



CHABOT-LAS POSITAS

Community College District

# Marketing Strategy Review

*Marketing Strategy Annual Review for PBC*



# AGENDA

*Goal: PBC recommendation of 2021-2022 MKT Plan*

1. Market Research highlights (*informs 2021-2022 marketing plan*)
2. 2021-2022 Marketing Plan Strategy (overview and highlights)
3. Examples: marketing support outside of annual marketing plan strategy
4. Questions/ PBC Recommendation

# Current PRMG Integration with Recruitment/Enrollment Pipeline

## PRMG Integration Status

- 1) PRMG Current Level of integration
- 2) Show barriers to integration
- 3) Determine opportunities for increased integration

### Support Services PRMG Support: Medium

- Promotion of Events, Programs, & Collateral Development

### Step 1: Apply for Admission PRMG Targeted Support: High

- Drive Inquiry to digital & physical front doors
- Research & Marketing Strategy plus metrics
- Improvements: move targeted promotion

### Instruction PRMG Support: Medium

- Promotion of Events, Special classes, and programs

### Step 2: Apply for Financial Assistance PRMG Support: Medium

- Promotion of FA, Classes, Transfer, Support programs/ Events

### Step 6: Register for Classes and Pay Fees

#### PRMG Support: Medium

- Promotion of wait-listed classes, late-start & under-enrolled classes
- Microcampaigns
- Improvements: more targeted promotions at different levels of registration

### Step 5: Complete Your Student Education Plan

#### PRMG Support: Not Applicable

### Step 3: Complete an Online Orientation

#### PRMG Support: Low

- Depends on college

### Step 4: Take Assessment PRMG Support: None

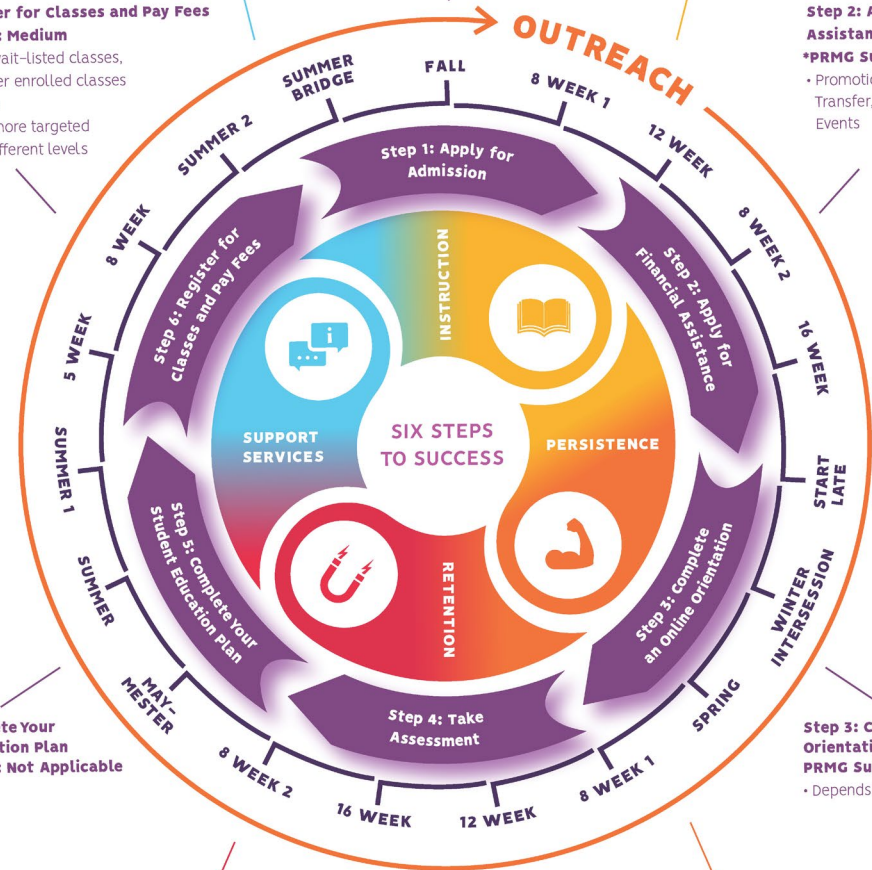
### Retention PRMG Support: Low

- Promotion of: support programs, and events

### Persistence PRMG Support: High

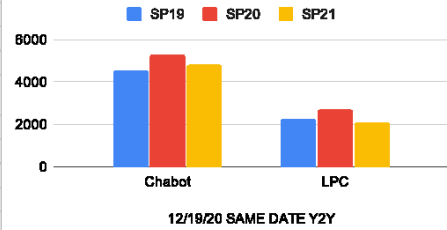
- Promotion of FA, Classes, Transfer, Support programs/Events

\*: Not Integrated

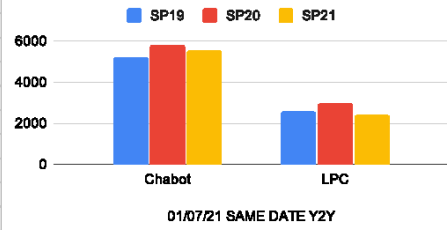


11/5/20 SAME DATE Y2Y				
	SP19	SP20	SP21	
Chabot	1238	2144	1792	16% drop from year before, but still up 44% from SP19
LPC	745	1102	846	23% drop from year before, but still up 13% from SP 19
12/19/20 SAME DATE Y2Y				
	SP19	SP20	SP21	
Chabot	4536	5318	4816	9% drop from year before, but still up 6% from SP19
LPC	2266	2669	2082	21% drop from year before, 8% drop from SP19
01/07/21 SAME DATE Y2Y				
	SP19	SP20	SP21	
Chabot	5216	5828	5549	9% drop from year before, but still up 6% from SP19
LPC	2564	2975	2389	4% drop from year before, 6% drop from SP19
# of Applications came in over College Break				
Chabot	733			
LPC	307			
Moving through 11/5-1/7 LPC applications gaps from year to year lessened, especially from 12/19-1/7				
Consider applications coming over break, how are those students handled?				
Chabot is still tracking upward in applications each week				

SP19, SP20 and SP21

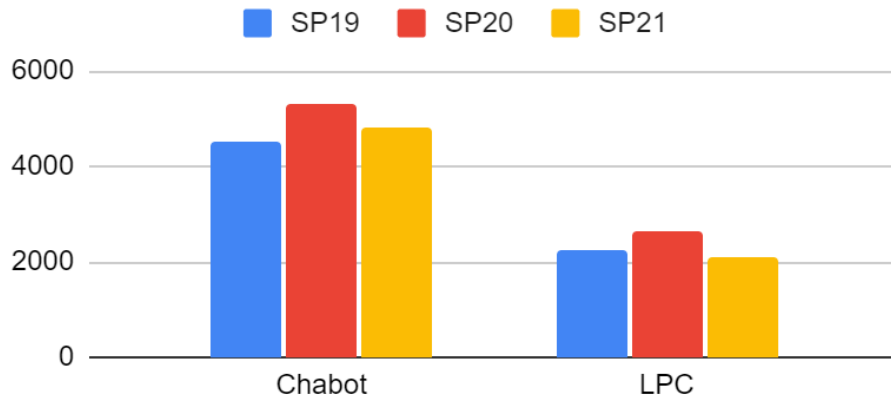


SP19, SP20 and SP21



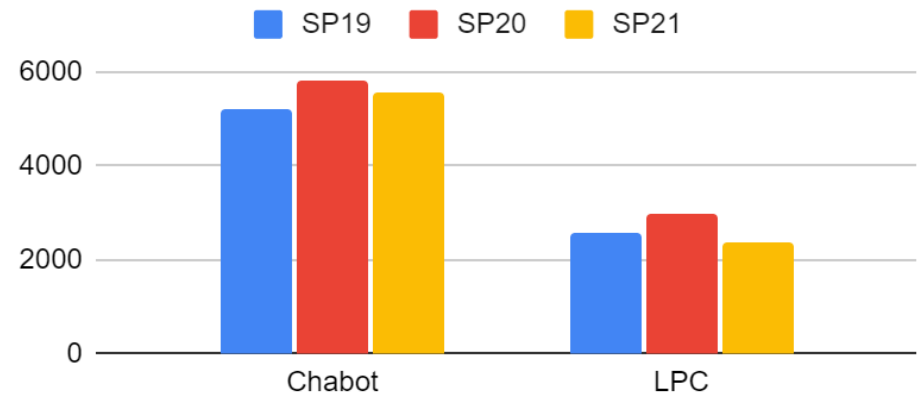


## SP19, SP20 and SP21



12/19/20 SAME DATE Y2Y

## SP19, SP20 and SP21



01/07/21 SAME DATE Y2Y

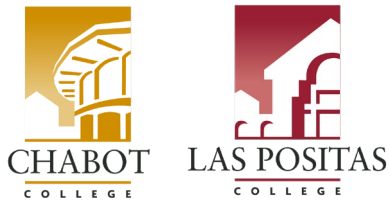




# Primary Student Personas



**Pursuing  
Associate Degree**



12%      6%

of enrolled students  
at each campus



**Pursuing  
Bachelor's degree**



65%      69%

of enrolled students  
at each campus



**Pursuing  
Certification/  
Career Advancement**

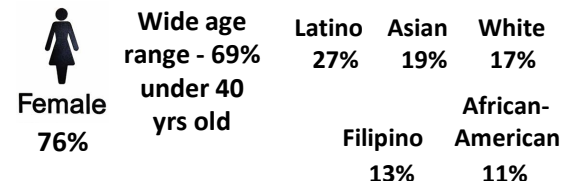


12%      13%

of enrolled students  
at each campus

# Pursuing Associate Degree

Pursuing an Associate Degree at Chabot: **12%**



<b>Also attending Las Positas:</b>	10%
<b>Areas of Study:</b>	Early Childhood Dev (16%), Nursing (13%), Business (8%), Dental hygiene (6%)
<b>Online Classes:</b>	<b>93%</b> , Hybrid – 31%
<b>How heard about Chabot:</b>	Family/friends (30%), High school teacher/counselor (26%), Driving by campus (23%), From a current/past student (19%), Internet search (14%), Received something in the mail (10%), Member of staff/faculty (4%), Advertising (3%)
<b>Other options considered:</b>	Another community college (32%), 4-year university (25%), None (28%)
<b>Top reason for choosing Chabot:</b>	Convenient location (47%), Low cost (32%), Convenient class schedule (16%), Availability of of specific classes (27%), Availability of trfr/cert/degree program (21%), Financial aid access (16%)
<b>Communication preference:</b>	Personal email (73%), Text (54%), Zone email (52%), Mail (27%)
<b>Student Svcs Req'd More This Semester:</b>	Academic counseling (38%), None (33%), Tutorial programs (19%), How to use online tools (18%), Health & Wellness Ctr Svcs (12%), Mentoring (11%)
<b>Most likely activities:</b>	Social Media (92%), Music streaming (67%), Video Streaming (69%), Online news (63%), TV shows (54%), Broadcast Radio (33%), Podcasts (24%)






# Pursuing Associate Degree

Pursuing an Associate degree at Las Positas: **6%**



	<b>Wide age range -</b>	<b>White</b>	<b>Latino</b>	<b>Asian</b>
	<b>75% under 40 yrs old</b>	<b>37%</b>	<b>22%</b>	<b>20%</b>
<b>Female 67%</b>			<b>Filipino</b>	<b>African American</b>
			<b>10%</b>	<b>5%</b>

**Also attending Chabot:** 28%

**Areas of Study:** None (10%), Business (9%), Admin of Justice (9%), Early Childhood Dev (8%), Fire Science (7%)

**Online Classes:** **94%**, Hybrid – 22%

**How heard about Las Positas:** Family/friends (35%), Internet search (24%), high school teacher/counselor (19%), from a current/past student (17%), Driving by college (6%), rec'd something in the mail (6%), saw an ad (5%)

**Other options considered:** Another community college (30%), None (24%), 4-year university (22%)

**Top reason for choosing Las Positas:** Convenient location (37%), Availability of specific classes (33%), Low cost (29%), Availability of specific trfr/cert/degree program (17%), Reputation (14%)

**Communication preference:** Personal email (76%), Text (56%), Zone email (44%), Mail (25%)

**Student Svcs Req'd More This Semester:** None (37%), Academic counseling (35%), How to use online tools (19%), Tutorial programs (14%), Mentoring (11%), Health & Wellness Ctr Svcs (10%), How to access library svcs (8%)

**Most likely activities:** Social Media (95%), Video streaming (73%), Music streaming (65%), TV shows (56%), Online News (56%), Broadcast Radio (37%), Podcasts (35%)





# Pursuing Bachelor's degree

Pursuing a Bachelor's degree at Chabot: **66%**

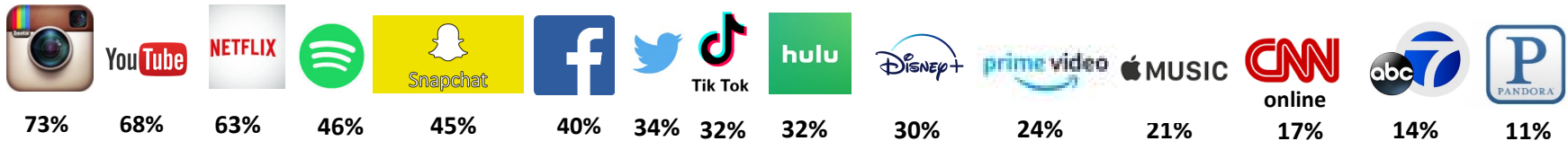


  
Female  
70%

<22  
yrs  
53%

Latino 37%	Asian 24%	White 18%
	African American 13%	9%

<b>Also attending Las Positas:</b>	12%
<b>Areas of Study:</b>	Early Childhood Education (16%), Nursing (9%), Business (4%)
<b>Online Classes:</b>	97%, Hybrid – 26%
<b>How heard about Chabot:</b>	Family/friends (51%), HS teacher/counselor (40%), from current or past student (24%), driving by campus (23%), Internet search (15%), received something in mail (8%), Advertising (7%), Member of staff/faculty (6%)
<b>Other options considered:</b>	4-year university (52%), Another community college (41%), None (19%)
<b>Top reason for choosing Chabot:</b>	Low cost (52%), Convenient location (47%), Ability to apply credits to 4 yr degree (30%), Availability of specific trfr/cert/degree (20%), Convenient class schedule (19%)
<b>Communication preference:</b>	Personal email (71%), Text (54%), Zone email (52%), Mail (20%)
<b>Student Svcs Req'd More This Semester:</b>	Academic counseling (50%), Tutorial programs (26%), Mentoring (22%), None (21%), Health & Wellness Ctr Svcs (20%), How to use library svcs (17%), How to use online tools (15%)
<b>Most likely activities:</b>	Social Media (95%), Video Streaming (76%), Music streaming (71%), Online news (56%), TV shows (52%), Podcasts (34%), Broadcast radio (23%)





# Pursuing Bachelor's degree

Pursuing a Bachelor's degree at Las Positas: **69%**

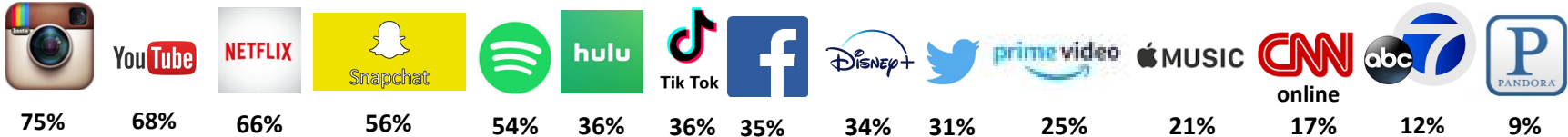


  
Female  
65%

<22  
yrs  
64%

White 39%	Latino 28%	Asian 22%
Filipino 8%	African American %	

- Also attending Chabot:** 16%
- Areas of Study:** Business (11%), Psych (9%), Nursing (7%), Biology (7%), Computer Science (7%)
- Online Classes:** 97%, Hybrid – 25%
- How heard about Las Positas:** Family/friends (55%), HS Counselor/teacher (41%), from current or past student (28%), Internet search (15%), driving by campus (13%), Advertising (9%), received mail (7%)
- Other options considered:** 4-year university (54%), Another community college (38%), None (23%)
- Top reason for choosing Las Positas:** Low cost (51%), Convenient location (47%), Ability to apply credits to 4 yr degree (33%), Availability of specific trfr/cert/degree program (23%), Convenient class schedule (13%)
- Communication preference:** Personal email (70%), Zone email (55%), Text (48%), Mail (20%)
- Student Svcs Req'd More This Semester:** Academic counseling (47%), Tutorial programs (24%), None (24%), Mentoring (19%), How to use library svcs (16%), Health & Wellness Ctr Svcs (14%), How to use online tools (14%)
- Most likely activities:** Social Media (95%), Video Streaming (80%), Music streaming (74%), TV shows (58%), Online News (54%), Podcasts (35%), Broadcast Radio (19%)



# Pursuing Certificate/Career Advancement

Pursuing certification/career advancement at Chabot: **12%**



  
Female  
73%

**30+**  
yrs old  
51%

Latino 23%	Asian 29%	White 26%
African American 8%	Filipino 8%	

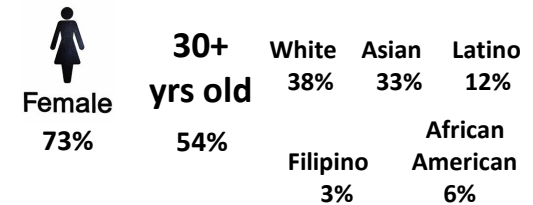
- Also attending Las Positas:** 12%
- Areas of Study:** None (14%), Nursing (9%), Early Childhood Dev (8%), Business (6%), Accounting (5%)
- Online Classes:** 89%, Hybrid – 27%
- How heard about Chabot:** Family/friends (35%), Internet search (20%), high school teacher/counselor (18%), from current or past student (18%), driving by the college (16%), rec'd something in mail (8%), Advertising (4%), Member of staff/faculty (3%)
- Other options considered:** Another community college (33%), None (28%), 4-year university (24%), Self-study (14%), Private/technical school (11%), Adult school (6%)
- Top reason for choosing Chabot:** Convenient location (45%), Low cost (37%), Availability of specific classes (30%), Convenient class schedule (28%), Availability of specific trfr/cert/degree program (25%)
- Communication preference:** Personal email (69%), Zone email (51%), Text (39%), Mail (18%)
- Student Svcs Req'd More This Semester:** None (33%), Academic counseling (29%), How to use library svcs (18%), Tutorial programs (16%), How to use online tools (15%), Mentoring (14%), Health & Wellness Ctr Svcs (14%)
- Most likely activities:** Social media (91%), Video streaming (69%), Online news (58%), Music streaming (57%), TV shows (52%), Broadcast radio stations (34%), Podcasts (33%), Print mags (16%)





# Pursuing Certificate/Career Advancement

Pursuing Certificate/Career Advancement at Las Positas: **13%**



**Also attending Chabot:** 16%

**Areas of Study:** None (54%), Early Childhood Dev (18%), ESL (15%), Nursing (11%), Computer Science (8%)

**Online Classes:** **94%**, Hybrid – 22%

**How heard about Las Positas:** Family/friends (39%), Internet search (20%), from current or past student (19%), HS Counselor/teacher (19%), Driving by the college (9%) Rec'd mail (7%), Ads (4%)

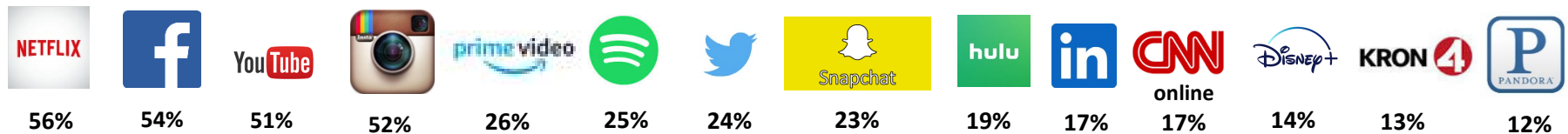
**Other options considered:** None (32%), Another community college (26%), Self-study (20%), 4-year university (19%), Private technical/career school (12%), adult school (14%)

**Top reason for choosing Las Positas:** Convenient location (45%), Low cost (35%), Convenient class schedule (34%), Availability of specific classes (32%), Availability of specific trfr/cert program (22%),

**Communication preference:** Personal email (75%), Zone email (43%), Text (31%), Mail (22%)

**Student Svcs Req'd More This Semester:** None (47%), Academic counseling (21%), How to use online tools (19%), Tutorial programs (13%), How to use library svcs (11%), Health & Wellness Ctr Svcs (11%), Mentoring (4%)

**Most likely activities:** Social Media (88%), Video streaming (78%), Online news (67%), TV shows (58%), Music streaming (56%), Broadcast radio stations (32%), Podcasts (40%)



# What Student Services are More Important Now

- 72% of students say that there are some student services they require more this semester to allow them to succeed in the online learning environment.
  - **Academic Counseling** is the top area that students are requiring more this semester (42% of all students).
  - **Tutorial programs** are the next most likely area that students need more this semester (21% of all students).
    - Students who are pursuing a Bachelors Degree at either campus are slightly more likely than others to need more help in this area this semester (25% vs. 18% of other students)
  - Las Positas students are slightly less likely than Chabot students to need any additional help this semester (69% of LP students vs. 74% of Chabot students).
- The colleges are doing best in delivering student services that address specific subgroups' needs (Athletics, Student Government, Vets Program, Transfer Center Services)



# Intention to Return in the Spring

- 75% of students say that they are Somewhat or Very Likely to enroll for classes in Spring 2021.
  - No significant difference by campus or educational goal.
  - 6% say it's too early to tell
- 38% of those who do not plan to enroll in Spring 2021 say that they prefer in-person classes to online classes
  - This is only 5% of all respondents (no significant difference by campus or educational goal)

# Significant Shifts since 2019

- Instagram continues to be the most common social media app (both schools had a small increase again this year - Chabot from 64 to 68%; Las Positas up from 66 to 69%).
- The # of students who stream music hasn't changed, but the shift from Pandora to Spotify has continued for the 2 past years (Chabot: 63% listen to Spotify; 19% Pandora; at Las Positas: 68% listen to Spotify; 15% Pandora).
- Use of Snapchat has decreased this year (Chabot: from 44 to 39%; Las Positas: from 53 to 47%).
  - Even with a drop in usage, Bachelor's students are still highly likely to be using this app (Chabot: 45%; Las Positas: 56%)
- Network TV viewership increased slightly this year after a decline for the past 2 years (Chabot: from 50 to 52%; Las Positas: 52 to 57%).
- Students of all educational goals continue to be less likely to listen to broadcast radio each year (Chabot: from 31 to 26%; Las Positas from 26 to 23%).

# 2021-2022 Marketing Plan Highlights

- Increase digital marketing (OTT, Snapchat, FB, IG, Google Ad words)
- Special Marketing dollars allocated to support Financial Aid
- Special COVID-19 Pivot Fund
- More video content for digital promotion



# 2020-2021 Ad/ Message Samples



**DID YOU KNOW**  
To help you graduate, Las Positas College offers over 20 student and academic support programs.

## Invest in you

▶ REGISTER TODAY



**DID YOU KNOW**  
To help you graduate, Las Positas College offers over 20 student and academic support programs.

## Invest in you

▶ REGISTER TODAY



# 2020-2021 Ad/Message Samples



**DID YOU KNOW**  
To help you graduate, Chabot College offers over 20 student and academic support programs.

Invest in  
*you*

▶ REGISTER TODAY



**DID YOU KNOW**  
To help you graduate, Chabot College offers over 20 student and academic support programs.

Invest in *you*

▶ REGISTER TODAY





# Marketing Support Outside Of Annual Marketing Plan Strategy



## Micro-campaigns Support

- DegreeWorks
- Financial Aid

## Social/Email Support

## Video Support

## Public Relations Writing Support



# PRMG 2021-22 General Marketing Budget



Chabot College		Budget
Summer 21		\$39,960
Fall 21		\$203,150.00
Spring 22		\$181,550
<b>Total</b>		<b>\$424,660</b>
Las Positas College		Budget
Summer 21		\$36,960
Fall 21		\$158,150.00
Spring 22		\$145,300
<b>Total</b>		<b>\$340,410</b>
Shared Campaigns		Budget
FAFSA		\$12,000.00
<b>Total</b>		<b>\$12,000</b>
<b>TOTAL FOR BOTH COLLEGES:</b>	<b>\$777,070.00</b>	1) starting all campaigns 2-3 months in advance (additional costs reflected for each worksheet). 2) Budget focus is on digital marketing to reflect covid-19 market needs (\$59K less than last year's budget) 3) "PIVOT FUND-COVID Agility" line-item included to utilize those dollars as we approach each semester to best match our advertising plan to covid-current needs
District costs:	\$ 224,000.00	
17-18		
Chabot	\$201,035.00	didn't include: class schedules print or postage and direct mail pieces
LPC	\$387,000.00	included class schedules print or postage and 2 sets of direct mail pieces (postcards)
	\$588,035.00	approx. *PBC approved
18-19		
Chabot	\$336,200.00	includes class schedule print and post
LPC	\$299,700.00	includes class schedules print or postage
	\$635,900.00	approx. *forgot to get PBC approval
19-20		
Chabot	\$ 363,660.00	
LPC	\$ 329,660.00	

