

The background of the slide features a large, faint, circular seal of the State of Indiana. The seal contains the text "THE STATE OF INDIANA" at the top and "1816" at the bottom. In the center of the seal is a landscape with a plow, a sheaf of wheat, and a figure. The seal is rendered in a light gray color against a dark gray background.

# Next Level Jobs

Marketing update

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Indiana Commission for Higher Education

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# RESULTS AND INSIGHTS

- ▶ Examples
- ▶ Audiences
- ▶ Outcomes and impact: July 2019 to December 2020
- ▶ Rapid Recovery: Fall and winter 2020
- ▶ Your Next Step campaign



# HOW ARE WE REACHING HOOSIERS?

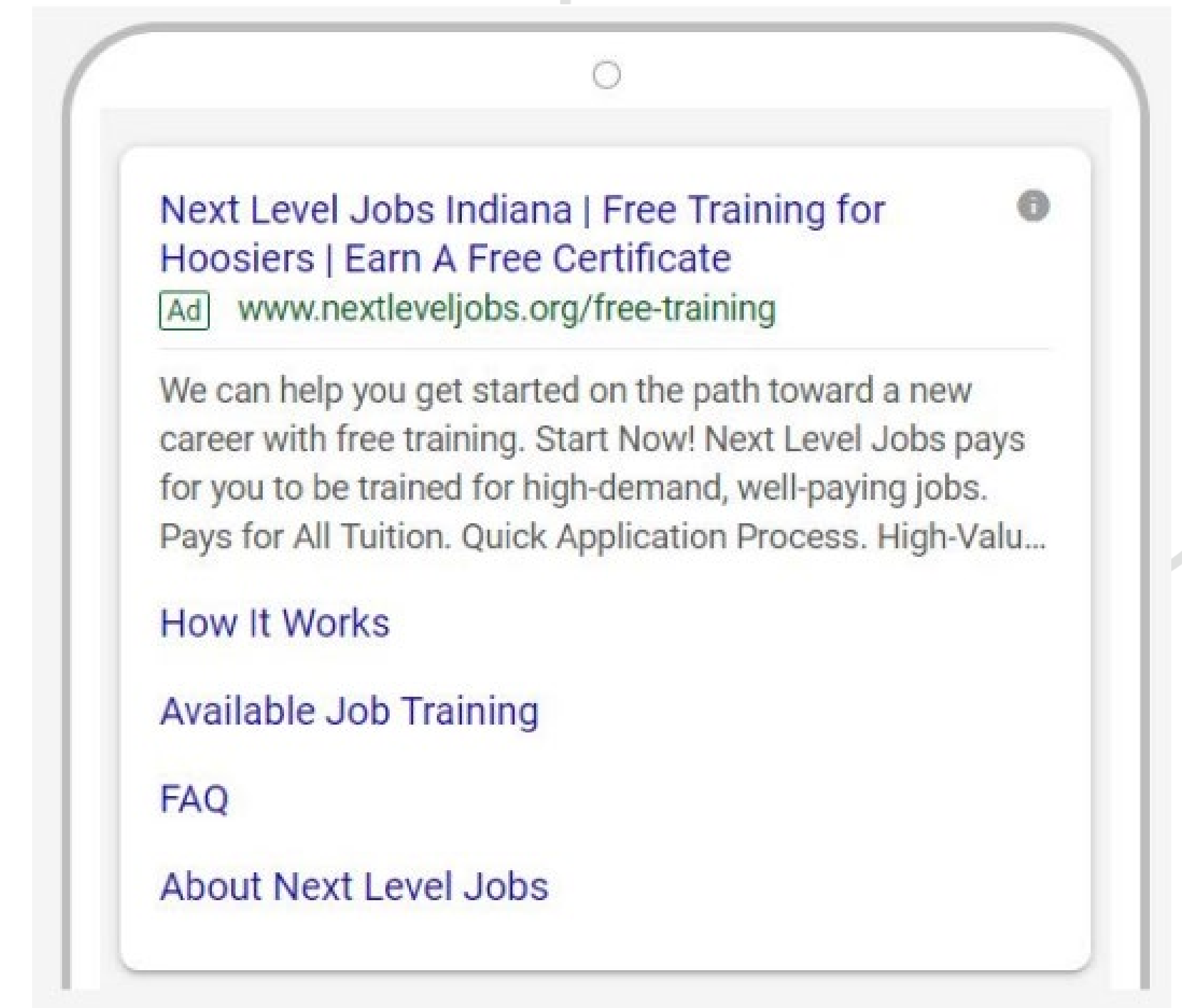
- ▶ Video ads via YouTube
- ▶ Banner ads that follow relevant users across the internet





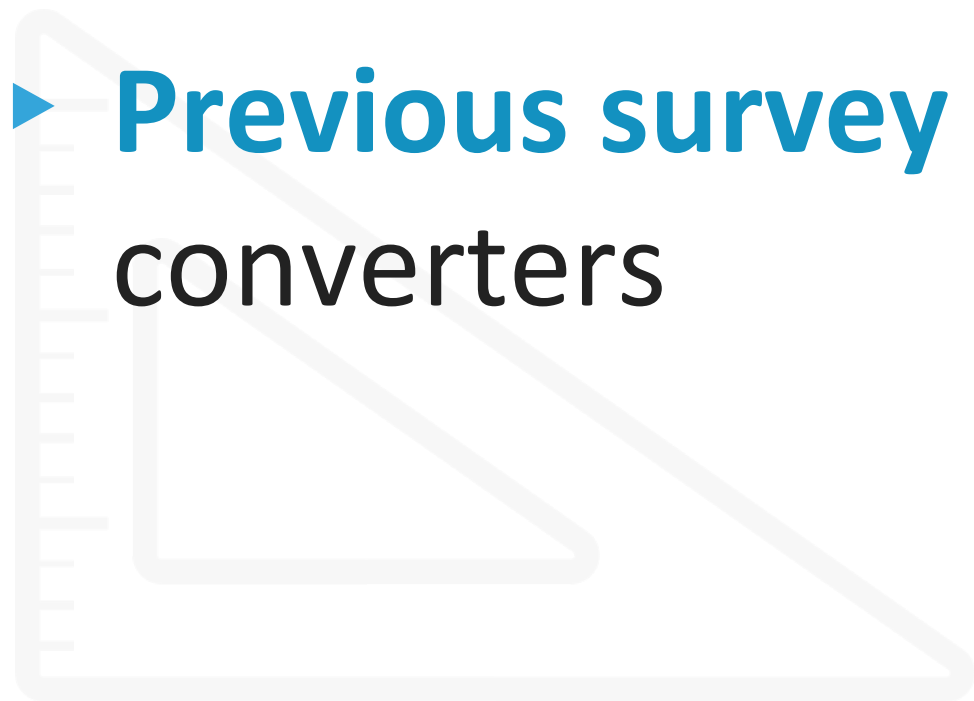
# EXAMPLES

- ▶ Social media posts and ads with a call to action
- ▶ Paid search: reaches users who are actively seeking something specific, using keywords (brand names, program-specific searches, employment-related [WorkOne] and more)



# AUDIENCES

- ▶ **Underserved:** lower income households, those seeking financial or housing assistance, etc.
- ▶ **Underemployed:** seeking upskilling opportunities, ways to change careers; those who are planning to go back to school
- ▶ **Education level:** building awareness among Hoosiers who didn't have college-level or above education
- ▶ **Previous survey completers** to build new audiences with information from past converters



# OUTCOMES AND IMPACT: JULY 2019-DEC. 2020

- ▶ **YouTube:** 1.5 million ad views; 5,400+ clicks to leave YouTube and visit NLJ
- ▶ **Banner ads:** Seen 30.4+ million times; over 300,000 users sent to the website; directly impacted 700+ survey completions
- ▶ **Social media:** 2.7 million users reached with social media ads; 168,000+ prospects sent to NLJ; 4,700+ survey completions from social media ads
- ▶ **Paid search:** delivered ads to 1.8 million searchers; sent 143,000 users to NLJ and generated nearly 16,000 survey completions

# ENROLLMENTS AND COMPLETIONS

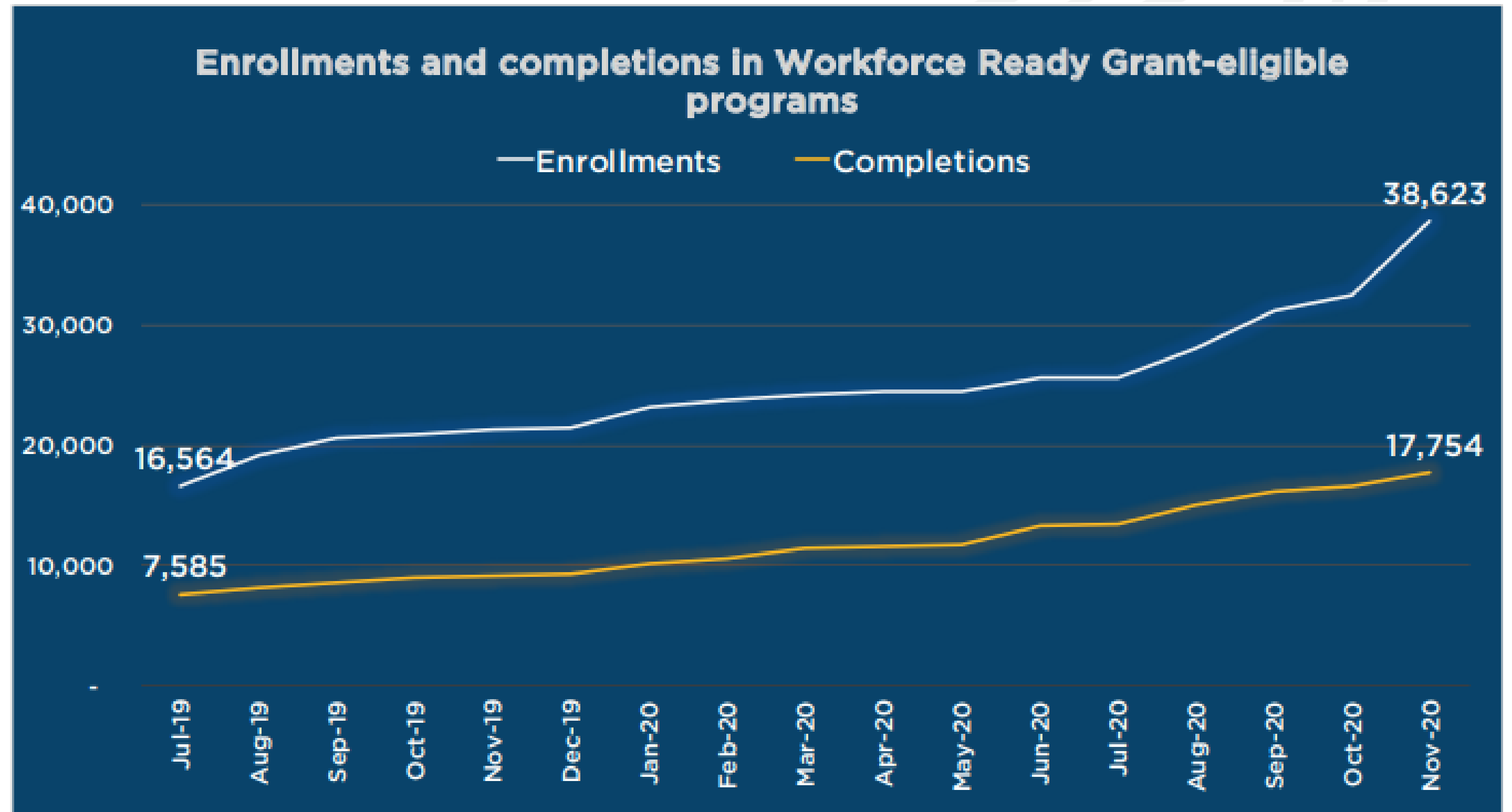
▶ Since 2017 program inception:

▶ **Workforce Ready Grant:**

- ▶ 41,000+ Hoosiers have enrolled
- ▶ 21,000+ Hoosiers completed
- ▶ \$6,800 annual wage gain

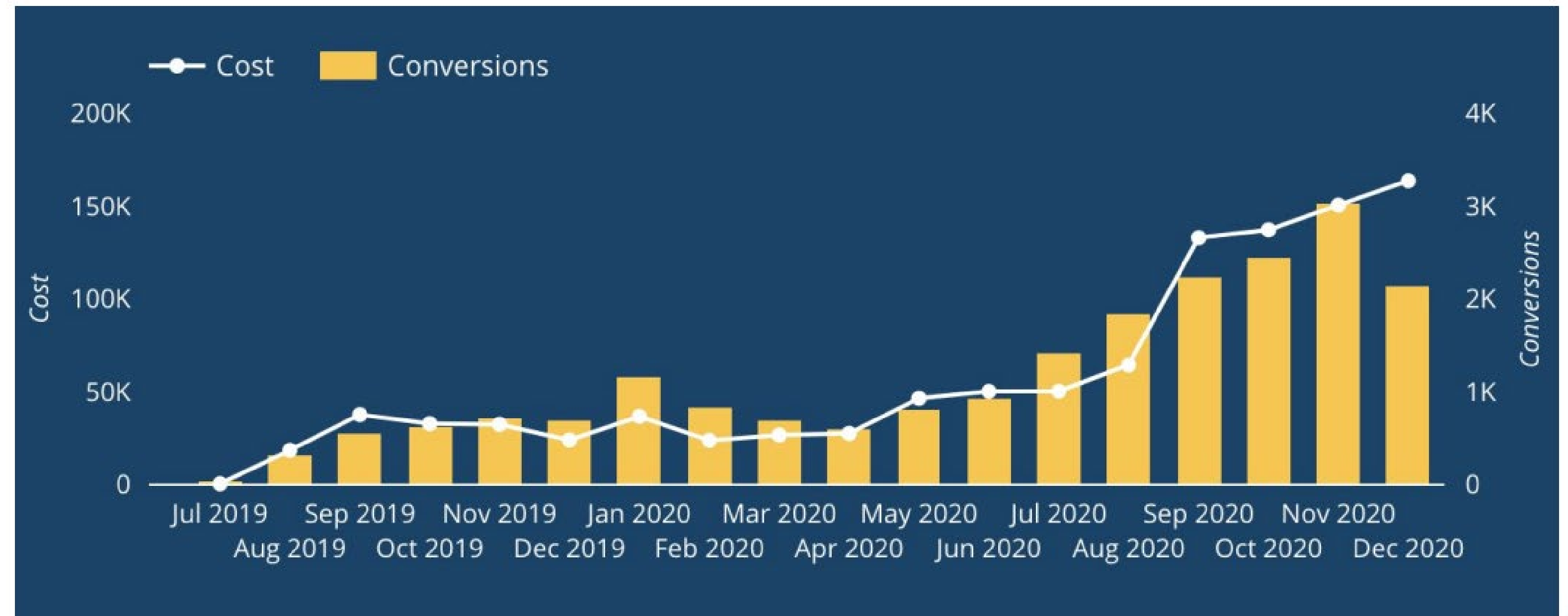
▶ **Employer Training Grant:**

- ▶ 2,900+ employers have engaged
- ▶ 26,500+ trainees
- ▶ Nearly \$6,000 annual wage gain



# ALL-TIME IMPACT

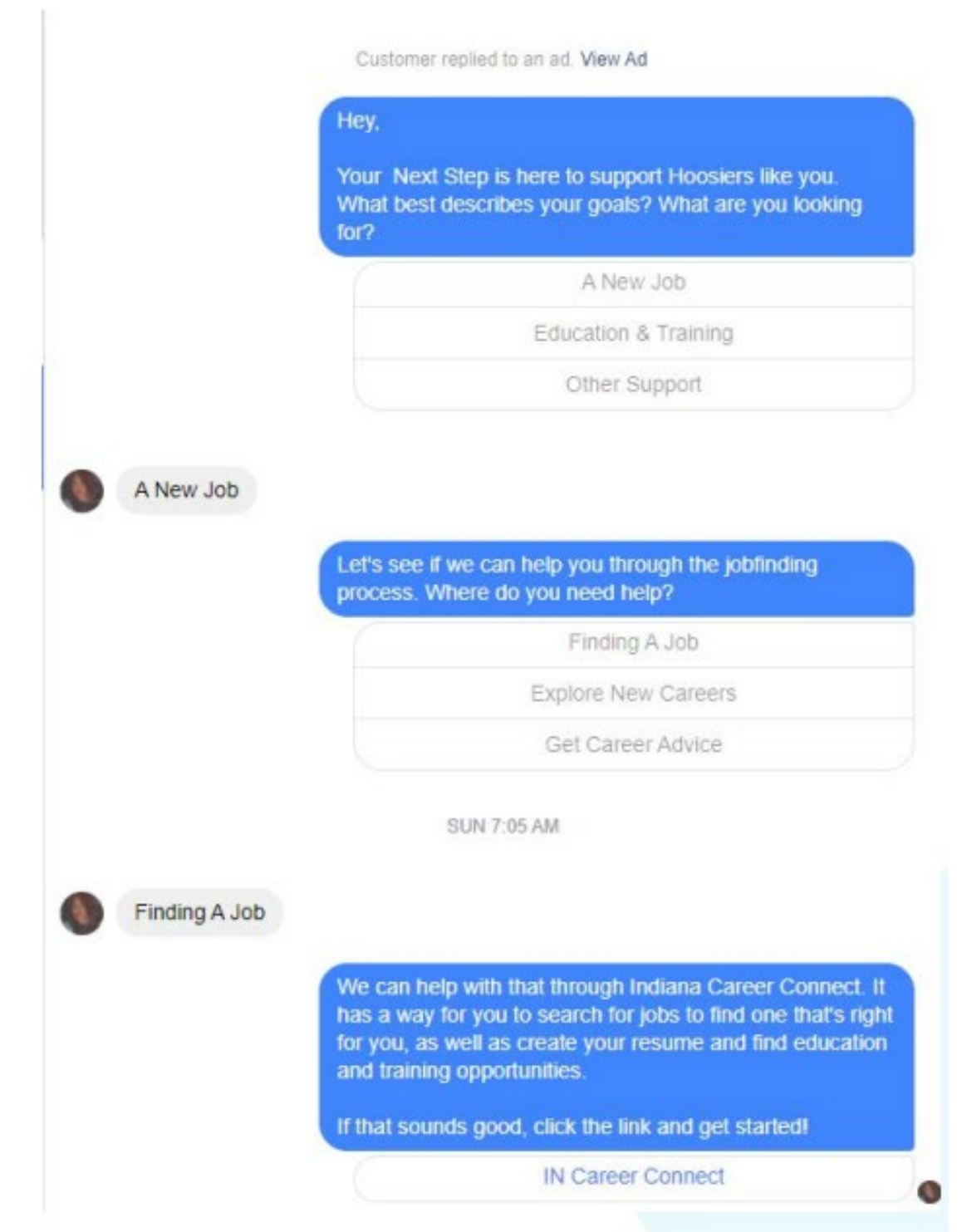
- ▶ Digital has directly generated **21,216** survey completions since these efforts started
- ▶ **39%** of all survey completions via NLJ occurred immediately following an ad click
- ▶ Resulted in the **three highest months** of survey completions ever on the Next Level Jobs website
- ▶ Monthly growth of about 300% in survey completions year-over-year





# RAPID RECOVERY: FALL AND WINTER 2020

- ▶ New: Facebook messenger ads were responsible for 1,800+ conversations and 9,400+ users sent to the NLJ site
- ▶ 6.4+ million ad impressions; over 41,000 ad clicks to visit the website; 4,200+ applications generated by ads in less than five months
- ▶ The cost per action was \$40.85
- ▶ 22% better than overall WRG efforts and a quarter the amount typical for higher ed in Indiana



# RAPID RECOVERY IMPACT

## ▶ **Workforce Ready Grant results:**

- ▶ 15,618 Hoosiers enrolled in the Workforce Ready Grant
- ▶ 7,994 Hoosiers earned a Workforce Ready Grant-eligible certificate
- ▶ \$42 million of CARES Act funding was invested in the grant

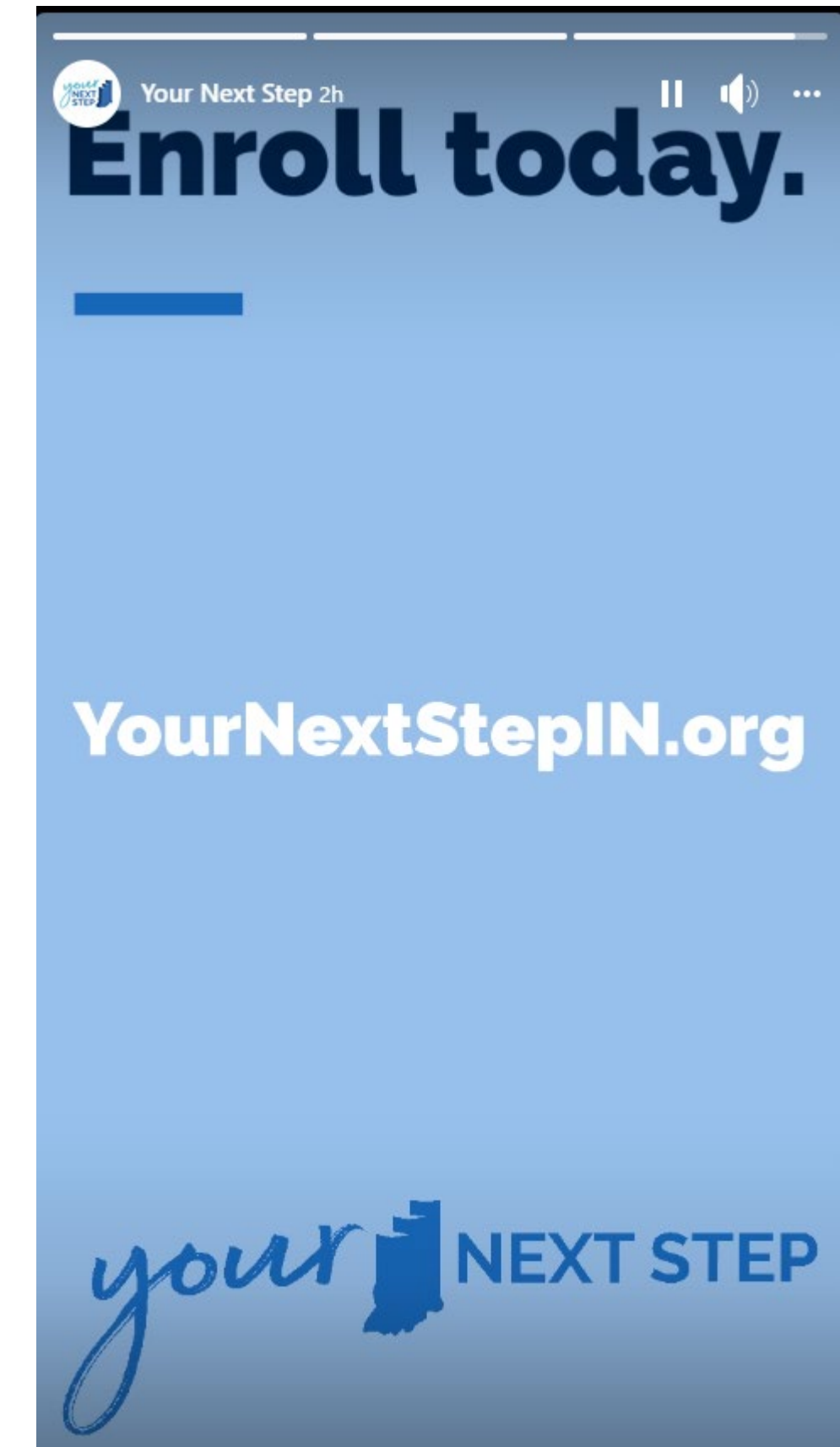
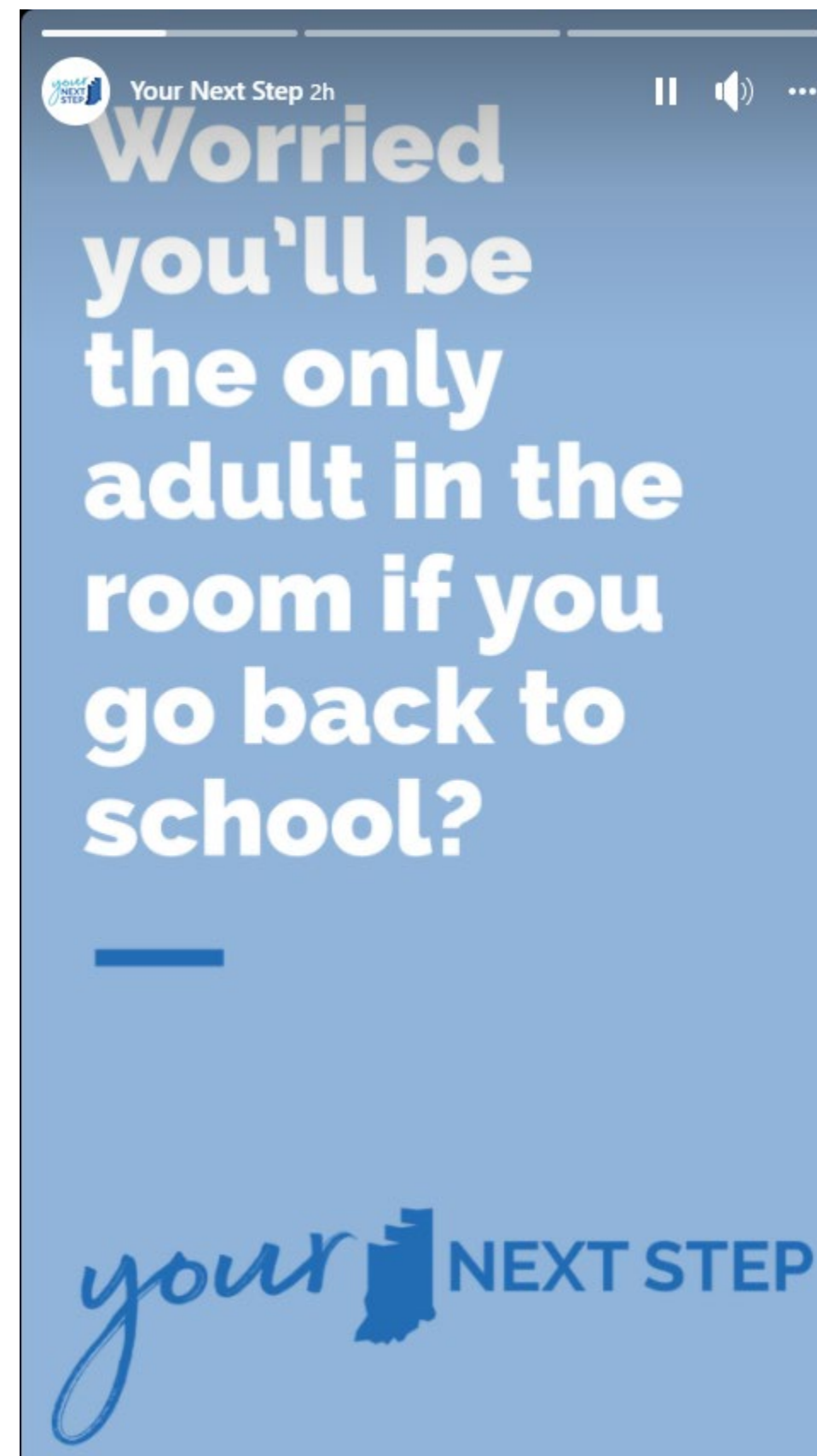
## ▶ **Employer Training Grant results:**

- ▶ 1,241 employers engaged with the Employer Training Grant
- ▶ 11,752 employees were trained
- ▶ 4,977 Hoosiers were hired with an average wage of more than \$20/hour
- ▶ Nearly \$42 million state and federal funds obligated for new trainees since July 1



# YOUR NEXT STEP

- ▶ Since November 20:
  - ▶ Over 95,000 visits and 80,000 returning users and consistent traffic over the time period
  - ▶ Directly responsible for almost 500 leads for Next Level Jobs, You Can. Go Back., Ivy Tech and Vincennes University
  - ▶ Facebook, Instagram, paid search, LinkedIn, videos campaign through May 2021





**INDIANA COMMISSION *for***  
**HIGHER EDUCATION**