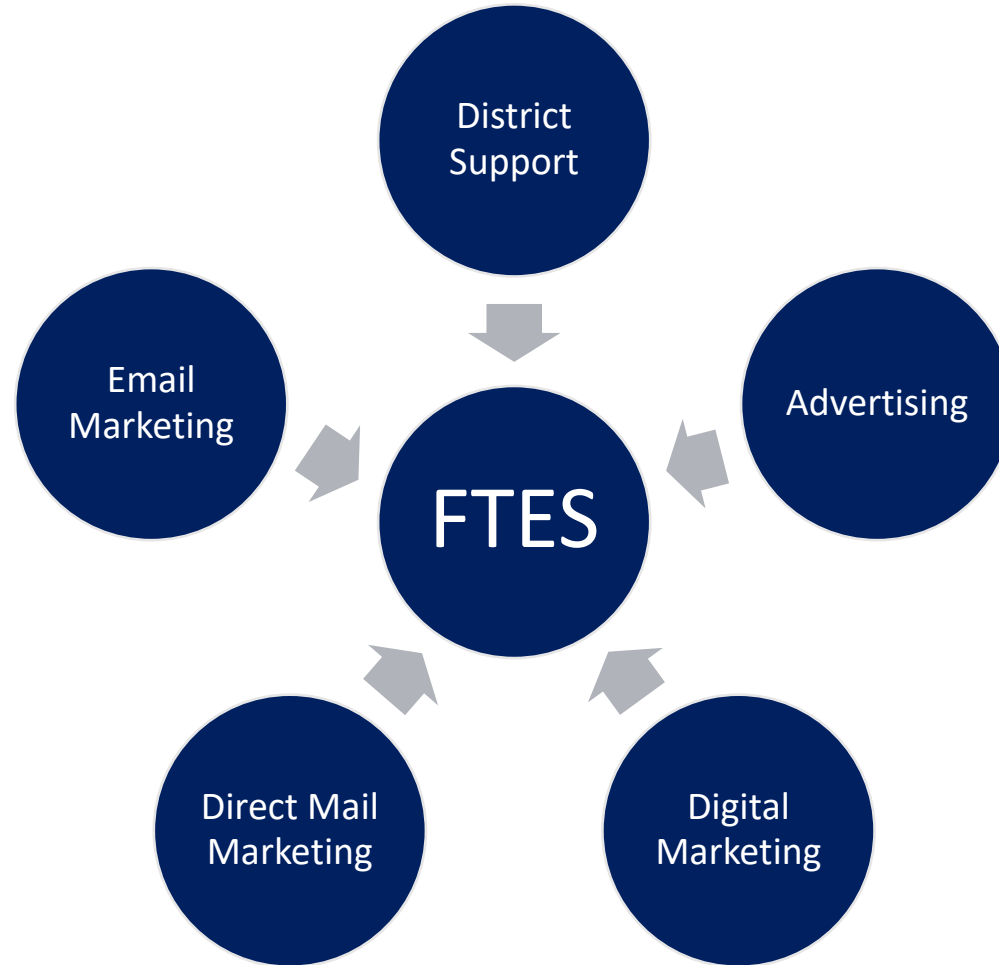


COMPREHENSIVE MARKETING STRATEGY

Recruitment & Retention



DISTRICT SUPPORT

- Digital advertising for district
- Media relations

YOU BELONG HERE Campaign



You belong here. #IAmCuyamaca



YOU BELONG HERE Campaign



*You have plans for your future. We're ready to help.
Cuyamaca College: Affordable. Flexible. Fast.*

Fall registration begins June 27.



CUYAMACA
· COLLEGE ·

www.cuyamaca.edu

YOU BELONG HERE Campaign



You belong here.

#IAmCuyamaca

*You have plans for your future. We're ready to help.
Cuyamaca College: Affordable. Flexible. Fast.*

Fall registration begins June 27.

 CUYAMACA
COLLEGE

www.cuyamaca.edu

CAREER ED Awareness Campaign


Ready for you.
Career training on your terms.




 CUYAMACA
· COLLEGE ·

www.cuyamaca.edu

Ready for you.
Career training on your terms.



 CUYAMACA
· COLLEGE ·

www.cuyamaca.edu

CAREER ED Water Studies/Vets Campaign

Ready for you.

**Put your service to work.
Water/wastewater career-training.**





 CUYAMACA
· COLLEGE ·

www.cuyamaca.edu

Ready for you.

**Put your service to work.
Water/wastewater career-training.**



 CUYAMACA
· COLLEGE ·

www.cuyamaca.edu

CAREER ED Targeted Programs Campaign

<iframe width="560" height="315"
src="https://www.youtube.com/embed/3zi2cK9oKMI"
title="YouTube video player" frameborder="0"
allow="accelerometer; autoplay; clipboard-write;
encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe>

RETENTION DIRECT MAIL MARKETING



900 Rancho San Diego Pkwy
El Cajon, CA 92019

Affordable. Flexible. Fast.

- Financial aid (for part- and full-time students)
- Flexible on-campus and online classes
- Short-term courses

We're ready
for you!

www.cuyamaca.edu/comeback



Stop-Outs (\$4,000) – early January
Applied Not Enrolled (\$2,200) – mid-January

RECRUITMENT & RETENTION DIGITAL

Link	Message	Date(s)
	Registration dates Modality	Nov. 16, 23, 29 Dec. 7, 13, 20
Student Services	Student supports	Nov. 10, 17, 22, 30 Dec. 8, 14, 21
Marketing landing page	We're ready for you	Nov. 15, 22 Dec. 1, 6, 15, 27
GCCCD Promise	Promise	Dec. 8, 16, 21, 28 Jan. 6, 11, 20, 24
	How we've changed	Nov. 17, 23, 29 Dec. 6, 15, 21, 27
Cuyamaca Cares	Emergency grants Food Pantry Housing Support	Nov. 14, 22, 29 Dec. 1, 7, 13, 21, 28 Jan. 5, 10, 19, 24, 31
NewsCenter	Student profiles	TBD

RECRUITMENT ADVERTISING

- Target university students for intersession
- Target underrepresented communities in service area
 - Spring Valley and Lemon Grove
- Target publications serving underrepresented communities*
 - AAPI – Service area: 11.8%; Cuyamaca: 6.6%
 - Latinx – Service area: 41.6%; Cuyamaca: 35.2%
 - Black/African American – Service area: 7.0%; Cuyamaca: 6.4%
- Target awareness of CE programs
- Target programs with capacity

*Data from 2019-20; www.gcccd.edu/research-planning/KeyPerformanceIndicators/section3/CC_StudentServiceAreaComparison.html

SPRING 2022 AWARENESS - Intersession

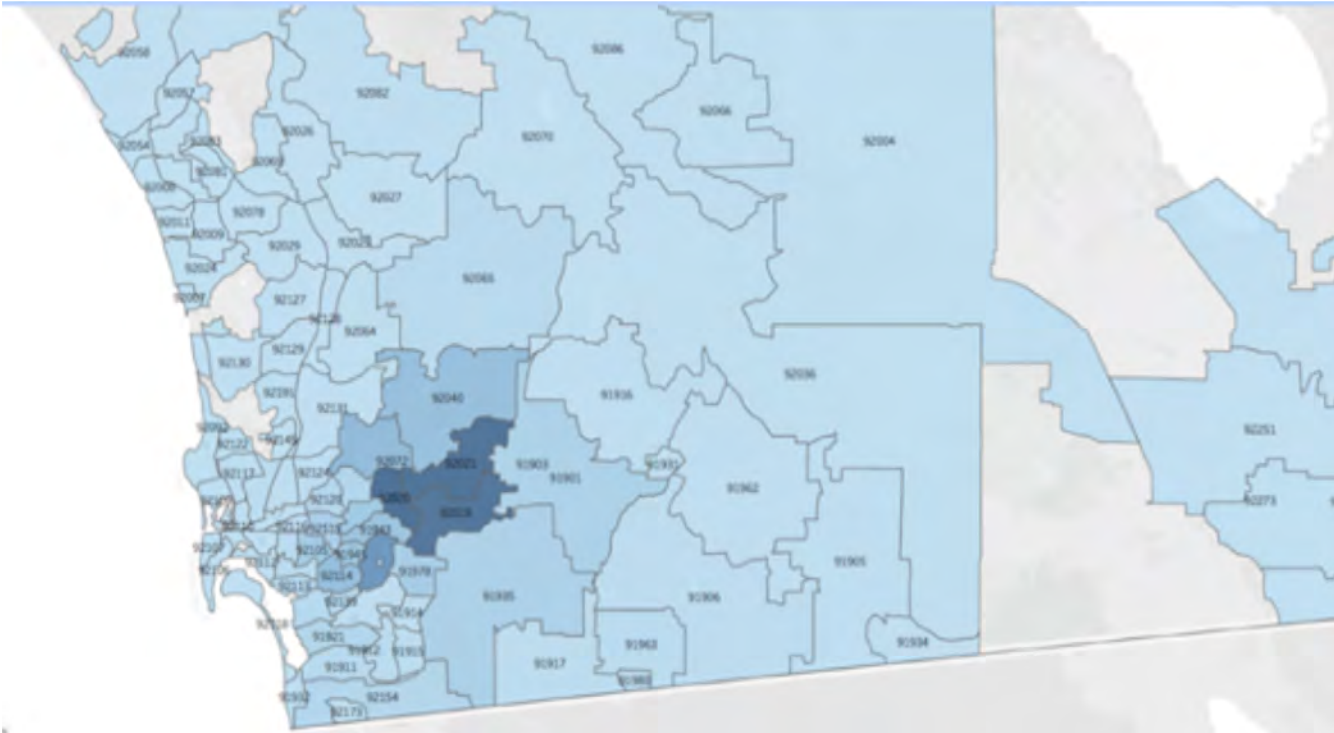


Daily Aztec
print and digital (Nov 1 – Dec 17)
\$3,250



Geofence SDSU, UCSD, USD
Instagram, Google (Nov 8 – Dec 17)
\$2,200

SPRING 2022 AWARENESS - Billboards



Fall awareness billboards (6/14 – 8/13)

- Lemon Grove (2)
- Spring Valley (2)
- Website traffic increased 34.9% (as compared to two previous months)
- Bounce rate decreased 4%

Spring Valley: traffic to web increased 49%; New users increased 54.65%

Lemon Grove: traffic to web 88.5%; New users increased 101.8%

SPRING 2022 AWARENESS – Institutional



Targeted community
Billboards in Lemon Grove
November - January
\$5,500

SPRING 2022 AWARENESS – CE Specific

Career training programs
for in-demand fields at
Cuyamaca College.

We're ready for you.

#IAmCuyamaca




CUYAMACA
COLLEGE
www.cuyamaca.edu

CE Programs with capacity

Billboards in Spring
Valley

November and
December

\$6,000

SPRING 2022 AWARENESS – Print Ads



Estamos listos para ti.
#YoSoyCuyamaca

En Cuyamaca College encontrarás una comunidad comprometida a ayudarte a lograr el éxito. Ya sea conectándote con otros compañeros, ayudándote con las matemáticas, inglés o ESL, o brindándote apoyo personal o académico, ¡estamos listos para ti!

Las inscripciones para el semestre de primavera comienzan en noviembre. Las clases empiezan el 31 de enero de 2022.

www.cuyamaca.edu

CUYAMACA COLLEGE

El Latino: Oct 8 – Dec 17 (\$3,550)
Daily Californian: Sept 24 – Dec 17 (\$1,425)
Filipino Press: Sept 24 – Dec 18 (\$3,600)



We're ready for you.
#IAmCuyamaca

At Cuyamaca College you will find a community committed to your success. Whether connecting you to your peers, helping you through math, English, and/or ESL, or providing personal or academic support, we're ready for you!

Spring enrollment begins in November. Classes begin January 31, 2022.

www.cuyamaca.edu

CUYAMACA COLLEGE

SPRING 2022 AWARENESS – CE Print Ads



Estamos listos para ti.

#YoSoyCuyamaca

Las compañías de salud ambiental y seguridad están creciendo y están en busca de empleados capacitados. En Cuyamaca College puedes obtener un certificado en un año y completar tu título en dos años. El entrenamiento práctico te proporcionará la habilidad, el conocimiento de las normas y la confianza para integrarte a la fuerza laboral.

Si buscas una nueva carrera, estamos listos para ti.

CUYAMACA COLLEGE

www.cuyamaca.edu



We're ready for you.

#IAmCuyamaca

Computer and Information Science/Cybersecurity graduates from Cuyamaca College are now working in website development, computer networking, security and systems administration. Courses are hands-on in a state-of-the-art computer lab with a small class size.

If you are looking for a new career opportunity, we're ready for you.

CUYAMACA COLLEGE

www.cuyamaca.edu



We're ready for you.

#IAmCuyamaca

Do you have strong math skills, and want to work outside? Surveyors help set up our world by creating precise measurements for legal, construction, and mapping needs. In just two years you can be workforce ready for a job in a public or government agency.

If you're looking for a new career, we're ready for you.

CUYAMACA COLLEGE

www.cuyamaca.edu

CE programs with capacity

El Latino: Nov 15 – Dec 17 (\$2,200)

Daily CA: Nov 15 – Dec 17 (\$1,000)

Filipino Press: Nov 15 – Dec 17 (\$2,400)

PROGRAMS WITH CAPACITY



We're ready for you.

#IAMCuyamaca

Career training classes in the high-demand field of water/wastewater treatment begin on Oct. 11. Register now!

www.cuyamaca.edu


CUYAMACA
COLLEGE

Digital Advertising in Dec and Jan

- Target programs that can support additional enrollment.
- Focus on outcomes for student
- Collaborate with instruction – CE, learning communities
- Needs approval of deans/VPI

\$2,500 institutional/\$2,500 CE

BUDGET MODEL & PROJECTION

80% FOCUSED ON LEAD GENERATION

- Targeted campaigns (fall, spring, summer, intersession, short-term)
- Digital, print advertising
- Outreach/On-Boarding materials

2-4 SPECIFIC PROGRAM FEATURES

May rotate by semester
May be funded by SWP Grant

PIVOT

Lessons learned
Set aside to adapt or push