



2018 REPORT

Associate Degree for Transfer Annual Campaign Report

TABLE OF CONTENTS

- EXECUTIVE SUMMARY 5
- OVERVIEW 6
- STRATEGY 6
- TARGET AUDIENCE 7
- RESEARCH..... 7
 - Website Audit 7
 - Focus Group Testing: English 8
 - Influencer Research 9
 - Baseline Awareness Study 9
 - Focus Group Testing: Spanish 10
 - Website Usability..... 11
- CREATIVE DEVELOPMENT 12
 - Student Success Videos 13
 - Collateral 13
- ADVERTISING 13
 - Media Recap 15
 - Radio..... 16
 - Digital (Including Paid Social Media)..... 18
 - Out-of-Home 19
- MEDIA RELATIONS 22
- OUTREACH..... 22
 - Added Value..... 23
- WEBSITE 24
- UC TRANSFER PATHWAYS..... 25

EXECUTIVE SUMMARY

For many students, the community college system is an ideal higher education option. Many students who enter this system aim to complete their transfer requirements in the most efficient way possible. The Associate Degree for Transfer (ADT) does just that by providing a more streamlined approach in helping our students succeed. This program, jointly sponsored by the California Community Colleges and California State University systems, offers a transfer pathway that provides students a guaranteed spot at a CSU campus. Transfer programs with the University of California system, as well as private colleges and universities are also being developed or are underway.

Since the launch of the statewide awareness and outreach campaign, we have learned that 51 percent of the study's participants have never heard of the ADT and only 23 percent of all respondents have more than a general knowledge of the program. The study also showed that students and parents identify affordability and graduating in four years as key drivers to planning out their educational goals.

This research provided a foundation for the campaign and established a platform for students to consider a California community college as an option for their higher education path, while identifying the Associate Degree for Transfer as the easiest, most cost-effective transfer pathway to a CSU.

The overall objective of the marketing, education and outreach campaign is to create awareness among current and prospective community college students and high school juniors and seniors, as well as their influencers, while educating these target audiences regarding the benefits of receiving an Associate Degree in Arts for Transfer or an Associate Degree in Science for Transfer (AA-T and AS-T).

The campaign launched in 2017, and to date has generated more than 589 million impressions (when an ad is first viewed by a visitor or displayed on a web page) statewide, including:

- 147,105,323 impressions from digital media (2017-April 30, 2018)
- 1,426,358 website sessions (all-time, 2012-2018)
- 1,078,633 website new users (all-time, 2012-2018)
- 4,734,745 website page views (all-time, 2012-2018)

OVERVIEW

The Associate Degree for Transfer first launched in the 2011-2012 academic year. The governor and Legislature enacted Senate Bill 1440 (Padilla), which established the Student Transfer Achievement Reform (STAR) Act and created the Associate Degree for Transfer, thereby providing students a streamlined pathway to transfer utilizing a guarantee of admission into the CSU system. This “Degree with a Guarantee” ensures California community college students graduate from their community college with an Associate in Arts for Transfer (AA-T) or Associate in Science for Transfer (AS-T) having completed 60 semester/90 quarter units. Students then have a clear transfer pathway to the CSU system and start at a CSU with junior status to obtain their bachelor’s degree in 120 units total.

In 2011, when the program first launched, state funding to promote the transfer pathway messaging did not exist. However, funding for a small marketing effort was developed from the support of the Academic Senate and outside foundational funders. Five years later, the California Community College Chancellor’s Office was able to secure funding to deploy a statewide marketing and outreach campaign, aimed at increasing awareness of the program using research-based creative development, traditional and social media advertising, media relations and outreach efforts.

The California Community Colleges, along with the California State University (CSU) system has been instrumental in shaping the statewide awareness campaign to ensure that students, educators and influencers alike are aware of the Associate Degree for Transfer.

The total campaign investment is \$11 million through June 30, 2020.

STRATEGY

Using a comprehensive and integrated campaign approach, a marketing program was developed that effectively reached target markets to generate awareness for the program, while also educating relevant target audiences about how to engage in the process. All recommended program components work together to create the most effective, efficient campaign possible, while generating awareness and education for the program and perhaps most importantly, changing the lives of prospective and current students by setting them on a path to successfully earning a college degree.

TARGET AUDIENCE

The Associate Degree for Transfer campaign targets California high school juniors and seniors, currently enrolled and prospective community college students and the influencers of these students, especially those within under-represented student populations planning to transfer from a California community college to a CSU or UC campus. The current target audiences are as follows:

- High school juniors and seniors ages 16-18;
- Current and prospective community college students ages 18-24;
- Influencers including parents, family members, teachers, counselors, community leaders, employers and lawmakers.

In addition to the base targeting parameters listed above, this campaign targets ethnically diverse and underserved populations, including Latino, African-American, foster youth and veterans.

RESEARCH

To truly understand the benefits of the transfer pathway along with the campaign's target audience, intensive research was conducted. A total of six research studies were completed for the launch of the campaign and prior to the end of the 2019-20 fiscal year, a subsequent wave survey will be sent out to measure the results of the overall campaign.

Website Audit

The first step of the research involved auditing assets that were already established components of the marketing program, including the ADegreeWithAGuarantee.com website. The campaign worked with its auditing partners to review the functionality of both the front and back ends of the website. The findings guided both the website design and database development projects.

Key findings from the February 2017 website audit report:

- Peak website traffic occurs during the fall timeframe, and community colleges and universities are strong touch points of website traffic.
- While social media has not been a key driver of website traffic, it is an opportunity that will be developed as the campaign moves forward.
- The Find Your Path page is the most visited on the website, resulting in high levels of engagement and entrances into other pages of the website.

- Design recommendations to improve user experience and encourage user engagement.
- The website's site speed must be improved by compressing images and reducing files.
- There are steps that must be taken to improve the database import process through automation of data transfer and automation of data processing.

Focus Group Testing: English

In an effort to ensure the creative messaging was effective and overall design and layout of concepts would resonate with the intended target audiences, focus group tests were conducted. These tests resulted in valuable feedback that helped shape advertising concepts and messaging.

A total of 17 creative executions were tested in 10 two-hour focus groups in five designated California target markets: Fresno, Los Angeles, Sacramento, San Diego and San Jose. Eight focus groups were conducted in English and two groups were conducted in Spanish. The groups were conducted in three phases and a total of 75 people participated, all of which fell within the campaign's target audience.

The research showed unfamiliarity with the Associate Degree for Transfer program and the need to develop compelling messaging to describe the transfer process and assure students of their saved spot at a CSU. The concept that yielded the most positive and favorable results was the "Start Here" campaign, which ultimately formed the basis for the "Start Here" campaign implemented at the launch.

Key findings from March 2017 report:

- Showcase the steps of transferring with simple, colorful infographics
- Include messages and language such as:
- Guaranteed spot
- Save as much as possible on college costs
- Know upfront what classes are needed to graduate
- Include the word "transfer" in campaign messaging
- Showcase a helpful tone
- Use positively worded phrases
- Showcase the career path
- Increase emphasis on the website URL and call to action
- Include the sponsors at the bottom of the ad in readable font size

Influencer Research

In addition to meeting with a sample of the campaign’s target audience for focus groups, an informal research study was conducted to gauge perceptions, recognition and engagement of the ADT program among community college administrators. A two-hour focus group was conducted at the 2017 Public Information Officer Conference, along with a follow up survey. The discussion revealed the need to raise awareness about the program among students and to make sure materials were available for counselors to share.

Key findings from April 2017 report:

- **Program Strengths:**
 - Guaranteed pathway to a CSU
 - Is a clear, easy pathway
 - Provides better transfer rates and faster completion
 - Good for students who are college ready
 - Cost savings
 - Softer landing for 1st generation college students
- **Program Challenges:**
 - One of many transfer programs
 - Name confusion
 - Lack of awareness
 - Many colleges are actively marketing the program
 - Many students don’t have an idea of what major they want
 - Community college stigma

Baseline Awareness Study

A preliminary baseline awareness survey was completed in February to gauge recall and recognition of the ADT program and the “A Degree with a Guarantee” tagline. An unexpectedly high level of unaided awareness (62 percent) emerged from the study based on a short description of the program. Aided awareness (in which ADT was named) exceeded half of all respondents.

There is speculation that respondents believed they were aware of the program, however they did not truly know it or understand its distinct benefits. This occurred in the previous qualitative research (focus groups) conducted. To gain a better understanding of the findings from the initial study, the

campaign worked with another research firm to properly measure the familiarity with the ADT program by name alone and knowledge of program aspects and benefits.

The statewide online survey had a sample size of 300. The sample was comprised of high school students and prospective students (18-24-year olds not in college/university or community college, and parents of 16-24-year olds).

Key findings from May 2017 report:

- Half of prospective students and parents haven't heard of the Associate Degree for Transfer program.
- Less than half of those aware of the program can accurately explain it.
- Word-of-mouth from friends, teachers and counselors drives awareness.
- Two-thirds of prospective students and three-quarters of parents would consider or recommend the program.
- Affordability, graduating in four years and preparation are key drivers.
- Affordability, program guarantee and financial aid are most important decision-making factors.
- A Degree with a Guarantee can refer to different kinds of guarantees, such as a guaranteed job, guaranteed graduation or guaranteed transfer.

Focus Group Testing: Spanish

Based on the results from the English focus group testing, it became clear that the Spanish creative concept could not be a straight translation of the English "Start Here" execution. The team worked with a Spanish copywriter to ensure the three concepts put together for testing were culturally relevant.

A total of eight focus groups were conducted in four California markets: Sacramento, San Diego, Los Angeles and Fresno. The audiences included high school students, young adults and parents.

The research showed saving time and money are crucial factors when thinking about attending college. The "Getting There" concept had the strongest appeal with high school students and young adults. This is the concept with which the campaign is moving forward.

Key findings from July 2017 report:

- Higher education means a better future.

- “Time” and “money” spontaneously came up most often as the biggest potential barriers to getting a college degree. Having time to devote to studies is an issue for those who have to work to put themselves through school and/or have younger siblings or other family members they are expected to help care for.
- The statements most often endorsed as important are:
 - Avoid wasting money on unnecessary classes.
 - Save as much as possible on college costs.
- Community college provides an efficient means of reaching a goal.

Website Usability

The heart of the campaign is the website. It serves as the call to action for all marketing efforts and hosts all the information needed to learn more about achieving an ADT. Usability testing ensured that the new site design and features showcase the important messages for the campaign and, most importantly, provide an easy and accessible experience for the target audiences.

An in-depth user experience was conducted to obtain feedback from prospective users on the prototype website prior to the final development of the new site. There was a total of eight one-hour interviews with two current community college students, two high school seniors, a high school counselor, a community college counselor, a high school parent and a community college prospective student.

Overall, the research showed the new site effectively communicates the ADT program in both desktop and mobile versions. While improvements were suggested, there were no serious issues found.

Key findings from December 2017 report:

- Take care not to be too wordy, use more bullet points to make it easier for students to read.
- Update the site frequently to maintain accuracy of the information.
- On mobile home page, make it clearer there is content on multiple topics related to community college transfer paths.
- Ensure there is a visual connection from the promotional campaign to the website, but the illustrative style of the campaign is more effective with visuals of the path than with close-ups of people.

- Most users recommended a balanced mix of illustrations and photographs for the site to appear engaging and professional.
- Consider a side navigation bar and/or increasing the size of the top navigation bar tabs to make them more obvious.
- Increase the size or color brightness or provide an explanation to make the college information buttons on the “Find Colleges” page more obvious.

CREATIVE DEVELOPMENT

The campaign’s creative is driven from each piece of research conducted on behalf of the ADT program. The team has created pieces that are clear, energetic and inspiring for audiences. The messaging is informational, yet playful and directs the target audiences to look at the resources on the ADT website and meet with their counselor.

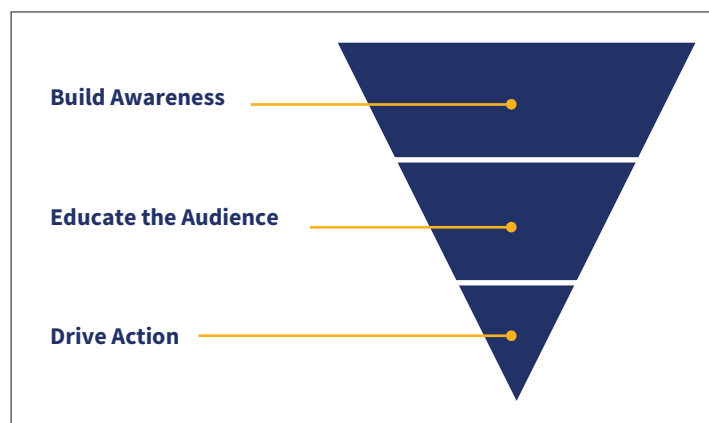
Creative was developed for the following mediums in both English and Spanish: radio, out-of-home, digital ads, pre-roll and social media. English creative was developed first for the May 2017 launch, with Spanish media launching in March 2018.

Radio: the team created a combination of two produced 30-second spots and two 15-second, station produced scripts. For Spanish, the team produced two 60-second spots. These spots are flighted in a tiered approach, prioritized to the number of community college campuses and the number of high schools in low-income zip codes.

Out-of-home: English creative executions were developed for elements that included smart boards, convenience store one-sheets and high school kiosks.

Digital: A variety of display ads were created and targeted to different audiences, depending on where they are in the campaign’s marketing funnel: top of funnel = build awareness; middle of funnel = educate audiences; and bottom of funnel = drive action. The various creative executions were used to target the primary audiences of high school students, college students, parents and connected counselors/ teachers. All the above elements were created in both English and Spanish.

Video: Video also plays a key role with middle of the funnel ad units,



as it provides an effective way to educate audiences with longer messaging (and provides the power of sight, sound and motion). Video assets included two 30-second spots and two 15-second spots in English, and two 30-second spots in Spanish.

Student Success Videos

One integral piece of the campaign is highlighting the successes of real students who have completed this pathway and can speak to how this program has provided them a path to their dream future.

These videos take an innovative, creative approach to telling the story of each student's transfer experience. In an effort to highlight the aspects of ADT most relevant to students planning their pathways, a video was produced that weaves together the individual stories of six individuals who have gone through the program. Each video serves as a piece of the transfer "puzzle." They can be watched together to showcase the full story arc, or separately, to focus on the subject most important to the viewer.

Video topics were based on the five key factors identified during the research phase that make the ADT the best way for students to transfer into the CSU system with a degree: the "Advantages" of the program, the importance of a "Clear Path," having a "Saved Spot" in the CSU system, completing your degree in a "Faster Way," and being "Financially Smart" about your college plans. Additionally, we showcase transfer options to the UC system in a separate "UC Transfer Pathways" video. Finally, for social media, mobile and video creative was developed across multiple platforms, including Instagram, Facebook and Twitter. Those who visit the website can be retargeted on the platforms, effectively extending messaging long after target audiences leave the website.

Collateral

In addition to developing creative executions for the paid media campaign, the team also developed new collateral materials that can be ordered free of charge by high schools, community colleges and community based organizations. The materials include a brochure, factsheet, bookmark, folder, flyer, pens, stickers, t-shirts and a pull up banner. To date, more than 8,000 orders have been filled, demonstrating robust interest in the ADT program.

ADVERTISING

The media strategy incorporates a tiered approach, utilizing a combination of mediums and tactics (including radio, digital and outdoor) that most effectively and efficiently reach the target markets. A multicultural media mix reached potential students of all ethnic

backgrounds, by selecting media outlets heavily consumed by each ethnic group. The media plan is designed to achieve the following:

- Utilize media vehicles that interact with and engage current and prospective students and influencers when they are most receptive to the Associate Degree for Transfer messaging.
- Drive traffic to ADegreeWithAGuarantee.com.
- Optimize every dollar to ensure the campaign is effectively generating awareness, reaching the maximum number of target consumers in the most efficient manner possible.
- Leverage paid media expenditures to create a robust added value program to support the overall Associate Degree for Transfer marketing program.

Geographically, the campaign has prioritized media markets in proximity to the community college campuses and high schools in low-income zip codes as a starting point. Emphasis has also been placed on areas near CSU or University of California (UC) campuses. The tiered approaches allow for maximum exposure and coverage over as much of the state as possible.

Tier I	Tier II	Tier III
Fresno/Visalia	Bakersfield	Merced
Los Angeles	Chico	San Luis Obispo
Riverside/San Bernardino	Modesto	Santa Barbara
Sacramento	Monterey/Salinas	Santa Maria/Lompoc
San Diego	Oxnard/Ventura	Santa Rosa
San Francisco/San Jose	Palm Springs	
	Redding	
	Stockton	
	Victor Valley	

The media plan encompasses 14 months and will pull funds from the three fiscal years.

Media Recap

There were three advertising flights between May 2017 - June 2018. The first flight focused on spring 2017 when high school students are planning for college in the fall. The next flight was late summer through fall 2017 engaging with students during their discovery and research phases. The last flight came back in spring 2018 to once again remind students of their options with The Associate Degree for Transfer program. The campaign was in-market for 29 weeks:

- Five weeks: 5/22/17-6/25/17.
- 13 weeks: 8/21/17-11/19/17.
- 11 weeks: 3/26/18-6/10/18.

Flight 1 (May 2017 - June 2017)

The first flight of this campaign was a multicultural English-language campaign.

- More than 229 million A18+ impressions.
- 84.2 million A18+ impressions from radio.
- More than 12 million A18+ impressions from TTWN radio added value.
- More than 56 million impressions from digital media.
- Nearly 69 million A18+ paid outdoor impressions and 7 million bonus impressions.

Flight 2 (August 2017 - November 2017)

The second flight of this campaign was also multicultural English-language campaign.

- More than 244.5 million A18+ impressions.
- Nearly 82 million impressions from radio.
- Nearly 18 million added value A18+ impressions from radio.
- 64 million impressions from digital media.
- 32 million A18+ paid outdoor impressions and 20 million bonus impressions.
- 3 million digital impressions geofenced the outdoor boards.
- 18.7 million convenience stores paid poster A18+ impressions and 14.2 million bonus impressions.

Flight 3 (March 2018 - June 2018)

The third flight continued with multicultural English-language media, adding Spanish-language media on March 26, 2018. Since this flight is in-progress during the preparation of this report, impression delivery is projected based on purchased media.

- 116 million projected A18+ impressions.
- 72.3 million A18+ impressions from radio.
- 10.1 million Hispanic adults 25-54 impressions.
- 27 million impressions from digital media.
- 16.5 million convenience stores paid poster A18+ impressions.

Radio

Radio advertising has been very successful in reaching our target audiences. Through a longstanding relationship with iHeart Media, the campaign's radio partner, target audiences were reached through traditional radio stations throughout the state.

Radio advertising efforts resulted in:

- More than 196 million paid and added value impressions were delivered from the first two flights with an estimated 72.3 million more to come from the third flight.
- 13,789 spots aired on radio stations throughout California during the first two flights.
- \$379,927 delivered in radio added value for the first two flights.

The following radio advertising flights took place during May 2017-June 2018:

On-Air Radio Run Dates: 5/22/17 - 6/25/17

English-language messaging for the adults 18 - 24 demographic: During this timeframe, on-air commercials drove listeners to the home page of ADegreeWithAGuarantee.com.

Markets: Tier 1, 2 and 3 included 25 radio metro markets with on-air advertising.

- 39 stations
- 7,455 spots
- 15,915,554 adults 18-24 impressions
- 84,250,000 adults 25-54 impressions

On-Air Radio Run Dates: 8/21/17 - 11/19/17

English-language messaging for the adults 18 - 24 demographic: During this timeframe, on-air commercials drove listeners to the home page of ADegreeWithAGuarantee.com.

Markets: Tier 1, 2, and 3 included 25 radio metro markets with on-air advertising.

- 38 stations
- 6,334 spots
- 15,033,300 adults 18-24 impressions
- 81,711,100 adults 25-54 impressions

On-Air Radio Run Dates: 3/26/18 - 6/10/18

English-language messaging for the adults 18 - 24 demographic: During this timeframe, on-air commercials drove listeners to the home page of ADegreeWithAGuarantee.com.

Spanish-language messaging was also introduced during this flight.

Markets: Tier 1, 2, and 3 included 23 radio metro markets. Chico and Redding are not included in the Spanish radio buys due to the limited availability of Spanish-language radio stations in these two markets.

Please note, this flight is still airing during the preparation of this report, so we are only able to report data based on purchased buys:

- 38 stations
- 13,132,000 adults 18 – 24 estimated impressions
- 72,372,000 adults 18+ estimated impressions
- 10,100,000 Hispanic adults estimated impressions

Radio Added Value

Adlets (:05 audio tweets that stand alone outside any spot break)

- Promised 2,320 :05 Statewide from June '17 - June '18
- Delivered/Booked 2,520
- Delivered 1,155 July - November 2017 (10,724,175 A18+ Imps)
- Planned 1,365 December 2017 - February 2018 (A18+ Imps TBD)

Total Traffic and Weather Network

Total Traffic and Weather Network are sponsorships of traffic and/or weather reports. These reports are part of station content and feature a :05 “brought to you by” message, followed by the live report and then followed by a :15 campaign message. These are important, as they are part of station programming where listeners are paying attention.

- Promised 2,320 :15 second spots
- Delivered 2,603 spots
 - Delivered 1,401X May - June 2018 (12,110,400 A18+ Imps)
 - Delivered 552X July 2017 (4,155,738 A18+ Imps)
 - Delivered 650X December 2017 (9,576,600 A18+ Imps)

Stakeholder Micro-Interviews Promised 580X

- Delivered 663X July - August 2017 (7,120,800 A18+ Imps)

Local Broadcast Celebrity Spots

- Radio station talent in Fresno, LA, Monterey, Sacramento, San Diego, San Francisco and Stockton
- 1,008 spots ordered to run in April and May 2018

Digital (Including Paid Social Media)

In 2017-18, the campaign targeted audiences through a variety of online mediums and placements. Digital ads were placed to provide maximum reach and exposure to target audiences including potential college students, current college students, non-traditional college students and influencers – with an emphasis placed on low-income populations. The ADegreeWithAGuarantee.com website received 421,251 unique visitors as a result of all advertising efforts. Digital creative was designed to build a cohesive campaign look and feel, bringing video, audio, paid social, search together to reach audiences, regardless of their stage in the consumer journey.

To-date, digital advertising efforts led to:

- 576,124 total website sessions to ADegreeWithAGuarantee.com
- 147,105,323 impressions delivered through paid digital placements
- Added value and bonus impressions are being delivered by web banners, video pre-roll, audio streaming and Pandora. Delivery of impressions can be calculated once the campaign has ended.

The following digital advertising flights have taken place during 2017-18:

Flight 1, English, Online Run Dates: May - June 2017

Impressions delivered: 56,733,578

Strategy: Deploy a multi-funnel digital approach to connect with target audiences within the right environments. This campaign was geared toward the young adult and influencer audience in under-represented communities.

Flight 2, English, Online Run Dates: August - November 2017

Impressions delivered: 64,003,370

Strategy: Deploy a multi-funnel digital approach to connect with target audiences within the right environments. Messaging was expanded to create more tests for each medium. This campaign was geared toward the young adult and influencer audience in under-represented communities.

Flight 3, English and Spanish, Online Run Dates: English and Spanish, March-June 2018 (Note this campaign is still running)

Strategy: Deploy a multi-funnel digital approach to connect with target audiences within the right environments. This campaign included new Spanish language ads directing to the Spanish language versions of the website.

Out-of-Home

Outdoor billboards are a well-established medium to quickly deliver ADT awareness messages to millions of consumers each day. The billboard placement in October and November 2017 incorporated a new feature: mobile geofencing. This tactic is often referred to as Smart Billboard placement; it provides the ability to serve digital ads to the target audience who have recently passed by a Smart Billboard. This powerful functionality offers the opportunity to increase message frequency with the digital ads and provide a more engaged dialogue with the target audience.

In-Market Out-of-Home: May 22, 2017 - June 18, 2017

- English only
- 50 Digital billboards
- Los Angeles, Sacramento, San Diego and San Francisco
- 1,476,384 paid spots and 114,725 bonus spots

- 68.9 million paid adults 18+ impressions and more than 7 million bonus impressions
- \$22,027 in added value



WE'LL GET YOU THERE FASTER.

A Degree With A Guarantee.com
Associate Degree for Transfer


Brought to you by the California Community Colleges and California State University systems



START ON YOUR PATH TO SUCCESS.

A Degree With A Guarantee.com
Associate Degree for Transfer

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QUICKER PATH. SUCCESSFUL FUTURE.

A Degree With A Guarantee.com
Associate Degree for Transfer

Brought to you by the California Community Colleges and California State University systems



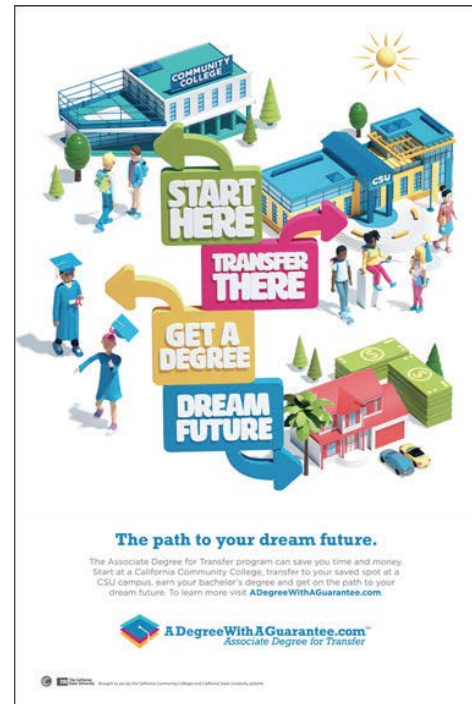
WE'LL SAVE YOU A SPOT AT A CSU.

A Degree With A Guarantee.com
Associate Degree for Transfer

Brought to you by the California Community Colleges and California State University systems

In-Market Outdoor: August 28, 2017 - November 19, 2017

Smart Billboards	Convenience Stores
English only	English only
90 Smart Billboards	Convenience Store Posters
Los Angeles, Sacramento, San Diego and San Francisco	Los Angeles, Fresno-Visalia, Sacramento, San Diego, San Francisco and Palm Springs
32.1 million paid adults 18+ impressions and more than 20 million bonus impressions	268 stores
3 million geofencing digital impressions	18,760,000 paid adults 18+ impressions
\$26,500 in added value	14,245,000 bonus adults 18+ impressions
	\$19,583 added value



In-Market Outdoor: March 12, 2018 - April 8, 2018

- English only
- Convenience Store Posters
- Los Angeles, Fresno-Visalia, Sacramento, San Diego, San Francisco and Palm Springs
- 237 stores
- 16,590,000 paid adults 18+ impressions

MEDIA RELATIONS

In addition to paid advertising, the campaign sought further exposure through media relations. The campaign pursued a targeted media relations approach to promote the ADT in the Sacramento, Palm Desert and Fresno news markets. Using the “back-to-school” hook, the team pitched lead reporters and assignment editors in print, television and radio newsrooms. RSE offered an interview with an ADT student and spokesperson, along with visuals and photo opportunities on the local community college campus. Successful outcomes included two radio stories on Sacramento’s KFBK radio, and television coverage at the College of Desert Main.

OUTREACH

Grassroots outreach is a critical component of the campaign. With the youth audiences as well as influencers, face-to-face engagement is important in a time where smart phones and digital media occupy the attention of these groups. The team strategically attends events throughout the state attended by high school and community college students, as well as underserved populations, including military and foster youth. The campaign has also looked for opportunities to leverage events with the I Can Afford College and Career Education campaigns, to showcase the breadth of opportunities available to community college students.

In conjunction with the campaign’s media partner, iHeart Media, the campaign has a large-scale activation set up for statewide events, which involves a mobile marketing pavilion, with two engagement centers. Visitors that approach the pavilion will encounter an energetic atmosphere, with gamified education tactics and social media sharing opportunities. Additionally the partner can secure food trucks for select events to tie in with the mobile marketing pavilion.

Thus far, the campaign has completed over 40 events that have spanned over the following areas: Los Angeles, Bay Area, Orange County, Central Valley, Central Coast, Northern California and San Diego. The events have included county fairs, veterans resource fairs, college nights, community college transfer fairs, Univision Feria de Educación, Juneteenth Celebrations, HBCU caravan events and music festivals. The campaign has also given out more than 17,000 campaign collateral pieces at these events.

In the next year, the campaign plans to continue its statewide efforts. The development of Spanish- language collateral items (brochures, bookmarks, fact sheets, etc.) integrated with the new creative executions allow us to more deeply engage with a Spanish-speaking

audience. In addition, the engagement of special and underserved populations, including foster youth and veterans, will continue.



Added Value

Broadcast Celebrities

Local broadcast radio celebrities were included in this added value, utilizing 20 markets at an average of four stations per market. This also included a spot bank in excess of \$40,000 to use for additional airings of local celebrity spots.

Power Up Your Life Gamification

The game is a unique form of education for the Associate Degree for Transfer program. It is based on an infinite runner concept, where the character continuously runs through a virtual course. The character faces obstacles through the game such as completing the necessary courses to graduate; if the character can overcome the obstacle, they advance to the next stage of the game. There are power up bonuses along the way. Event attendees are then asked to input their email address to learn more information.

Snapchat Engagement

At select events, a geo-specific Snapchat filter is deployed. Attendees who come to the Associate Degree for Transfer activation booth can learn more about the program and enter in to win a prize.

Stakeholder Micro-Interviews

RSE has negotiated with our broadcast media partner to guarantee the placement of 60-second micro interviews featuring campaign stakeholders on each of their broadcast properties. “Micro interviews” are a series of highly produced interviews with stakeholders of the campaign. In their own words via an interview style format with a station’s host, our stakeholders provide insight, information and background about ADT. Placed immediately after programming blocks, each spot has the sound of a station-produced interview. In addition, 60 seconds provides an opportunity for a stakeholder to go deeper into the message. These interviews feature California Community Colleges stakeholders speaking on behalf of the program or they could be sound bites from the student success videos.

In addition to grassroots outreach, the campaign has also developed monthly social media content calendars with general messaging, updates and upcoming events. The content is posted organically on the Chancellor’s Office social media accounts and shared with California community college partners.

WEBSITE

At the heart of the campaign is the “A Degree with a Guarantee” website. The current website launched in 2012 and has served as the primary source of all information regarding the Associate Degree for Transfer. The “Find Your Path” tool not only showcases all the Associate Degrees for Transfer available in the community college system but also provides current and potential students along with their influencers an overhead view of their transfer pathway to a CSU.

While the current website has served its purpose to provide the public with knowledge about the program, the new site redesign will provide a sleeker, more user-friendly view. The enhancements will include a mobile and fully-translated Spanish version, a clear navigation system and an updated transfer pathway tool, along with resources on how to build a plan towards “your dream future.”

The new site is scheduled to launch in June 2018. In the meantime, the current site has been updated to showcase Spanish-language content and the newest campaign materials for

download. Since the campaign launch, there have been 421,251 new users, a 94 percent increase from the previous year.

UC TRANSFER PATHWAYS

Maintaining the overall creative strategy established for the ADT program, the campaign is also developing a collateral piece to launch the UC Transfer Pathways program to current and potential community college students, as well as their influencers. The new brochure will showcase other transfer options available to community college students, and will be distributed at statewide events and also available for ordering on the ADT website.

In addition, one of the six newly produced student success videos focuses on a student who utilized the UC Transfer Pathways program.

Front cover photo: ADT pathway illustration

Photo at right: Rio Hondo College student in the library

Back cover photo: Skyline College students studying together



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WEBSITES

California Community Colleges

CaliforniaCommunityColleges.cccco.edu

Student Success Scorecard

scorecard.cccco.edu

Salary Surfer

salarysurfer.cccco.edu

Associate Degree for Transfer

adegreewithaguarantee.com

Priority Registration

stepforward.cccco.edu

Workforce & Economic Development

doingwhatmatters.cccco.edu

Financial Aid

icanaffordcollege.com

SOCIAL MEDIA



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Chancellor Eloy Oakley Twitter Feed

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Workforce & Economic Development Twitter Feed

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