

Media Preferences

Inland Empire/Desert Regional Consortium / readysetcareer.org

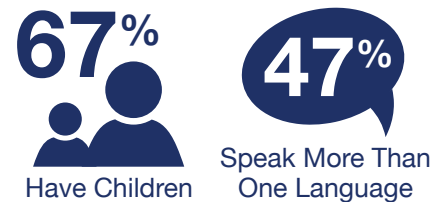
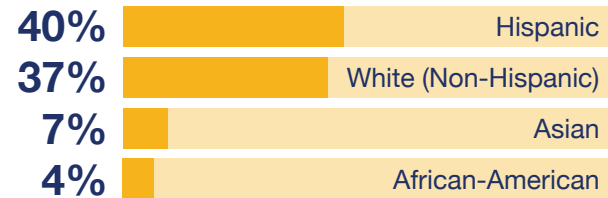
PERSONA #1:

Adult Students 25+, Career-Starters, Skills-Builders

READY career education
at your local community college



AT A GLANCE



LIKE CLOCKWORK



- Expectations for Reply Time:
- EMAIL** 2 to 24 hours
 - VOICE MESSAGE** Same or next day
 - WEBSITE INQUIRY** Same or next day



THE YEARN TO RETURN

4 in 5 students feel encouraged by their college to persist

- MOST EFFECTIVE METHODS:**
1. Email
 2. Professor/Advisor Contact
 3. Direct Mail
 4. Campus Posters
 5. Social Media
 6. College Newspaper

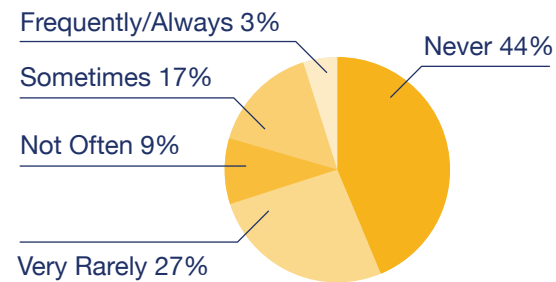


ON BLAST

3 in 4 students



How often do they click on Social Media ads?



- Keeping Up**
Favorite uses of social media:
1. Contact friends and family
 2. Explore news and current events
 3. Watch videos
 4. Post/Share content
 5. Waste time

Favorite social networking sites:

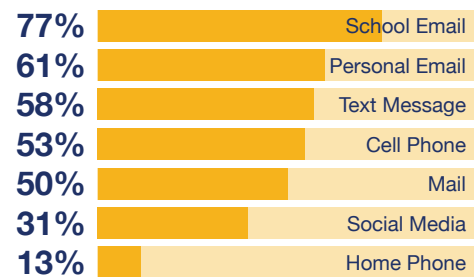


LOCATION. LOCATION. LOCATION.

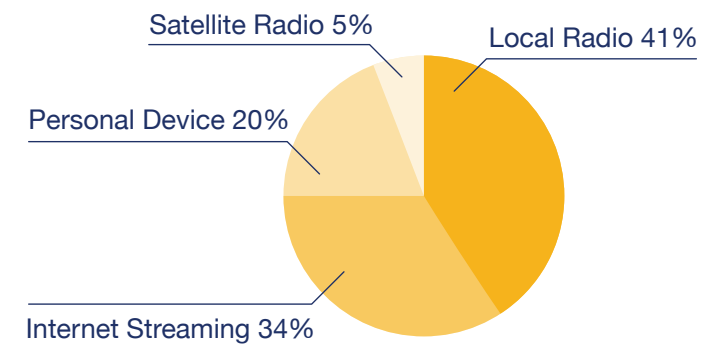
Most influential factors for attending:

- CAMPUS NEARBY:** 36%
- COST:** 34%
- PROGRAM OPTIONS:** 15%
- FAMILY/FRIEND RECOMMENDATION:** 10%
- EASE OF TRANSFER:** 2%

Filed... Not Dialed
"Liked" or "Strongly Liked" methods of contact:

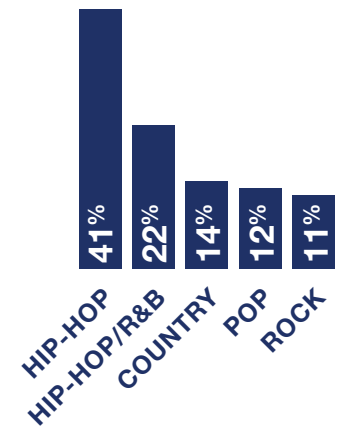


DRIVE TIME

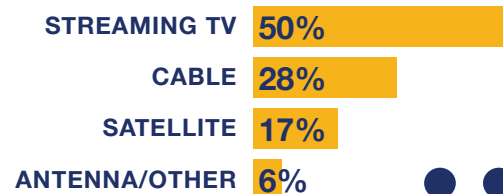


Apple Music
Pandora
Amazon Prime Music
Spotify

80% Listen Between 6-9 a.m. or 3-6 p.m.



CORD-CUTTERS



79% households with more than one TV | **97%** have two or more internet-accessing devices



No News is Good News
Nearly **9 in 10** respondents do not often read a daily, printed newspaper



RECONNAISSANCE MISSION

Students Visited Their College Website Before Attending

7 in 10 Made the Decision to Apply Based on the Website

80% of Students Did Not Engage with a High School Guidance Counselor Regarding Career Education

PREFERRED PLATFORMS FOR RECRUITMENT

- 38%** COLLEGE WEBSITE
- 32%** CAMPUS VISIT
- 11%** SOCIAL MEDIA
- 7%** LOCAL HIGH SCHOOL

PREFERRED STRATEGIES FOR RECRUITMENT

- 37%** WORK/JOB ENCOURAGEMENT
- 17%** FACEBOOK/TWITTER POSTS
- 16%** COLLEGE WEBSITE CALL TO ACTION
- 15%** COLLEGE REP AT HIGH SCHOOL