

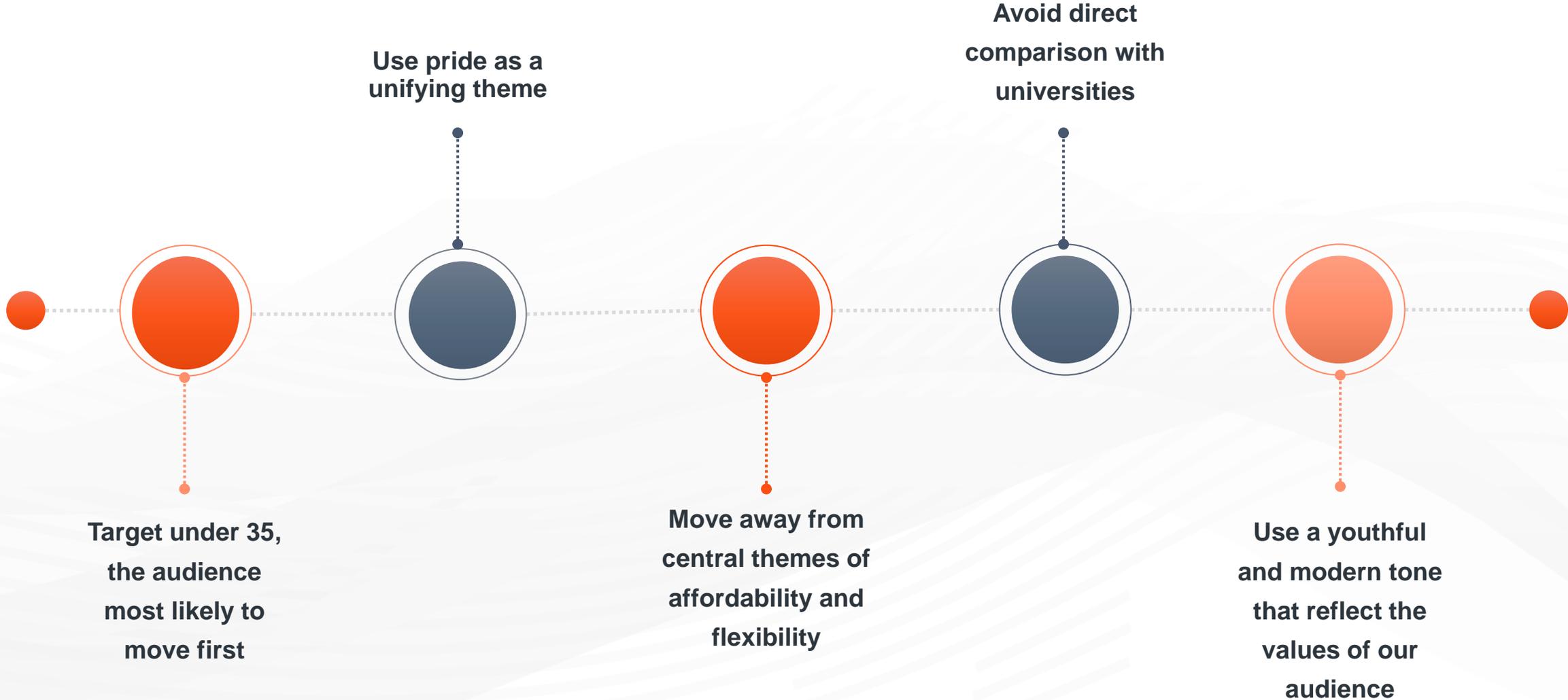
Your Hire Education Campaign: Early Insights

Our strategy

Create a direct link between NC community colleges and long-term career opportunities by:

- Highlighting unexpected attributes of the community college experience, including modern programs.
- Showcasing tangible benefits of community college in being embedded in local communities.
- Leaning into community college as the unconventional choice that has always tapped into an enterprising spirit.
- Letting our audience dictate the message and channel, with real-time optimization.

Our bets



How it came to life



BIGGER PAYCHECKS.

Community college can help you earn them. They offer certificates, customized training and courses that can set you up to get the career — and the money — you want. Make an investment in yourself that pays off.

LEARN MORE AT YOURHIREEDUCATION.COM



NC COMMUNITY COLLEGES

SECOND CHANCES.

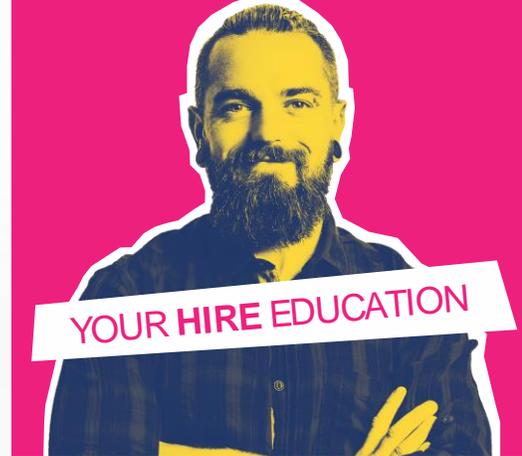
NC COMMUNITY COLLEGES CAN HELP YOU GET YOURS.

NC COMMUNITY COLLEGES YOURHIREEDUCATION.COM

SECOND CHANCES.

Community college can help you get yours. They offer a wide variety of work-based learning opportunities, so you get the experience you need to land the top jobs employers are looking for. Invest in yourself — and your future.

LEARN MORE AT YOURHIREEDUCATION.COM



NC COMMUNITY COLLEGES

BE A BOSS.

NC COMMUNITY COLLEGES CAN HELP YOU REACH YOUR POTENTIAL.

NC COMMUNITY COLLEGES YOURHIREEDUCATION.COM

ALEXANDER GOT HIRED

THE OPPORTUNITIES ARE ALWAYS THERE. IT'S ABOUT IF YOU WANT TO TAKE THEM. THERE'S ALWAYS SCHOLARSHIPS. THERE'S ALWAYS GRANTS.

ALEXANDER BLANCO
DENTAL HYGIENIST AT TRIANGLE FAMILY DENTISTRY

NC COMMUNITY COLLEGES YOURHIREEDUCATION.COM

JON GOT HIRED

I GOT A TWO-YEAR DEGREE WITH NO STUDENT LOANS. I WAS ABLE TO PAY FOR IT THROUGHOUT THE SEMESTERS. I WAS ABLE TO WORK AT MY OWN PACE AND KEEP WORKING MY JOB IN MY HOMETOWN.

JON FERGUSON
CHIEF OPERATIONS OFFICER AT CHICK-FIL-A OF WILSON

NC COMMUNITY COLLEGES YOURHIREEDUCATION.COM

QUENTIN GOT HIRED

I WASN'T IN A LECTURE HALL WITH 100 OTHER STUDENTS. I WAS FACE TO FACE, HANDS ON, WORKING RIGHT NEXT TO MY PROFESSOR.

QUENTIN SWEENEY
LEAD MANUFACTURING ENGINEER, GE AVIATION

NC COMMUNITY COLLEGES YOURHIREEDUCATION.COM

How the message is being amplified

Durham Tech
@durhantech

Enjoy some highlights of the first day of class from our students' perspectives! | #DurhamTech #YourHireEducation #StudentLife #CollegeLife #DurhamNC #CommunityCollege #DoGreatThings #BullCity #FirstDayOfClass



1:02 187 views

CCCC
@iamcccc · 50m

For every \$1 invested in schooling, NC Community College grads have seen a return of \$2.30 in increased future earnings. To learn more about the various programs available at CCCC, visit cccc.edu. #YourHireEducation @iamcccc @NCCommColleges



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RockinghamCC
@MyRockinghamCC

At Rockingham Community College, we've been preparing students for the workforce since the 1960s. Come find your second chance at a new career. We give you the experience you need for jobs in our community. #YourHireEducation is waiting for you at RCC. #StartLocalGoFar #RCC



Posts

27 likes

mitchellcommunitycollege Your life hasn't followed a standard script, so why should your education or your career? Mitchell and other NC Community Colleges... more
August 23



122 views

mitchellcommunitycollege Get the real-world learning experiences and education you need for the career you want at Mitchell and other North Carolina Community Colleges. #YourHireEducation #BePreparedToExcel
August 22

Home Search Add Heart Profile

HigherEdWorks
@HigherEdWorks

.@NCCommColleges' message to prospective students in its first statewide marketing campaign is simple: Choose a #highereducation focused on getting you hired – "Your Hire Education." #jobs higheredworks.org/2019/08/nccc-y...



NC ApprenticeshipNC
@ApprenticeNC

Registered #apprentices earn while they learn. Paid work-based learning and related classroom instruction lead to bigger paychecks as apprentices gain experience and training. @NCCommColleges #YourHireEducation



Leading on Opportunity
@OpportunityCLT

Help us share: @NCCommColleges 1st statewide campaign (yourhireeducation.com) w/ countless career opportunities @ community colleges. Thanks @BelkEndowment for your vision of what NC can be! @EducationNC @Awake58NC @myFutureNC @cpcc #YourHireEducation



And...

- Over the past month, we have seen nearly 300 mentions of the campaign, with the majority coming from Twitter
- Colleges, organizations, and individuals have picked up the #YourHireEducation hashtag and collateral, with each raising the profile of their college's offerings
- Colleges have incorporated campaign language alongside their own, including gifs, first day of school videos, and other complimentary collateral
- State-wide pick-up of President Hans' Op-ed

The News & Observer

THE
DAILY COURIER
- LOCAL MATTERS -

The Charlotte Observer

The Herald-Sun


ccnewsnow.com

What we've heard



Dr. Janet N. Spriggs
@ForsythTechPrez

Thank YOU @EducationNC & @BelkEndowment as you continue to tell the impactful stories of our @NCCommColleges & our students! Life changing, transformational stories! #YourHIREducation @Mebane_Rash @NationHahn @MCBelkPilon #ElevateThroughEducation #CreatingPathwaysToDreams

Mebane Rash @Mebane_Rash · Sep 2

A year ago, @EducationNC embarked on our "blitz" of all 58 @NCCommColleges! This week we'll be thinking about what we learned, what we are learning, and checking in with you about what you want to know. ednc.org/2018/09/03/bli...

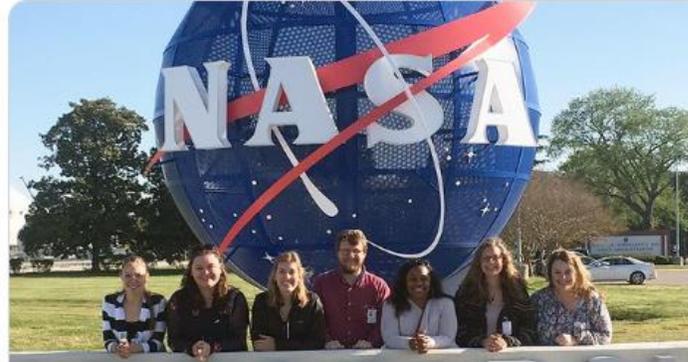
9:03 AM · Sep 2, 2019 · Twitter for Android

1 Retweet 7 Likes



Fayetteville Tech @FAYTECHCC · Aug 21

We'll be sharing more from the #YourHireEducation campaign during the next few weeks. You can read more of Nicole's story, who also enrolled into @uncpembroke, [👉](#)



STEM Pre-Service Teacher Education Scholarship Winners Released
North Carolina Space Grant is pleased to announce the winners of this year's STEM Pre-Service Teacher Education Scholarships.
ncspacegrant.ncsu.edu



Fayetteville Tech @FAYTECHCC · Aug 21

★ Shining ✨

Nicole Stumbling Bear? Yep. She's an #FTCCGraduate we're proud of.

Thank you @NCCommColleges for featuring her in the statewide campaign about the importance of not just an education, but at a community college and where it can lead. #YourHireEducation (1)

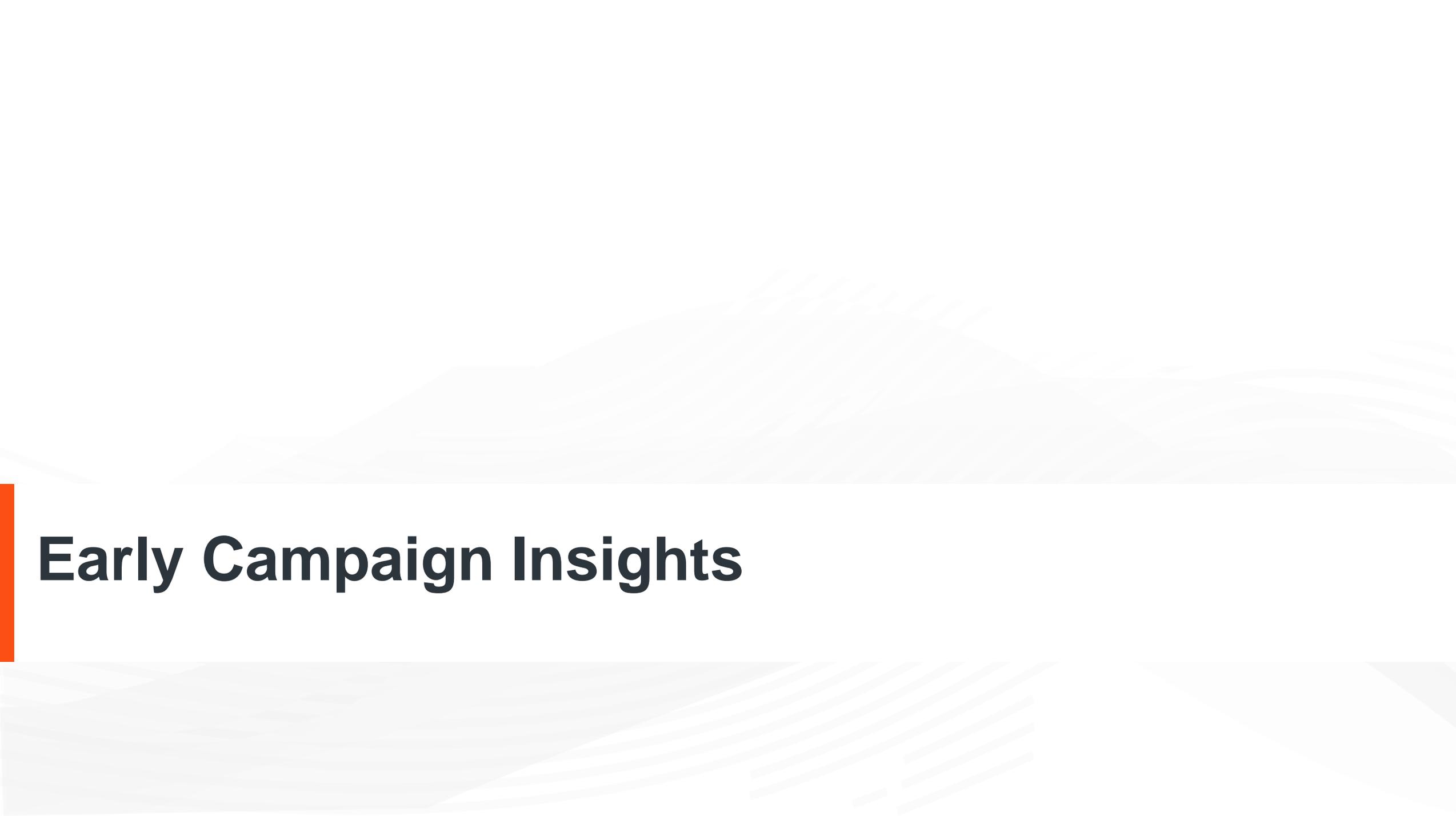


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I wanted to extend my sincerest “thank you” and gratitude to you and everyone on the Your Hire Education team for featuring one of our graduates, Nicole Stumbling Bear. It was a nice surprise to see her featured and some of her story told. It really means a lot to me and the staff here. We’re going to start using the promotional materials this week, starting with hers.

Again, thanks so much for this. We really do appreciate it.

- Alicia Banks, Digital Content/Social Media Specialist, Fayetteville Technical Community College



Early Campaign Insights

Campaign: 3 Key Takeaways

- 1. The big picture is strong:** We have exceeded expectations on overall impressions, and have gotten approximately 7M impressions beyond our original projection.
- 2. Our audience is engaging with content:** Across our audience segments, our audience is clicking on our ads and we are right at benchmark in terms of performance.
- 3. We have early insights from the web site:** The audience is spending longer than average on the campaign landing page.

Projected Impressions:
1,301,869

Delivered Impressions:
6,341,661

.....
The ability to purchase cost efficient digital inventory has allowed the campaign's reach to extend beyond initial projections

Avg Time on Web Page:
01:11

Industry Benchmark:
0:40 – 0:50

.....
Target audience is engaging with website content and creative messaging is resonating with lifestyle and needs

Mobile: 60%
Desktop: 34%
Tablet: 6%

.....
Device tracking allows us to know when and how to reach the target audience for best engagements

Audience Insights: Three Personas

Accelerators

- Showed the strongest overall Facebook performance - driving 75% of engagements.
- Out of all three audience segments, accelerators engaged most strongly with the digital video content – accounting for 40% of clicks driven to the website. A total of 390,424 clicks.

Course Correctors

- Showed the strongest overall Twitter performance with an engagement rate of 2.5%.
- “Be a Boss” creative message averaged a 6.42% engagement rate on Twitter. In context, the industry average benchmark engagement rate is 0.079%.
- Course correctors also responded well to the video ad unit, averaging an engagement rate of 74.8%.

Aspiring Youth

- Outperformed the other three audiences on Google search.
- On Facebook, “Rewarding Careers” creative message garnered a CTR of 0.73% exceeding the industry average benchmark of 0.12%.

Impressions and reach: Radio and TV

Radio



Total Spots: 14,868

- Radio ran a total of 14-weeks from July 15 – September 30 in 2019 and will to back up January 13 – January 27
- These spots will deliver 7,534,100 impressions for the entire duration of the campaign and garner a total target audience reach of 1,912,000

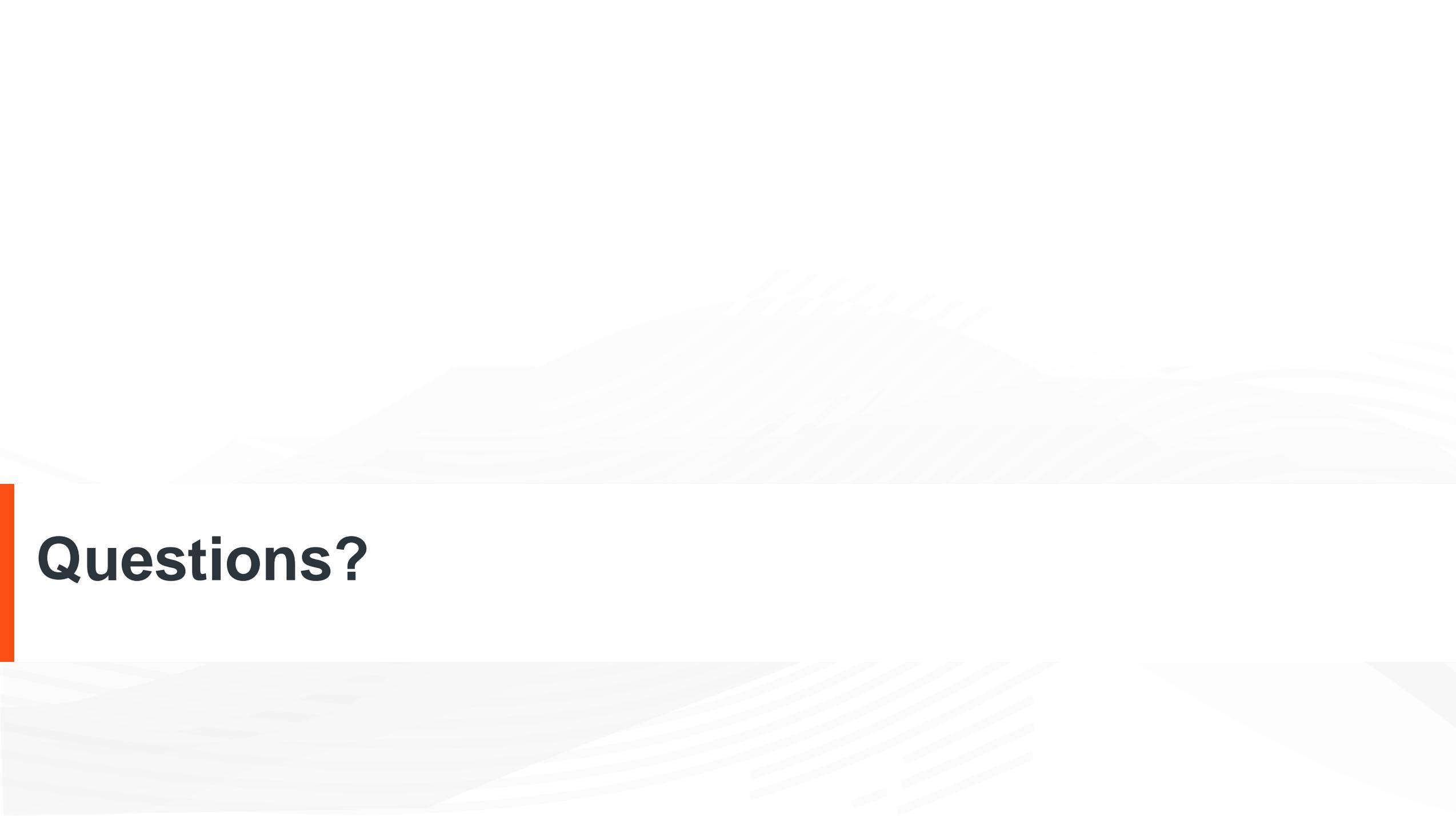
Television

Total Spots: 17,049

- Television ran a total of 8-weeks from August 12 – September 2, and will go back up January 6 – January 27
- These television spots will deliver 3,539,000 impressions for the entire duration of the campaign and garner a total target audience reach of 2,000,000

Evolving the Campaign in 2020

- The overall campaign will remain focused on the link between community colleges and workforce development
- We will emphasize how community colleges can prepare people for specific jobs by zooming into specific industries.
- We will achieve this through:
 - Highlighting real-life stories of people working in those industries
 - Launching partnerships between NCCCS and relevant organizations and businesses
 - Creating new connections in the business community, and among related NC organizations and academic institutions
 - Expanding campaign to relevant surrounding influencer audiences, including parents and guidance counselors



Questions?