Overview

1. Follow Up: Online Degrees
2. Web Accessibility Update
3. Support with Web Content
4. Social Media Update
5. Summer/Fall Enrollment Campaign – Free College
Online Degrees Page
• Added clarifying text to emphasize that online degrees are equivalent to traditional degrees earned by on-campus students.

College Homepage
• The Online Degrees and Certificates are now prominently featured on the college homepage.

Academics Page
• The Academics page now includes a separate section for "Online Degrees and Certificates” providing easier access to fully online programs.

A-Z Index Page and SEO
• The online degrees and certificates page has been improved for better searchability.
• A link to the Online Degrees page has been added to the A-Z Site Index for easier access.
• Improved page SEO to increase its visibility in search engine results.
Website traffic for Online Degrees page from Jan 1, 2023 to Apr 8, 2023 (page went live Jan 19, 2023)
Web Accessibility

Strategies underway or complete

• Align with standards for web content and accessibility to ensure we reach a wider audience, promote equality, and comply with legal requirements such as the Americans with Disabilities Act (ADA) and the Web Content Accessibility Guidelines (WCAG)

• Accessible websites can improve the user experience for all visitors, not just those with disabilities, and can have a positive impact on search engine optimization (SEO) and overall website performance

• Auto generate captioning on videos before embedding on website, ensuring accessibility
Web Accessibility

Number of Accessibility Errors on the Website over Time

- **Low Contrast Errors:**
  - October 1, 2021: 49,563
  - March 1, 2023: 3,004

- **Other Errors:**
  - October 1, 2021: 8158
  - March 1, 2023: 946

**Decrease in low contrast errors:** 94%

**Decrease in other types of errors:** 88%
Web Content

• Hired consultant to work with campus community to update web content: 200+ webpages edited and maintained since July 2022.

• Implemented Google Translation widget to allow users to translate website content in 130 + different languages

• Redesigned student facing websites such as the Admissions & Records website to facilitate the enrollment process for prospective student and enhance user experience

• New campus hours website to promote offerings for evening and weekend students

• New collegewide online public events calendar
# Social Media

## Monthly Impressions Based on Posts

<table>
<thead>
<tr>
<th></th>
<th>FB Posts</th>
<th>FB Impressions</th>
<th>FB Shares</th>
<th>IG Posts</th>
<th>IG Impressions</th>
<th>IG Likes</th>
<th>Linkedin Organic Views</th>
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<tbody>
<tr>
<td>Sept. 2022</td>
<td>8</td>
<td>3,880</td>
<td>5</td>
<td>4</td>
<td>3,594</td>
<td>181</td>
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<td>Oct. 2022</td>
<td>44</td>
<td>18,991</td>
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<td>33</td>
<td>18,125</td>
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<tr>
<td>Nov. 2022</td>
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<td>21,815</td>
<td>18</td>
<td>29</td>
<td>15,559</td>
<td>837</td>
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<td>Dec. 2022</td>
<td>41</td>
<td>17,587</td>
<td>38</td>
<td>40</td>
<td>21,759</td>
<td>1,153</td>
<td>14,539</td>
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<tr>
<td>Jan. 2023</td>
<td>44</td>
<td>22,020</td>
<td>55</td>
<td>55</td>
<td>30,173</td>
<td>1,580</td>
<td>10,736</td>
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<tr>
<td>Feb. 2023</td>
<td>45</td>
<td>14,223</td>
<td>34</td>
<td>50</td>
<td>24,622</td>
<td>1,332</td>
<td><strong>16,250</strong></td>
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<tr>
<td>Mar. 2023</td>
<td>42</td>
<td>16,033</td>
<td>41</td>
<td>48</td>
<td>22,726</td>
<td>1,302</td>
<td>13,989</td>
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</tbody>
</table>

@canadacollegeRWC

**Social Media Overview**

- **Facebook**
  - 6,223 followers
- **Instagram**
  - 2,024 followers
- **Linkedin**
  - 17,122 followers
Post Examples on Social Media

Top Posts for Month of March

LinkedIn

Top Posts for Month of March

Instagram
Working with Umoja and the English Department we came up with prominent Black Americans who had a Bay Area tie (and maybe a College tie-in as well)

Tied to poetry and writers discussed in Cañada classes

Tied to acting, costuming, video game design, photography for Cañada classes
Summer Class Push (similar to Fall)
Free College Summer/Fall Enrollment Campaign

- Summer campaign launched April 1
- Fall campaign to launch May 1

Advertising on platforms such as:
- Snapchat
- TikTok
- YouTube
- Facebook & Instagram
- LinkedIn
- Google Search
Free College Summer/Fall Enrollment Campaign

Target Audiences:
- Adult Learners
- High Schoolers
- Career Seeker/Changers
- Parents/Influencers
- Stopped-Out
- Transfer
- General Brand Awareness
Free College Summer/Fall Enrollment Campaign

DROP THE FEES.
CAÑADA COLLEGE IS FREE

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LEARN MORE
Questions?