Efficiency and Effectiveness

Optimization and Results

6.3.19
What we will cover today

- PCI/YTI history and vision
- Admissions approach
- Marketing mix
- The marriage of marketing and analytics
Our Story
History

Connecticut
- Founded in 1946
- Institutionally accredited by ACCSC and its predecessors since 1968
- Programmatically accredited by ABHES (Medical Assisting)
- Graduate credential: Certificate or post-secondary diploma
- 6 campuses
- Programs offered: Automotive Technology, HVAC/R, Electrician, Electronics, Plumbing, Practical Nursing, Medical and Dental Assisting, Medical Billing & Coding, CADD, Computer Networking, Cosmetology

Massachusetts
- Founded in 1946, began operations in 1993
- Institutionally accredited by ACCSC
- Programmatically accredited by ABHES (Medical Assisting)
- Graduate credential: Certificate or post-secondary diploma
- 3 campuses
- Programs offered: Automotive Technology, HVAC/R, Electrician, Electronics, Medical and Dental Assisting, Medical Billing & Coding, CADD, Computer Networking

Pennsylvania
- Founded in 1967
- Institutionally accredited by ACCSC
- Programmatically accredited in the following programs: Medical Assisting, Health Information Technology, Medical Billing & Coding, Veterinary Technician, Respiratory Therapist
- Graduate credential: Certificate or post-secondary diploma, Associates degree, specialized technology
- 3 campuses
- Programs offered: HVAC/R, Electrician, Electronics, Medical and Dental Assisting, Medical Billing & Coding, CADD, Criminal Justice, Culinary and Pastry Arts, Respiratory Therapy, Health Information Technology, Veterinary Technician
Our Mission, Vision and Values

Our Vision is to grow our school with quality and integrity, through the collaborative pursuit of excellence by:

- Delivering a high-quality, industry-modeled learning environment for students
- Actively supporting our students, our employees, the employees of our graduates, and our communities
- Being recognized as the preeminent career education and training school in our geographic region, a valuable partner in the communities we serve, and a great place to work.

Our Values:
- Professionalism
- Teamwork
- Integrity
- Excellence
- Trust
- Relationships
- Accountability
- Having Fun

Our Mission is to support committed students in achieving the technical and professional skills essential for their chosen career through industry-modeled, student-centered education and training.
Enrollment path and results

- In the not too distant past, it looked very different
  - A lot like you most likely, everything worked
  - Enrollment was increasing
    - Conversions were higher
    - Marketing KPI’s were amazing
    - Couldn’t do wrong
      - Added programs, added campuses, increased budgets, grew staff, etc.
- But frankly, we weren’t as diligent as we are today
Enrollment path and results

• Today, as most of you are well aware, it is quite a bit different
• Enrollment, and thus marketing budgets and admissions staff, have shrunk
• We are constantly looking for areas to effectively spend and invest
  – By campus, by program, by channel
• Everything needs to perform at its peak level to meet aggressive goals
• Our focus on the enrollment process is as detailed and stringent as it has ever been
The New Normal
Admissions process

• Rep performance and expectations are vastly different today
  – Aligning expectations to the market can be a challenge
  – Every market and program performs differently

• We expect traffic/inquiries to come in via digital properties
  – Knowing they likely don’t talk to a rep until they’re close to making a
decision or without already knowing what they want

• The admissions interview has adapted to a more consultative approach in today’s
  market
  – Applicants come to us much more informed
  – Prospects conduct more research than ever...
  – They know more about who we are and what we do before the interview
  – It’s important to find out what they know as well as want in a school
Admissions process

• The admissions team needs to be well versed in specific program content and product knowledge
  – Training with your instructors and keeping up to date is key
• Campus tours remain critical for us
  – Have a path and pattern you stick to with key stops where you emphasize features and benefits (seeing is believing)
• In today’s economy, jobs are plentiful, the student has to have a passion for that specific career
• The consultative approach allows admissions to help the student come to their own conclusion that they want the career and yes, really need their education to get there
Marketing approach

- Our marketing investment and approach has also changed considerably
- Mix adjustments
  - Heavy emphasis on organic and content generation
  - Less reliance on PPI/Affiliate
  - Only real growth the last several years has been in paid digital categories
    - Added paid social within the last year
  - Increased activity and visibility into reputation and social platforms
    - Blog posts, reviews, general activity and campus investment
    - Decreased traditional investment
- Consistency in our messaging and imagery
  - More focus on a brand presence and consistency within it
Marketing mix - Organic

• First and foremost, we have increased investment/resources in our website and organic efforts
  – Invested time and money into SEO tools to be more proactive
    • Moz: keyword research, tracking website changes, page rank, keyword rank, site health, page errors
    • Yoast: easy, efficient way to implement title tags and meta descriptions
    • Google Search Console: search query tracking, site health, crawl errors
  – New content
    • Continue to develop evergreen content to help reach our audience
      – FAQ pages, program outlook pages
  – Testing
    • Using tools like WEVO to make the website more user-friendly
    • Incorporated voice search growth strategies
Marketing mix – paid search

- Paid search is by far our biggest inquiry gen channel as well as investment.
- Given that, we are laser focused and have several ongoing adjustments at any given time.
- Some areas of focus over the last 6 months:
  - Rebuilt our campaigns by campus and program to speak more directly to the prospects
    - This rebuild also allows us to be more nimble in pushing or pulling back on campaigns
  - Switched bidding strategy to manual CPC bidding
    - This allows us to decide where we want to focus/spend for each keyword instead of leaving that up to Google
  - Implemented and rolled out new ad extensions
    - While the campaign was already using phone, location and sitelink extensions, there was ample opportunity to rollout callout and structured snippets, etc.
      - Allows users more information about our school as well as push down our competitors as they take up more real estate
Marketing mix – paid search

• Ensuring we don’t lose sight with ongoing optimizations
  – Keyword bid adjustments
  – Negative keyword matching
  – Creative testing (Headlines, Ad Copy, CTAs)
  – Budget Adjustments

• Since implementing these changes we have seen positive results:
  – Inquiries are up 16%
  – CPI is down 18%
  – Slightly lower spend YOY
Marketing mix - Paid Social

- Within the last year we have added a fairly robust paid social campaign
- Currently it is our second largest inquiry generating source
  - Lower conversions but lower cost-per-inquiry
  - Create audiences based off enrollment data vs inquiry data
- Implemented paid social ads with Facebook Forms to increase inquiry generation
  - Implemented a two-step verification to weed out accidental submissions
- Like paid search, we built these campaigns out by campus and by program
- Creative strategy
  - Updating creative 3-4 weeks
  - Real photos and use carousel ads
- Video Ads
  - Video ads have performed well as they stand out more than a static image ad
  - Video ads should be 30-45 seconds long
Marketing mix - affiliate

• Considerably less reliance on affiliate/PPI
• Down to 3 vendors and we had historically had between 13-15
• Reduced spend by roughly 70% YOY
• Conversions have increased from 2% to 5%
  – Less inquiries but more applications YOY as we focus on the premium sources (organic, paid social, program focus)
ABT

- Connected TV/Revisit traditional
- WEVO
- New texting platform
- Tested generic call to action vs a specific date
- Added open house date to copy and landing pages
- Testing landing pages vs. FB form currently

US Connected TV Users, 2018-2022

Millions and % of population

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<th>Year</th>
<th>Connected TV Users</th>
<th>% of Population</th>
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<td>2019</td>
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<td>57.2%</td>
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<tr>
<td>2020</td>
<td>195.9</td>
<td>58.6%</td>
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<td>2021</td>
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<tr>
<td>2022</td>
<td>204.1</td>
<td>60.1%</td>
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Note: Individuals of any age who use the internet through a connected TV at least once per month.
Source: eMarketer, July 2018

240293
### Enrollment Analytics

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<th>Inquiry Category</th>
<th>Sum of QTR Budget</th>
<th>Daily Campaign Budget</th>
<th>Percent Complete</th>
<th>Percent Remaining</th>
<th>QTD MKT Spend</th>
<th>Percent of Budget Spend</th>
<th>CTR Spend Forecast</th>
<th>Dollar's Spent</th>
<th>Forecasted Spend to Budget</th>
<th>Sum of INQ,Goal</th>
<th>INQ</th>
<th>CTR</th>
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<th>QTD App Goal</th>
<th>QTD App</th>
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- **InqSource**
  - Google Paid: 2002, 136, $310,310
  - Facebook-ES: 1364, 34, $211,420
  - Virtual Admissions Adviser: 1090, 118, $21,800
  - Search Engine: 663, 75, $26,000
  - REF-Referral: 629, 135, $84,800
  - IN-Career New Brands: 526, 19, $34,190
  - Social Media: 412, 52, $21,000
  - IN-Online Application: 342, 46, $15,600
  - Send Campus Building Sign: 292, 55, $16,000
  - Organic PPC: 280, 31, $43,400
  - IN-Auto Set: 252, 46, $11,000

- **Total**
  - INQ: 9662
  - APPT: 3531
  - INT: 2256
  - QTD APP: 1080
  - **$1,230,436**
Enrollment Analytics
Key Takeaways

• Admissions must be aligned with the new expectations of consumers
• Marketing, admissions and education funding need to be more aligned than ever
• From a marketing perspective, the 3 main areas to focus on for new student growth:
  – SEO/Website
  – Paid Search
  – Paid Social
• ABT
• Data and the related analytics are key
  – If you can’t measure it, how can you improve it?
Questions?