



SPRING QUARTER CAMPAIGN

116K

Social Media
Ad Impressions

10,250

Postcards
Mailed

189

Radio Ads
Played

\$5,820

Spent

Marketing efforts that took place between February 25 and April 11, 2022, focused on spring quarter enrollment. A digital and Snapchat ad campaign focused on fall enrollment also took place during this time period.

Ads on Facebook and Instagram reached **28,432 individuals** between the ages of 17-41 in Grays Harbor and Pacific County and were **shown 116,313 times**.

Two postcard campaigns took place last quarter to promote spring enrollment. The first mailing was sent to **2,629 households** in Grays Harbor and Pacific County where individuals between the ages of 18 and 24 live. The second mailing focused on CTE programs and was sent to **7,621 households** targeting the ages of 24 and 35.

Over the 6 weeks leading up to Spring Quarter, GHC ran **225** ads on 4 radio stations in Grays Harbor.

GHC spent **\$3,187** on radio ads, **\$2,028** on targeted postcard mailings, **\$350** on Daily World ads (2 CDL ads and 20,000 digital impressions), and **\$255** on Facebook and Instagram ads promoting CDL, BAS, and spring enrollment.

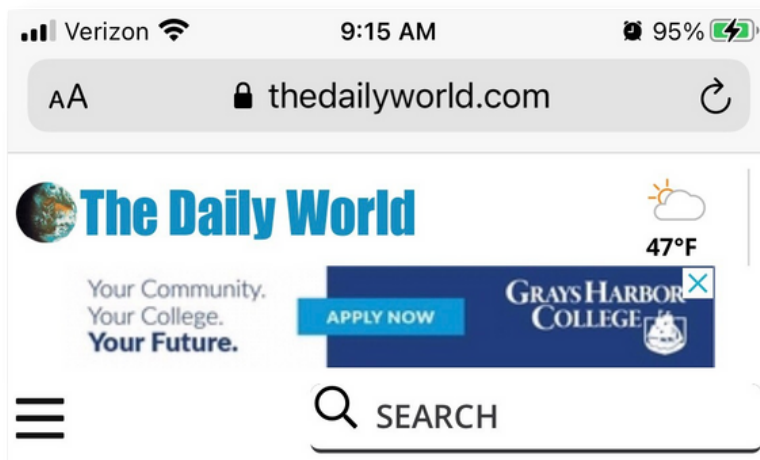


Campaign Report: February 25 - April 11, 2022

PERFORMANCE

Digital & Social Media

- The digital and Snapchat ad campaign generated a significant portion of GHC's website traffic leading up to spring quarter. The Your College, Your Future campaign landing page was the second-most visited page on ghc.edu (following the homepage), receiving **2,676 visits**. The average visitor stayed **on the page for 2:30**. The digital display ads sent **713 users** to ghc.edu, while Snapchat ads brought an additional **1,677 users** to the site.
- Unpaid social media efforts **reached 28,364 accounts** during the spring registration campaign period. Facebook posts received 1,649 likes, comments, clicks, and shares. Instagram posts received 617, and Tweets received 357. **1,016 visits to ghc.edu** came directly from Facebook.
- Website traffic from social media is up across all sites: Facebook traffic to ghc.edu is up 37% from March 2021, Twitter is up 29%, and Instagram visits are up over 700%.



Digital Mail & Print

- Splitting the direct mail efforts into two mailings allowed us to be more targeted with our messaging and reach a wider audience (at a lower cost than the winter mailing).
- While print ads ran for two weeks promoting the CDL program, digital ads also ran on the Daily World's website promoting spring registration and were shown 20,000 times in a two-week period.



Highlights

SAMPLES



Instagram Video Ads (Stories and Reels)

Instagram ads were used to reach individuals between the ages of 17-24, while both Instagram and Facebook ads targeted individuals aged 25-41. Instagram ads reached 10,256 users while Facebook ads reached 19,024.



Spring Social Media (Paid)

SAMPLES



Top Social Media Posts (excluding ads)



Facebook

A post announcing 5 faculty receiving tenure reached 2,670 Facebook users and received 519 likes, comments, and shares.

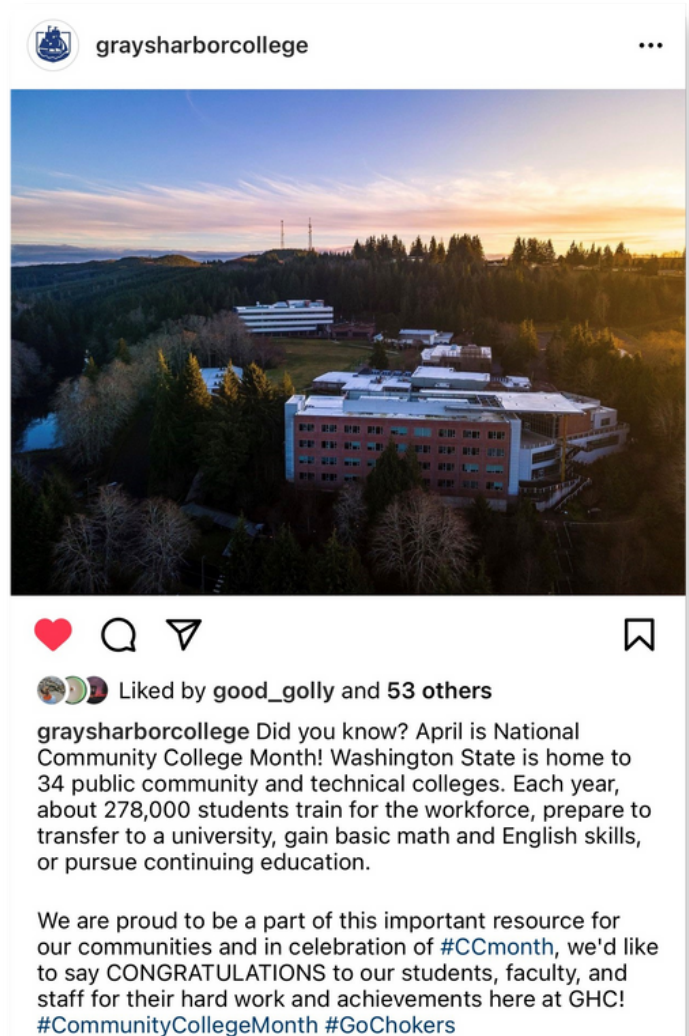
Instagram

A post about National Community College Month reached 260 users.



Twitter

Dr. Brewster's reflection on the Ukraine invasion was the most viewed tweet from GHC's account last quarter with 354 views.



Spring Social Media (Owned)

LOOKING AHEAD



Summer and Fall Enrollment

- Two targeted postcard campaigns are planned to promote summer and fall registration.
 - A postcard will be mailed to households where high school aged individuals live the week on 5/16.
 - A second postcard will be mailed the following week targeting individuals aged 20-35.
- Radio ads will be refreshed and will resume on 104.7, 95.3, 102.1, and 105.7 beginning the week of 5/16 and will run through June 30 to promote summer and fall registration.
- Social media ad campaigns will continue to run on Facebook and Instagram promoting the NA-C, CDL, and BAS programs.
- We made a connection with the Willapa Harbor Herald in the spring and will be increasing the print ad program to include Willapa for the summer and fall enrollment campaign. The Willapa paper gets mailed to every household in Pacific County.
- GHC has a full-page ad on the inside cover of the Daily World's graduation publication, which features every senior from Aberdeen, Elma, Matlock, Montesano, Hoquiam, Lake Quinalt, North Beach, North River, Ocosta, Raymond, Taholah, Willapa Valley, and Wishkah.
- Posters are in the process of being distributed to local high schools. So far, Ocosta, Montesano, Aberdeen, Matlock, Hoquiam, and Miller Jr. High have received posters.

Paying for College

Many options are available to help you save money on education and reach your goals!

- Workforce Funding & Support Programs** are available to eligible students for tuition, emergency assistance, transportation, and more. ghc.edu/workforce
- Grays Harbor College Foundation Scholarships** are awarded in two cycles per year. The summer application opens June 1! ghc.edu/foundation
- Running Start** for eligible juniors and seniors in high school.
- And more!** VA benefits are available for eligible military veterans and families. FAFSA/WAFSA and other forms of financial aid are also available.

We are here to help!

Call 360.538.4081 or email finaid@ghc.edu to learn more about your financial aid options. ghc.edu/financialaid

Grays Harbor College
1620 Edward P. Smith Dr.
Aberdeen, WA 98520

NON-PROFIT ORG.
U.S. POSTAGE
PAID

Your Future Starts Here.

Save money on a 4-year degree, gain new skills to advance your career, complete pre-college classes, and more—GHC is here with options to help you reach your goals!

GHC offers Bachelor of Applied Science Degrees!

- Organizational Management
- Forest Resource Management
- Teacher Education

Learn more: ghc.edu/bas

Register Now for Summer and Fall Quarter
ghc.edu/admissions
360.532.9020

GRAYS HARBOR COLLEGE

Summer/Fall Postcard #1 - High School Aged Students and their Families



Summer & Fall Enrollment

LOOKING AHEAD



Grad Publication Celebrating High School Students throughout Grays Harbor



We are proud of you for persevering to make your dreams come true!

You have worked hard, showing resilience and innovation every step of the way. Everyone at Grays Harbor College is excited to see what you accomplish next—and we are here to support you as you reach your goals!

Paying for College

GHC has many options available to help you save money on education and reach your goals! Call **360.538.4081** or visit ghc.edu/financialaid to learn more about your options.

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TRIO Educational Opportunity Center (EOC)

The EOC is located on GHC's Aberdeen campus and is here to help students who are new to or unfamiliar with the college system navigate their next step (at any college or university). Contact the EOC by phone at **360.538.4036** or email trioeoc@ghc.edu to learn more (*¡hablamos español!*).

GHC helps students save money on a 4-year degree, gain new skills to advance your career, complete pre-college classes, and more!

Visit ghc.edu to see how GHC can help you accomplish your dreams.

Grays Harbor College is an equal opportunity institution. For more information, see ghc.edu/policies.

Summer & Fall Enrollment

LOOKING AHEAD



Print Ads (Daily World, Willapa Harbor Herald)



Put your Dreams Into Action!

Register for Summer and Fall Quarter at GHC!

Taking summer classes can help you save money and achieve your dreams sooner. Plus, you can get a head start on fall quarter by registering now!

Summer classes begin July 5th, so enroll today!

ghc.edu/admissions
360.532.9020

GRAYS HARBOR COLLEGE

Grays Harbor College is an equal opportunity institution. For more info, see ghc.edu/pubinfo.



Pursue a Career as a Certified Nursing Assistant!

SUMMER COURSE STARTS JULY 5TH

With scholarships covering nearly the cost of tuition, your new career can be closer and more affordable than you think. Visit ghc.edu/nac for more details!

\$1,500 SCHOLARSHIP AVAILABLE

The Ken Millen Career Pathways Scholarship is awarded by the Grays Harbor College Foundation and is available to Grays Harbor and Pacific County residents who enroll in the NA-C program.

REGISTER TODAY!

Contact Karen Carriker
360.538.4244 | karen.carriker@ghc.edu

GRAYS HARBOR COLLEGE

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Postcard #2: Individuals between the ages of 20-35 in Grays Harbor & Pacific County



Why Wait? Get Started Today!

GHC offers 2-year degrees, certificates, Bachelor of Applied Science programs, workforce training, and more. Whether your goal is to save money on a 4-year degree, grow your job skills, or make a career change, GHC is here to support your next step!

Registration for Summer and Fall Quarter is Now Open!

Get started online at ghc.edu/admissions or call the Welcome Center at 360.532.9020

Grays Harbor College
1620 Edward P. Smith Dr.
Aberdeen, WA 98520

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GRAYS HARBOR COLLEGE

Many funding opportunities are available to help you reach your goals—tuition may even be FREE!



Summer & Fall Enrollment

LOOKING AHEAD



Displays at the Aberdeen Timberland Library

- GHC was invited to take over the Aberdeen Library's display cases for the months of May and June. The two displays feature GHC memorabilia including yearbooks, a history of Charlie the Choker, yearbooks from the 1930s, and other items of historic significance. The displays also feature flyers and items promoting GHC today and current course offerings.



And More!

- The digital and Snapchat ad campaign that ran throughout Winter and Spring quarter will resume again on July 1 featuring new ad designs and Snapchat videos. These ads are focused on fall enrollment (for more information about the digital and Snapchat ads and targeting methods, please see the winter campaign report).
- We are in the process of shooting a promotional video to be used in GHC's presidential search (and to promote the college overall). This project will be complete by June 30.
- There will be a marketing photoshoot the week of May 16. Photos taken during this photoshoot will be used in ads over the next 2+ years.
- Spotlight articles will be refreshed on ghc.edu. Spotlights will also be shared on social media.
- Social media policies and procedures will be in place for fall 2022 for Facebook, Instagram, and Twitter page administrators.



Summer Projects