



Technical College System of Georgia

Virtual CLCP Meeting

Dr. Cayanna Good

Carla DeBose

Nadia Zuniga

Wednesday, September 29, 2021

Welcome

Type in the chat box:

What is your favorite fall activity?

Agenda

- Welcome
- Office of Adult Education Updates
- Marketing Overview: One to GO
- CLCP Marketing Grant Reflections
- Upcoming Fundraising Efforts and Ideas
- Q&A

Office of Adult Education Updates

- Staffing Updates
- CLCP application and grant update
- Enrollment
- High School Equivalency attainment

Marketing Overview: One to GO Campaign

One to GO Outreach Campaign

- Office of Adult Education will:
 - Send out email blast statewide
 - Provide customizable “One to GO” graphics
 - Share guidance for outreach and celebration
 - Provide list of prospects to each Adult Education program
 - Monitor progress



How Can CLCPs Support?

- Help with the outreach process
- Tutorial support for One to GO prospects
- Financial incentives for One to GO prospects to participate
- Celebrate graduates



CLCP Marketing Grant Reflections

Campaign Creatives



Get Your GED® or HiSET® Today!

Sponsored by the Central Georgia Consortium CLCP

Register Now!

CENTRAL GEORGIA **cgtc** TECHNICAL COLLEGE

Central Georgia Technical College
Sponsored by: @

Central GA Consortium partners with Central GA Tech to help produce higher-able, higher-paid workers by providing HiSET GED® & HiSET® classes.

cgtc TECHNICAL COLLEGE

Your Future Starts Now!

Our vision is to provide educational programs and services that are accessible... [Learn More](#)

Chattahoochee Technical College
Sponsored by: @

Polk County Certified Literacy Community Program, in partnership with Chattahoochee Technical College is providing GED® & HiSET® courses to support those who want to improve their education.

CHATTAHOOCHEE TECHNICAL COLLEGE

Get Your GED or HiSET Today!

The Adult Education program at Chattahoochee Technical College offers free... [Learn More](#)

Lanier Technical College
Sponsored by: @

Jackson County CLCP partners with Lanier Tech to provide HiSET GED® Classes and Exam!

LANIER Technical College

FREE Gas card once you pass the Exam! [Learn More](#)

Lanier Technical College
Sponsored by: @

Camelotville Hall County Alliance for Literacy, in partnership with Lanier Technical College is providing GED® & HiSET® courses to support those who want to improve their education.

LANIER Technical College

Get Your GED® or HiSET® Today!

The Adult Education Program at Lanier Technical College is designed for adult... [Learn More](#)

North Georgia Technical College
Sponsored by: @

Twin County Literacy Action Group (TAGC) in partnership with North Georgia Technical College is providing GED® & HiSET® courses to support those who want to improve their education.

NORTH GEORGIA TECHNICAL COLLEGE

Get Your GED or HiSET Today! [Learn More](#)

North Georgia Technical College
Sponsored by: @

Hall County County Certified Literacy Community Program in partnership with North Georgia Technical College is providing Adult Literacy, GED®, HiSET® and ESL courses to support those who want to improve their education.

Literacy is a Lifestyle.

NORTH GEORGIA TECHNICAL COLLEGE

Your Future Starts Now! [Learn More](#)

Lanier Technical College
Sponsored by: @

Camelotville Hall County Alliance for Literacy in partnership with Lanier Technical College to provide ESL courses for foreign language speakers.

LANIER Technical College

Learn English Today

The Adult Education Program at Lanier Technical College is designed for adult... [Learn More](#)

Gainesville-Hall County Alliance for Literacy CLCP

SUMMARY

- *Campaign KPI- To promote the Hall County CLCP in partnership with Lanier Technical College Adult Education program and raise awareness that classes are open and available.*

- *Target Audience- Age 16+ within the Hall County Geo*

- ***Google Analytics Data***
 - *GED & ESL ads brought 239 new users to the site*
 - *Users browsed 336 sessions (user interactions within 30 minute time frame)*
 - *Users browsed on average 2 ½ pages*



Facebook

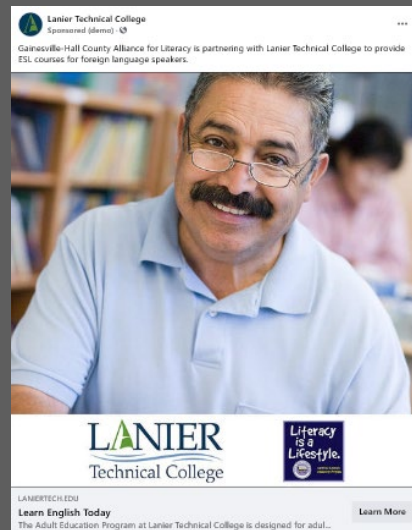
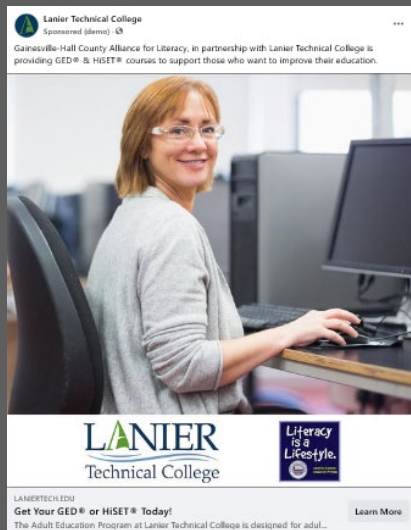
May 10 – June 30, 2021

Creative	Reach	Impressions	Clicks	Unique Clicks	CTR	Engagements	Reactions	Saves	Shares	Adult Ed I'm Ready Button
GED	8,060	28,275	663	449	2.34%	245	27	7	8	7
ESL	7,376	18,299	507	391	2.77%	200	42	6	8	1
Total	15,436	46,574	1,170	840	2.51%	445	69	13	16	8

- Overall we reached over 15K users on Facebook.
- Both GED & ESL ads performed well, however ESL performed slightly better with an average CTR of 2.77%, 280% over the .73% average CTR for the Education industry.

<https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

- *The conversions are based off of a 7-day conversion window. Conversions that occur past the 7 days were not tracked. This means that Facebook only tracks those users that converted within 7 days of being served the ad. Those that converted past the 7 days were not counted.)*



COMMENTS FROM SHANNON COLE, DEAN ADULT EDUCATION, LANIER TECHNICAL COLLEGE

The short-term Cox Media campaign seemed to be very successful.

I noticed when I logged into my personal Facebook or Instagram accounts, I would often see advertisements for LTC Adult Ed program/the Alliance.

The weekend it hit social media, I was told that we were flooded on Monday with enrollment attempts/requests – about 100 emails (some were bits and pieces of the application), but certainly around 35 students in one weekend (compared to 5-10).

I can only assume this sudden uptick in requests came as a direct result from the campaign.

Gainesville-Hall County CLCP

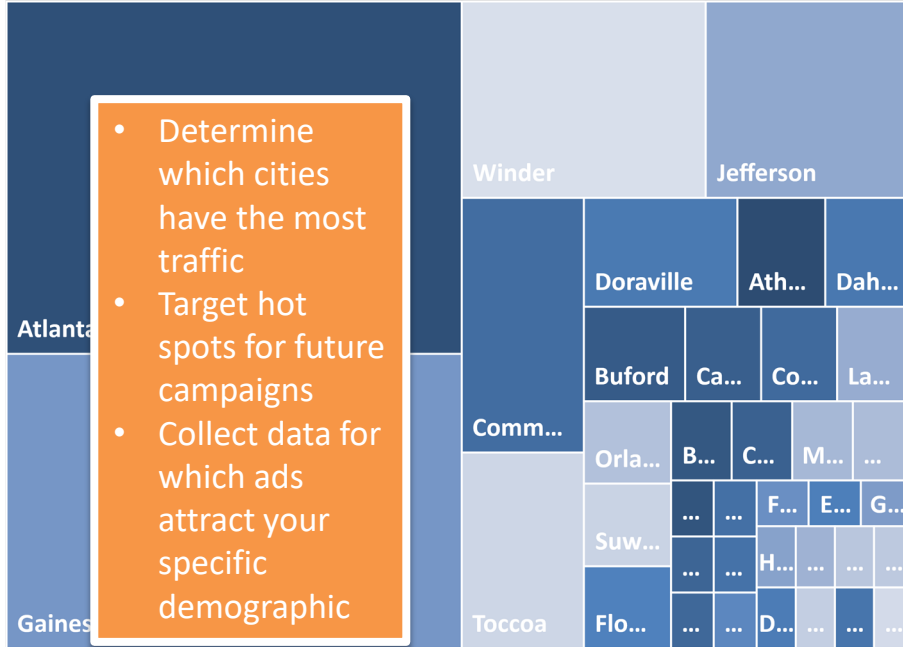
Contact: Dorothy Shinafelt

Email: all4lit@bellsouth.net

Jackson County CLCP

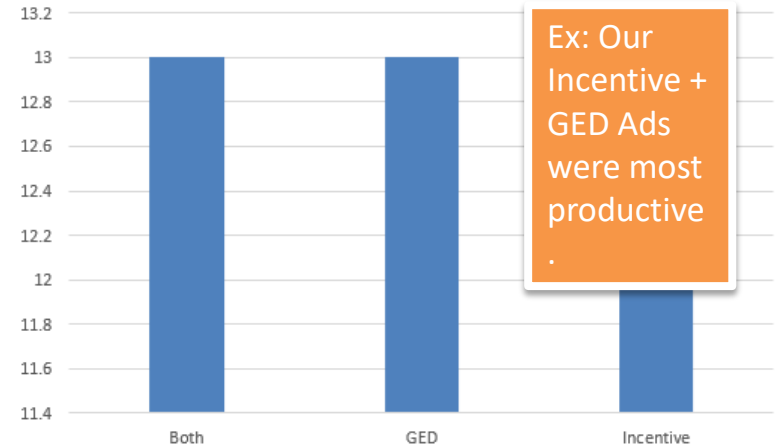
Google Analytics New Users by City and Ad Content Viewed

GOOGLE ANALYTICS NEW USERS BY CITY



- Determine which cities have the most traffic
- Target hot spots for future campaigns
- Collect data for which ads attract your specific demographic

Count of City by Ad Viewed



Ex: Our Incentive + GED Ads were most productive



Facebook May 10 – June 30, 2021

Creative	Reach	Impressions	Clicks	Unique Clicks	CTR	Comments	Engagements	Reactions	Saves	Shares	Adult Ed I'm Ready Button
GED	882	2,271	52	47	2.29%	0	15	1	0	0	0
Incentive	6,340	21,112	449	327	2.13%	4	245	37	2	27	5
Total	7,222	23,383	501	374	2.14%	4	260	38	2	27	5

- Overall we reached over 7K users on Facebook.
- The GED ad had the highest CTR with 2.29%, 215% over the average for the Education industry.
- The Incentive ad however performed the best with a reach of over 6300 users, 2.13% CTR and 5 Adult Ed button clicks.

They saw our Ad & CLICKED on it to get more info!!!!

SUMMARY

- *Campaign KPI- To promote the Jackson County CLCP in partnership with Lanier Technical College Adult Education program and raise awareness that classes are open and available.*
- *Target Audience- Age 16 – 35 within the Jackson County Geo*
- **Google Analytics data**
 - *GED & Incentive ads brought 263 new users to the site*
 - *Users browsed 313 sessions (user interaction within 30 minute timeframe)*
 - *Users also browsed on average 2 ½ pages*
 - *4% decrease in bounce rate (percentage of all sessions on your site in which users viewed only a single page)*
 - *24% increase in sessions and 21% increase in new sessions on the Adult Ed pages. (A session is a group of interactions with your website that take place within 30 minutes. A single session can contain multiple page views.)*
 - *51% increase in new users to the Adult Ed pages over prior period.*
 - *11% increase in time on the Adult Ed pages over prior period.*
 - *9% increase in pageviews and 10% increase in unique pageviews.*

Jackson County CLCP

Contact: Lisa Paez

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North Georgia CLCP Consortium

North Georgia Consortium

- **Fannin Literacy Action Group (FLAG)** (Fannin County)
- **Volunteers for Literacy of Habersham County**
(Habersham County)

Overview of Campaign

- The campaign used a central landing page, North Georgia Technical College's Facebook page. It was helpful for potential students to only have to go to one website, not multiple sites. This was also useful in measuring the success of the campaign instead of having to gather statistics (clicks, likes, requests for information, etc.) from multiple sources.
- The Grant enabled North GA Consortium to target specific age and address groups. This was especially helpful to FLAG because they serve **East Polk County, TN**, an extremely rural area that borders Fannin County. The campaign gave them a new tool to reach potential students in this area.
- The final results showed a **70% success rate** with **116** clicks. This has resulted in two newly enrolled adult education students, **14** requests for information, and several potential students saving the Facebook ad for later.
- While the results have not immediately improved enrollment, several future students have been reached and made aware of the educational opportunities available to them.

FLAG CLCP

Contact: Teresa Ross

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Habersham County CLCP

Contact: Phylecia Wilson

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Pickens County CLCP

PARTNERSHIP WITH PICKENS CLCP, COXNEXT, AND CHATTAHOOCHEE TECHNICAL COLLEGE

- Timeline: April – June 2021
- Platforms Used: Programmatic and Facebook
- Purpose: Improve enrollment at our partner agency, Chattahoochee Technical College Adult Education
- Target Area: Pickens County, North Cherokee County, and South Gilmer County
- Target Population: Adults who frequent grocery stores, dollar stores, and larger employers in Pickens

RESULTS

- Appalachian Campus (Pickens County) NRS Enrollment FY2018 119
- Appalachian Campus (Pickens County) NRS Enrollment FY2019 101
- Appalachian Campus (Pickens County) NRS Enrollment FY2020 96
- Appalachian Campus (Pickens County) NRS Enrollment FY2021 166
- Appalachian Campus (Pickens County) NRS Enrollment FY2022 July-August 64

DID IT MAKE A DIFFERENCE?



FY2022 NRS Enrollment in two months is over $\frac{1}{2}$ the enrollment for FY18, FY19, and FY20.

Pickens County CLCP

Contact: Amy Denney

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Central Georgia CLCP Consortium

Central Georgia Consortium

- **The D.R.E.A.M. Team** (Bibb County)
- **H.O.P.E., Inc.** (Dooly County),
- **Houston County Joint Certified Literate Community Program** (Houston County)
- **Literacy Education for Adults in Peach** (LEAP, Inc.) (Peach County)
- **Pulaski County Family Connection** (Pulaski County)

CoxNext Benefits

1. Provided a great and relevant strategy- Social Media for connecting with the communities...
2. Provided an opportunity to coordinate with CGTC's marketing division- This was key!
3. CGTC Marketing is on the cutting edge- Would like to duplicate the effort to include all 11 counties whether they are CLCP or not!
4. Encouraged the thought of the consortium approach with all CGTC CLCP partners.
5. Provided the opportunity to coordinate the work as a team to ensure larger involvement and coverage.
6. Displayed the demographics beautifully in the ads...(age, race, gender...) which was critical!!!!
7. Utilized social media platforms including Snapchat, Facebook/Instagram
8. Follow-up tracking of engagement (clicks, conversion, post shares) by areas was impressive

CoxNext...

Considerations/Next Steps

1. We should use YouTube to address area targets to recruit and inform
2. We could do daily tweets in the local/urban areas, ask community partners to join, and ask students to comment
3. We should consider an expanded multimedia platform to include TV, radio, Facebook, Tic-Toc, Snapchat, Twitter, Instagram
4. It is easier for students to engage on social media platforms than with email
5. Advertising should be an ongoing. Plans are underway with Adult Education to pursue future multimedia platforms.

Central Georgia Consortium

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Discussion: Upcoming Fundraising Efforts and Ideas





Questions? Comments?