



## Compass Charter Schools

### External Relations Committee Meeting

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#### Date and Time

Thursday April 26, 2018 at 4:00 PM PDT

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CCS Central Office: 850 Hampshire Road, Suite P, Thousand Oaks, CA 91361  
1846 West Imperial Hwy., Los Angeles, CA 90047  
3580 Wilshire Blvd., Suite 1130, Los Angeles, CA 90010

Please join my meeting from your computer, tablet or smartphone.  
<https://global.gotomeeting.com/join/636557557>  
You can also dial in using your phone: (872) 240-3212 ; Access Code: 636-557-557

For questions or requests regarding accessibility, please call Miguel Aguilar at (805) 807-8199.

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#### Agenda

	Purpose	Presenter	Duration
<b>I. Opening Items</b>			
A. Call the Meeting to Order		John Vargas	1 m
B. Record Attendance and Guests		Miguel Aguilar	1 m
<b>II. CONSENT ITEMS</b>			
A. Consent Items	Vote	John Vargas	1 m
Consent Items – Items under Consent Items will be voted on in one motion unless a member of the Committee requests that an item be removed and voted on separately, in which case, the Committee Chair will determine when it will be called and considered for action. Due to the set-up of BoardOnTrack, approval of any meeting minutes will be done through consent, unless removed and voted on separately as noted above, using the same vote count.			
<ul style="list-style-type: none"><li>• Approval of April 26, 2018 Regular Meeting Agenda</li><li>• Approval of February 22, 2018 Regular Meeting Minutes</li></ul>			
B. Approval of the February 22, 2018 Regular Meeting Minutes	Approve Minutes	John Vargas	

Approve minutes for External Relations Committee Meeting on February 22, 2018

**III. COMMUNICATIONS**

**A.** Committee Member Communication      FYI      John Vargas      10 m

- Matthew Brown
- John Vargas

**IV. REPORTS**

**A.** Staff Report      FYI      J.J. Lewis      5 m

**V. PUBLIC COMMENT**

**A.** Public Comment      FYI      John Vargas      5 m

Addressing the Committee – Committee meetings are meetings of the Board of Directors and will be held in a civil, orderly and respectful manner. All public comments or questions should be addressed to the Committee through the Chair of the Committee. To ensure an orderly meeting and an equal opportunity for each speaker, persons wishing to address the Committee must send a Speaker Request Message through the form of a text message or chat box message to Miguel Aguilar, Executive Assistant to the CEO (805-807-8199). Messages must contain speaker name, contact number or email, and subject matter and sent prior to the beginning of the Public Comment section of the meeting. Members of the public may address the Committee on any matter within the Committee’s jurisdiction and have **three (3) minutes each** to do so. The total time of each subject will be fifteen (15) minutes, unless additional time is requested by a Committee Member and approved by the Committee.

The Committee may not deliberate or take action on items that are not on the agenda. However, the Committee may give direction to staff following a presentation. The Chair is in charge of the meeting and will maintain order, set the time limits for the speakers and the subject matter, and will have the prerogative to remove any person who is disruptive of the Committee meeting. The External Relations Committee may place limitations on the total time to be devoted to each topic if it finds that the numbers of speakers would impede the Committee’s ability to conduct its business in a timely manner. The External Relations Committee may also allow for additional public comment and questions after reports and presentations if it deems necessary.

**VI. UNFINISHED BUSINESS**

**VII. NEW BUSINESS**

**A.** Review and Discussion of 2018 Marketing Plan      Discuss      J.J. Lewis      10 m

**VIII. Closing Items**

**A.** Upcoming Meetings      FYI      J.J. Lewis      1 m

External Relations Committee Meeting  
4 pm - Thursday, June 21

Board of Directors Public Hearing  
2 pm - Saturday, June 23

Board of Directors Annual Meeting  
6 pm - Monday, June 25

<b>B. Adjourn Meeting</b>	Vote	John Vargas	1 m
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# Cover Sheet

## Consent Items

**Section:** II. CONSENT ITEMS  
**Item:** A. Consent Items  
**Purpose:** Vote  
**Key Result:** Committee Attendance  
**Submitted by:** J.J. Lewis

RECOMMENDATION:  
A motion to approve the consent items.

# Cover Sheet

## Approval of the February 22, 2018 Regular Meeting Minutes

**Section:** II. CONSENT ITEMS  
**Item:** B. Approval of the February 22, 2018 Regular Meeting Minutes  
**Purpose:** Approve Minutes  
**Submitted by:** Miguel Aguilar  
**Related Material:**

Minutes for External Relations Committee Meeting on February 22, 2018

**RECOMMENDATION:**

N/A - motion covered through consent items motion.



## Compass Charter Schools

# Minutes

## External Relations Committee Meeting

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### **Date and Time**

Thursday February 22, 2018 at 4:00 PM

---

CCS Central Office: 850 Hampshire Road, Suite P, Thousand Oaks, CA 91361  
1846 West Imperial Hwy., Los Angeles, CA 90047  
3580 Wilshire Blvd., Suite 1130, Los Angeles, CA 90010

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### **Committee Members Present**

J. Lewis (remote), J. Vargas (remote), M. Brown (remote)

### **Committee Members Absent**

*None*

### **Guests Present**

M. Aguilar (remote)

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## **I. Opening Items**

### **A. Call the Meeting to Order**

J. Vargas called a meeting of the External Relations committee of Compass Charter Schools to order on Thursday Feb 22, 2018 @ 4:15 PM.

### **B. Record Attendance and Guests**

## II. CONSENT ITEMS

### A. Consent Items

M. Brown made a motion to approve the consent items.

J. Vargas seconded the motion.

The committee **VOTED** to approve the motion.

#### Roll Call

M. Brown Aye

J. Vargas Aye

### B. Approval of the October 26, 2017 Regular Meeting Minutes

M. Brown made a motion to approve minutes from the External Relations Committee Meeting on 10-26-17.

J. Vargas seconded the motion.

The committee **VOTED** to approve the motion.

#### Roll Call

M. Brown Aye

J. Vargas Aye

## III. COMMUNICATIONS

### A. Committee Member Communication

No committee member communication.

## IV. REPORTS

### A. Staff Report

Mr. Lewis shared that we are in conversation with Guerneville School District in Sonoma County about submitting a petition to open Compass Charter Schools of Sonoma. A draft petition is under review, based on the template that was approved by the Board of Directors in 2017.

Mr. Lewis also shared that Coffee with Compass has hit the road in 2018 to continue to build community among our learning coaches. We will be hosting Coffee with Compass at two locations each month from January through May 2018.

Mr. Vargas asked if Coffee with Compass was a marketing initiative or an engagement event for current scholars only. Mr. Lewis mentioned that it is an engagement event. He shared information on marketing initiatives such as Virtual Information Sessions and Family Fun Days.

## V. PUBLIC COMMENT

### A. Public Comment

No public comment.

## VI. NEW BUSINESS

### A. Review and Discussion of 2018 Marketing Plan

Mr. Lewis led the committee in a review of the 2018-19 Marketing Plan.

Mr. Vargas asked if we have a way of evaluating or tracking where the most marketing impact is. Mr. Lewis shared that applicants are asked where they heard of Compass Charter Schools. Unfortunately, the answer is usually directly correlated to the last time.

## **VII. Closing Items**

### **A. Upcoming Meetings**

The next External Relations Committee Meeting is on Thursday, April 26 at 4:00 p.m.

### **B. Adjourn Meeting**

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 4:50 PM.

Respectfully Submitted,  
M. Aguilar



# Cover Sheet

## Staff Report

**Section:** IV. REPORTS  
**Item:** A. Staff Report  
**Purpose:** FYI  
**Key Result:** CEO Support & Evaluation  
**Submitted by:** J.J. Lewis  
**Related Material:** Staff Report - April.pdf

RECOMMENDATION:  
N/A - For Discussion Only



Staff Report  
April 26, 2018

This report is meant to provide updates to the Board of Directors External Relations Committee:

2018-19 Planning Survey

As part of the Local Control Accountability Planning Process, we have opened our 2019-19 Planning Survey via SurveyMonkey. Scholars, learning coaches, staff, board members, authorizers and the community have been invited to participate in the survey, meant to assist us with feedback and planning for the upcoming year. The link is <https://www.surveymonkey.com/r/TR3PDC6>, and deadline to participate is Thursday, May 31.

Marketing

We have been working closely with our StrongMind partners on marketing initiatives, including print, radio and social media. A formal presentation and review is under New Business.

Marketing Events

*Upcoming*

- The Arbor Learning Community Open House
  - April 26
- Learn Beyond the Book Charter School Fair
  - April 27
- Discovery of Learning Open House
  - May 4 & May 11
- Boys & Girls Club Kick-Off in Fresno
  - May 19
- Family Fun Day San Diego
  - June 22
- Valley PBS Dog Days of Summer (we are the presenting sponsor)
  - Summer
- Valley PBS Chaffey Zoo Night (we are the presenting sponsor)
  - September 8

*Ongoing*

- Virtual Information Sessions
  - Twice/month from March through August

### *Previous*

- Imaginology
  - April 13-15
- Big Hat Days in Clovis
  - April 7-8
- Scholar Fun Day in Fresno
  - March 16
- Fresno Girls World Expo
  - March 4

### Promotional Videos

StrongMind has created a number of promotional videos, using footage of our scholars from their November & December 2017 visit:

“We are Compass” (<https://youtu.be/d3jyxoCWWU>)

- Released December 22, 2017
- 11,414 views, 18 likes

“Summer Your Way” (<https://youtu.be/Civs0E2QF7o>)

- Released March 6, 2018
- 17,827 views, 5 likes

“You Are in Charge of Your Education” (<https://youtu.be/aL19TY3lon8>)

- Released March 28, 2018
- 1,445 views, 6 likes

“Learn the Way You Want” (<https://youtu.be/ql3ebmTXx5M>)

- Released March 30, 2018
- 6,653 views, 7 likes

“Teachers Are the Difference” (<https://youtu.be/LkYpdojDZW4>)

- Released April 11, 2018
- 2,932 views, 5 likes

### Social Media

Compass Charter Schools is active on the following social media platforms:

- Facebook (<https://www.facebook.com/CompassCS/>)
- Instagram (<https://www.instagram.com/compasscs/>)
- LinkedIn ([https://www.linkedin.com/company/compass-charter-schools?trk=ppro\\_cprof](https://www.linkedin.com/company/compass-charter-schools?trk=ppro_cprof))
- Twitter (<https://twitter.com/CompassCs>)
- YouTube (<https://www.youtube.com/c/CompassCS>)

# Cover Sheet

## Review and Discussion of 2018 Marketing Plan

**Section:** VII. NEW BUSINESS  
**Item:** A. Review and Discussion of 2018 Marketing Plan  
**Purpose:** Discuss  
**Key Result:** Enrollment  
**Submitted by:** J.J. Lewis  
**Related Material:** StrongMind Campaign Presentation - April Update.pdf

RECOMMENDATION:  
N/A - For Discussion Only

# COMPASS

CHARTER SCHOOLS

## Media Updates from StrongMind



# Jan-June Media Mix

Mix of local, radio, digital and social.

Duration: Jan. 2- Jun.30, 2018

Campaign: We Are/ Summer School

Target Demos: Teens 12-17 and Adults 35-54

The following markets will be purchased:

- San Diego
- L.A. County
- Fresno
- 17 Counties digital and social coverage

# Jan-Jun 2018 Proposed Budget



Still being updated!

Projected Cost to date: \$150,550														
Actual Cost to date: \$41,992														
Medium	Total Costs		Jan		Feb		Mar		Apr		May		June	
	Projected	Actuals	Proj	Actuals	Proj	Actuals	Proj	Actuals	Proj	Actuals	Proj	Actuals	Proj	Actuals
			We Are		We are		Summer School		Summer School		Summer School		B 2 School	
San Diego Family	\$4,500	\$4,500	\$0	\$0	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900
L.A. Parent	\$1,800	\$1,200	\$300	\$200	\$300	\$200	\$300	\$200	\$300	\$200	\$300	\$200	\$300	\$200
Other	\$15,000	\$7,589	\$2,500	\$650	\$2,500	\$1,672	\$2,500	\$1,167	\$2,500	\$680	\$2,500	\$1,710	\$2,500	\$1,710
Radio	\$57,400	\$6,033	\$0	\$0	\$7,900	\$6,033	\$17,500		\$13,000		\$13,000		\$6,000	
	\$0	\$0												
Adwords	\$58,000	\$19,532	\$10,000	\$9,815	\$10,000	\$9,717	\$10,000		\$9,500		\$9,500		\$9,000	
YouTube	\$6,200	\$1,982	\$1,000	\$921	\$1,000	\$1,061	\$1,200		\$1,000		\$1,000		\$1,000	
Facebook	\$7,650	\$1,156	\$750	\$667	\$1,200	\$489	\$1,200		\$1,500		\$1,500		\$1,500	
	\$150,550	\$41,992	\$14,550	\$12,253	\$23,800	\$20,072	\$33,600	\$2,267	\$28,700	\$1,780	\$28,700	\$2,810	\$21,200	\$2,810

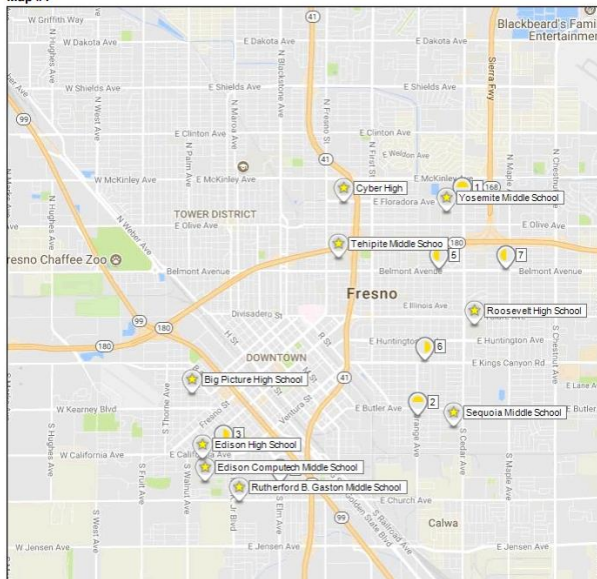
\$700 under spent from FB in Feb. moved \$200 to YouTube in Mar.  
Keep \$500 for Apr/May either swag or reallocate

# Fresno Out of Home (OOH)

Duration 2/19 -4/7/18

Fresno CA Jr Posters - StrongMind

Map #1

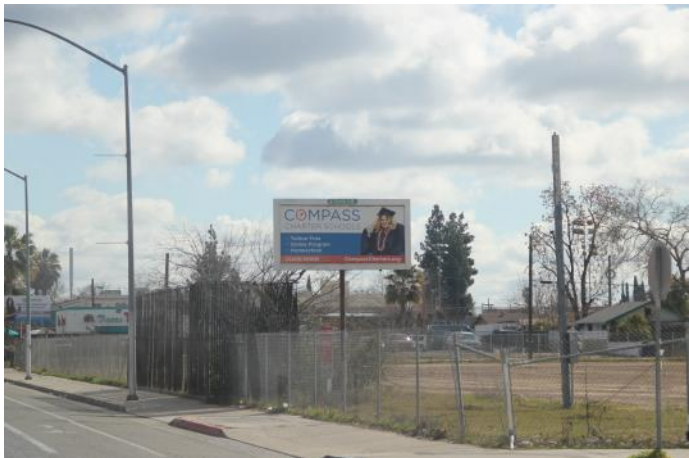


Fresno CA Jr Posters - StrongMind

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
📍	1	30093	30456123	Junior Poster / Retro	South	5' 1" x 11' 1"	47372	NO
Location: CEDAR WL 5F S OF FLORADORA Current Advertiser: TOREM & ASSOCIATES Rate: \$200.00 Misc: production \$34 for 8-weeks								
📍	2	30124	30456147	Junior Poster / Retro	South	5' 1" x 11' 1"	14275	NO
Location: ORANGE EL 5F S OF HEATON Current Advertiser: TOREM & ASSOCIATES Rate: \$200.00 Misc: production \$34 for 8-weeks								
📍	3	30147	30456165	Junior Poster / Retro	West	5' 1" x 11' 1"	12604	NO
Location: CALIFORNIA NL 5F W OF WATERMAN Current Advertiser: TOREM & ASSOCIATES Rate: \$200.00 Misc: production \$34 for 8-weeks								
📍	4	30213	30456217	Junior Poster / Retro	South	5' 1" x 11' 1"	21361	NO
Location: ELM EL 5F S OF BELGRAVIA Current Advertiser: NETWORK CALIFORNIA Rate: \$200.00 Misc: production \$34 for 8-weeks								
📍	5	30029	30456070	Junior Poster / Retro	East	5' 1" x 11' 1"	31551	NO
Location: BELMONT SL 20F W OF 9TH Current Advertiser: TOREM & ASSOCIATES Rate: \$200.00 Misc: production \$34 for 8-weeks								
📍	6	30188	30456201	Junior Poster / Retro	West	5' 1" x 11' 1"	82295	NO
Location: VENTURA SL 81F E OF 7TH Current Advertiser: MONEYGRAM Rate: \$200.00 Misc: production \$34 for 8-weeks								
📍	7	30031	30456072	Junior Poster / Retro	East	5' 1" x 11' 1"	43025	NO
Location: BELMONT SL 200F W OF MAPLE Current Advertiser: MONEYGRAM Rate: \$200.00 Misc: production \$34 for 8-weeks								
<b>Total Weekly Impressions:</b>							<b>252483</b>	




# Posted Creative - Fresno



# Posted Creative - Fresno



# OOH Summer School



**SUMMER SCHOOL**  
Compass Charter Schools

TUITION FREE | GRADES 6-12 | 100% ONLINE

*Enroll Now!*  
**CompassCharters.org**

# Summer School Creative

Full page flyer



**This summer get Drone Pilot-Ready, enhance your Social Media skills, take core classes ... or a combination of these unique opportunities!**

**✓ Enrollment opens MARCH 1**

Enroll in either Summer A, Summer B or both sessions

**✓ Classes begin JULY 3**

Two 4-week courses: July 3-27 | July 30-Aug 24

**✓ Complete 100% online coursework from any location and any time of day**

- On average, complete 15-23 hours of coursework for each online class each week
- Receive ample support from teachers during weekday business hours

**SPACE IS LIMITED — ENROLL TODAY!**

CompassCharters.org  
877.506.8631

COMPASS  
CHARTER SCHOOLS

NCAA APPROVED | WASC-ACCREDITED | SERVING CENTRAL & SOUTHERN CALIFORNIA

# Summer School Creative



San Diego Family 2/9 page ad – April and May- June is pending.

300 x 250 display banner ad

- L.A. Parent Edu page
- San Diego Family



# Military Options




MP ARTICLES ACTIVE DUTY VETS MARKET PLACE REVIEWS MP COLUMNS BASE SHOPPING JOBS



**FEATURED ARTICLES**  
**RUSH IS RIGHT**

I was listening to Rush Limbaugh the other day and my thoughts were, "He's out there... pretty far out there." But...



**COMPASS**  
CHARTER SCHOOLS

One of California's leading WASC-accredited, independent study charter schools.

**Online & Options Programs Available**

**ENROLL TODAY**

RECENT ISSUE



**Miramar volunteer restores last-of-its-kind plane**

April 28, 2017

Voices echoed through the old warehouse, bouncing off old, dusty military vehicles and aircraft in various states of restoration. Tucked away to the side of the warehouse rests a partially restored



**Are you a "brat"?**

April 26, 2017

We've all heard the term "military brat" before. It pertains to those children who grew up in military families. "Brats" wear the name like a badge of honor, often because of the moves, stressors and cultural experiences that...



**What to know about the 'Mother Of All Bombs'**

April 26, 2017

It's the most powerful non-nuclear weapon in America's arsenal, and it was used for the first time in combat on April 13 in Afghanistan against the Islamic State of Iraq and Syria.



Serving U.S. military readers since 1961

HOME NATIONAL NEWS LOCAL NEWS ENTERTAINMENT CLASSIFIEDS [Click Here for this week's Newspaper](#)

April 11, 2018  
NEWS HEADLINES

**NATIONAL NEWS**

- This week's paper (pdf)
- Military Pay Information
- US Dept of Veterans Affairs
- TRICARE & DFERS health care information

**LOCAL NEWS**

- Carrier Video, "Sun King Hev Ya"
- Funny Video
- Navy Region Southwest
- Visit our Facebook Page: Armed Forces Dispatch Newspaper

**ENTERTAINMENT**

- Around Town: Local Events
- Upcoming San Diego Area Concerts
- Movies at the Bases: Southwest Region
- MWR This Week

**Essex Sailor named Pac Fleet Sea SOY**



**YOUR MONEY**

- Military pay tables 2018
- BAH, BAS, and Military Incentive Paycales for 2018
- Military pay tables 2017
- BAH Calculator

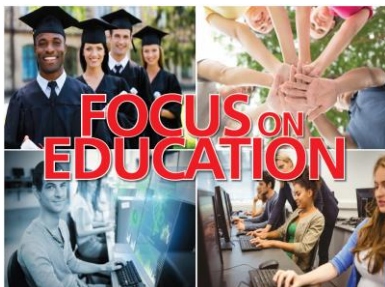
**MORE NEWS STORIES**

- Theodore Roosevelt Carrier Strike Group returns to 7th Fleet
- PACFLT 2017 Sea and Shore Sailor of the Year announced
- Surface Warfare community comes together for combat training design workshop
- Navy Medicine continues to expand and strengthen partnerships
- USS Essex ARG underway for pre-season tactical workout
- DoD celebrates Women's History Month
- USNS Mercy deploys for Pacific Partnership
- USS Annapolis arrives at new homeport San Diego
- SPAWAR 'American Sailors' earn recognition
- America ARG returns home from deployment
- Military honors 2018 Black History Month
- The future USS Portland arrives in San Diego
- Omaha completes maiden voyage

**ARCHIVE PAPERS**

2018  
Dispatch 032518  
Dispatch 030818

# Focus on Education



Special Feature Pages publishing on

**Sunday,  
June 17, 2018**

This informative, special project reaches nearly 290,200 average daily readers and more than 2.1 million monthly unique visitors to DailyNews.com\* The specialized content of this feature reaches an audience interested in all things education including preschool, graduate school, trade school and more.

Space deadline:

**Tuesday, May 29, 3 p.m.**

Final Ad/Camera Ready deadline:

**Wednesday, June 6, 5 p.m.**

\*Print Source: Readership: 2015-2016 Scarborough Report, Ref. 1 combined.  
Online Source: 2017 Google Analytics, 4Q avg. (Oct-Dec).

**COMPASS**  
CHARTER SCHOOLS



**INSPIRING & DEVELOPING  
SELF-DIRECTED SCHOLARS**

- ⦿ Tuition Free
- ⦿ WASC-Accredited
- ⦿ Grades TK-12
- ⦿ Online Programs
- ⦿ Homeschool Programs
- ⦿ Flexible Schedule



NCAAS  
WASC  
SOUTHERN CALIFORNIA

**HURRY!** There's still time to register  
for 2nd semester — begins Feb. 2!

**ENROLL TODAY!**  
877.506.8631 | [CompassCharters.org](http://CompassCharters.org)

## COMPASS CHARTER SCHOOLS

Compass Charter Schools (CCS) is one of California's leading tuition-free, accredited public charter schools. Families choose CCS for our innovative online and homeschool programs for TK-12 grade scholars.





Our online programs utilize a number of curriculum partners and tools which provide rigorous instruction for scholars in a virtual environment. Scholars work independently on highly engaging material while also interacting with our credentialed teachers in virtual classrooms.

Our "homeschool" options program allows parents to be fully involved in all aspects of their child's daily education. Scholars receive support from a credentialed facilitator, as well as competitive instructional funds to support the purchase of educational materials and services from an ever-growing vendor list.

Learn more about Compass Charter Schools  
by calling 855-937-4227 or  
visiting our website  
[www.compasscharters.org](http://www.compasscharters.org)

**COMPASS**  
CHARTER SCHOOLS

# Fresno Radio Stations (4/16-6/17)

Station	Format	M-F, 3p-7P Rank 12-17	M-F, 3p-7p Rank 35-54
 KWYE Y101	Hot AC	#2	#1t
 KBOS 95.9	Rhythmic CHR	#1	#7
 KSKS 93.7	Country	#3	#4t
 KFBT 103.7	Rhythmic AC	#4t	#9



# San Diego Radio Stations (4/16-6/17)



KSON 103.7

Country

#3



KXSN 98.1

Classic Hits

#1



XHRM 92.5

Rhythmic AC

#9



XHTZ 90.3

CHR/Top 40

#10



Last 30 Days (3/11 to 4/11)

Comparison: Feb. 11 – Mar. 11

## How is Compass Trending?

Conversions: **128**

(last period: 127)

Average CTR: **4.38**

(last period: 4.43)

(Ind. Benchmark: 2.20)

Average CPA: **\$69.02!!**

(last period: \$79.88)

(Ind. Benchmark: \$250)



Clicks ▼	Conversions ▼	Cost / conv. ▼	
<b>5.29K</b> ↑ 744	<b>128.00</b> ↑ 1.00	<b>\$69.02</b> +\$10.86	
Ad groups			
	Clicks ▼	Impressions ▼	Conversions ▼
● Online High School	1,952 ↓ 865	59,479 ↓ 16,142	52.00 ↓ 15.42
● Dynamic Search Ads	1,644 ↑ 1,570	12,910 ↑ 12,149	1.00 0.00
● Homeschool Online_Homeschoo	466 ↓ 75	19,497 ↓ 2,111	20.00 ↑ 5.50
● K-12 Online	301 ↑ 144	7,787 ↑ 3,770	1.00 ↓ 0.50
● Branded	247 ↑ 247	3,418 ↑ 3,418	8.00 ↑ 8.00

Benchmarking: The average click-through rate (CTR) in AdWords across all industries is 1.91% for search and 0.35% for display. Education Industry (k-12, post-secondary, etc. included) CTR: 2.20% for search and 0.22% for display.



Last 30 Days (3/11 to 4/11)

## Display Impression Share by County

### Page 1

Targeted location	Bid adj.	Clicks < >	↓ Impr. < >
Los Angeles County, California, United States	—	333	329,688
San Diego County, California, United States	+35%	64	99,320
Orange County, California, United States	—	56	68,135
Riverside County, California, United States	—	54	52,118
San Bernardino County, California, United States	—	47	47,260
Fresno County, California, United States	+35%	40	31,629
Ventura County, California, United States	—	19	18,293
Kern County, California, United States	—	12	12,664

### Page 2

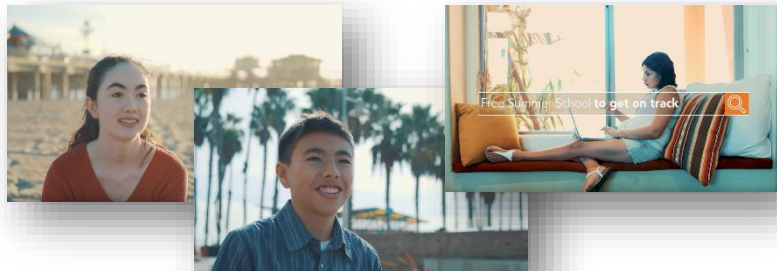
Monterey County, California, United States	—	5	7,221
Tulare County, California, United States	—	6	7,132
Merced County, California, United States	—	7	6,884
Imperial County, California, United States	—	8	4,504
Kings County, California, United States	—	5	2,583
Madera County, California, United States	—	3	2,486
San Benito County, California, United States	—	0	1,033
Mono County, California, United States	—	0	317
Inyo County, California, United States	—	0	271



Last 30 Days (3/11 to 4/11)

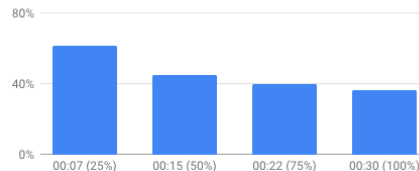
## Summer School & Testimonials YouTube Spots.

View Rate and CPV are most important.



Great **impressions**/audience penetration  
 Great **View Rate** for both campaigns  
 Amazing **Cost Per Views**  
**Average = \$0.25+**

Audience retention 📊



### Testimonial

S Impressions ▾	Views ▾	View rate ▾	Avg. CPV ▾
10.8K	2.3K	21.29%	\$0.05

### Summer School

Impressions ▾	Views ▾	View rate ▾	Avg. CPV ▾
37.9K	13.3K	35.02%	\$0.07

Being longer form these videos will have a lower view rate.



Last 30 Days (3/11 to 4/11)

## Summer School, Testimonials & Boosted Posts.

**8,867**  
Results: Post Engagements  
**17,769**  
People Reached

**Compass Charter Schools**  
Sponsored · 🌐

This is Elizabeth, she attends Compass Charter Schools, where YOU are in charge of your education. Hear her story and find out why CCS might be just what you've been looking for.  
<https://goo.gl/LZCR2y>



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