



Cañada College

IPC Marketing Update

April 21, 2023

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 - Website Updates

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

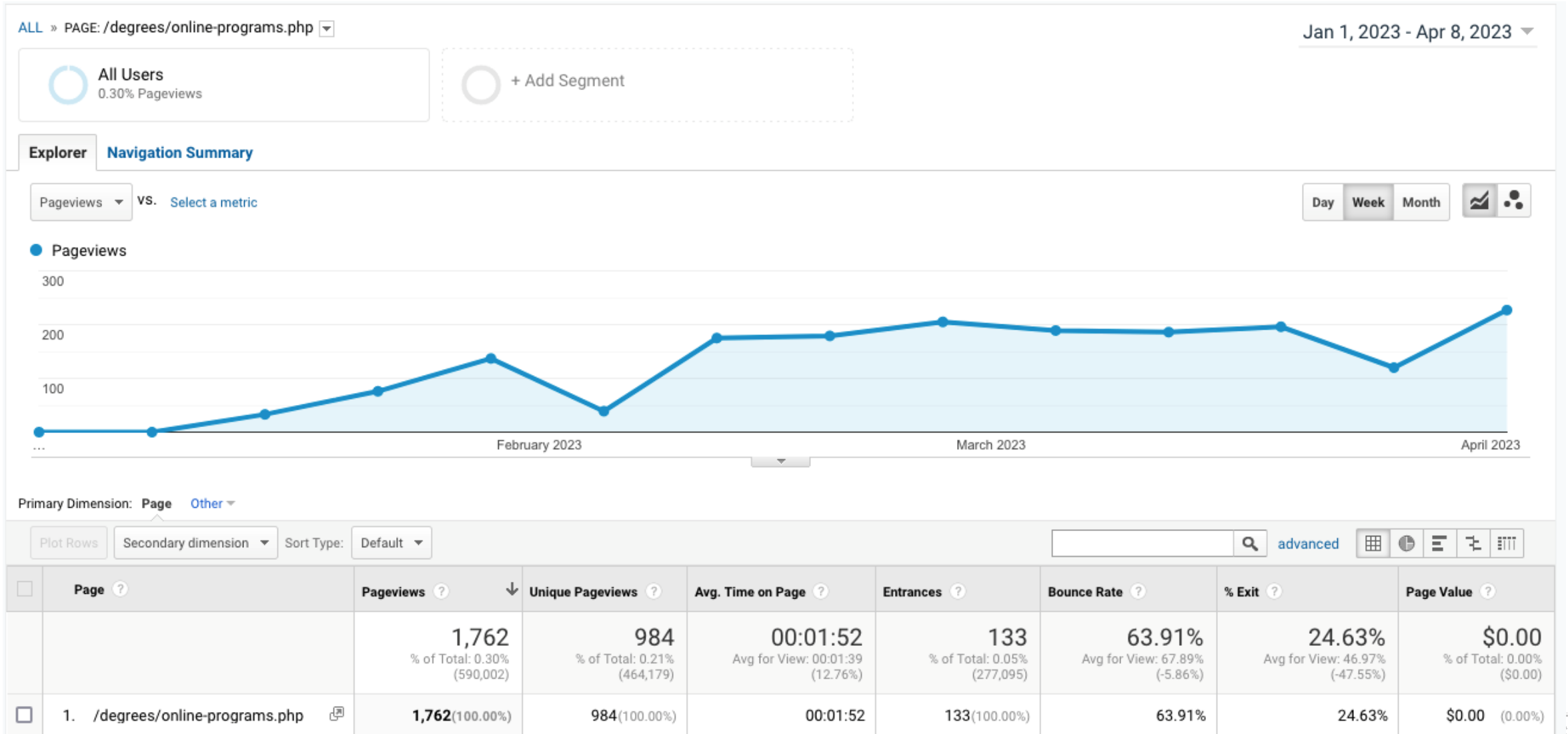
- The Academics page now includes a separate section for "Online Degrees and Certificates" providing easier access to fully online programs.

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.

Online Degrees - Website Updates

Website traffic for Online Degrees page from Jan 1, 2023 to Apr 8, 2023 (page went live Jan 19, 2023)



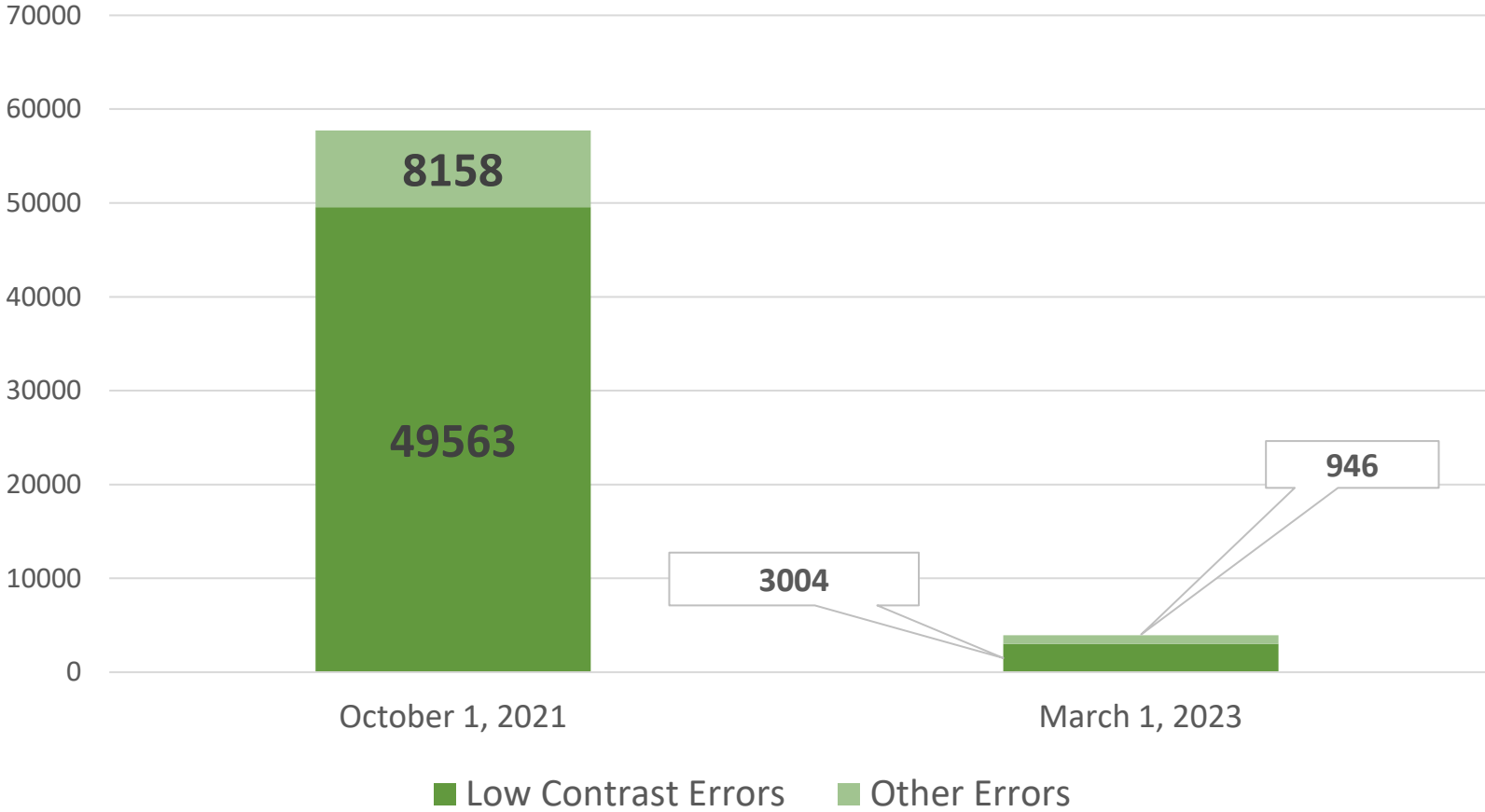
Web Accessibility

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



94%

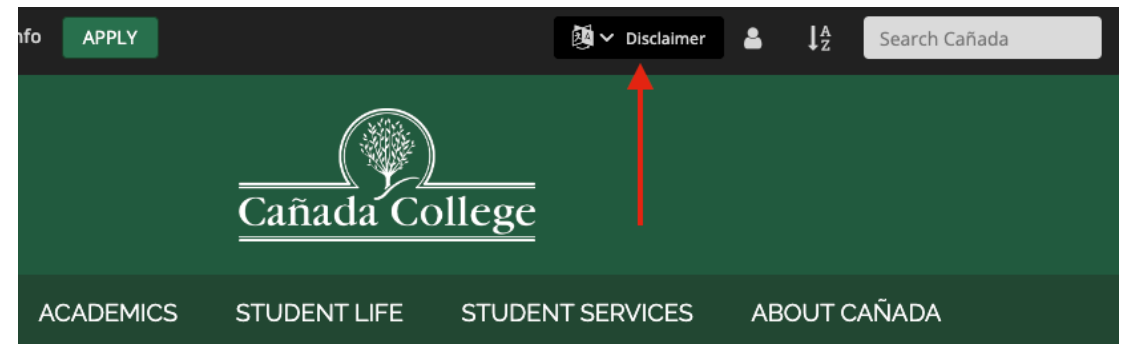
Decrease in low contrast errors

88%

Decrease in other types of errors

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

Highs in **BOLD**



@canadacollegerwc

	FB Posts	FB Impressions	FB Shares	IG Posts	IG Impressions	IG Likes	LinkedIn Organic Views
Sept. 2022	8	3,880	5	4	3,594	181	97
Oct. 2022	44	18,991	47	33	18,125	1,165	6,382
Nov. 2022	36	21,815	18	29	15,559	837	9,376
Dec. 2022	41	17,587	38	40	21,759	1,153	14,539
Jan. 2023	44	22,020	55	55	30,173	1,580	10,738
Feb. 2023	45	14,223	34	50	24,622	1,332	16,250
Mar. 2023	42	16,033	41	48	22,726	1,302	13,989

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

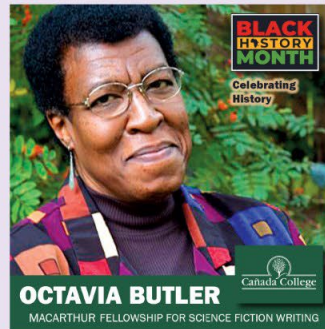
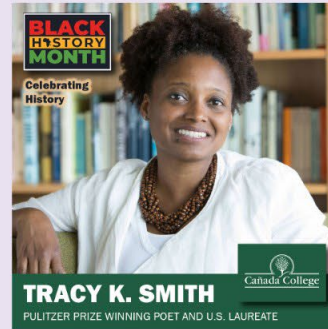
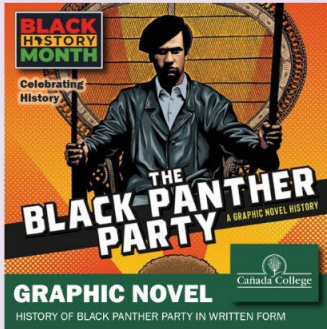


Top Posts for Month of March



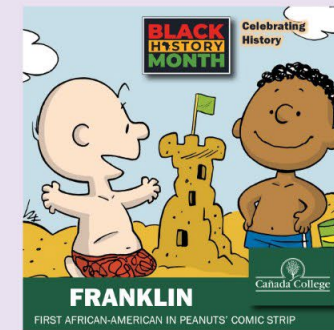
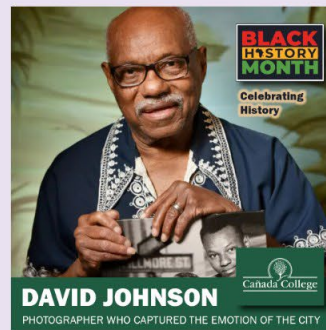
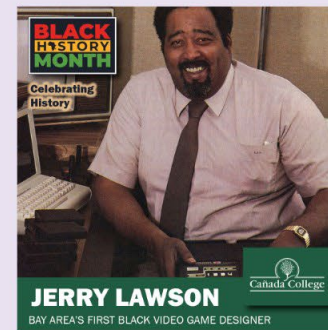
Black History Month

Black History Month Posts



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)

 **SUMMER CLASSES**

UNDERSTANDING BUSINESS

Course #	Name
CBOT 435	Spreadsheets
BUS 100	Intro to Business
BUS 101	Human Relations in the Workplace
BUS 180	Marketing
BUS 401	Business Communication
BUS 201	Business Law
ECN 100	Macro Economics
ECN 102	Micro Economics

MORE CLASSES 

Days/Times Offered: webschedule.smccd.edu


 **SUMMER CLASSES**

EARLY CHILDHOOD

Course #	Name
ECE 201	Child Development
ECE 210	Early Childhood Principles
ECE 211	Early Childhood Curriculum
ECE 212	Child, Family & Community
ECE 275	Children's Language & Literacy


MORE CLASSES 

Days/Times Offered: webschedule.smccd.edu

 **SUMMER CLASSES**

EARTH, WIND & SKY

Course #	Name
ASTR 100	Intro to Astronomy
METE 100	Meteorology, Weather & Climate
OCEN 100	Oceanography

MORE CLASSES 

Days/Times Offered: webschedule.smccd.edu

 **SUMMER CLASSES**

THE WORLD AROUND US

Course #	Name
ANTH 110	Cultural Anthropology
ANTH 125	Biological Anthropology
ETHN 107	Intro to Native American Studies
PLSC 310	California State & Local Government
HIST 245	Race, Ethnicity & Immigration
PLSC 210	American Politics

MORE CLASSES 

Days/Times Offered: webschedule.smccd.edu


 **SUMMER CLASSES**

UNLEASH YOUR CREATIVITY

Course #	Name
DRAM 140	Intro to the Theatre
MUS 100	Fundamentals of Music
ART 101	Ancient, Classical, Medieval Art History
FASH 133	Copying Ready to Wear Garments
MART 455	Indy. Game Design Development


MORE CLASSES 

Days/Times Offered: webschedule.smccd.edu

 **SUMMER CLASSES**

LEARN ENGLISH

Course #	Name
ESL 400	Composition for Multilingual Students
ESL 808	Intensive Grammar Review
ESL 836	English Pronunciation

MORE CLASSES 

Days/Times Offered: webschedule.smccd.edu


 **SUMMER CLASSES**

HEALTHY LIFESTYLE

Course #	Name
DANC 125	Salsa
AQUA 127	Swim Stroke Development
FITN 117	Strength and Conditioning
FITN 118/9	Fitness Center Workouts
FITN 304	Walking for Fitness
FITN 334	Yoga
KINE 109	Lifetime Fitness & Nutrition
BIOL 310	Nutrition


MORE CLASSES 

Days/Times Offered: webschedule.smccd.edu

 **SUMMER CLASSES**

STEM RELATED COURSES

Course #	Name
ENGR 100	Intro to Engineering
CIS 118	Intro to Computer Science
CIS 250	Intro to Object Orientated C++
MATH 200	Probability & Statistics
MATH 241	Business Calculus
MATH 251	Analytical Geometry / Calculus I

MORE CLASSES 

Days/Times Offered: webschedule.smccd.edu

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

DROP
THE
FEES.

CAÑADA
COLLEGE
IS FREE

 Cañada College

APPLY NOW

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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**CAÑADA
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[LEARN MORE](#)



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Questions?

