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BOARD OF TRUSTEES COMMUNITY COLLEGE DISTRICT NO. 508

AUGUST 2, 2012

FY13 Registration
Recruitment and
Marketing Campaign
Credit and Adult Education

August 2, 2012 - Board Presentation



CITY COLLEGES
of CHICAGO
Education that Works

Enrollment goals

FY 2012 saw an increase in credit enrollment of +2.1%

FY2012 saw a decrease in adult ed enrollment of -3%

FY 2013 targets

Credit: +2.7%

Adult ed: +1.5%

Recruitment team

- 11 of 15 recruiters came on Board July 16
- Based at colleges but recruiting for all CCC programs and colleges
 - College recruitment events/college fairs
 - High school visits and sustained presence
 - Community events/parades
 - High-traffic areas
- Generated 300+ prospects in first 10 days
- One-on-one follow-up with prospects

Community Relations

- Working to leverage existing community partnerships and build new ones to generate participation in ESL and GED program
- Identified 15 new sites with new partners for GED and ESL in need areas for FY2013

MARKETING

'Reinvented' ad campaign ran on transit and billboards
November 2011 through March 2012.

Education that works – without all of the debt.

**TAKE CONTROL
OF YOUR LIFE.**
Claywon did.

REINVENTED

Mother
Travel Agent to Working Nurse

**CITY COLLEGES
of CHICAGO**
Education that Works

Education that works – without all of the debt.

FIND THE CITY

This advertisement features a woman, Claywon, who is a mother and a working nurse. She is wearing a patterned scrub top and a denim jacket. The ad is split vertically, with the left side showing her in a more professional setting and the right side showing her in a more casual setting. The text 'REINVENTED' is written vertically on the right side. The City Colleges of Chicago logo is in the bottom left corner.

Education that works – without all of the debt.

**TAKE CONTROL
OF YOUR LIFE.**
Vanessa did.

REINVENTED

Mother
Working Pharmacy Technician
Malcolm X College, Class of 2011

**CITY COLLEGES
of CHICAGO**
Education that Works

FIND THE CITY COLLEGE FOR YOU | WWW.CCC.EDU | 773-COLLEGE

This advertisement features a woman, Vanessa, who is a mother and a working pharmacy technician. She is wearing a white lab coat over a blue and white striped shirt and jeans, holding several books. The ad is split vertically, with the left side showing her in a more professional setting and the right side showing her in a more casual setting. The text 'REINVENTED' is written vertically on the right side. The City Colleges of Chicago logo is in the bottom left corner. The contact information is at the bottom.

General registration, adult education and ESL advertisements ran in publications serving areas surrounding colleges and city-wide Latino and African American publications ran from November 2011 through March 2012.

CITY COLLEGES OF CHICAGO
COLLEGE TO CAREERS

Spring II term starts February 13.

Register by February 6 for best class options.

Get one of the 43,000 new healthcare jobs coming to Chicago.

THEY DID.

Claywon
 CCC Graduate
 Nurse

Vanessa
 CCC Graduate
 Pharmacy Tech

CITY COLLEGES OF CHICAGO
Malcolm X
 Education that Works

EDUCATION THAT WORKS – WITHOUT ALL THE DEBT
 1900 W. Van Buren Street | Chicago, IL 60612 | (312) 850-7000
 773-COLLEGE | WWW.CCC.EDU

GED = JOB
 GET YOUR GED FOR FREE

City College of Chicago offers GED classes – in person or online – across the city. Day, evening, weekend and online classes are available.

CALL AND REGISTER TODAY
 First session begins January 9, 2012
 Second session begins March 5, 2012

FIND THE CITY COLLEGE FOR YOU | WWW.CCC.EDU | 773-COLLEGE

CITY COLLEGES OF CHICAGO
 Education that Works

TRUMAN COLLEGE
 1141 W. WILSON AVENUE
 ROOM 2424
 (773) 967-4338

LAKEVIEW LEARNING CENTER
 3210 N. CLARK STREET
 (773) 967-4400

KICK RECESSION BUTT

Get ahead without incurring tons of debt. You'll save up to \$40,000 in your first two years by attending City Colleges of Chicago. Register now. Classes begin January 17th.

CITY COLLEGES OF CHICAGO
 Education that Works

FIND THE CITY COLLEGE FOR YOU
 WWW.CCC.EDU | 773-COLLEGE

Sientase mas en casa...
 En todas partes.

APRENDA INGLES GRATIS

CITY COLLEGES OF CHICAGO
 Education that Works

ENCUENTRE EL COLEGIO PARA USTED | WWW.CCC.EDU | 773-COLLEGE

The online ad buy featured the full complement of CCC registration programs.

- Google
- Facebook
- The Mash (CPS student online publication)
- Redeye.com
- Suntimes.com
- Chicago Tribune
- TrueStar.com
- Chicagojobs.com
- WUNA.com
- WGCI.com

THE REAL BLING

Diploma

By 2018, 1.5 million new jobs in Illinois will require an associates degree.

Are you getting yours?

Enroll today.

Education that works, without all of the debt.

CITY COLLEGES of CHICAGO
Education that Works

FIND THE CITY COLLEGE FOR YOU | WWW.CCC.EDU | 773-COLLEGE

HIGH SCHOOL STUDENTS TAKE COLLEGE CLASSES FOR FREE

Motivated juniors and seniors can get a head start by earning college credit for **FREE** through the City Colleges of Chicago Dual Enrollment Program. [Learn more today. Space is limited.](#)

CITY COLLEGES of CHICAGO
Education that Works

FIND THE CITY COLLEGE FOR YOU | WWW.CCC.EDU | 773-COLLEGE

Sientase mas en casa...
En todas partes.

APRENDA INGLES GRATIS

CITY COLLEGES of CHICAGO
Education that Works

ENCUENTRE EL COLEGIO PARA USTED | WWW.CCC.EDU | 773-COLLEGE

Spot the Difference?

Save up to **\$40,000**

CITY COLLEGES of CHICAGO
Education that Works

FIND THE CITY COLLEGE FOR YOU | WWW.CCC.EDU | 773-COLLEGE

Your Bachelor's Degree

Your Bachelor's Degree with the first two years at City Colleges of Chicago

Education that works – without all of the debt.

TAKE CONTROL OF YOUR LIFE. Vanessa did.

Mother Working Pharmacy Technician Malcolm X College, Class of 2011

CITY COLLEGES of CHICAGO
Education that Works

FIND THE CITY COLLEGE FOR YOU | WWW.CCC.EDU | 773-COLLEGE

REINVENTED

During the first week of January, mailers were sent to 50,000 English-speaking and 20,000 Spanish-speaking Chicago households with an income of \$50,000 or less with at least one 16-year child.

CITY COLLEGES OF CHICAGO
NEW YEAR. NEW YOU.

2012
RESOLUTIONS

- LEARN NEW SKILLS
- GET A BETTER JOB
- MAKE MORE MONEY

REINVENT YOURSELF
(WITHOUT ALL OF THE DEBT)

 CITY COLLEGES of CHICAGO
Education that Works

WWW.CCC.EDU | (773) COLLEGE CLASSES START JANUARY 17

FY12 - Spring Registration Strategy

Marketing Campaign Results Indicators

Ad Placement/Tactic Strategy

Executed a multi-channel, phase-in registration advertising campaign to build awareness.

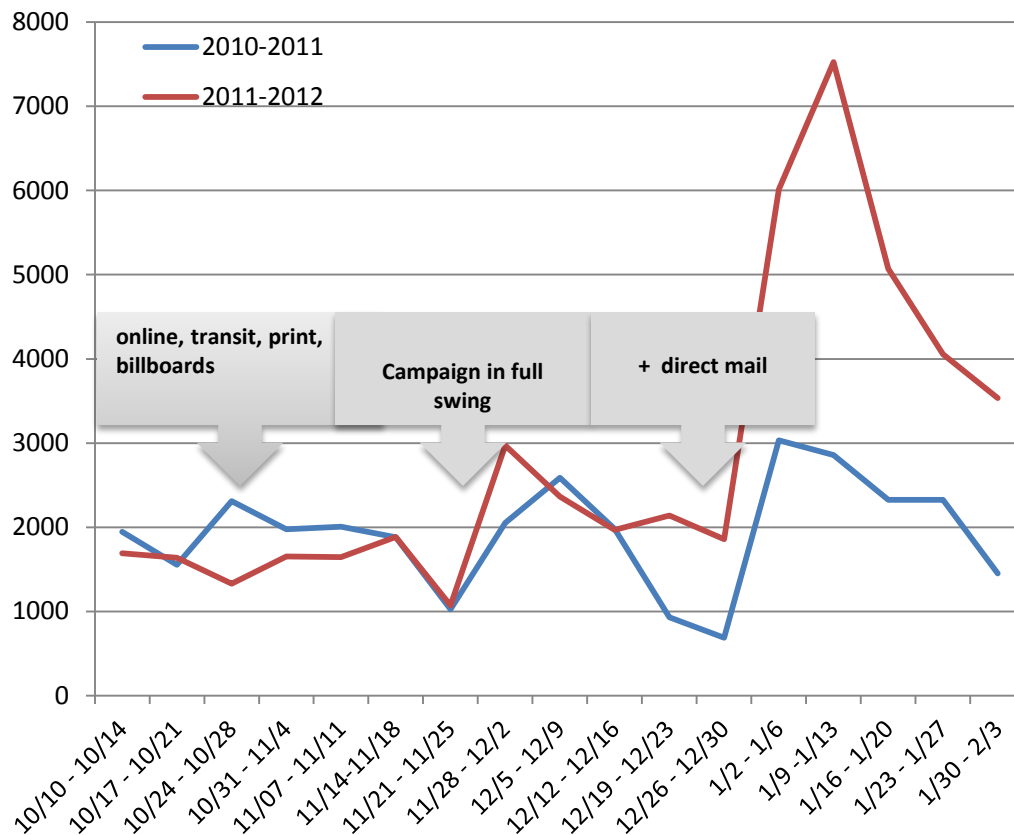
- Transit ads – buses and trains
- Community billboards
- Community print publications ads
- Online advertising

Activated with action-oriented marketing tactics to drive registration.

- Radio
- Direct mail

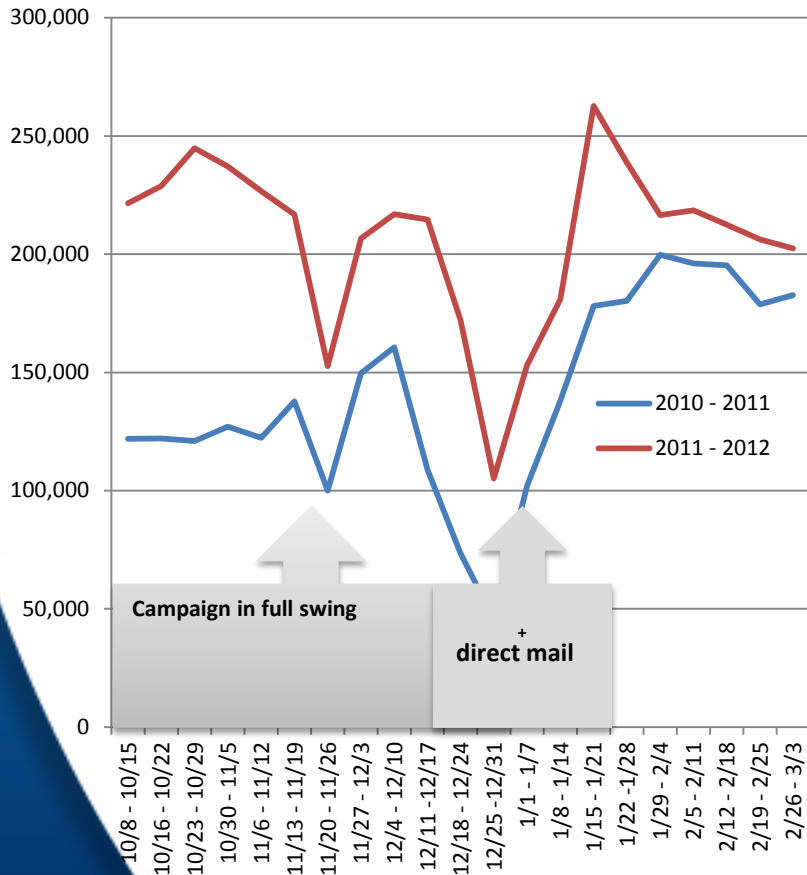
Marketing indicators spiked when radio and direct mail is layered into the advertising mix.

Information Center Call Volume

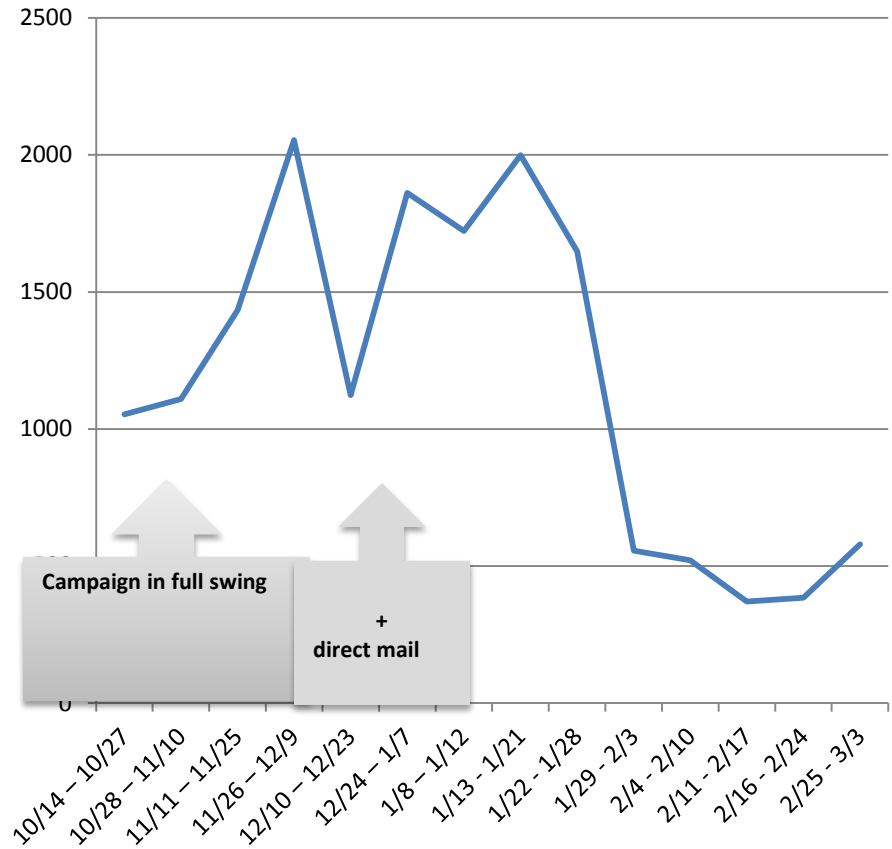


FY12 - Spring 2012 Registration Marketing Campaign Results Indicators

Visits to ccc.edu



Online Applications



Summer/Fall 2012 Registration Marketing Campaign



Credit general registration messages included College to Careers, career verticals and CCC's \$40K value proposition.

**GET THE SKILLS.
GET THE JOB.**

COLLEGE TO CAREERS



**CITY COLLEGES[®]
of CHICAGO**
Education that Works

**WWW.CCC.EDU
773-COLLEGE**




**Save up
to \$40,000**

**Education that Works -
Without all of the Debt**

**CITY COLLEGES[®]
of CHICAGO**
Education that Works

**WWW.CCC.EDU | 773-COLLEGE
REGISTER FOR SUMMER/FALL**

**GET THE SKILLS.
GET THE JOB.**



Healthcare
Culinary Arts
High-Tech Manufacturing
Transportation Distribution
and Logistics
Information Technology
and more.

**REGISTER TODAY
FOR SUMMER
AND FALL CLASSES**

**CITY COLLEGES[®]
of CHICAGO**
Education that Works

WWW.CCC.EDU | 773-COLLEGE

Adult Education (ESL and GED) focused on community and ethnic publications and flyer distribution. College to Careers ads were included in the buy to underscore employment opportunities in Adult Education bridge programs.

CITY COLLEGES OF CHICAGO
COLLEGE TO CAREERS

Get one of the 43,000 new healthcare jobs coming to Chicago.

THEY DID.

Clayton
 CCC Graduate
 Nurse

Spring II term starts February 13.
 Register by February 6 for best class options.

CITY COLLEGES OF CHICAGO
Malcolm X
 Education that Works

EDUCATION THAT WORKS - WITHOUT
 1900 W. Van Buren Street | Chicago, IL 60612 | 773-COLLEGE | WWW.CCC.EDU

CITY COLLEGES OF CHICAGO
COLLEGE TO CAREERS

YOUR DIRECT ROUTE FROM TRAINING TO EMPLOYMENT

GET THE SKILLS. GET THE JOB.

REGISTER TODAY

OF THE DEBT
 773-COLLEGE

GED = JOB
 GET YOUR GED FOR FREE

City College of Chicago offers GED classes – in person or online – across the city. Day, weekend and online classes are available.

CALL AND REGISTER TODAY
 First session begins January
 Second session begins March

FIND THE CITY COLLEGE FOR YOU | WWW.CCC.EDU | 773-COLLEGE

GED = JOB
 GET YOUR GED FOR FREE

City College of Chicago offers GED classes – in person or online – across the city. Day, evening, weekend and online classes are available.

CALL AND REGISTER TODAY
 First session begins January 9, 2012
 Second session begins March 5, 2012

FIND THE CITY COLLEGE FOR YOU | WWW.CCC.EDU | 773-COLLEGE

KENNEDY-KING COLLEGE 741 W. JUNG STREET (773) 862-5340	MALCOLM X COLLEGE 1900 W. VAN BUREN ROOM 2223 (312) 856-7200	OLIVE-HARVEY COLLEGE 10001 S. WOODLAWN AVENUE BUILDING 5, ROOM 508 (773) 291-6700 / 6600
DAWSON TECHNICAL INSTITUTE 3001 SOUTH STATE STREET (773) 451-2169	WEST SIDE LEARNING CENTER 1624 W. MADISON (312) 856-7420	SOUTH CHICAGO LEARNING CENTER 3035 E. 89TH STREET (773) 291-6770

This program is partially funded by federal funds. The use of any percentage of funds will not constitute bonding or grant proceeds.

Siéntase más como en casa... En todas partes.

Las clases comienzan el lunes 21 de Mayo

APRENDA INGLÉS GRATIS

CITY COLLEGES of CHICAGO
 Education that Works

Las clases comienzan el lunes 21 de Mayo
 ENCUENTRE EL CCC PARA USTED
 WWW.CCC.EDU | 773-COLLEGE

COLLEGE
 www.ccc.edu

Shifted marketing dollars from sporadic, uncoordinated ad buys to awareness building placement for greater impact.

Prior to 2011

Uncoordinated advertising buys

- Limited transit ads
- Community/ ethnic paper ads only during registration pushes
- Sporadic radio placement during registration
- No online advertising presence

Spring 2012 Ad Buy

CTA Transit Ads

300 bus cards
Routes: Northwest, mid-West and Southern areas of the city.
300 rail cards Routes: Red Line, Blue Line and Orange Line

Community billboards

Radio

Mix includes Urban, General Market, Latino stations and Traffic Sponsorships

Online

Google, Facebook, Yahoo

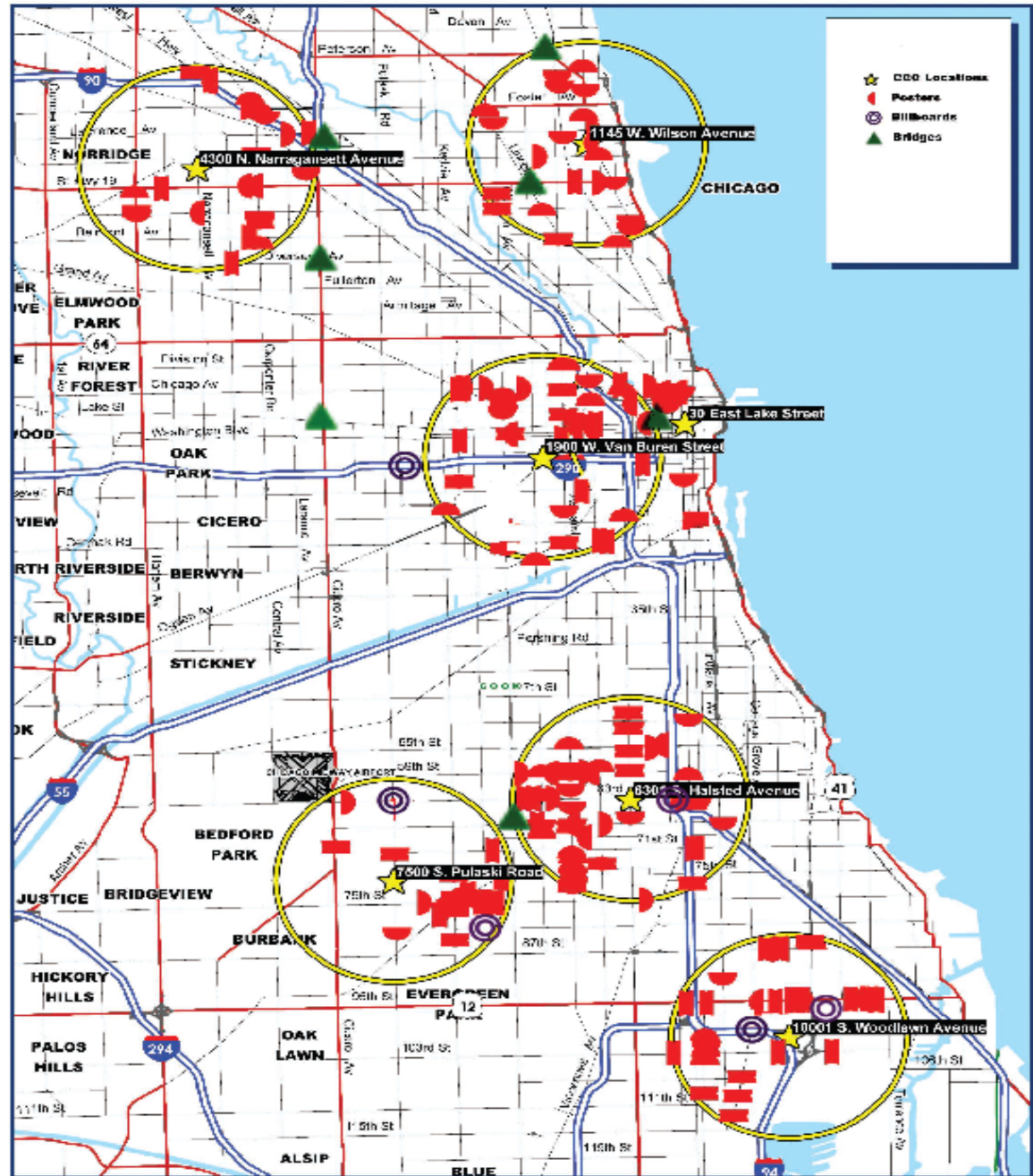
Community and Ethnic Print

Summer/Fall 2012 Ad Buy

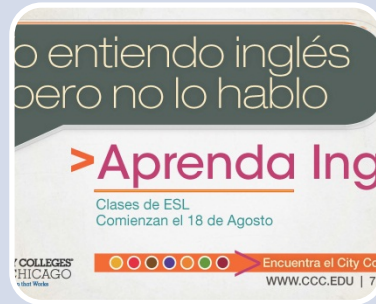
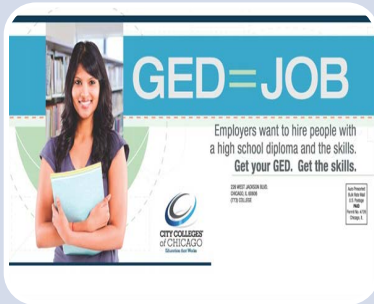
- *(New)* **CTA Bus Shelter Panels**
 - 46 shelters - split evenly across the city at CPS feeder high schools
- *(Expanded)* **Billboard**
 - include highways and trestles
- *(Higher frequency)* **Radio**
 - General Market, Latino stations and Traffic Sponsorships
- *(Enhanced Presence)* **Online**
 - Digital Ad Network for greater penetration in entertainment and social media sites.
- *(Increased insertions)* **Print**
 - Include community publications that serve college and satellite neighborhoods and expanded Latino and African American publications

Geographic Concentration of Billboards & Direct Mail

- Circles denote direct mail concentration zones.
- Direct mail for HWC mailing is a city-wide sampling.



Radio and direct mail activates awareness ad placement to drive prospective students to inquire about CCC and begin the registration conversion.



GED
 24,000
 Households, \$40,000/year or less annual income one adult without a high school diploma or GED

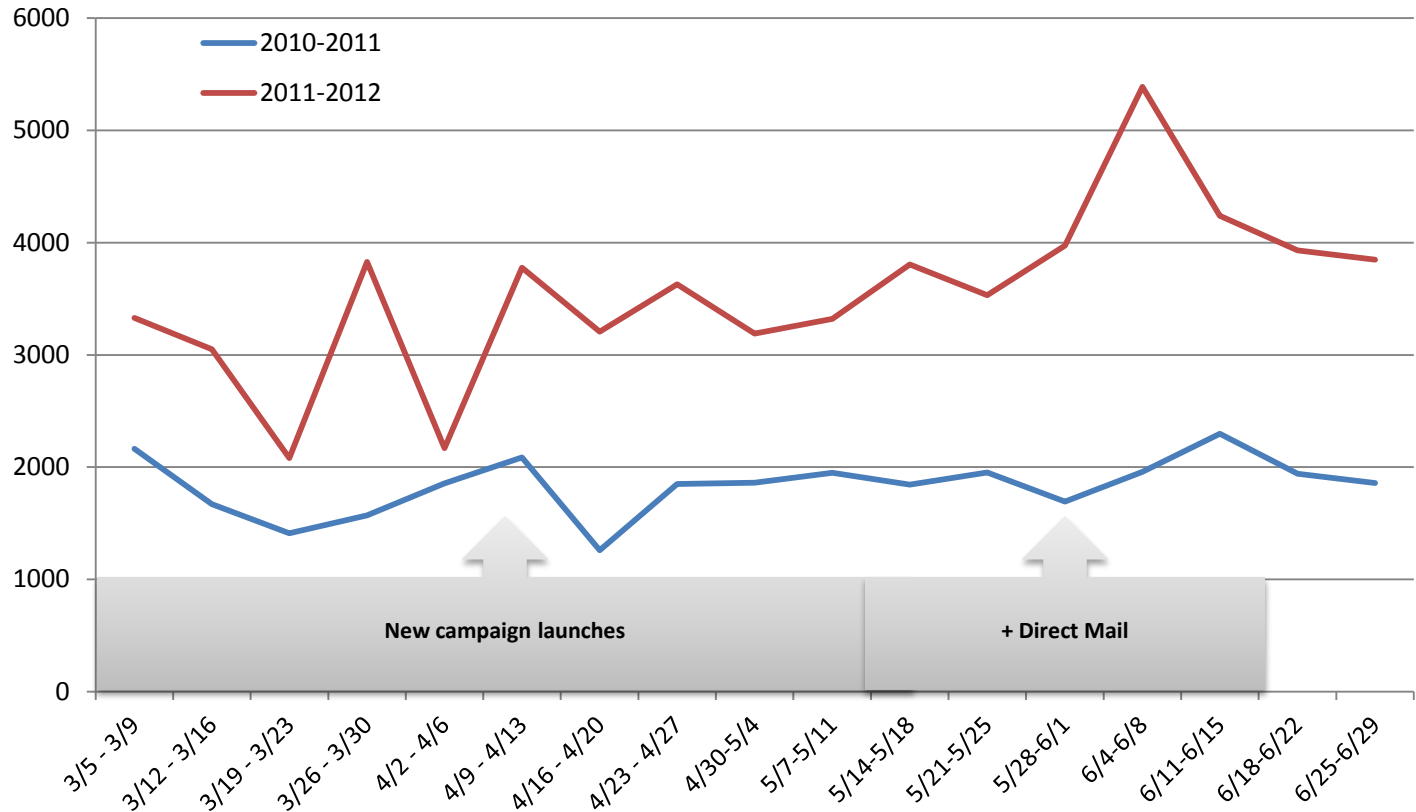
ESL
 23,000
 Spanish-speaking households with an annual income of \$40,000/year or less

Dual Enrollment
 24,000
 CPS incoming juniors and seniors with passing GPAs

General Registration
 27,000
 Most recent CPS graduates

Summer/Fall 2012 Registration Campaign Marketing Results Indicators

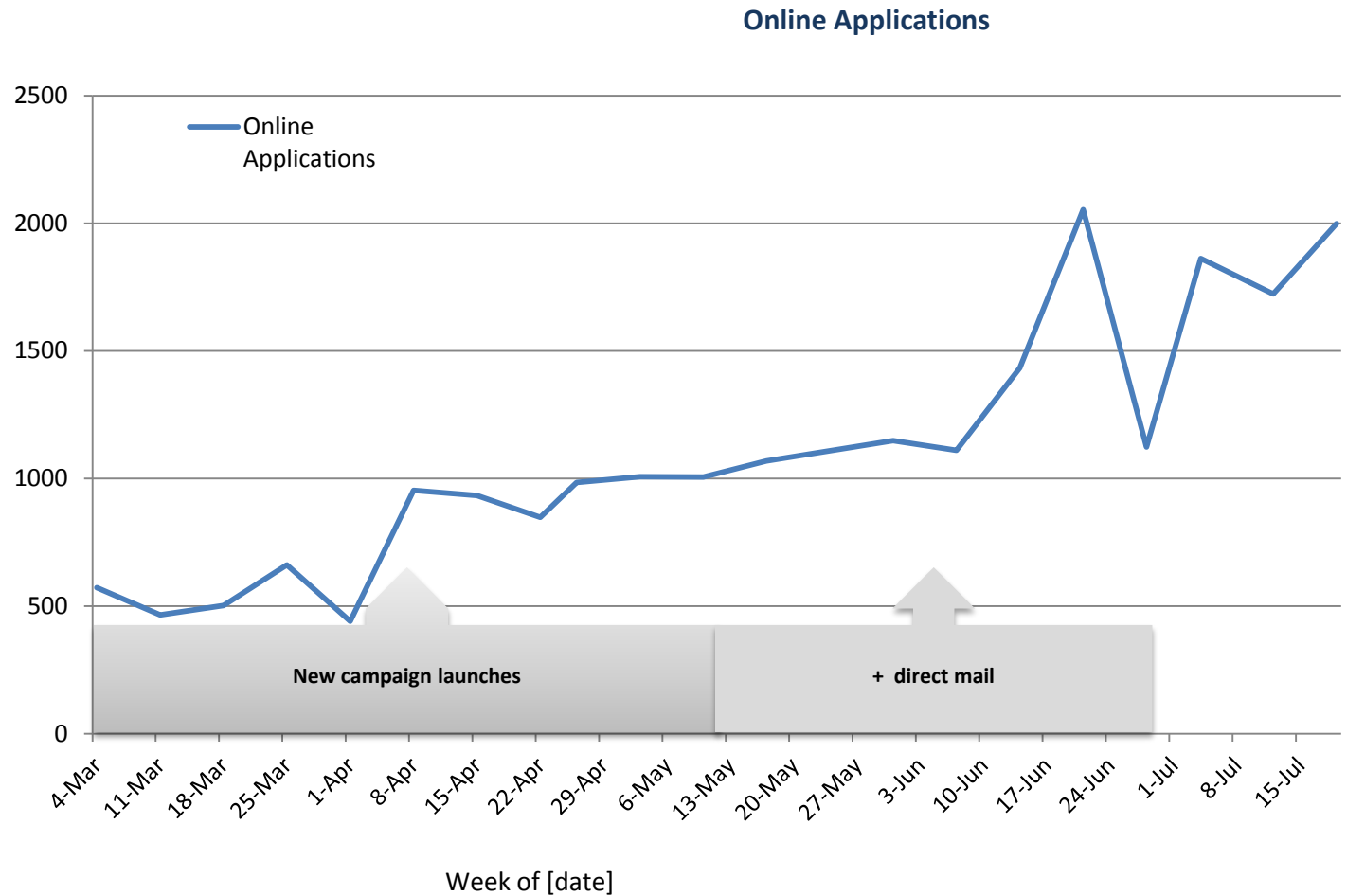
Information Center Call Volume



Summer/Fall 2012 Registration Campaign Marketing Results Indicators



Summer/Fall 2012 Registration Campaign Marketing Results Indicators



Leverage internal communication mechanisms and Reinvention's online registration enhancements to spur early Fall registration by current students.

CREDIT CLASSES

FALL 2012

Classes Begin August 20

REGISTER NOW

CITY COLLEGES of CHICAGO
Harry S Truman
Education that Works

1145 W. Wilson Ave. | Chicago, IL 60640 | 773.907.4440 | www.ccc.edu/truman

Why stand in line?
Register online.

New for Summer & Fall 2012

- Priority Registration
- Wait listing for popular classes
- \$60 tuition down payment

Class schedules available now

CITY COLLEGES of CHICAGO
REINVENTION

Register for Summer & Fall 2012 and take a class on us

Register by June 25 and we'll waive \$250 in tuition costs

CITY COLLEGES OF CHICAGO

FY13 Marketing Plan

Continue with College to Careers and vertical ads in print, online, and community billboards in high-traffic intersections and expressways.

**GET THE SKILLS.
GET THE JOB.**



- Transportation Distribution and Logistics
- Healthcare
- Information Technology
- Hospitality/Culinary Arts
- Business/Professional Services
- High-Tech Manufacturing and more.




**CITY COLLEGES
of CHICAGO**
Education that Works

WWW.CCC.EDU | 773-COLLEGE


**EDUCATION THAT WORKS –
WITHOUT ALL OF THE DEBT**

**GET THE SKILLS.
GET THE JOB.**

COLLEGE TO CAREERS



- Business/Professional Services
- High-Tech Manufacturing
- Healthcare
- Transportation Distribution and Logistics
- Hospitality/Culinary Arts
- Information Technology and more.



**CITY COLLEGES
of CHICAGO**
Education that Works

WWW.CCC.EDU | 773-COLLEGE

**EDUCATION THAT WORKS –
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**GET THE SKILLS.
GET THE JOB.**



- Healthcare
- Transportation Distribution and Logistics
- High-Tech Manufacturing
- Hospitality/Culinary Arts
- Business/Professional Services
- Information Technology and more.



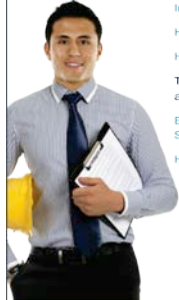
**CITY COLLEGES
of CHICAGO**
Education that Works

WWW.CCC.EDU | 773-COLLEGE


**EDUCATION THAT WORKS –
WITHOUT ALL OF THE DEBT**

**GET THE SKILLS.
GET THE JOB.**

COLLEGE TO CAREERS



- Information Technology
- High-Tech Manufacturing
- Hospitality/Culinary Arts
- Transportation Distribution and Logistics
- Business/Professional Services
- Healthcare and more.



**CITY COLLEGES
of CHICAGO**
Education that Works

WWW.CCC.EDU | 773-COLLEGE

**EDUCATION THAT WORKS –
WITHOUT ALL OF THE DEBT**

Continue the transfer message coupled with the \$40,000 value proposition.

Spot the Difference?



Answer: \$40,000
When you choose City Colleges of Chicago for your Associate degree, you can save up to \$40,000.



CITY COLLEGES of CHICAGO
Education that Works



FIND THE CITY COLLEGE FOR YOU | WWW.CCC.EDU | 773-COLLEGE

College Tuition Keeps Rising.
But with the lowest tuition in the area, you can save thousands of dollars in tuition costs by earning a City Colleges of Chicago Associate degree, certificate or short-term workforce training certification.

Get ahead – without all the debt.

City Colleges of Chicago offer:

- the lowest tuition rates in Chicago.
- credits and Associate degrees that transfer seamlessly to four-year institutions.
- degrees and certificates that align with industry leaders' workforce needs to make you competitive in today's job market.

SUMMER/FALL 2012
REGISTRATION STARTS APRIL 23.



Save up to \$40,000
Education that Works – Without all of the Debt

SUMMER CLASSES START JUNE 6. FALL CLASSES START AUGUST 20.



CITY COLLEGES of CHICAGO
Education that Works

MALCOM X COLLEGE 1901 W. Van Buren (312) 850-7000	KENNEDY-KING COLLEGE 6201 South Halsted St. (773) 602-5000	OLIVE-HARVEY COLLEGE 5001 South Woodstock Ave. (773) 291-8100
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FIND THE CITY COLLEGE FOR YOU | WWW.CCC.EDU | 773-COLLEGE



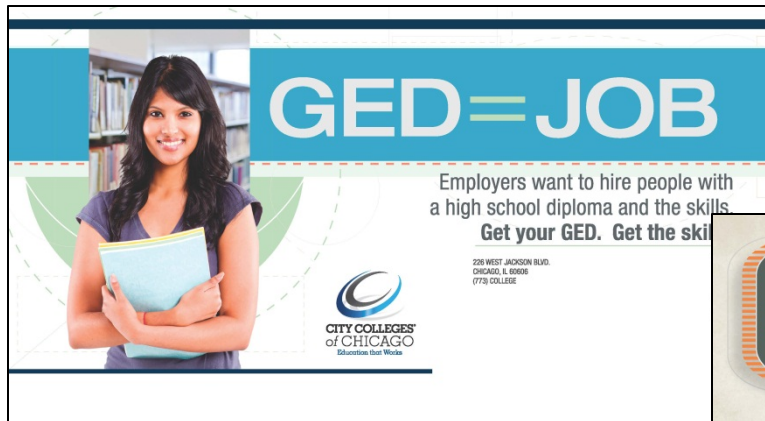
Save up to \$40,000
Education that Works – Without all of the Debt

WWW.CCC.EDU | 773-COLLEGE | REGISTER FOR SUMMER/FALL



CITY COLLEGES of CHICAGO
Education that Works

The Latino and/or Spanish speaking population is the largest ethnic group in Chicago according to the 2010 census. Latino populations will continue to be a key target community in FY13, while expanding ESL outreach to include the next two largest target populations who according to census 2010 – Polish (34,000 residents who ‘do not speak English well’) Chinese (24,000 residents who ‘do not speak English well’)



GED=JOB

Employers want to hire people with a high school diploma and the skills to succeed. **Get your GED. Get the skills you need.**

226 WEST JACKSON BLVD.
CHICAGO, IL 60606
773-COLLEGE

CITY COLLEGES of CHICAGO
Education that Works



Yo entiendo inglés pero no lo hablo


> Aprende Inglés

Clases de ESL
Comienzan el 18 de Agosto

CITY COLLEGES of CHICAGO
Education that Works

Encuentra el City College para ti
WWW.CCC.EDU | 773-COLLEGE

Continue parallel target marketing campaign to drive registration to the dual enrollment program, including robo calls to CPS juniors and seniors, tailored registration collateral for CPS students and direct mail campaigns.



HIGH SCHOOL STUDENTS TAKE COLLEGE CLASSES FOR FREE

CITY COLLEGES of CHICAGO
Education that Works

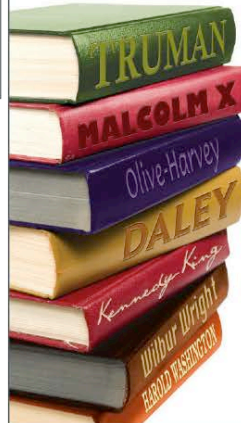
Motivated juniors and seniors can get a head start by earning college credit for FREE through the City Colleges of Chicago Dual Enrollment Program. Learn more today. Space is limited.

DO YOU WANT TO EARN COLLEGE CREDIT WHILE IN HIGH SCHOOL?

The Dual Enrollment program allows motivated CPS high school junior and senior students the opportunity to earn college credits, while attending high school. The credits you earn are transferable to many four-year colleges or universities.

EARN COLLEGE CREDIT

Through a partnership with Chicago Public Schools (CPS) and City Colleges of Chicago, high school students are eligible to enroll in any of the following courses:



- Art
- Biology
- Business
- Chemistry
- Computer Science
- Humanities
- Mathematics
- Psychology
- Speech

WHAT ARE THE BENEFITS?

- ✓ Earn credit for both high school and college. The college credit will be applied to a degree program at one of the City Colleges of Chicago or can be transferred to a four-year college.
- ✓ Access to great college professors.
- ✓ Develop important time management and study skills.

HOW DO YOU QUALIFY?

- ✓ Be a junior or senior in high school
- ✓ Have a minimum GPA of 2.5 and a 90% high school attendance rate
*school recommendation required if you don't meet both requirements
- ✓ Take ACT and COMPASS Placement Exam
* check CCC course catalogue for qualifying scores
- ✓ Submit a signed parental permission form.



Support recruiting efforts with collateral materials both in print and online products.

CITY COLLEGES OF CHICAGO

EDUCATION THAT **WORKS** WITHOUT ALL OF THE DEBT

CITY COLLEGES of CHICAGO
Education that Works

GET THE SKILLS. GET THE JOB.

CONSTRUCTION TECHNOLOGY

There are 14,000 construction technology jobs coming to Chicago.

GET YOURS.

CITY COLLEGES of CHICAGO
Education that Works

GET THE SKILLS. GET THE JOB.

HOSPITALITY & CULINARY ARTS

There are 47,000 hospitality and culinary arts jobs coming to Chicago.

GET YOURS.

CITY COLLEGES of CHICAGO
Education that Works

GET THE SKILLS. GET THE JOB.

EDUCATION & HUMAN SERVICES

There are 73,000 education & human services jobs coming to Chicago.

GET YOURS.

CITY COLLEGES of CHICAGO
Education that Works

GET THE SKILLS. GET THE JOB.

HEALTHCARE

There are 84,000 healthcare jobs coming to Chicago.

GET YOURS.

CITY COLLEGES of CHICAGO
Education that Works

GET THE SKILLS. GET THE JOB.

HIGH-TECH MANUFACTURING

There are 6,000 high-tech manufacturing jobs coming to Chicago.

GET YOURS.

CITY COLLEGES of CHICAGO
Education that Works

GET THE SKILLS. GET THE JOB.

INFORMATION TECHNOLOGY

There are 10,000 information technology jobs coming to Chicago.

GET YOURS.

CITY COLLEGES of CHICAGO
Education that Works

WWW.CCC.EDU | 773-COLLEGE

EDUCATION THAT WORKS - WITHOUT ALL OF THE DEBT

GET THE SKILLS. GET THE JOB.

BUSINESS & PROFESSIONAL SERVICES

There are 117,000 Business and Professional jobs coming to Chicago.

GET YOURS.

CITY COLLEGES of CHICAGO
Education that Works

WWW.CCC.EDU | 773-COLLEGE

EDUCATION THAT WORKS - WITHOUT ALL OF THE DEBT

GET THE SKILLS. GET THE JOB.

PUBLIC SAFETY

There are 15,000 public safety jobs coming to Chicago.

GET YOURS.

CITY COLLEGES of CHICAGO
Education that Works

WWW.CCC.EDU | 773-COLLEGE

EDUCATION THAT WORKS - WITHOUT ALL OF THE DEBT

GET THE SKILLS. GET THE JOB.

TRANSPORTATION, DISTRIBUTION & LOGISTICS

There are 110,000 transportation jobs coming to Chicago.

GET YOURS.

CITY COLLEGES of CHICAGO
Education that Works

WWW.CCC.EDU | 773-COLLEGE

EDUCATION THAT WORKS - WITHOUT ALL OF THE DEBT

START HERE, TRANSFER THERE.

TRANSFER TO A FOUR-YEAR INSTITUTION

Save up to \$40,000 in college costs.

CITY COLLEGES of CHICAGO
Education that Works

WWW.CCC.EDU | 773-COLLEGE

EDUCATION THAT WORKS - WITHOUT ALL OF THE DEBT

The total FY13 advertising and direct mail budget of \$1.02 million will fund the multi-channel outreach program - down from FY12 marketing budget of \$1.2 million

Target Market Split

- **30% of the ad budget will be dedicated to support the enrollment and retention efforts of the Latino Spanish-speaking market.**
 - Flat from FY12 levels targeted to this market

- **30% of the ad budget will be dedicated to the enrollment and retention efforts of the African American market**
 - Flat from FY12 levels targeted to this market

- **The remaining 40% will be spent in general market.**
 - Spending level flat from FY12

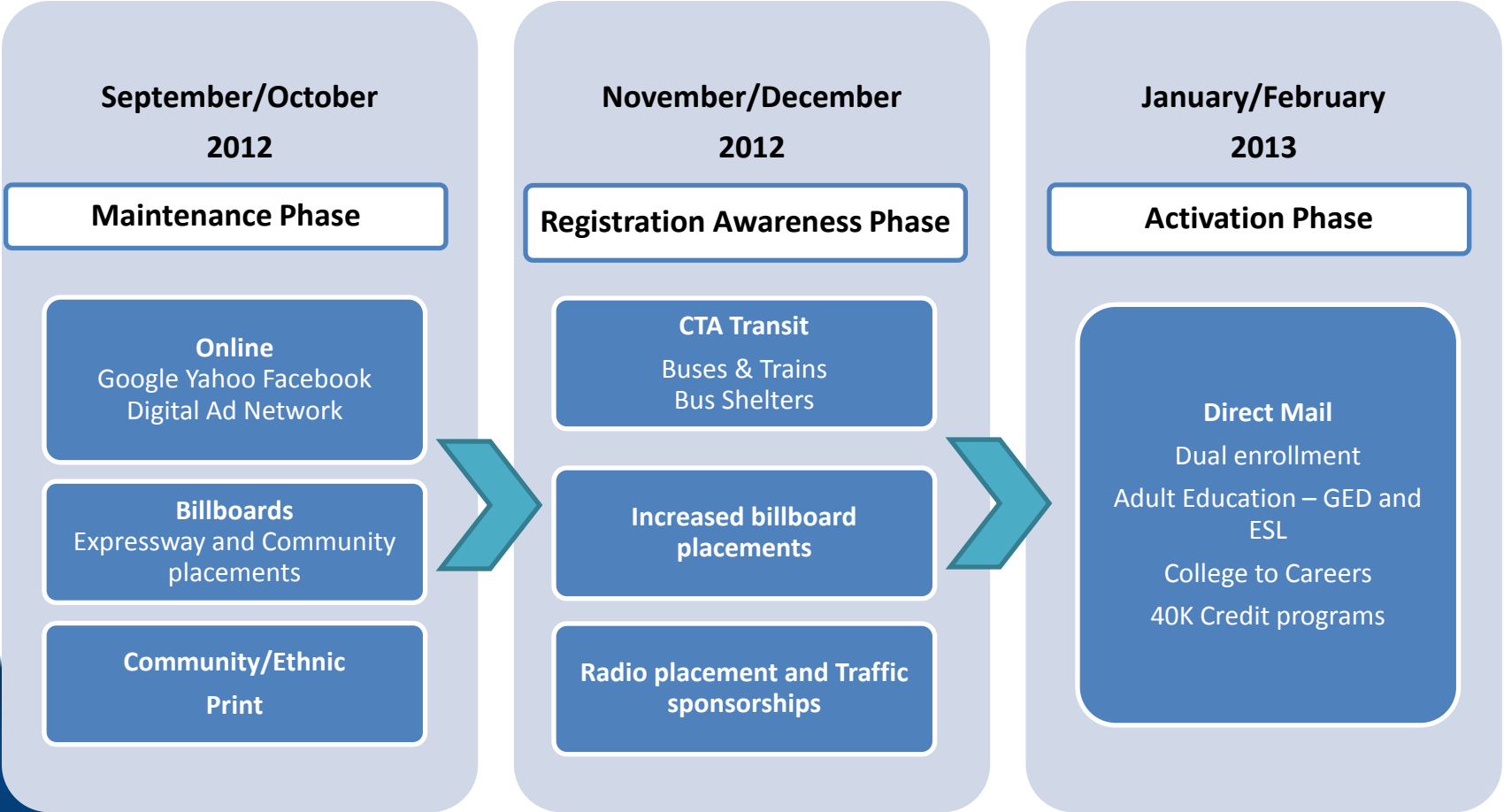
The total FY13 advertising and direct mail budget of \$1.02 million will fund the multi-channel outreach program.

Advertising Medium Split

<ul style="list-style-type: none"> • 12% - Community /Ethnic Print 	<p>True Star Magazine, Chicago Defender, Chicago Crusader, CROE, Neighborhood Star, Austin Voice, Inside Publications, Nadig Newspaper, Hoy, Lawndale Bilingual Newspaper, La Raza, La Voz, Extra Bilingual Newspaper</p>
<ul style="list-style-type: none"> • 20% - Radio 	<p>Clear Channel Radio, Clear Channel Traffic, WLFM 87.7 FM, WBBM-FM, Spanish Broadcasting System, Univision Radio, WVON – Midway Broadcasting, Crawford Broadcasting</p>
<ul style="list-style-type: none"> • 24% - Billboard 	<p>CBS Outdoor, Clear Channel Outdoor, JCDecaux, Titan Worldwide</p>
<ul style="list-style-type: none"> • 20% - Online* • Summer/Fall 2012 Digital Ad Network - 1.7 Million unique impressions, overall click through .07%, Cost per Click (CPC) \$1.61 	<p>Digital Ad Network, Google, ReachLocal, Facebook</p>
<ul style="list-style-type: none"> • 19% - Direct Mail 	<p>Program target: adult education, dual enrollment, general registration, College to Careers</p>

* New online vendor and website enhancements will increase our ability to track online visitors and referring pages.

FY13 advertising buys and marketing activities will be structured to align our placements with measurement mechanisms to track ad performance.



Marketing Registration Campaign Schedule

