The Transfer Pathway with a Guarantee: A Saved Spot at a CSU

Session (A)
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Campaign Updates

Presented by: Rochelle Higgins
Program Manager
The Transfer Pathway with a Guarantee: A Saved Spot at a CSU

The Associate Degree for Transfer is a specific pathway that guarantees students the opportunity to transfer into a California State University (CSU) campus with junior class-level standing upon completion of 60 semester units of specified work at a community college.

While most California community colleges have a transfer agreement for students to complete, a spot at a CSU is not guaranteed.
Campaign History
Campaign History

✓ Associate Degree for Transfer Marketing Campaign Budget
  
  ➢ $3,000,000 for 2015/16
  
  ➢ $2,000,000 for 2016/17
  
  ➢ Up to three additional years of funding
  
  ➢ Anticipating funding at $2,000,000 per fiscal year through 2020

✓ Directed and managed by the California Community Colleges Chancellor’s Office
Target audiences:

- High school juniors and seniors
- Recent high school graduates
- Current community college students
- Influencers (teachers, counselors, community leaders, parents and family members)
- Specialized audiences (veterans and foster youth)

Key messages:

- Graduate from community college with an Associate Degree (AA-T/AS-T)
- Guaranteed admission to a California State University (CSU)
- Have a clear transfer pathway to a CSU
- Start at CSU with junior status
All activities will drive people to the heart of the campaign, ADegreeWithAGuarantee.com. Key features of the website include:

- Step by step instructions
- Direct pathways to an Associate and Bachelor’s degree
- Transfer process information
- Major update to the site
  - Coming in 2017!
Statewide Marketing Campaign
Marketing Campaign

Initial development phases underway now, including planning, development and implementation of the following activities:

- Research
- Creative development
- Paid media planning and buying
- Social media
- Statewide outreach
- Media relations

- Launched May 22\textsuperscript{nd} 2017
Three very specific research studies have been developed and conducted:

- Baseline Awareness Study (completed May 2017)
- Creative testing (completed March 2017)
- Spanish creative testing (in progress)
- Website audit (completed February 2017) and usability (in progress)
Creative Development

Associate Degree for Transfer provides the quickest, easiest and most cost effective pathway from a community college to a bachelor’s degree.

Developed and finalizing the following:

✓ Radio
✓ Digital
✓ Out-of-Home
✓ Collateral
✓ Student Success Videos
Creative Messaging

Creative research declared the most effective messaging was around showcasing a tangible pathway.

Concept:
- Centered around a “Start Here” idea which outlines the steps of starting at a California community college with the Associate Degree for Transfer program, then taking you through to the CSU system to complete a bachelor’s degree and ultimately getting you to your dream future.
Paid Media

Paid media launched May 22\textsuperscript{nd}
✓ Includes general market radio, outdoor and digital advertising

Objective:
✓ To provide a statewide education campaign
✓ Designed to increase awareness and participation in the Associate Degree for Transfer program
✓ Second flight is scheduled to launch late August
  ✓ Includes Spanish radio, outdoor and digital advertising
Radio

Start Here 1

Start Here 2
Digital
Out-of-Home
Social Media

- Leverage existing infrastructure and engaged social media audiences of our community college, CSU, and high school partners

- Provide monthly, relevant content to be shared on their current social outlets

- Purchase paid ads on Instagram, Facebook, Twitter and YouTube
  - To support content shared by all partners listed above
Social Media

✓ Looking for help:

- Post content (developed and provided by us) on college/high school social media accounts
- Capture images/videos of students when they are engaged with anything related to Associate Degree for Transfer – on campus events, talking to counselor about it, graduating with AA-T or AS-T degree

✓ Let us know if you are interested in helping us with this and we’ll make sure to get you the developed monthly content for posting
Statewide Outreach

- High school events
- College fairs
- Community events
- Media relations
- Legislative
- Development of materials for distribution by elected officials to constituents and educators

American River College
Media Relations

Objective:

- To complement the paid advertising campaign and achieve increased Associate Degree for Transfer visibility and awareness throughout the state.
- Media relations will include the development of media kits, media/message training and crisis communications support.
Logo Refresh

Subtle changes and adjustments, including:

✓ Adjusting the hierarchy of the typography by bringing the “ADegreeWithAGuarantee.com” to the forefront

✓ Softening the lines of the graduation caps and adjusting the overall color palette to brighten the text
Campaign Website

ADegreeWithAGuarantee.com
(major update coming 2017!)
Campaign Overview and Updates

Presented by: Amanda J. Davis
Program Manager
Campaign overview
Target audiences
Additional funding
Marketing and advertising
Campaign expansion
Campaign resources and key timeframes
Questions
Campaign Overview

- Statewide initiative funded by Proposition 98
- Started in 2003-04 academic year due to fee increase concerns
- Directed and managed by the California Community Colleges Chancellor’s Office
Annual campaign budget of $2.8 million

Received additional $2.5 million in funding for 2016/17 FY

Total annual campaign budget of $5.3 million for 2016/17 FY

- New spending priorities identified in budget language
Per Budget Act language, the campaign promotes the following key messages:

- California community colleges remain affordable
- Financial aid is available to cover enrollment fees and help with other costs such as books, supplies
- Financial aid professionals are available and can provide free one-on-one assistance
The campaign’s key target audiences are low- to middle-income:

- High school juniors and seniors
- Recent high school graduates
- Current community college students
- Re-entry students
- Influencers

San Bernardino Valley College
Allies and influencers

- Who are they?
- Why are they important?
- Carry message to allies/influencers
- Making sure they’re aware of free resources

Cypress College
All activities drive people to the heart of the campaign, icanaffordcollege.com, launched in July 2004.

Key features of the website include:

- Multilingual (soon!) English, Spanish and Chinese (summer 2017)
- Types of aid and how to apply
- Responsive design
- Links to applications
- Contact information for financial aid offices
- Student success stories
- Cost calculators
The additional funding has been allocated to expand to outreach:

- Non-English speaking households and bilingual households;
- Areas with concentrations of non-English speaking and bilingual households, or;
- Areas with underserved populations and/or a history of declining community college enrollment.
Ethnic Outreach

✓ Latino families
  ➢ Cost
  ➢ Distance/safety/location
  ➢ Contributing to household

✓ API community
  ➢ Chinese language
  ➢ Quality education

Chicano Latino Youth Leadership Project
Ethnic Outreach (cont.)

- African American
  - Partnerships
  - Large scale events
  - Clustered approach

- For in-language marketing/outreach
  - Accuracy in translation
  - Generational
  - Media tour

Los Angeles Black College Expo
Specialized Audiences

Veterans
 ✓ Barriers
 ✓ Resources
   – VRC
   – Community orgs/partnerships
   – Events
   – Specialized collateral
   – Resources webpage

Foster Youth
 ✓ Barriers
 ✓ Resources
   – Community and faith based orgs
   – Events
   – Specialized collateral
   – Resources webpage
DACA and Dream Act Students

Response to national conversation

- 34% under prior year Dream Act applications
- Concerted media relations
- Discuss response strategies with CSAC, UC, CSU
- Social media
- 5% increase over last year
- There’s more to do!
Dreamer Video

- Released May 31, 2017
- Statewide media coverage
- Legislative and community support
- Ease fears of deportation
Marketing and Advertising

✓ “A Little Bit of Magic”
  2016 ad campaign

✓ Directed by American social media star Zach King

✓ Audio throwback to 1960’s funk combined with today’s pop music

✓ Filmed on location at Cerritos College
“A Little Bit of Magic” Campaign

- Video/Television
- Audio/Radio
- Online
2016 Digital/Online Ads

- Teen/Young Adult Sites
- Influencer
- Re-Entry
- Bilingual (Spanish/Eng)
- Interactive
- Education websites, iHeart, Pandora, Hulu
Spanish Language

✓ New ad campaign

✓ Telenovela style

✓ Series of 3 television ads and 4 radio ads

✓ Digital ad campaign (synergy with TV and radio ads)

✓ Translation of brochures – need reviewers!
Our Process

Informed approach

- Focus groups and discussion panels
- Copywriter
- Director and crew
- College and Chancellor’s Office consultants/reviewers
- Set, wardrobe and casting
- Balancing genre and real-world experience
Maria Esperanza’s Big Dream (Episode 1)
Maria Esperanza’s Big Dream (Episode 2)
Maria Esperanza’s Big Dream (Episode 3)
The truth is... the Cal Grant deadline is March 2! Apply for financial aid today.
New digital banner ads

The truth is...

you can apply for financial aid all year
Chinese Language

✓ Website translation underway (approx. 2 - 4 weeks until completion)

✓ Brochure Translation
  ➢ Career Technical Education
  ➢ BOGFW
  ➢ Full-Time Student Success Grant

✓ Paid advertising (radio) and media relations
Robust Statewide Outreach

- High school events
- College fairs
- Community events
- Partnering with other statewide campaigns (ADT, CTE)
Partnerships

Relationships have been built with 200+ community and faith-based organizations across the state, including:
Social Media

☑ Share messages
☑ “Follow”/”Like” pages
☑ Increase reach
☑ Networking
☑ Cost effective
☑ Quick
☑ Must be maintained
Get Connected!

Campaign Resources – Tools you can use

- Video and audio ads
- Digital web banners
- Social media
- Partnerships
- Collateral and informational materials
- Workshop advertising
- Community outreach events
- CashCourse
- Newsletter

Ohlone Community College
Collateral & Informational Materials

✓ Available items include:
  ✓ Brochures Posters
  ✓ Folders
  ✓ Bookmarks

✓ Order through icanaffordcollege.com
Partnerships with Exciting Promotions

✓ Musical.ly (2017)

✓ April/May (Watch & Win 2016)

✓ Free Ride to College

✓ 30-Second Videos

✓ American Idol/Be A Star, Go To College
Upcoming key time periods

✓ Cal Grant Deadline: late January through March 2

✓ It’s Not Too Late: March 3 through March 30

✓ FAAM 2017: April/May – iHeart sweepstakes (in development)

✓ HS Graduation 2017: mid-May through mid-June

✓ Back to school/Apply early (October 1 FAFSA)
Connect with us!

• Campaign Website
  ✓ icanaffordcollege.com

• Social Media
  ✓ twitter.com/icanafrdcollege
  ✓ facebook.com/icanaffordcollege
  ✓ instagram.com/icanaffordcollege
  ✓ youtube.com/user/ICANAFRDennifer

• Campaign website
  ✓ ADegreeWithAGuarantee.com

• Social Media
  ✓ Coming soon!
Campaign Contacts

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Thank you!