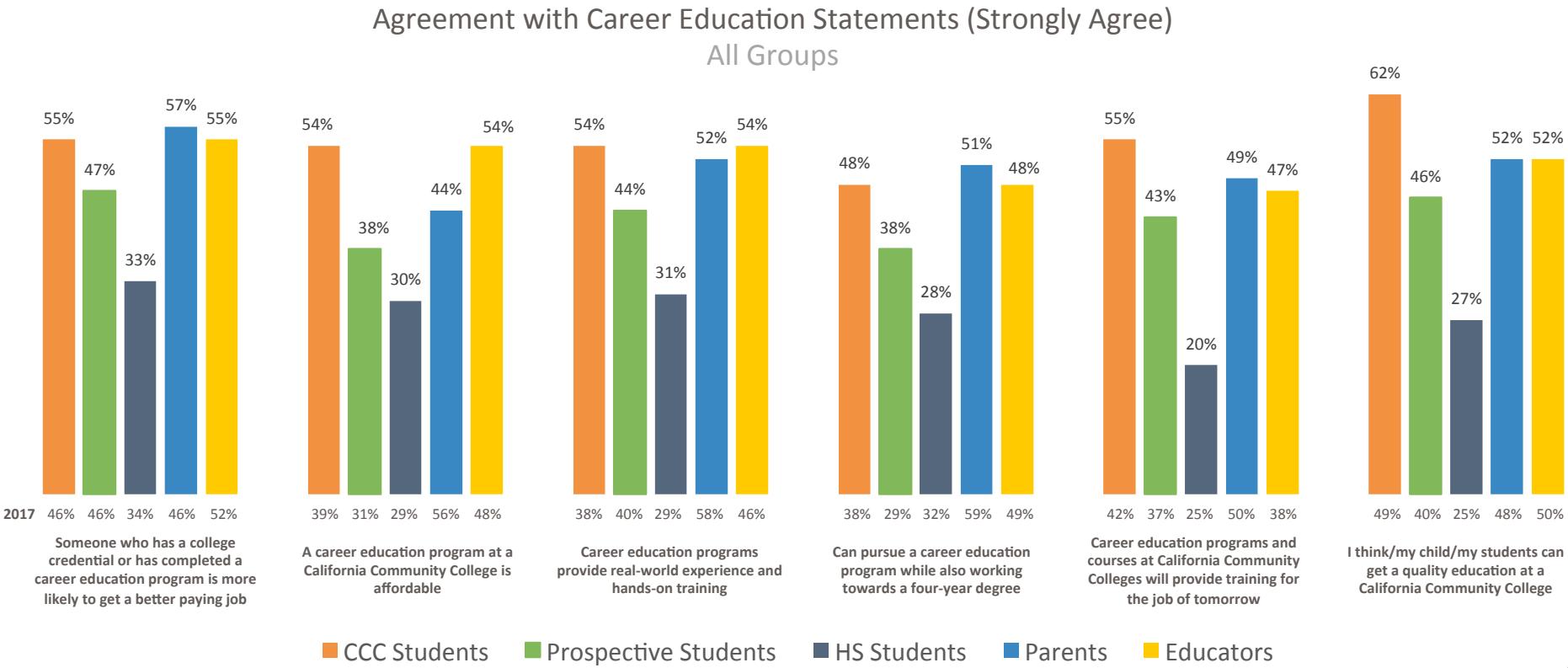


Q7/Q10: What are the reasons you are likely to consider enrolling in a career education program at a California Community College (after high school)? (Base: Consider CTE, CCC Students=75, Prospective Students=264, HS Students=66)

Q15/Q19: What are the reasons you are likely to recommend to your (child) (students) that they enroll in a career education program at a California Community College after high school? (Base: Consider CTE, Parents=93, Educators=98)

Note: The top reasons in 2018 are slightly different than in 2017.

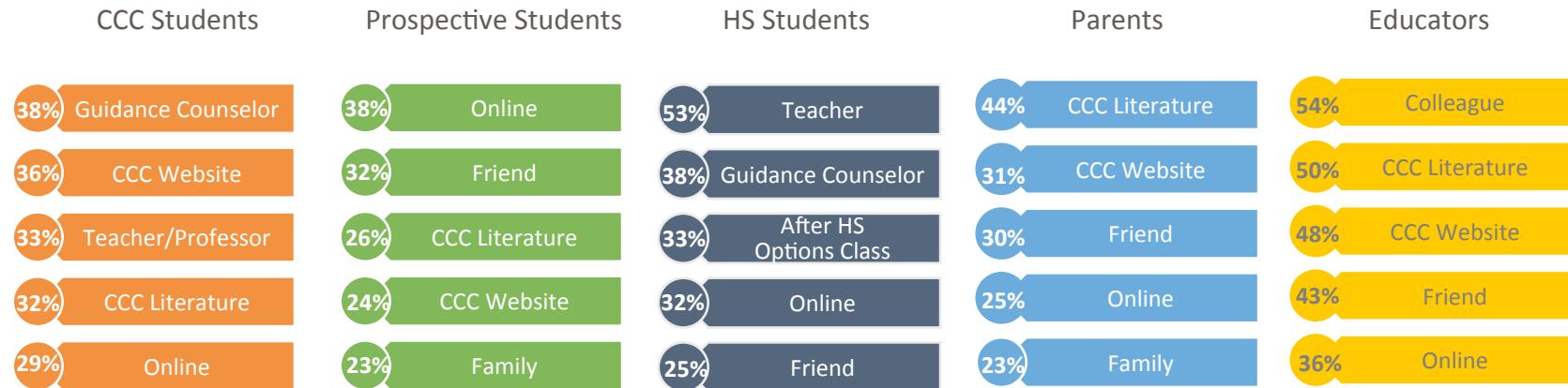
# Message agreement is headed up for CCC students the most consistently; Mixed for other groups



# Both online and people channels are important

2017 Data

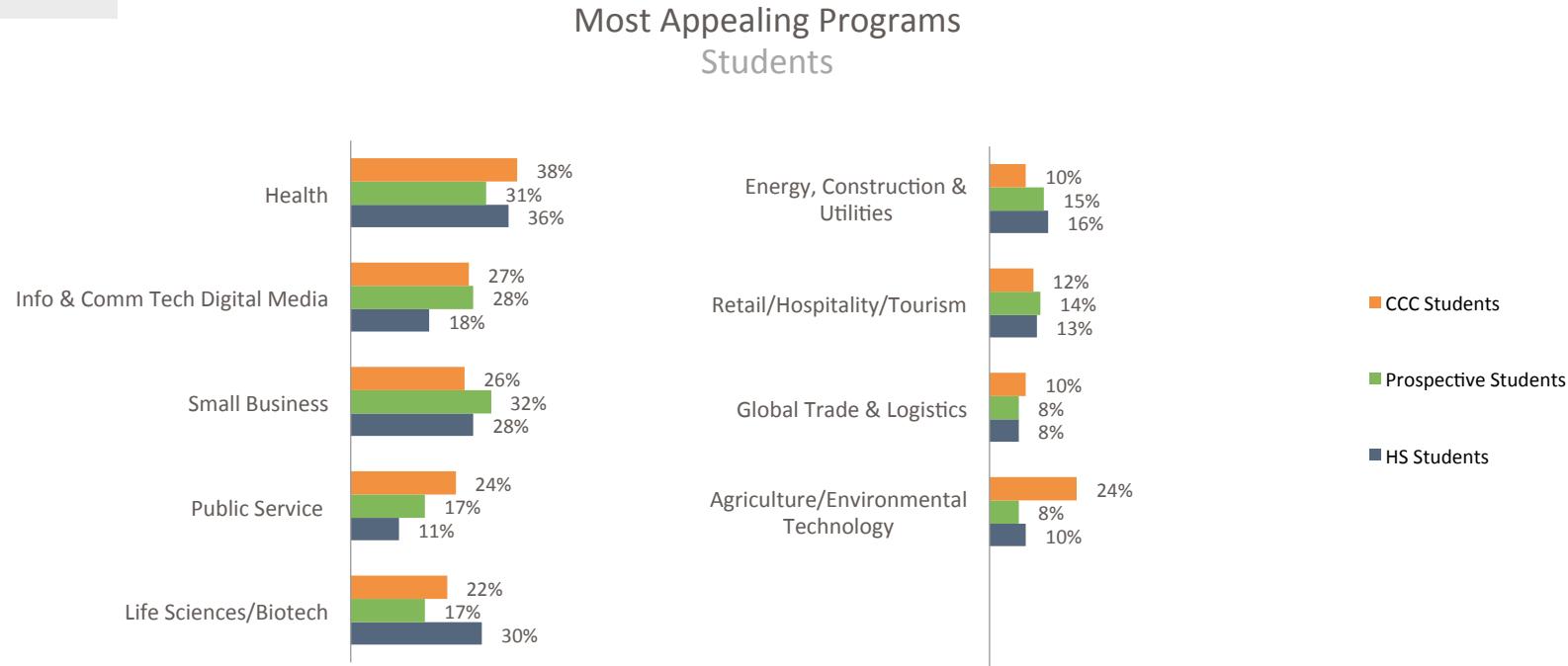
## Top Exposure Channels Aware of Career Education at CCC



Q5: Where did you hear about career education at California Community Colleges? (Base: Aware of Career Education at CCC, CCC Students=96, Prospective Students=196, HS Students=93, Parents=99, Educators=98)

# Health, ICT and Small Business programs appeal most to students

2017 Data

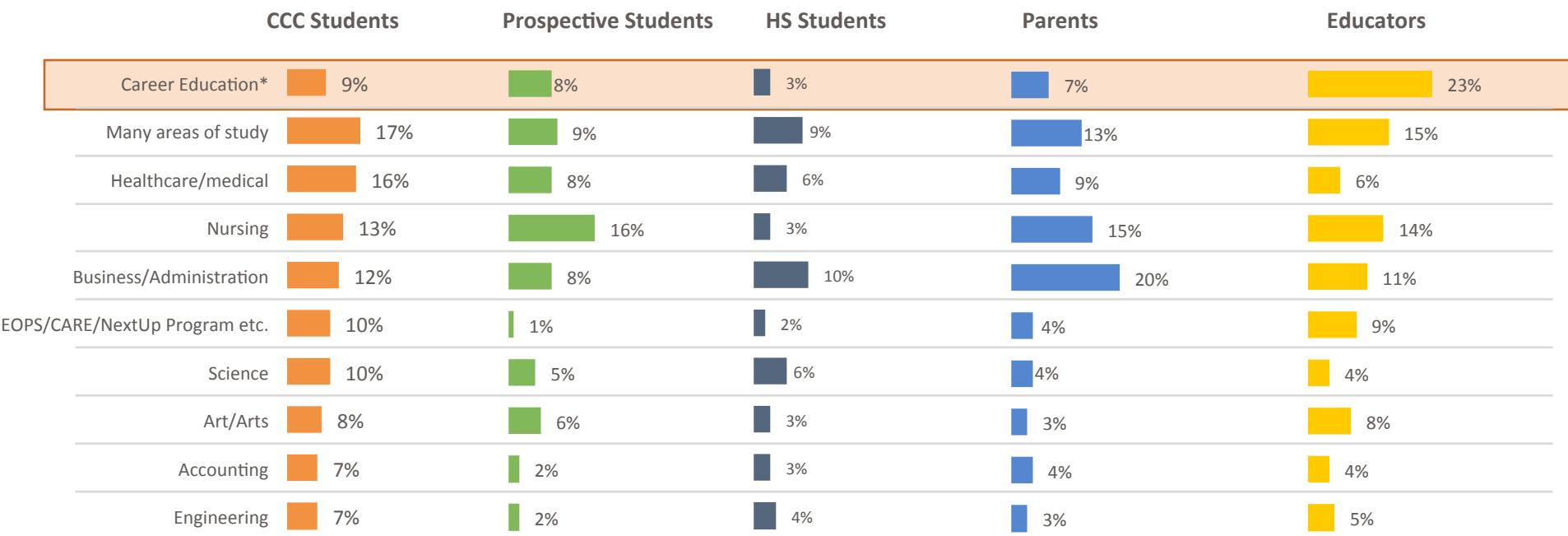


Q12: Which career education programs offered at California Community Colleges are you likely to consider? (Base: CCC Students=100, Prospective Students=200, High School Students=100)

\* Only responses >5% are shown

# Career Education and many related programs are mentioned on an unaided basis

Programs Offered at CCC (Unaided Open End)  
All Groups



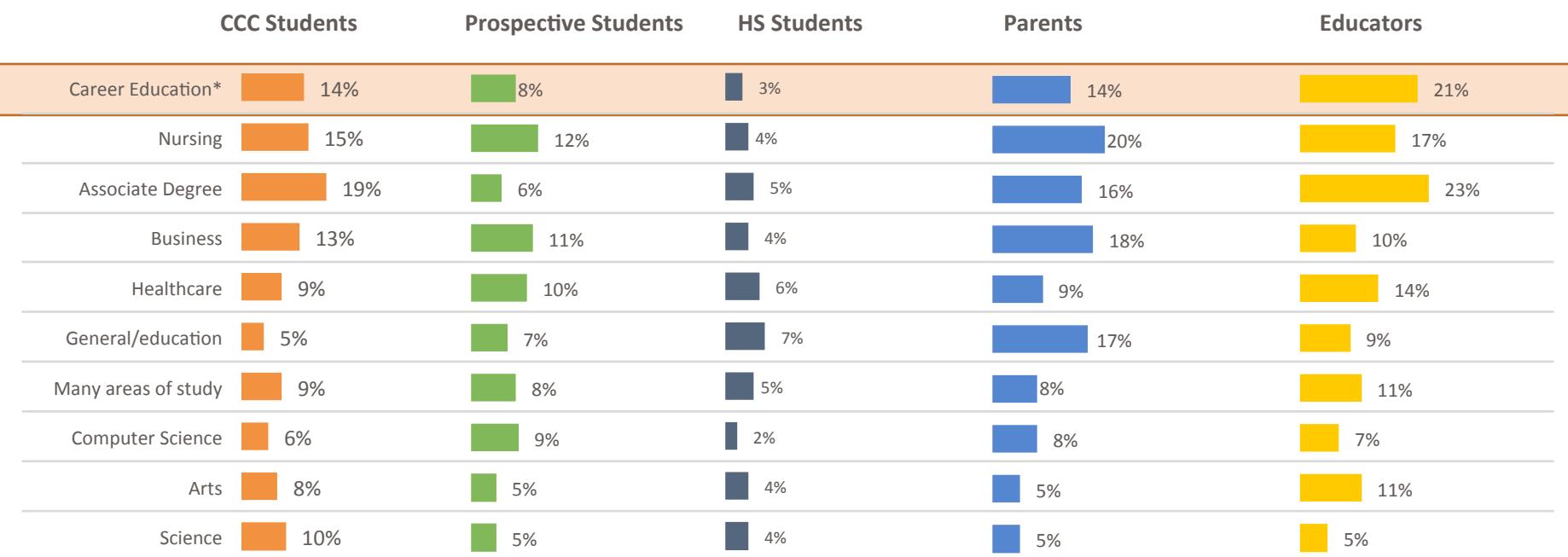
Q1: Can you tell me what programs are offered at California Community College? (Base: CCC Students=100, Prospective Students=301, HS Students=100, Parents=100, Educators=100)

\*Career Education includes responses such as Vocational and Trade Training

# Career Education is mentioned among many other programs on an unaided basis; none rise to top

2017 Data

## Programs Offered at CCC (Unaided Open End) All Groups



Q1: Can you tell me what programs are offered at California Community College? (Base: CCC Students=100, Prospective Students=200, HS Students=100, Parents=100, Educators=100)

\*Career Education includes responses such as Vocational and Trade Training

# Many programs mentioned on an unaided basis, though none rise to top

	CCC Students N=100	Prospective Students N=301	High School Students N=100	Parents N=100	Educators N=100
<u>Programs offered at California Community College (Unaided)</u>					
Associate Degree (Net)	7%	7%	5%	12%	32%
AA degree	2%	2%	1%	2%	11%
AS degree	1%	0%	0%	1%	3%
Associate degrees	2%	3%	3%	4%	8%
Associate degrees for transfer/transfer programs	2%	2%	1%	5%	10%
Many areas/programs of study/classes	17%	9%	9%	13%	15%
Healthcare/medical	16%	8%	6%	9%	6%
Nursing	13%	16%	3%	15%	14%
Business/Business Administration	12%	8%	10%	20%	11%
EOPS/CARE/NextUp Program (CAFYES)/CA College Promise Grant	10%	1%	2%	4%	9%
Science	10%	5%	6%	4%	4%
Vocational/trade training/programs/certificates	9%	8%	3%	7%	23%
Art/Arts	8%	6%	3%	3%	8%
Accounting	7%	2%	3%	4%	4%
Engineering	7%	2%	4%	3%	5%
Computer Science/information Systems/computer related	6%	9%	2%	14%	6%
Math	6%	4%	8%	3%	5%
Psychology	6%	3%	0%	3%	1%
Early childhood education/child development	5%	2%	2%	5%	4%

# Many programs mentioned on an unaided basis, though none rise to top

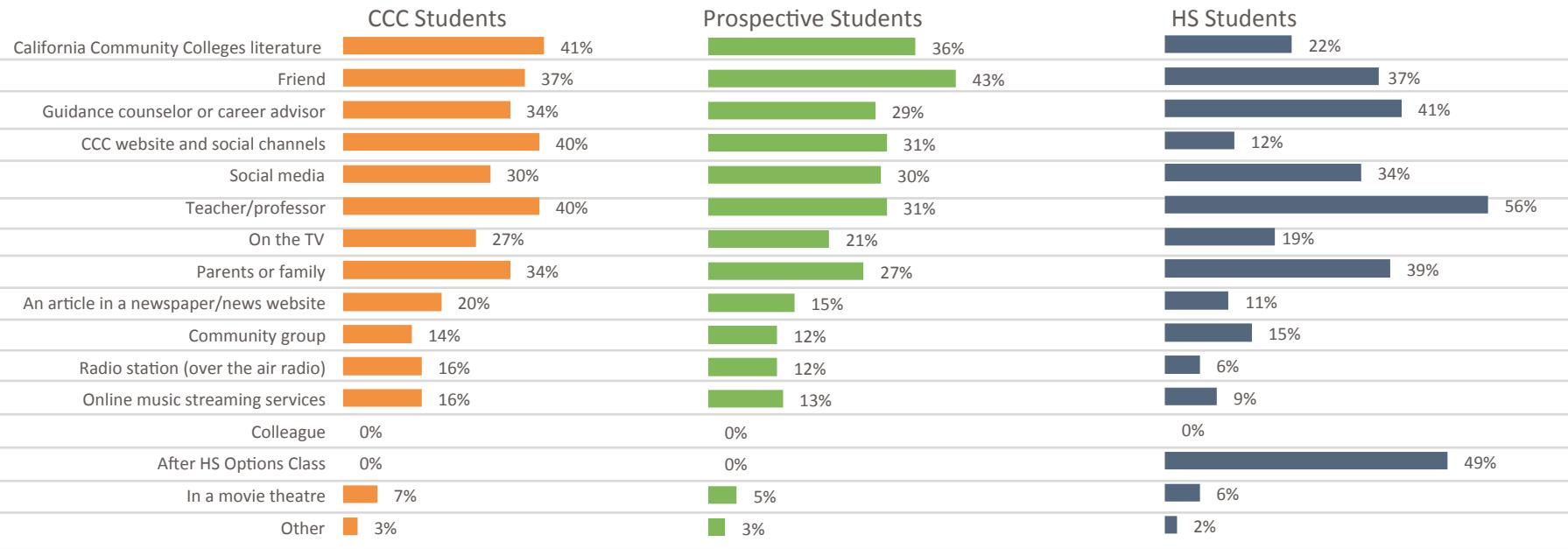
	CCC Students N=100	Prospective Students N=301	High School Students N=100	Parents N=100	Educators N=100
<b>Programs offered at California community colleges (Unaided)</b>					
General classes/education	5%	4%	3%	7%	9%
Dental Assistant/Dental Hygiene/Other dental	4%	2%	0%	3%	3%
Education/teaching	4%	2%	2%	5%	7%
English	4%	3%	4%	4%	3%
Law	4%	2%	1%	1%	2%
Health	4%	1%	1%	3%	1%
Management/Business management	4%	1%	1%	2%	1%
Humanities/miscellaneous humanities mentions	4%	1%	1%	4%	2%
Culinary Arts/cooking	3%	4%	2%	3%	5%
Social science	3%	1%	3%	5%	4%
Languages/linguistics	3%	2%	1%	3%	4%
Technology	3%	2%	2%	2%	5%
Communications	2%	0%	0%	1%	1%
Criminal Justice/Administration of Justice	2%	5%	3%	4%	9%
Music	2%	2%	1%	1%	1%
History	2%	1%	0%	1%	0%
Degree programs/degrees	2%	1%	1%	1%	3%
Financial aid/loans/grants	2%	0%	0%	3%	1%
Theatre/Performing arts	2%	1%	1%	0%	3%
Automotive Technology	1%	4%	2%	4%	3%
Cosmetology	1%	2%	3%	0%	2%
Liberal Arts	1%	0%	0%	2%	0%

# Many programs mentioned on an unaided basis, though none rise to top

	CCC Students N=100	Prospective Students N=301	High School Students N=100	Parents N=100	Educators N=100
<b><u>Programs offered at California community colleges (Unaided)</u></b>					
Welding	1%	2%	2%	4%	4%
EMT	1%	2%	0%	1%	1%
Writing/Journalism	1%	1%	2%	1%	1%
Agriculture	0%	1%	1%	4%	3%
Bachelor degree	0%	2%	1%	3%	2%
Biology	0%	1%	1%	2%	3%
Firefighting/Firefighter Academy	0%	2%	0%	2%	3%
Police Academy/training	0%	2%	0%	1%	1%
Sports	0%	1%	4%	3%	2%
Chemistry	0%	0%	0%	0%	0%
High school dual enrollment	0%	0%	0%	0%	1%
Photography	0%	1%	0%	1%	1%
Continuing education	0%	0%	0%	0%	1%
Hospitality/hotel management	0%	0%	1%	0%	1%
Other	8%	8%	7%	9%	12%
Don't know/no answer	13%	25%	45%	15%	16%

# Exposure channels vary but focus around Educational professionals, CCC publications and online sources

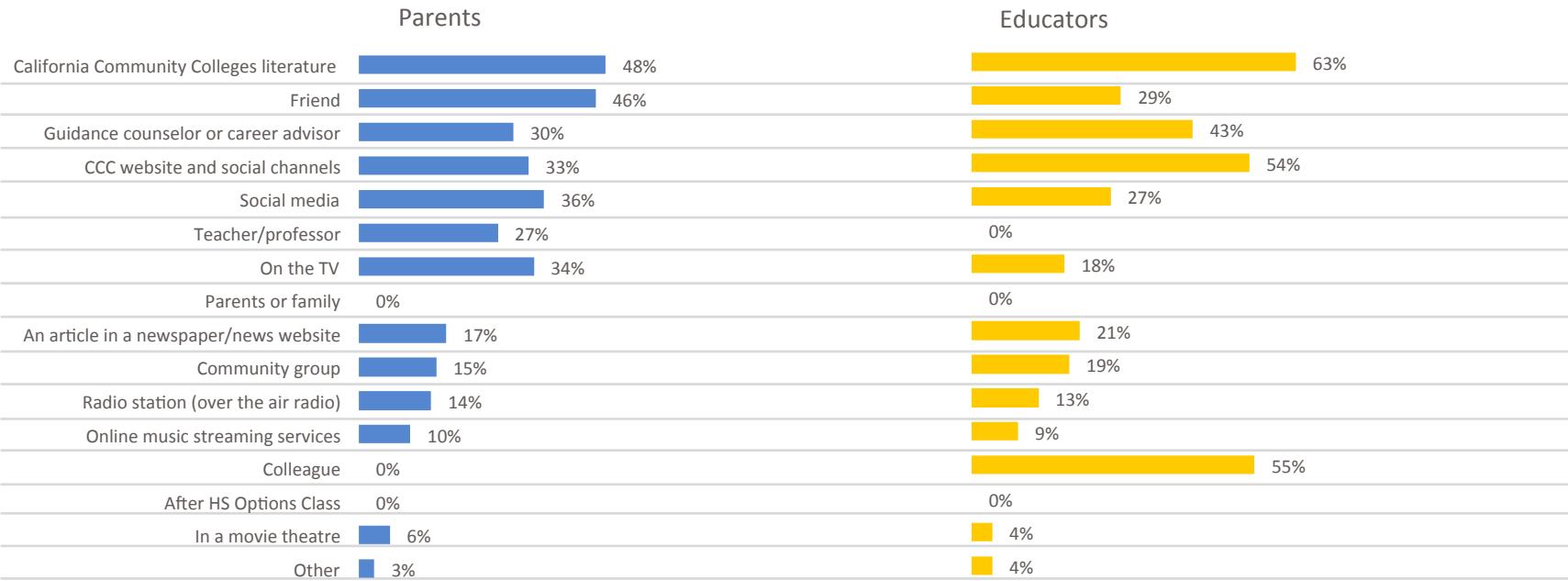
Exposure Channel  
Aware of Career Education at CCC



Q5: Where did you hear about career education at California Community Colleges? (Base: Aware of Career Education at CCC, CCC Students=98, Prospective Students=286, HS Students=95)

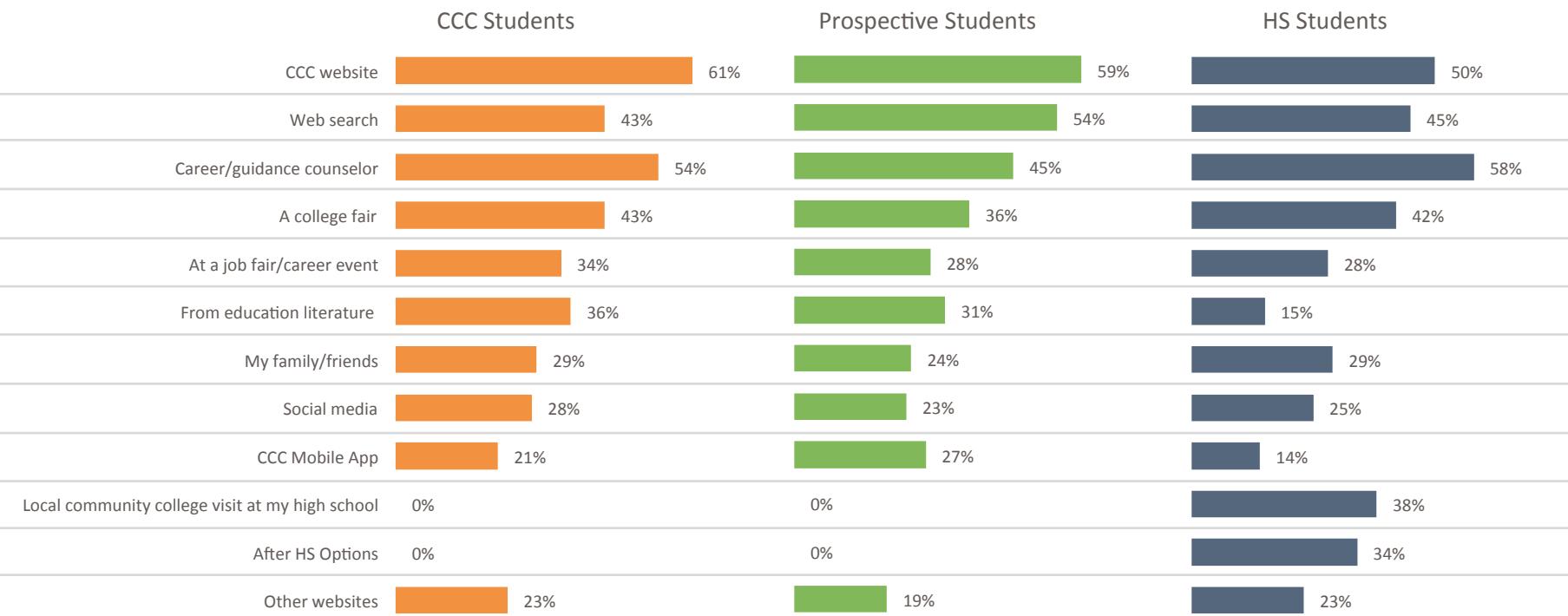
# Exposure channels vary but focus around Educational professionals, CCC publications and online sources

Exposure Channel  
Aware of Career Education at CCC



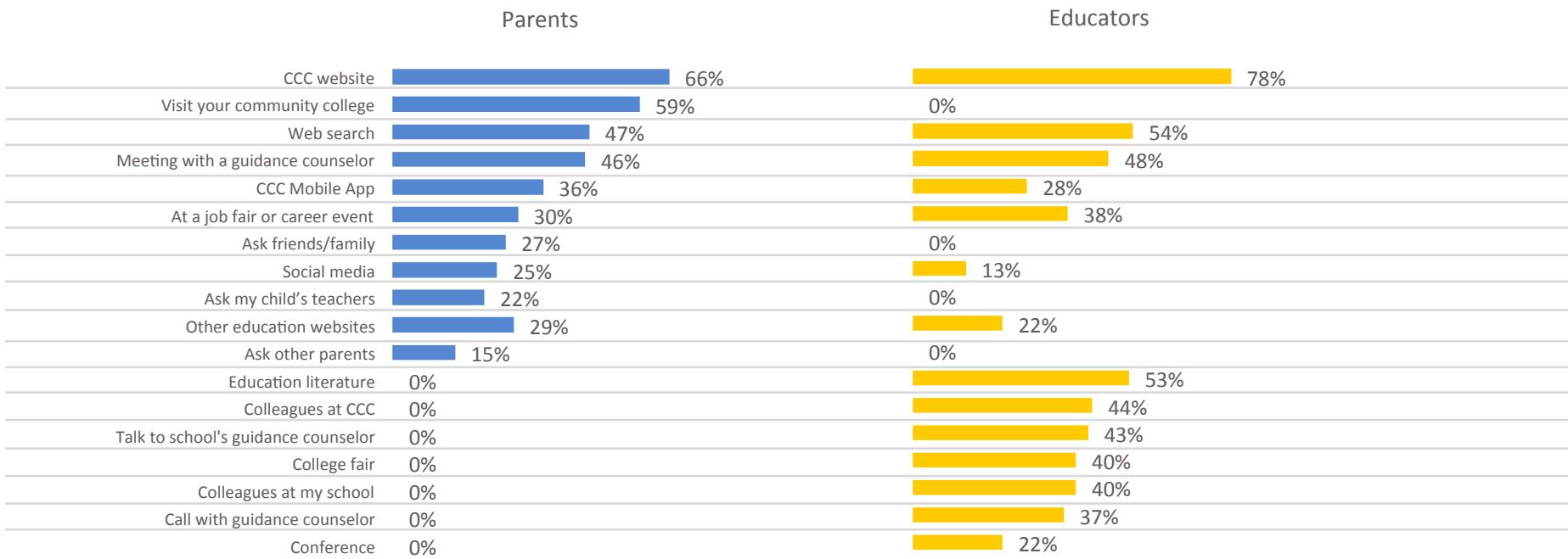
# Students go online for additional information on Career Education

## Source for Additional Information on CTE Students



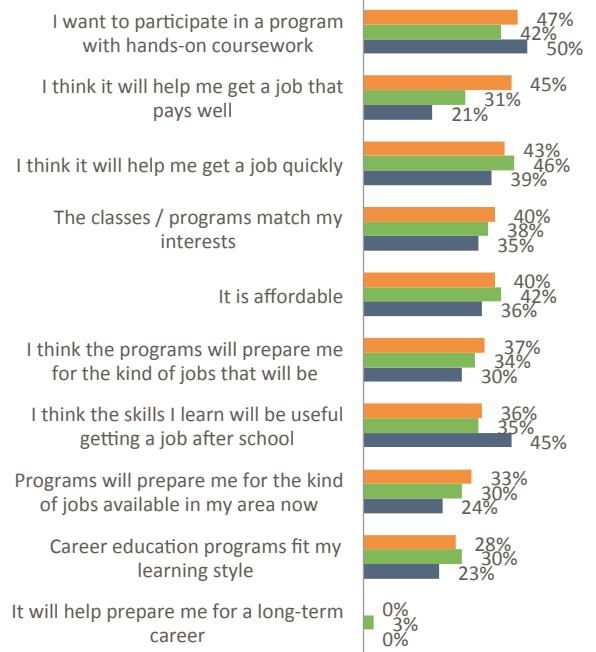
# Influencers go online and to peers for more information about Career Education

Source for Additional Information on CTE Influencers

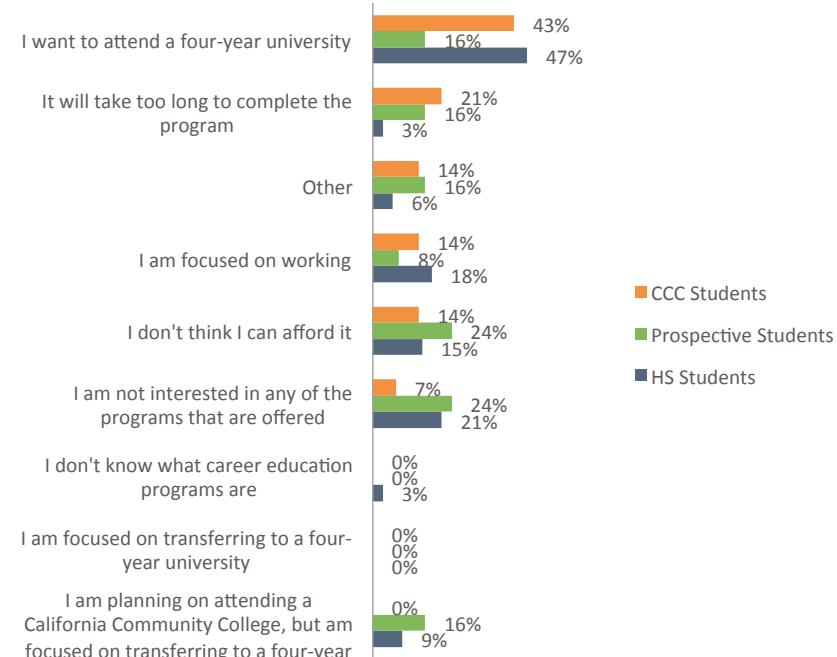


# Students view a Career Education program as a practical career move

## Benefits Students who would consider Career Education



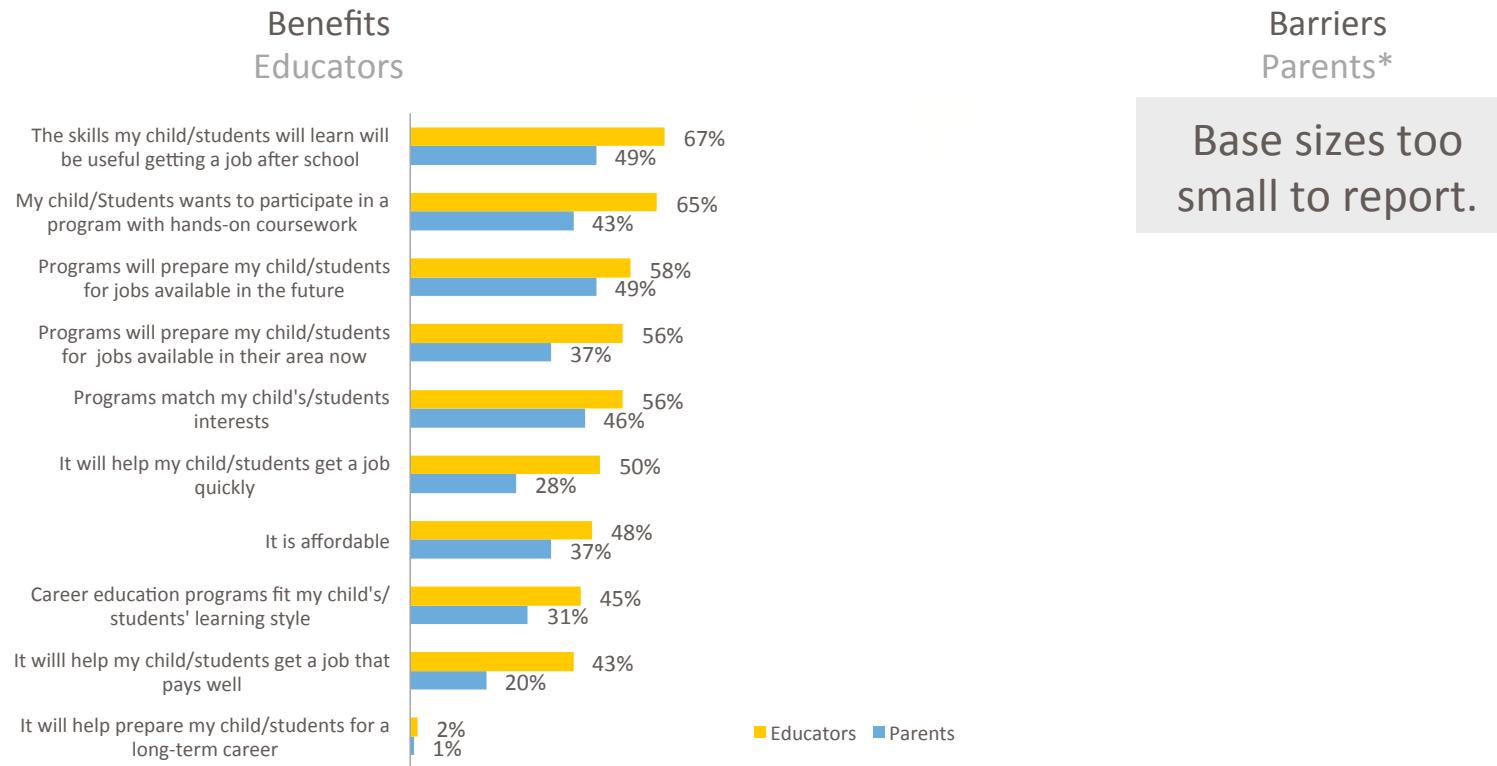
## Barriers Students who would not consider Career Education



Q7/Q10: What are the reasons you are likely to consider enrolling in a career education class or program at a California Community College (after high school)? (Base: Consider CTE, CCC Students=75, Prospective Students=264, HS Students=66)

Q8/Q11: What are the reasons you are not likely to consider enrolling in a career education class or program at a California Community College (after high school)? (Base: Not Consider CTE, CCC Students=14, Prospective Students=37, HS Students=34)

# Influencers view a Career Education class or program as a practical career move that will provide jobs for their students



Q15/Q19: What are the reasons you are likely to recommend to your (child) (students) that they enroll in a career education class or program at a California Community College after high school? (Base: Consider CTE, Parents=93, Educators=98)

Q16/Q20: What are the reasons you are not likely to recommend to your (child) (students) that they enroll in a career education class or program at a California Community College after high school? \*Small base size for Parents, Educators data not shown due to extremely small base size.

# Ad recall across regions is similar

## Saw Ad All Audiences

	NorCal n=221	CV/Coast n=134	SoCal n=346
Yes, have seen this image before today	39%	36%	40%
No, have not seen this image before today	51%	51%	50%
Not sure	10%	13%	10%

## Heard Ad All Audiences

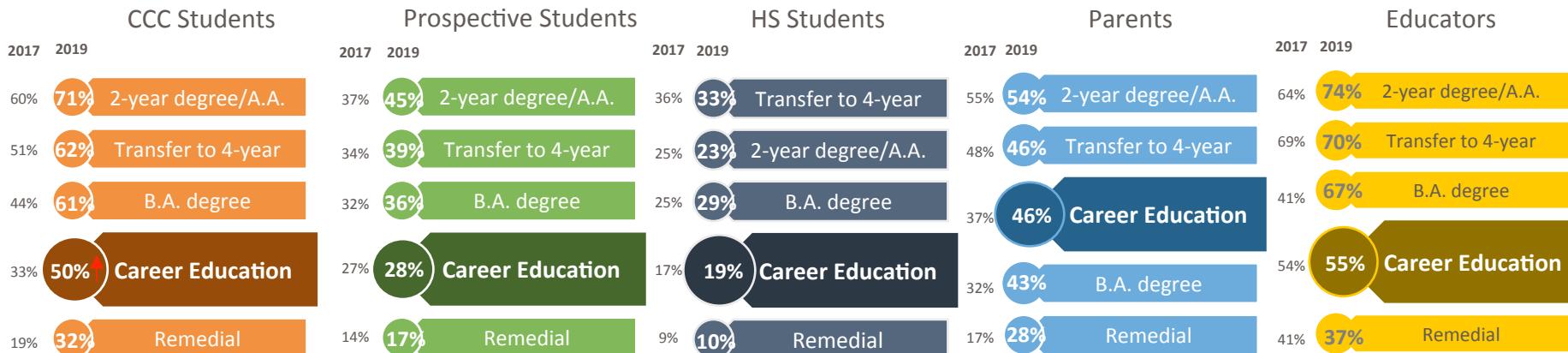
	NorCal n=221	CV/Coast n=134	SoCal n=346
Yes, have heard this before today	33%	34%	34%
No, have not heard this before today	57%	54%	58%
Not sure	10%	12%	8%

Q28: Please review the image above. Have you ever seen any of these images before today?

Q29: Please listen to the following audio clip. Have you ever heard this audio before today?

# Career Education significantly increased for CCC students

Percent of Students and Influencers who “Know a Lot” About Each Type of Program (Before Program Description)  
All Groups



Q2: You may know that California Community Colleges offer many programs. How familiar are you with 'INSERT PROGRAM'?  
(Base: CCC Students=100, Prospective Students=301, HS Students=100, Parents=100, Educators=100)

↑ Denotes significant difference.

Awareness is a key brand metric and is typically looked at in two ways: unaided and aided. Unaided helps understand top-of-mind awareness. Aided helps understand prompted awareness. We included unaided awareness and two measures of aided—one with Career Education along with other CCC programs for context, and one with a description.

**Unaided Awareness: (This gives us a measure of top of mind awareness.)**

Can you tell me what programs are offered at California community colleges?

**Aided Awareness, Before Program Description: (This gives us an awareness measure relative to other programs.)**

You may know that California Community Colleges offer many programs. How familiar are you with some of the programs listed below?

**Aided Awareness, With Program Description: (This gives us specific awareness for CCC Career Education.)**

California Community Colleges offer career education classes and programs such as biotechnology, hospitality, culinary arts, radiologic technology, nursing, public safety (fire and police), business, and computer programming, among many others. These programs are sometimes also referred to as “Career Education”.