



North Carolina
Community College System

Your Hire Education

Fall Campaign Update – November 2020

Brief Recap of Campaign To Date

- The initial goal in launching the campaign in 2019 was to begin **shifting the long-held perceptions of community college** in order to increase consideration for enrollment. Based on last year's enrollment increase and our post-campaign perception survey, we were able to show we achieved our goal. The survey showed **those who had seen the ad campaign were 14 percent more likely to consider attending community college in the next three years.**
- Between April and August we created and launched **three short-term targeted ad flights** to stay top of mind for our audiences. The campaign messaging focused on:
 - Appreciation of first responders and nurses in order to garner interest in joining local heroes—in essential jobs.
 - Safety and high-quality education provided by taking classes online.
 - Encouraging potential students (based on motivations backed by data) to enroll in community colleges at the end of the summer—a key enrollment period.



Award-Winning Impact

- Phase 1 of the campaign (through Jan 2020) is the recipient of 2 **NCPRSA InSpire Awards**, recognizing the best public relations campaigns and tactics for the previous year.
- The Campaign is also a **Platinum PR Award finalist** in both categories we entered for; Education and Marketing Communications, and it won in the Education category.



Updated Audience Segmentation

Since our last presentation, tweaked our audience segments to **target the communities hit the hardest by the pandemic** with highly specific messaging and creative.



Considering College (18-24)

Undecided about what's after high school, especially during pandemic.

Motivated to get a bachelor's degree but want an alternative to a four-year university in this climate.

Likely relegated to parent's deepening financial challenges.



Upskillers (24-35)

Happy with their job, but additional certification or skills would improve their career and secure stronger pay.

Majority have children, mortgages/lease but also have stronger financial decision-making power over younger audience.



Looking for a Job (18-45)

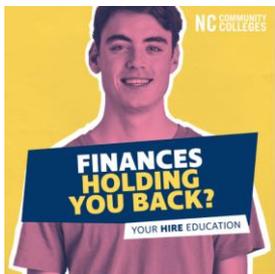
Widened age range to 18-45, based on unemployment data.

Actively looking for a job and/or looking for education options to secure their future (known based on online activity)

Revising the Message to Meet the Moment

Based on analytics of past ad performance and sourced data about these groups, we created motivating messages for each audience segment, tailored for each channel.

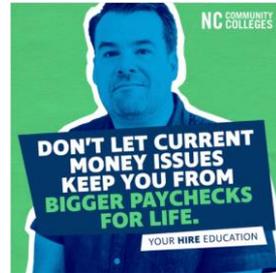
Considering College



Upskillers



Looking for a Job



An Evolved Media Plan

The newest paid plan was developed to **utilize channels most effective in reaching each unique segment, resulting in a highly strategic media mix.**

This phase of the campaign includes a mix of **a new video series** for streaming services and youtube, **posts on LinkedIn** where people are looking for opportunities, **Instagram "stories"** to connect with younger audiences, **digital radio spots, 75+ search, display and social media ads** and over **19 new billboards** throughout the state.

We are also using **retargeting ads for the first time.** If a person clicks on an ad and visits the site but doesn't take a significant action, we serve them a new ad focusing on financial aid, in case this is the element holding them back from making a decision to enroll.

And we also began **directly targeting a secondary audience: Parents**



Extending the Campaign to a New Audience

Our secondary audience has always included those who influence prospective students. But because parents are likely more concerned about the higher education of our youngest segment due to Covid-19, we have **tailored the campaign to speak directly to parents**, which also includes a new Facebook page for parents of teens within the state to share advice, resources and key information to navigate higher education opportunities.



New Website Content and Functionality

Additions to YourHireEducation.com:

- News and information on **industries that are steady and growing in NC**, despite the pandemic
- Outline of the various different **educational pathways** available at a community college
 - Adding an **interactive quiz** on the homepage that helps visitors find pathways that best suit their needs
- Information to understand **financial aid options**
- **New success stories** in growing industries
- **Quotes from local employers** to demonstrate the willingness to hire talent who have attended community college
- Refreshed content throughout, to echo our revised messaging



TAP INTO IN-DEMAND INDUSTRIES
Information about booming industry sectors and job prospects, as well as the state of our state's job market.

UNSURE OF YOUR PATH? LET'S FIND THE RIGHT ONE FOR YOU.

HAVE YOU HEARD?
The Governor's Emergency Education Relief Fund provides \$14.5 million to fund scholarships for students in short term workforce training programs for high-demand industries, like transportation, health care and IT.

WHAT EMPLOYERS ARE SAYING

SIEMENS energy

"The Siemens Energy Charlotte Hub Apprenticeship Program, in partnership with the NC Community College System and Central Piedmont Community College, are producing some of the most qualified and well trained people in the industry. With the combination of related instruction from the community college, and the on-the-job training at Siemens, we are innovating our workforce for the careers of the future."

— Roger Collins, Apprenticeship Manager at Siemens Energy

YOUR
FUTURE YOU
WILL
THANK YOU

UNSURE OF YOUR PATH?
LET'S FIND THE RIGHT
ONE FOR YOU.



What's Ahead?

- We launched our paid advertising campaign on November 9, and will continue to **optimize messages and ad units** that are resonating most.
- We are planning a **virtual panel event** between recent community college graduates who are in steady careers and prospective students. The target audience will be **black males, because we are seeing softening enrollment in this population**. This panel event will help us communicate with this audience peer-to-peer to answer any questions prospective students might have about the community college experience. We will partner with local organizations with built-in audiences to further spread the reach of this campaign and garner more positive perceptions about community colleges.
- We will be posting **content regularly on the parents' Facebook page to increase engagement with this added audience**