

ORANGE  
COUNTY  
COMMUNITY  
COLLEGES

CAREER EDUCATION

# FUTURE BUILT CAMPAIGN

Annual Report



GradComm



# **2022-2023 CAMPAIGN HIGHLIGHTS**

# DIRECT SUPPORT TO COLLEGES

- Provided b-roll and custom photography for each college.
- Promoted local events including Coastline's Cybertech Girls event.
- Written feature articles on students, faculty, and successful alumni.



# DIRECT SUPPORT TO COLLEGES


- Created How to Apply, How to Enroll, and How to Succeed animated videos for the campaign in English and Spanish. These have had 200,000+ views on YouTube.
- Then, branded the English versions for each college to use.






# College Landing Pages & Direct Program Links

[APPLY NOW](#)



**SADDLEBACK  
COLLEGE**



## Registration is now open!

Saddleback College offers over 100 career education certificates and awards in 40 program areas to you build a better future. Get advanced training in architectural drafting, culinary arts and hospitality, medical assisting, interior design, and more.

[VIEW OUR PROGRAMS](#)

[APPLY](#)

[APPLY NOW](#)



**ORANGE  
COAST  
COLLEGE**



## Registration is now open!

Get the Orange Coast College career advantage in 13 industry fields designed to prepare you for some of the fastest-growing jobs in California. Find an in-demand job with programs like agriculture and natural resources, building and construction trades, engineering and architecture, manufacturing, product design, and more.

[VIEW OUR PROGRAMS](#)

[APPLY](#)



# Award-Winning Creative









**ORANGE  
COUNTY  
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**FUTURE | BUILT**

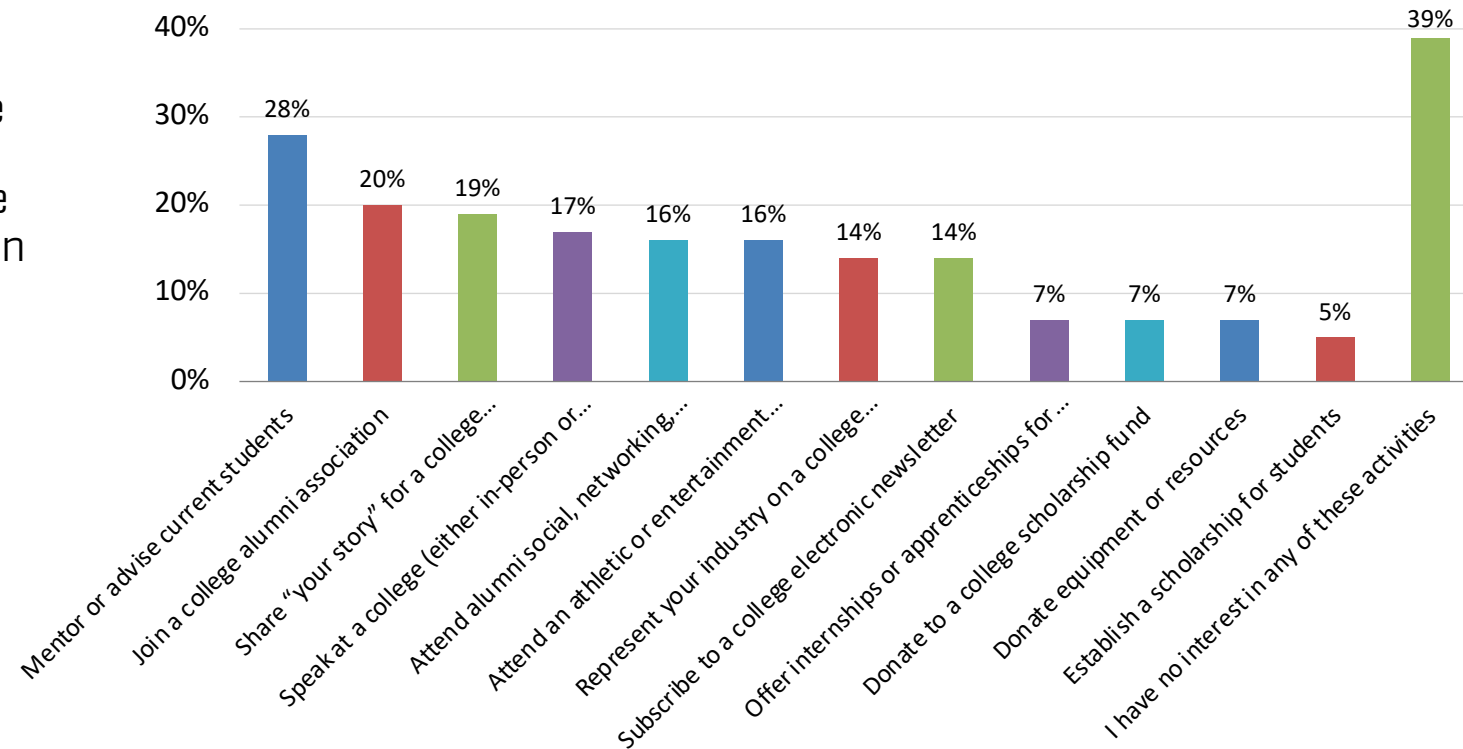
# Monthly Newsletter

- Subscribers: 2,259
- 71,000 Emails Sent
- Average Open Rate: 39%
- Reposts: Hispanic Chamber & OCCC

# RESEARCH: ALUMNI

- Survey of 891 alumni: Hundreds of names given back to colleges for follow up.

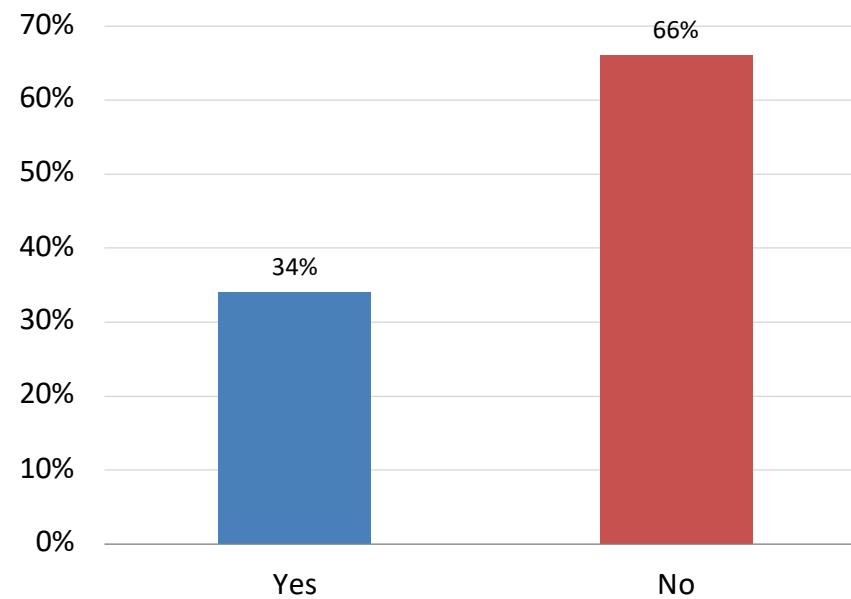
Interest in possible  
Orange County  
Community College  
activities or events in  
the future





# RESEARCH: STOP-OUT STUDENTS

- Survey of 873 students who stopped out during the Pandemic.
- Students want more convenient/flexible course offerings, in-person classes, lower tuition, classes that can be completed more quickly.
- 300 names given to participating colleges.



Want to be contacted about reenrolling.

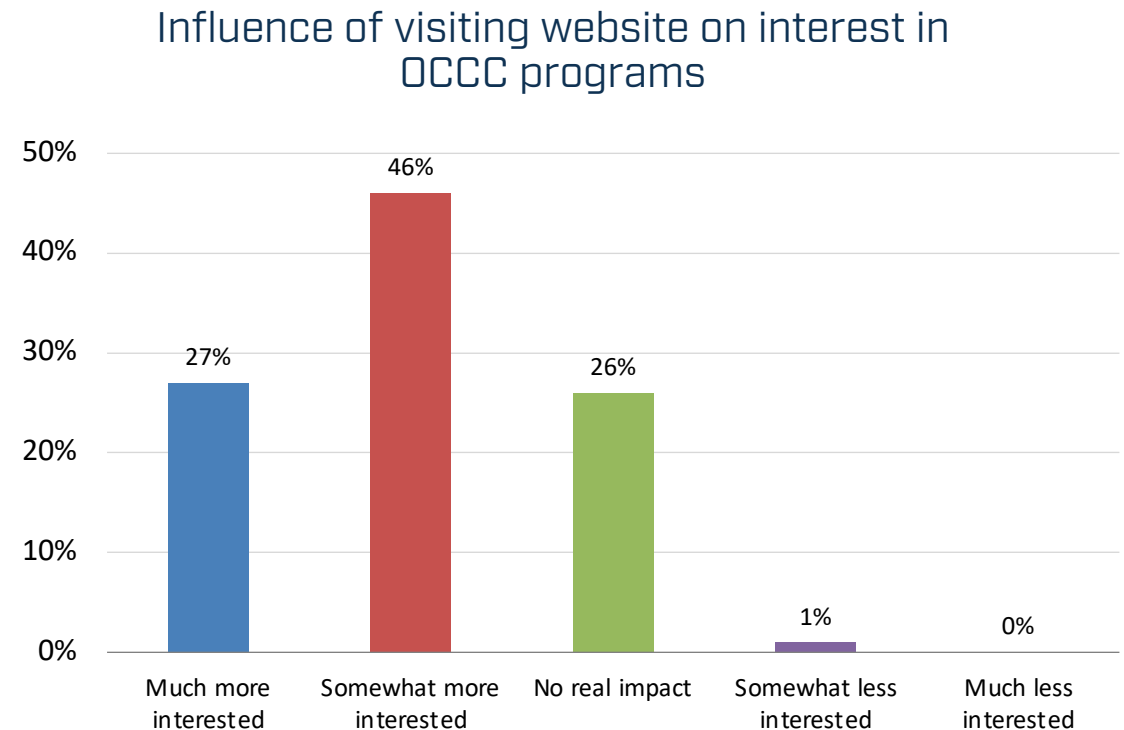
# RESEARCH: CAMPAIGN EFFICACY & IMPROVEMENT

- Survey of those who have interacted with the Future Built campaign and used our bilingual lead generation services.
- 75% were more interested in attending a college after visiting Future Built website.
- 56% subsequently applied to an OC community college.
  - 26% enrolled at Santa Ana
  - 24% at Fullerton
  - 17% at Orange Coast
  - 16% at Cypress

# RESEARCH: CAMPAIGN EFFICACY & IMPROVEMENT

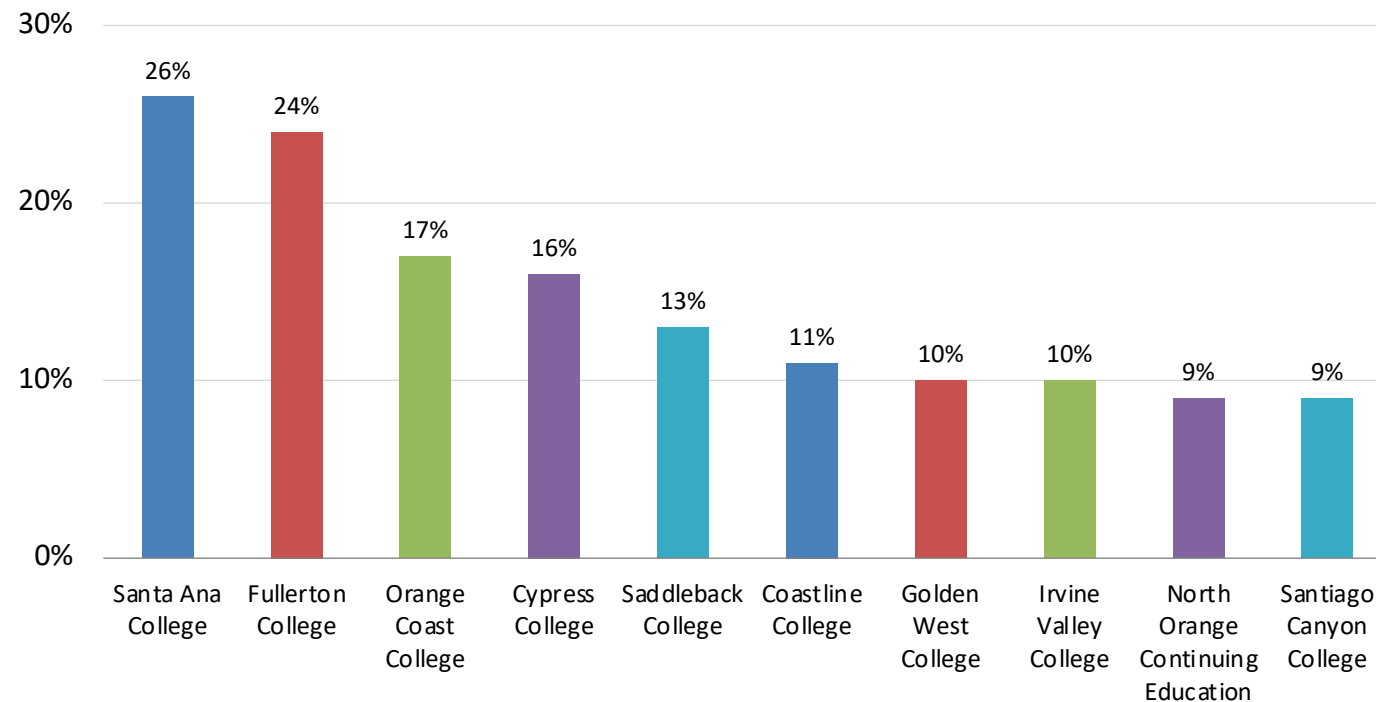
The Future Built website experience had a very favorable influence on generating interest in the programs offered by OCCCs:

- Nearly three-fourths of respondents were either much more [27%] or somewhat more interested [46%].
- There were practically no respondents for whom the website made them less interested.



# POST-WEB APPLICATIONS

More than half (56%) of those who visited the Future Built website subsequently applied to an OC community college(s). Santa Ana (26%) and Fullerton (24%) Colleges were most common, followed by Orange Coast (17%) and Cypress (16%).



# LEAD GENERATION SERVICES

## 1,250+ Potential Students Contacted in FY 22-23

*"I was able to get information about applying to several colleges."*

*"It gave me a clearer picture of what the fastest way to earn my degree."*

*"I contacted Gustavo directly because his name was on the newsletter. He made time for me personally. It was very impressive."*

*"That I had a real person to talk to about the courses and they were able to answer my doubts and questions."*

*"To choose the right community college for my son."*

*"It made me feel that there is an actual team behind this thing, and they're interested in providing high-quality education."*





"I knew I had to improve my English skills to get my diploma," Alma says. "I looked online every day for places I could find help."

She found the Future Built website, was able to connect with our career education liaison who put her in touch with a guidance counselor at Santa Ana College who assisted her in enrolling in English language classes.

Alma's classes were so successful that she referred her sister to the program. Today, Alma is enrolled in Santa Ana College's School of Continuing Education where she's working toward her high school diploma.



In 2019, Monica was looking for a cosmetology program in her community when she found Future Built. Our Career Education liaison put her in touch with Fullerton College's Cosmetology Department.

Today, Monica is moving forward into her second semester. Her success has even inspired her children—her eldest daughter recently joined her in Fullerton College's cosmetology program and her other daughter enrolled at Cypress College.



"When I moved here, there wasn't much help for Spanish-speaking people to find resources or places to turn to for help," Monica explains. "Future Built and Gustavo helped me achieve my goals."

# FY 22-23 CAMPAIGN REPORT

Orange  
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**FUTURE** | **BUILT**

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## Marketing Report – FY 22-23

### Where to See Us



Advertising Impressions **28,046,765**

Website Visits **207,192**

Apply Button Clicks **3,572**

Phone Calls/Chat/Emails with Potential Students **1,259**

### College Website Referrals

Coastline College	<b>639</b>
Cypress College	<b>785</b>
Fullerton College	<b>1,142</b>
Golden West College	<b>397</b>
Irvine Valley College	<b>621</b>
North Orange Continuing Ed	<b>412</b>
Orange Coast College	<b>1,428</b>
Saddleback College	<b>551</b>
Santa Ana College	<b>2,321*</b>
Santiago Canyon College	<b>1,524*</b>

\*RSCCD runs an "in-demand jobs" campaign in addition to regional marketing

Future Built's NCMPR National Paragon Award-Winning Creative



# Media Buying Overview

- Pay Per Click
- Display / OTT
- Facebook
- Instagram
- Snapchat
- YouTube
- Spectrum
- Billboards
- Buses
- Spotify
- TikTok
- Hulu
- LinkedIn
- Organic Social Media





# Display

Impressions	4,702,687
Clicks	8,559
CPM	\$5.10



# Facebook

Impressions	1,625,455
Clicks (All)	20,869
Clicks CTR (All)	1.28%

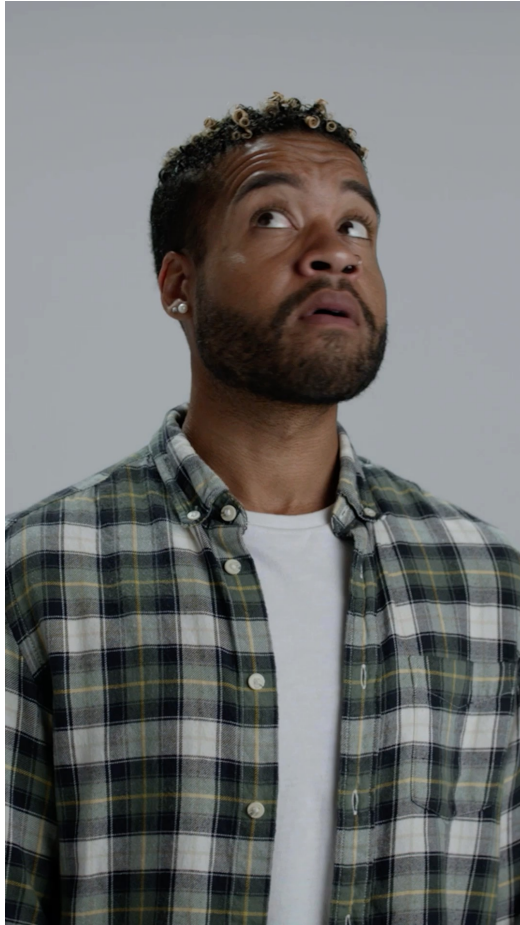


# Instagram

Impressions	5,321,482
Clicks (All)	27,761
Clicks CTR (All)	.52%



# Snapchat



Impressions	509,590
Swipe Ups	6,802
Swipe Up Percent	1.33%

# YouTube

English	Performance
Impressions	1,130,097
Views	637,935
View Rate	56.45%





# Spotify

Impressions	1,284,888
Reach	105,164
Frequency	2.9



# TikTok



Performance	English	Spanish
Impressions	1,599,873	1,076,915
Reach	417,397	102,222
CPC	\$1.27	\$1.49

Performance	English	Spanish
Clicks	13,396	7,471
CTR	.88%	.71%
Video Views	978,701	1,429,977

# Hulu

Impressions	471,738
Reach	105,164
Frequency	4.3



# LinkedIn

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Impressions	1,607,622
Clicks	7,812
CTR	.49%
CPC	\$4.51

**Are you ready to make a change?**



# Organic Social Media



LinkedIn	2022-2023
Page Views	369
New Followers	147
Impressions	2,143,016

Instagram	Last 90 Days
Accounts Reached	246K
Accounts Engaged	91
Total Followers	531

Facebook	2023
Reach	280,780
Website Visits	1,580
Paid Impressions	333,664

TikTok	Last 12 Weeks
Video Views	2,200
Audience Reach	1,604
Profile Views	21



# **2023-2024 CAMPAIGN HAPPENINGS**



# OVERVIEW

- Media Buying Continues, Though Budget is Reduced
- Additional Languages Introduced:
  - Spanish (Current)
  - Vietnamese (Current)
  - Farsi (New)
  - Mandarin (New)
- Noncredit Landing Page and Campaign Introduced
- Homepage Redesign
- Lead Generation Continues
- Viewbook Update and Mailing
- Research: Campaign Efficacy
- Success Stories & Monthly Newsletter Continues
- Ongoing College Support

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# Thank You!



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