MJC 2016-17 Advertising and Marketing Outreach Summary

Digital Advertising

Modesto Junior College’s advertising efforts have focused primarily on digital advertising because prospective students are fully engaged in mobile devices and social media, and we can track response/click-through to the MJC website. MJC runs Facebook advertisements using the strategic digital options of geo-fencing and search re-targeting, and also places boosted posts on Modesto Bee’s Facebook page, and MJC’s Facebook page.

Advertising runs in three segments to coincide with enrollment periods for spring, summer and fall semesters, running approximately two months for each enrollment period. New messages and images are used for each semester and targeted audience. We work to optimize the campaign throughout, eliminating poor performing ads in favor of higher performing ones and shifting programmatic tactics as needed.

This fall we contracted with the Modesto Bee to assist us with our digital advertising and in geo-fencing local high schools. Anyone logging onto their Facebook page within the geo fence receives the MJC Facebook advertisement. Once those Facebook users are “captured”, we can continue to push additional Facebook ads their way throughout the ad campaign.

Facebook boosted posts extend our advertising audience and create a more robust social media presence for the college. Search targeting captures audiences specifically looking for strategic keywords. This spring we will intermittently be using this “audience extension” advertising to reach those using keywords such as college, education, training, job, etc.

In addition to general enrollment advertising, this spring we will be working with the MJC’s academic divisions/deans to create Facebook ads to increase awareness of their programs or classes that have lower enrollment.

Below are some examples of recent digital advertising.
Print Advertising:

Modesto Junior College has run very few print advertisements in recent years. The demographics of newspaper subscribers/readers do not align with most our targeted audiences, the cost is high and there is no mechanism for tracking response and adjusting messaging.

However, for 2.5 years we placed full page ads in the #collegelife magazine/tabloid insert published by The Modesto Bee and distributed to area high school counseling offices and in racks on campus at MJC, CSUS and UC Merced. The Bee ceased publication following the summer/fall 2016 edition. Below is the ad that ran in the final edition.

Eye on Education Ads:

The YCCD Chancellor’s Office has been a sponsor of The Modesto Bee’s Eye On Education quarterly tabloid insert the past two years (2016 and 2017). The sponsorship provided a full page ad in the insert and a matching “pick-up” ad in a Modesto Bee edition of our choice. The YCCD used the ads to promote Columbia College and MJC.

Below are samples of the advertisements that were run in the Eye on Education tabs.
Where are YOU going?

Great careers start here!

Our Colleges offer a vast array of classes, degrees and certificates. Listed are some of the technical career programs offered.

Apply NOW to register for spring 2016

- Automotive Technology
- Auto Body and Industrial Paints
- Business Administration
- Child Development
- Computer Technology
- Emergency Medical Technician
- Fine Science
- Home Health Aids
- Industrial Electronics
- Logistics and Warehousing
- Machine Tool Technology
- Medical Assisting
- Nursing
- Respiratory Care
- Welding

Modesto Junior College
(209) 575-6280
www.mjc.edu

Columbia College
(209) 562-5333
www.gpccollege.edu

Where are YOU going?

Follow your educational dreams to Modesto Junior College or Columbia College.

From child development to business administration, from computer science to psychology, our colleges offer a vast array of classes, degrees and certificates!

Apply NOW to register for summer and fall classes!

Modesto Junior College
NEW STUDENT DAYS
Saturday, April 9 & May 21
8 a.m.
Main Auditorium, East Campus - 439 College Avenue, Modesto

New Student Days provide an opportunity for high school seniors and other prospective students to complete steps in the enrollment process including application, orientation, assessment and educational advising all in one day. Information on financial aid and career exploration are also offered.

(209) 575-6280
www.mjc.edu

Columbia College
SPRING PREVIEW DAY
Saturday, May 21
9 a.m. – 1 p.m.
Tomarack Building - 1500 Columbia College Drive,Sacramento

Spring Preview Day provides an opportunity for high school students, parents, and other prospective students to explore and learn about Columbia College. Activities will range from group workshops and demonstrations to information on financial aid and co-curricular opportunities. Programs will be represented and faculty will be on hand to answer your questions. It is a day to experience college life at Columbia College.

(209) 562-5175
www.gpccollege.edu
Program Advertising:

Public Information also assists individual programs with their own sources of marketing funds with designing and placing advertising. One example is the advertising design and placement we did for the Logistics program, using online ads on modbee.com, print ads in The Bee and Facebook posts.

Another recent example is the advertising, paid for by state funds, for promoting enrollment in MJC’s new baccalaureate degree program in Respiratory Care. The program is for respiratory therapists who have already completed an Associate’s degree and are working in the respiratory care field, so the Facebook ads targeted those using the words respiratory care, and we placed the banner ad shown below in the e-newsletter of the California Society of Respiratory Care. (The actual ad is a GIF file that rotates messages rather than the static example below.)
**Outreach Marketing:**

For marketing purposes, more important to Modesto Junior College than enrollment advertising are the outreach efforts by the student success specialists and TRiO representatives, who represent MJC at career fairs, college nights, visit area high schools, conduct campus tours and assist incoming students with the application and registration processes.

Here is an overview of their effort over the past year:

- **Visits to area high schools:**
  - 100 by SSSP specialists
  - 30 by TRiO reps

- **College nights and career fairs attended:**
  - 40 by SSSP specialists
  - 4 by TRiO reps

- **Community events:**
  - 25 by SSSP specialists
  - 12 by TRiO reps

- **Campus tours given:**
  - 20

- **Students assisted with applying to MJC during two New Student Saturdays:**
  - 1,800

- **Total students interacted with during these various activities:**
  - 2,500 by SSSP specialists
  - 1,300 by TRiO reps

- **Students assisted with applying to MJC:**
  - 1,900 by SSSP specialists
  - 700 by TRiO reps

(Jacquelyn Forte has a full “All Reason Code Summary Report” of outreach efforts is available, including core services made by the Student Success & Access team, and an HS Core Services list with complete details of services, dates, and schools. New dates are added to the document regularly, and so this is a fluid list. The estimated number of student contacts is 3,188 (via the SARS – Reason Code Summary Report) encompassing about 1,248 students (via the SARS - Action Report by Students).

Additionally, most of the MJC academic divisions have outreach events and activities, and participate in MJC’s outreach booth at the Stanislaus County Fair. The Agriculture and Environmental Sciences Division and Technical Education Division have numerous outreach events and activities. Attached is a list of all the Ag Division’s outreach efforts which shows the full extent of their many activities!