
ENROLLMENT MARKETING YEAR-END REPORT



Contents

- Executive Summary
- Messaging & Content
- Online Presence
- Website Updates
- Paid Media Campaign Results
- Google Business Profile Results
- Google Web Traffic (SEO + SEM)
- Ground Game



EXECUTIVE SUMMARY



Goal

- Increase awareness and lead generation to drive enrollment for Compass Charter Schools
- For CSC and CCS to work in partnership with a goal of increasing net enrollment of the Online program by 28% (181 scholars), from a baseline of 642 scholars to 823 total reported enrolled scholars.
 - As of Oct. 6, 178 new online scholars were enrolled at CCS, for a total of 605 online scholars.

Deliverables

- Execute a paid Digital Marketing Campaign: Facebook and Google
- Build and execute an Awareness Campaign: SEO, Google Business Profile, Social Media, and Digital Assets
- Tell the Compass Story: Blogs, Social Media, Website, Marketing Collateral

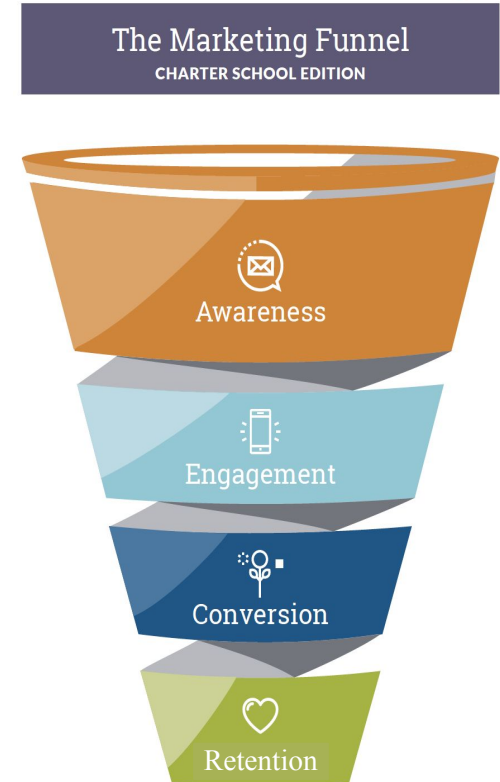
Results

- Increased brand awareness as evidence by over 948,000 impressions using Google (Search Ads) and Facebook (Single Image Ads). We also drove 12,889 clicks to the website.
- Keyword results in first 10 positions in organic searches
- Social Media support with strong call to action for Online Program enrollment
- Generated 207 enrollment leads through paid media and marketing activities

OUR PARTNERSHIP: FUNNEL OVERVIEW

March —————> October

	Awareness	Engagement	Conversion	Retention
CSC	<ul style="list-style-type: none"> • Story Arcs • Paid Media • Social Media (enrollment) • SEO • Content Calendar 	<ul style="list-style-type: none"> • Blogs • Social Media • Online interest form • Website Updates for Enrollment 	<ul style="list-style-type: none"> • Promote Virtual Enrollment Session for Online Program • Social Media 	
School	<ul style="list-style-type: none"> • Social Media (school) • Profiles • Photos / Content • Prompt feedback to CSC team 	<ul style="list-style-type: none"> • Social Media (school) • Open Houses/Social Event (6) • Meet the Staff Events • Mobilize Current Parents • Registrations 	<ul style="list-style-type: none"> • Accept, Complete Applications • New Student Orientation • Social Media • Virtual Enrollment Sessions • Meet the Staff Events • Mobilize Current Parents 	<ul style="list-style-type: none"> • Ongoing Parent Emails / Compass Chronicle • Firebird Report • Learning Coach Events • Field Trips • Virtual scholar workshops • Great School Experience



OUR PARTNERSHIP: TIMELINE

Digital Campaign

- Paid Media - Google and Facebook Ads run April through mid October
- SEO - optimization activities will happen in March through end of May
- Optimize website for mobile and page speed
- Create unique landing page and form submission for online enrollment

Blog

- Approximately three posts published per month March through mid October

Ground Game - Marketing Deliverables

March

- Photography - Possibility to work with Alex to get updated student testimonials and photos if needed

April

- Boost Virtual Enrollment Session posts - Edit existing video for online-only enrollment
 - Tuesday, April 19 at 7 pm
- Digital Campaign partnership with KPBS



OUR PARTNERSHIP: TIMELINE

Ground Game - Marketing Deliverables

April

- Local Magazines - Online impressions and print ads. Option for advertorial that aligns with the story arcs.
- KPBS partnership

May/June

- PBS So-Cal and KPBS partnerships
- Local Magazines - Online impressions and print ads.
- Retention email campaign

July/Aug

- Update Paid Media campaign copy and photos
- Retention email campaign

Sept/Oct

- Retargeting digital campaign



MESSAGING & CONTENT

- Story Arcs
- Blogs
- Retention Email Campaign

STORY ARCS



Leading the way as Gold Standard experts for online learning:

- It's our mission to serve the whole child, and their parents, through our online curriculum, accredited teachers, in-house counselors and on-staff special education resources. We don't outsource much
- It's not a new concept for us. This is who we are, no matter the global health issues at hand.
- For over ten years we have provided live, synchronous instruction every week, in every course and to every grade level, K-12.

Collaboration and Encouragement for every Scholar:

- We care deeply about the intellectual, physical and emotional balance of every scholar; and we commit to fostering maximum learning with developmental confidence.
- To meet our goals we are continually improving and seeking new ways to support our scholars.
 - We personalize each scholar's learning program with our learning coaches (parents need support, too)
 - Our teachers are all credentialed.
 - We are A-G and NCAA aligned

College and Career Readiness, Plus Engagement in Society:

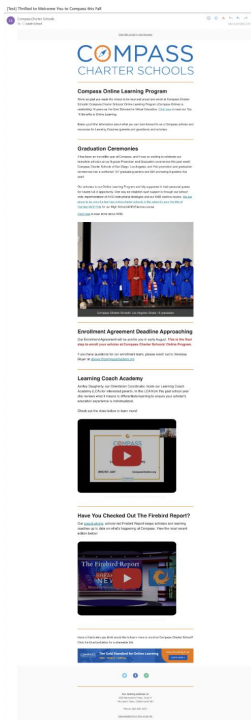
- Our scholars are fully supported in their quests for futures that are full of opportunity - One of very few AVID program schools
- We help every age scholar prepare for their life goals with skills such as:
 - Meeting deadlines and managing their own schedule
 - Adapting to academic pressure
 - Time management and more
- Maintaining each scholar relationship is our top priority
 - Our Counseling Curriculum and Support Services are carefully designed with our scholars in mind
 - Our Engagement Staff facilitate hands-on learning, field trips, community service and clubs

BLOG POSTS - Telling the Compass Story


- Top 10 Reasons to Attend Compass Online Learning Program
- Mental Health Matters
- AVID – Preparing For Life Dreams
- What is the Gold Standard?
- Meet Our Graduating Scholar Leadership Council Chair & National Honor Society President
- Myths About Online Learning Busted!
- Top 10 Benefits to Online Learning
- Practice Makes Performance
- We Love In-house School Counselors
- Togetherness = Scholar-Led Clubs
- 5 Modern Ways to Prepare for College
- Wellness Is Crucial
- Another Gold Standard: In-house Tutors
- Purple Star for Military Families
- Did You Miss Your Spot?
- Meet Ms. Jennifer Tatum
- 5 Reasons Why Self-Paced Learning Works
- Online Learning: Samantha Herrod's Parent View
- Connect & Customize: What to Learn from Sophie Samson
- Meet Kari Watt




RETENTION EMAIL CAMPAIGN




July, 2022 (1)

	<p>July 21 Online Enrolled Regular · Compass Charter Schools</p> <p>Sent Thu, July 21st 12:05 PM to 57 recipients by you</p>	<p>Sent</p>	<p>82.5% Opens</p>	<p>15.8% Clicks</p>
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June, 2022 (2)

	<p>June 30 Online Enrolled Regular · Compass Charter Schools</p> <p>Sent Thu, June 30th 5:28 PM to 50 recipients by you</p>	<p>Sent</p>	<p>84.0% Opens</p>	<p>20.0% Clicks</p>
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	<p>June 2 Online Enrolled Regular · Compass Charter Schools</p> <p>Sent Fri, June 3rd 2:14 PM to 39 recipients by you</p>	<p>Sent</p>	<p>79.5% Opens</p>	<p>12.8% Clicks</p>
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ONLINE PRESENCE

- Supported Facebook, Instagram and Twitter messaging
- 46 Social Media posts
- 20 Blog posts
- 1 YouTube video
(Edited online-only Virtual Enrollment)



SOCIAL MEDIA BRAND BUILDING - FACEBOOK

Enrollment Marketing Post

Call to Action

Teacher/Student Profiles

Compass Charter Schools
July 6 · 🌐

Enriching. Engaging. Empowering! Learn how K-12 scholars shine socially with school clubs.
www.compasscharters.org/togetherness-scholar-led-clubs



👍❤️ 2

1 Share

Compass Charter Schools
August 8 · 🌐

Rise and soar with us in our innovative education. Enroll your scholar with the experts in online learning today! #ChooseCompass #CompassExperience #GoldStandard #VirtualEducation
www.compasscharters.org/online-program-interest-form



👍❤️ 3

1 Share

Compass Charter Schools
June 1 · 🌐

How does learning online support goals? We asked our NHS President. Find out more on our blog!
<http://www.compasscharters.org/meet-our-graduating...>



👍❤️ 8

3 Comments 2 Shares

SOCIAL MEDIA BRAND BUILDING - INSTAGRAM



SOCIAL MEDIA BRAND BUILDING - TWITTER



Compass Charters
@CompassCs

...

There's still time to enroll. Learn more about Compass Charter Schools' Online Learning Program in the video below!

[#ChooseCompass](#) [#CompassExperience](#)



youtube.com
Virtual Information Session - Online Learning Program

12:01 PM · Aug 17, 2022 · SocialPilot.co

1 Retweet



Compass Charters @CompassCs · Oct 5

...

Meet our new teacher Sophie Samson! She makes us Loud & Proud at our free online K-12 school.

compasscharters.org/connect-custom...om-sophie-samson



SOCIAL MEDIA BRAND BUILDING



Virtual Enrollment Session - (Edited) Online Learning Program Video

YouTube

CURRENT Info Session 2021 - Google Docs

docs.google.com/presentation/d/1r9WpdRalecRNTNZWGW7K3FLBMLx31zsaAudjKcwg/edit#slide=id.p1

Virtual Information Session - Online Learning Program

101 views · Apr 18, 2022

1 DISLIKE SHARE DOWNLOAD SAVE ...

CompassCS 665 subscribers [SUBSCRIBE](#)

WEBSITE UPDATES + RESULTS



- Improved website speed for both mobile and desktop experience
- Created interest form landing page



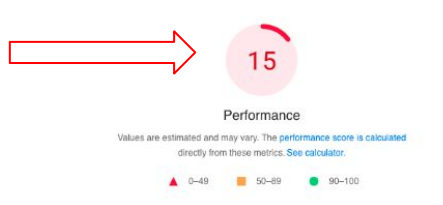
WEBSITE SPEED UPDATES - Mobile

Before



Diagnose performance issues
See detailed analysis and recommendations from loading your site in a simulated environment.

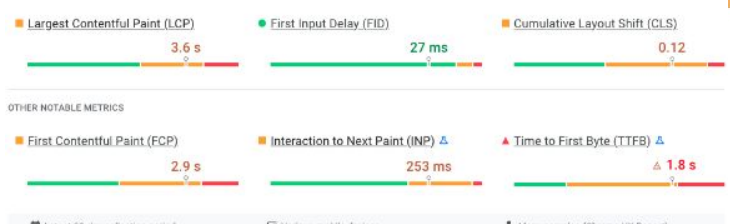
[This URL](#)
https://www.compasscharters.org/



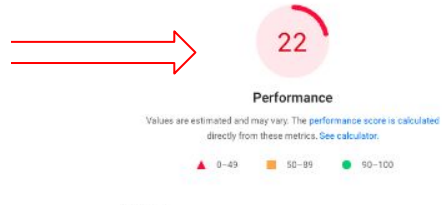
METRICS

▲ First Contentful Paint	7.7 s	▲ Time to Interactive	65.4 s
▲ Speed Index	31.0 s	▲ Total Blocking Time	7,670 ms
▲ Largest Contentful Paint	35.9 s	● Cumulative Layout Shift	0.013

After



Diagnose performance issues

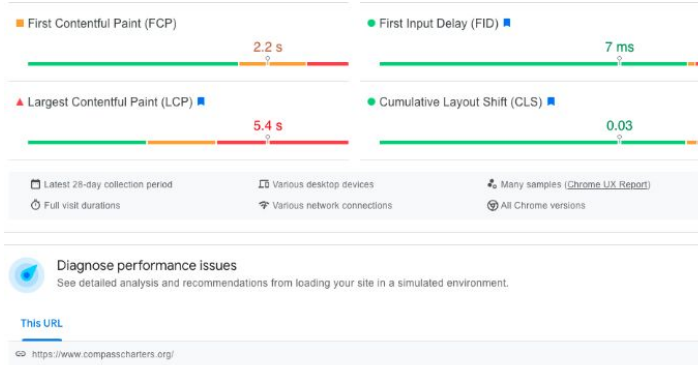


METRICS

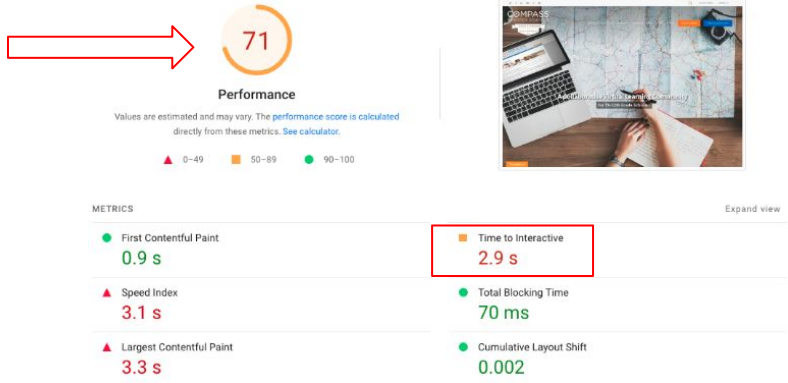
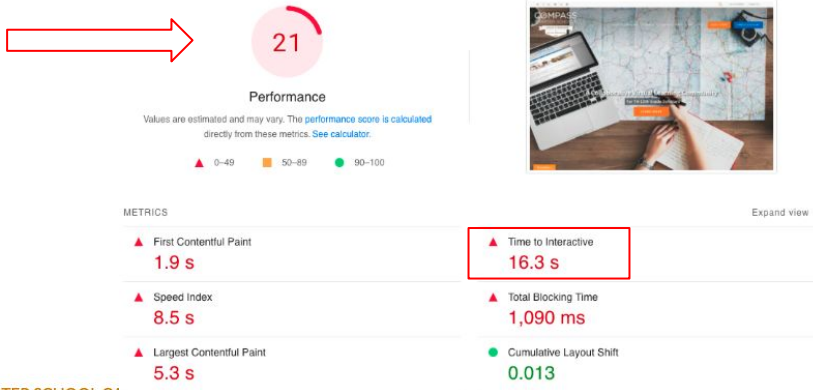
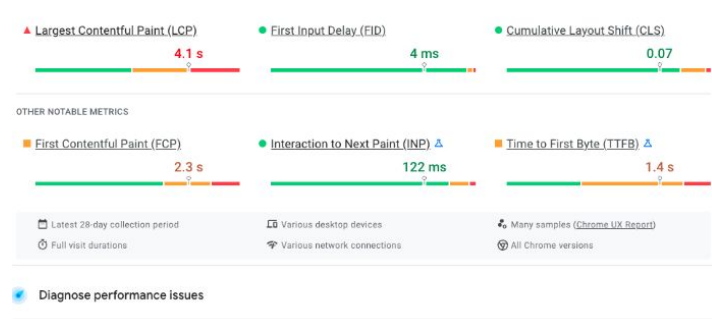
▲ First Contentful Paint	4.2 s	▲ Time to Interactive	17.6 s
▲ Speed Index	11.6 s	▲ Total Blocking Time	1,540 ms
▲ Largest Contentful Paint	12.0 s	● Cumulative Layout Shift	0.014

WEBSITE SPEED UPDATES - Desktop

Before



After



WEBSITE UPDATES - Enrollment Interest Form

Rise and Soar with Us.

Enroll Your Scholar with the Experts in Online Learning.

At Compass Online, our expert approach to online school gives our scholars the flexibility to learn as individuals. With full support for learning coaches (parents), we help our scholars discover and realize academic and life dreams.

Rise and soar with us at Compass Online!

Compass Charter Schools' Online Program (Compass Online) is the Gold Standard in free, K-12 virtual public education:

- 10 years of excellence and academic success
- A certified AVID online school, leading scholars to career readiness and college
- Live synchronous K-12 sessions for every core subject, every week
- English Learning, Tutoring, Social and Emotional Learning, and Counseling support
- 100% accredited teachers using award winning Accelerate Education curriculum
- Low counselor-to-scholar ratios and learning coach support
- A Purple Star designated school
- A-G and NCAA aligned online-only courses prepare scholars for life after high school

Complete our [quick info request form](#) to learn more about our **Compass Online Learning Program**.

Parent / Guardian Name *(Required)*

First Last

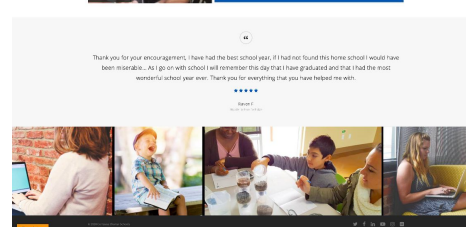
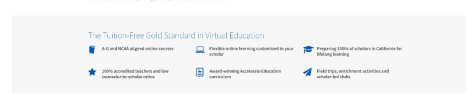
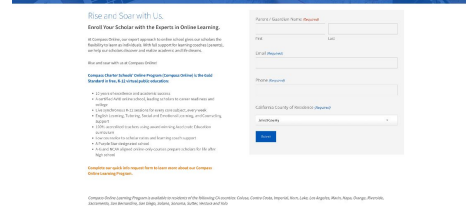
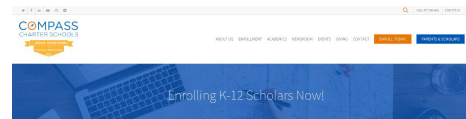
Email *(Required)*

Phone *(Required)*

California County of Residence *(Required)*

Select County

Submit



207 Leads Generated

MOST POPULAR WEB PAGES



Page Performance

Page Title	Sessions ▼	% Δ	Bounce Rate	% Δ	Avg. Session Durati...	% Δ	New Users	% Δ	Organic Searches	% Δ
Charter Schools - O...	25,716	-22.6% ↓	33.21%	3.9% ↑	00:02:05	-2.5% ↓	14,569	-20.5% ↓	8,560	-22.8% ↓
Online Program Inte...	10,109	7,558.3...	76.6%	44.4% ↑	00:00:43	-62.7% ↓	8,437	8,972.0...	25	-
Parents and Scholar...	5,180	-9.0% ↓	67.88%	-1.2% ↓	00:01:36	12.3% ↑	1,354	19.6% ↑	1,017	8.2% ↑
5 Activities To Help ...	4,251	-9.7% ↓	92.99%	-1.0% ↓	00:00:33	24.8% ↑	3,883	-8.8% ↓	3,769	-8.9% ↓
(not set)	2,387	13,161....	12.15%	-87.9% ↓	00:01:09	-	1,433	7,861.1...	0	-
Start Compass - Co...	2,152	-38.6% ↓	73.37%	-4.6% ↓	00:02:12	18.6% ↑	504	-39.3% ↓	96	20.0% ↑
Home Study Progra...	1,588	34.7% ↑	57.93%	-2.3% ↓	00:02:17	-26.5% ↓	727	76.9% ↑	218	-10.3% ↓
Enroll Now - Compa...	1,573	-22.6% ↓	68.47%	5.4% ↑	00:01:53	-5.8% ↓	583	-26.8% ↓	58	-53.2% ↓
5 Signs That Homes...	1,552	53.5% ↑	94.2%	-0.5% ↓	00:00:23	59.3% ↑	1,436	51.3% ↑	1,381	48.5% ↑
Online Program - Co...	1,366	3.8% ↑	62.45%	9.4% ↑	00:02:04	1.8% ↑	874	10.5% ↑	680	15.1% ↑

DRIVING WEBSITE TRAFFIC

81,684 sessions to the web site, with 50,745 users from April through October 15.

Website Performance

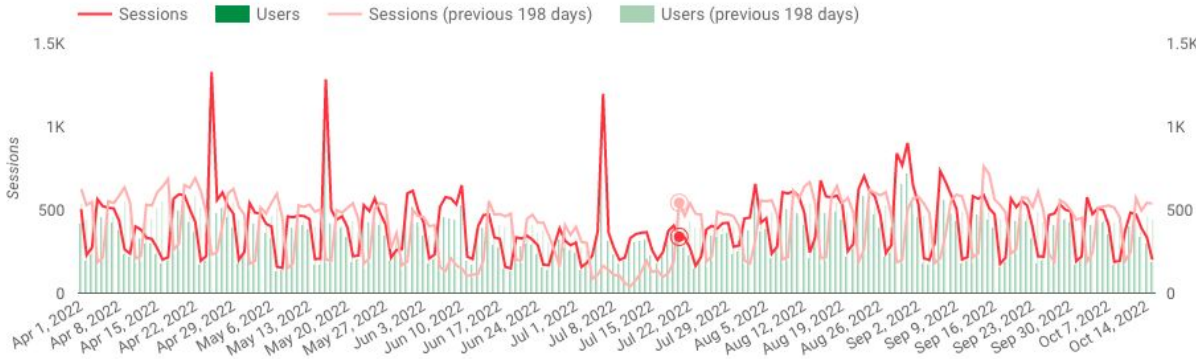
Device Category ▾

User Type ▾

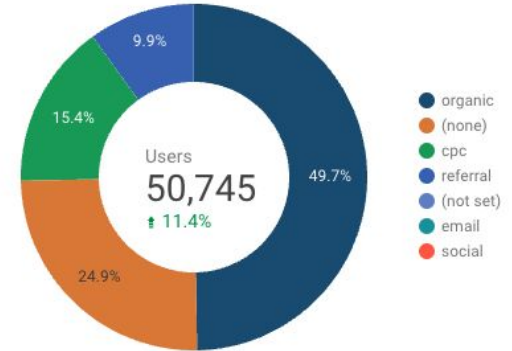
Source / Medium ▾

Apr 1, 2022 - Oct 15, 2022 ▾

Sessions & Transactions Trend



Where are my Users coming from?



Website Summary

Sessions	Users	New Users	Bounce Rate	Avg. Session Duration	Form Submitted (Goal 2 Starts)	Form Submitted (Goal 2 Conversion Rate)
81,684 ↑ 3.9%	50,745 ↑ 11.4%	49,901 ↑ 12.0%	59.56% ↑ 5.5%	00:01:32 ↓ -10.6%	214 No data	0.26% ↑ N/A

DRIVING WEBSITE TRAFFIC - Year Over Year

10.6% increase in sessions and 12.4% increase in individual users compared to the same period in 2021.

Website Performance

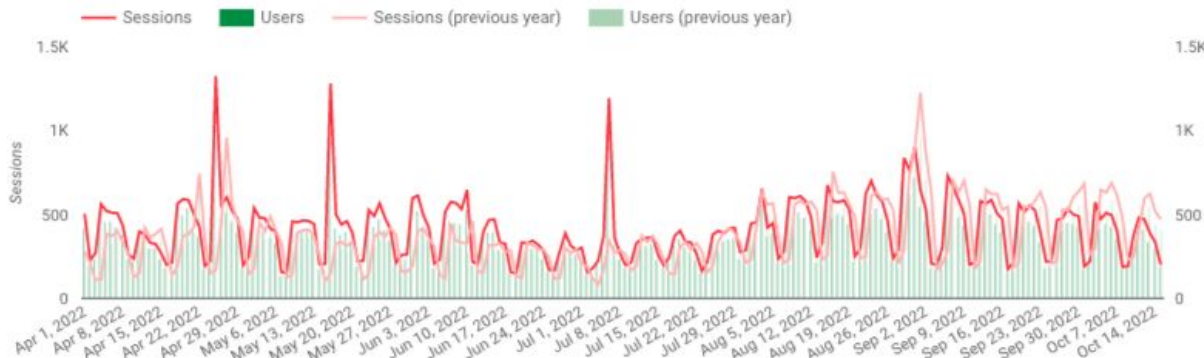
Device Category ▾

User Type ▾

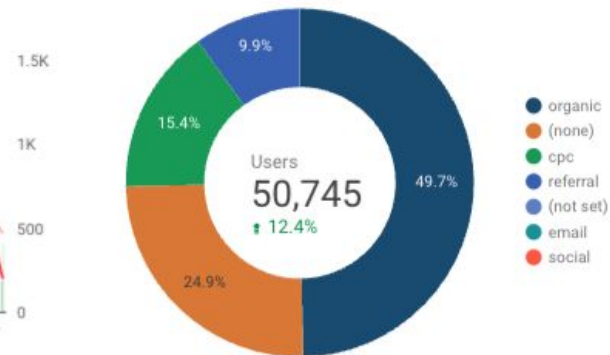
Source / Medium ▾

Apr 1, 2022 - Oct 15, 2022 ▾

Sessions & Transactions Trend



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81,684	50,745	49,901	59.56%	00:01:32	214	0.26%
+10.6%	+12.4%	+14.2%	+9.1%	-21.6%	No data	+N/A

ORGANIC SEARCH POSITIONS

Organic Search Positions 1 - 100 (2,713)

+ Add to keyword list

Manage columns 12/16

Export

<input type="checkbox"/>	Keyword	Intent	SF	Pos. ↕	D... ↕	T... ↕	Vo... ↕	K... ↕	CP... ↕	URL	S...
> <input type="checkbox"/>	+ charter schools >>	C	±5	9 → 9	0	27.46	74K	89 ●	4.6	www.compass... org/	
> <input type="checkbox"/>	+ compass >>	I T	±4	21 → 23	↓ 2	15.60	673K	84 ●	0.3	www.compass... org/	
> <input type="checkbox"/>	+ compass charter school >>	N	±6	1 → 1	0	12.37	1K	59 ●	0	www.compass... org/	
> <input type="checkbox"/>	+ compass online >>	T	±4	10 → 10	0	5.02	14.8K	80 ●	0.2	www.compass... org/	
> <input type="checkbox"/>	+ compass schools >>	C	±4	1 → 1	0	4.97	1.3K	57 ●	0	www.compass... org/	
> <input type="checkbox"/>	+ compass charter schools >>	N	±5	1 → 1	0	4.82	390	56 ●	3.2	www.compass... org/	
> <input type="checkbox"/>	+ online compass >>	T	±3	9 → 9	0	3.66	9.9K	80 ●	0.2	www.compass... org/	
> <input type="checkbox"/>	+ compass charter >>	N	±6	1 → 1	0	3.21	260	57 ●	2.9	www.compass... org/	
> <input type="checkbox"/>	+ child actors >>	I	±4	10 → 10	0	2.24	6.6K	61 ●	0	www.compass... orgs/	
> <input type="checkbox"/>	+ compass.charter school >>	N	±6	1 → 1	0	2.10	170	58 ●	0	www.compass... org/	

PAID MEDIA CAMPAIGN RESULTS



CAMPAIGNS:

- Ran April - October 15th
- We generated over 948,000 impressions using Google (Search Ads) and Facebook.
- We drove 12,889 clicks to the website resulting in 247 conversions (199 form submissions, 48 calls from ads)
- We also had 151 calls from people who saw our ads but called later (within a 5-day window)

LEARNINGS:

- Brand Campaigns resulted in 21 conversions (which accounts for 44%) and the Competitor campaign received 15 conversions (which accounted for 31%).
- Facebook demonstrated increasing awareness for CCS and the ability to reach localized engaged audiences.

WHAT'S NEXT:

- Add YouTube to our remarketing portfolio to expand our awareness. Having YouTube Video ads will allow for broader targeting and help to build a cookie pool for retargeting.
- More boosted Posts & Event Ads.



PAID MEDIA CAMPAIGN RESULTS – GOOGLE



Metrics	TOTAL
Impressions	594,167
Clicks	10,628
CTR	1.79%
Conversions	247



PAID MEDIA IN ACTION - GOOGLE



Google Highlights

- Overall, our Google campaign drove over 594K Impressions, over 10.6K Clicks & 247 Conversions (199 Forms, 48 Calls From Ads) and 151 5-Day Window Calls. This includes Search Ads (Standard targeting, Display & Retargeting). The breakout is as follows:
 - Brand (49,746 IMP, 3,055 Clicks, 104 Forms, 20 Calls From Ads & 43 5-Day Calls);
 - Non-brand (530,391 IMP, 7,209 Clicks, 79 Forms, 24 Calls From Ads & 99 5-Day Calls).
 - Display (14,029 IMP, 363 Clicks, 1 Form, 4 Calls From Ads & 9 5-Day Calls).
- We saw strong performance from Retargeting, Competitor & Near Me school terms. With such great results, our campaign could benefit from YouTube video ads to help build our cookie pool for retargeting.

Device targeting

- Mobile phone engagement includes 86% of Impressions, and 81.4% of Clicks.

Learnings

- Display retargeting campaigns had the highest CTR of 15.21%. Plus, our Brand campaign had an average CTR of 9.54%.
- Separate Google accounts for each school location and marketing area
- Our campaign could benefit from an "always-on" approach, especially with year-round enrollment. The goal would be to drive an increase in site traffic and overall brand growth to then successfully remarket to users with targeted messages. (i.e. current students to refer or new students to re-enroll).


PAID MEDIA IN ACTION - GOOGLE



Ad · compasscharters.org/enrollment-open

Compass Charter Schools Online | Act Now For The Gold Standard

Rise like a firebird with a gold standard in virtual education for K-12 in CA. Our innovative online learning program celebrates 10 years of academic...



- Contact Compass
- Enrollment
- About Us
- Get Involved

Ad · compasscharters.org/enrollment-open : (855) 937-4227

K-12 Virtual Public Education | Compass Charter Schools Online

Compass Online is A-G and NCAA aligned. Purple Star designated too! Learn more today. Rise like a firebird with a gold standard in virtual education for K-12 in CA. Flexible Schedule. Tuition Free. 100% Accredited. Courses: Mathematics, Language Arts, Social Studies, Science

- Meet Our Team
Our Staff Is Highly Qualified & Can't Wait To Meet Your Students!
- Enrollment
3 Easy Steps to Enroll Online
- Contact Compass
Have More Questions? Contact Us!
Available Via Phone Or Email.

Ad · compasscharters.org/enrollment-open

Celebrate 10 years with us | Online Program Interest Form | Public Schools ...

We teach scholars to appreciate art, science, and life long learning in California. Learn why we are the experts in free public virtual education in CA today. Flexible Schedule. Tuition Free. 100% Accredited. Courses: Mathematics,...

- Meet Our Team
- Enrollment
- About Us
- Online Program

Call (855) 937-4227

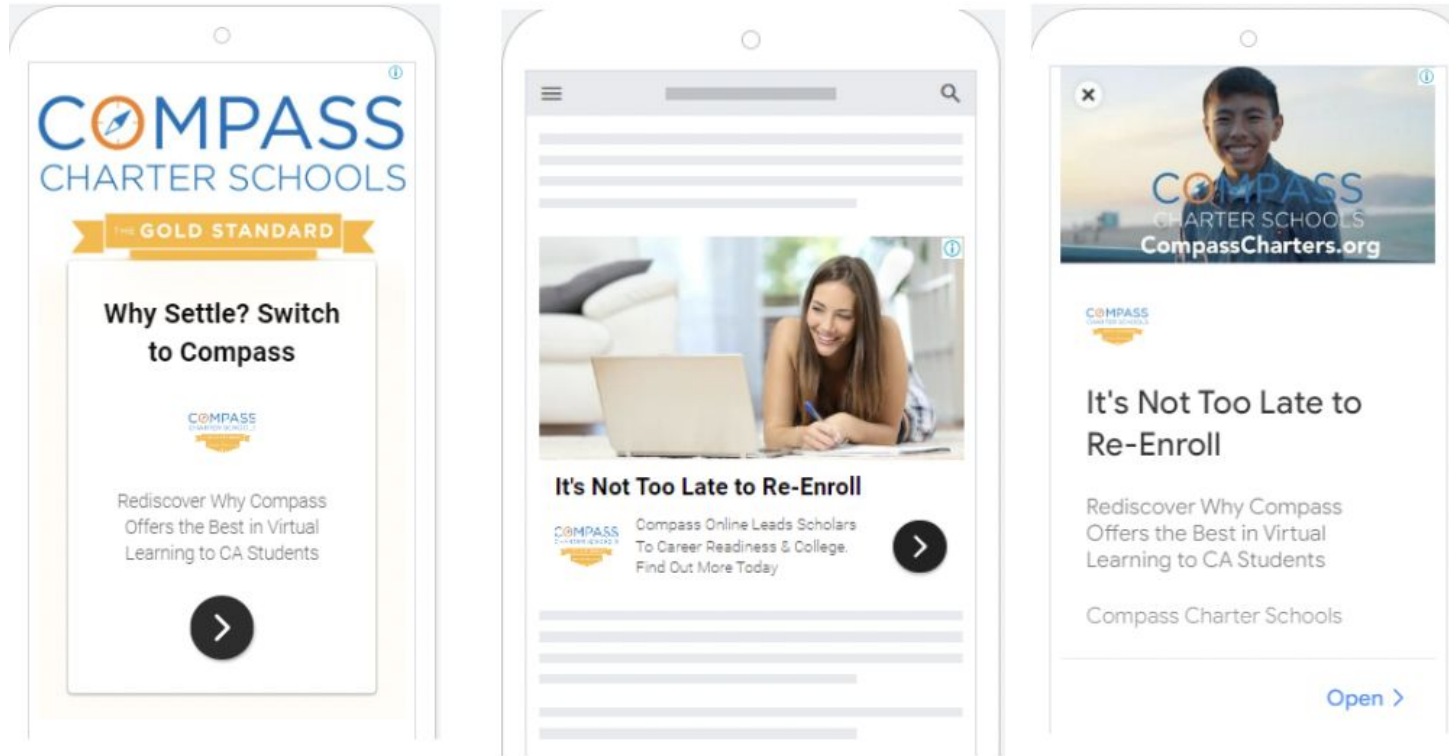
Ad · compasscharters.org/enrollment-open : (855) 937-4227

Compass Online Program | Act Now For The Gold Standard

Compass is College Entrance & National Collegiate aligned. Purple Star designated too! Our innovative online learning program celebrates 10 years of academic success. Flexible Schedule. Tuition Free. 100% Accredited. Courses: Mathematics, Language Arts, Social Studies, Science

- Contact Compass
Have More Questions? Contact Us!
Available Via Phone Or Email.
- About Us
About Compass Charter Schools
Learn Who We Are
- Enrollment
3 Easy Steps to Enroll Online
Enroll Your Students Online Now
- Get Involved
Support Compass Charter Schools
Give to Compass Charter Schools

PAID MEDIA IN ACTION - RETARGETING



PAID MEDIA CAMPAIGN RESULTS – FACEBOOK



facebook

Metrics	Total
Impressions	354,220
Reach	152,905
Clicks	2,261
CTR	0.64%
Frequency	2.32

PAID MEDIA IN ACTION - FACEBOOK

Facebook Highlights

- Facebook generated 354,000 impressions from 152,000 people and generated 2,261 clicks. We had a frequency rate (i.e. number of times an individual saw our ad) of 2.3. This means that 84K people saw our ads 2.32 times. Having 152,000 unique eyes on our brand is phenomenal - this is extremely important because it takes individuals multiple times to see an ad before they consider that brand.
- We created 5 campaigns. Our main targets were Parents of Students K-12, Expanded Adults, School/Education Interest, Look-alike & Retargeting Audiences. Of the 5 segments our retargeting audience performed best, this is followed by School & Education Interest segment saw the highest CTR & Engagement.
- We expanded our target to include all local adults in the targeted Los Angeles, San Diego & Yolo areas to include family members like grandparents.

Learning

- Consider a dedicated Facebook page for each district charter instead of a combination page. This would allow CCS to promote what each school is doing individually and drive Likes/Fans for that school
- Streaming audio ads (e.g. Spotify) could also be used to reach new parents across devices and locations, layering on parent/mom audience data available with streaming audio partners.
- Increase engagement by uploading videos, running polls, and asking questions.
- Expand targeting beyond demographic and interest/behavioral targeting and test new contextual and predictive targeting options.

PAID MEDIA IN ACTION - FACEBOOK

Top Performing Posts

Compass Charter Schools
Sponsored · 🌐

We are the gold standard in virtual education. We prepare 1000s of K-12 scholars in California to appreciate the arts, sciences, and life long learning. Watch your scholars shine with us.

Compass Charter Schools
Sponsored · 🌐

We are the gold standard in virtual education. We prepare 1000s of K-12 scholars in California to appreciate the arts, sciences, ...See more

Compass Charter Schools
Sponsored

COMPASSCHARTERS.ORG
Free K-12 Public School
Leading the way virtually

We are the gold standard in virtual education. We prepare 1000s of K-12 scholars in California to appreciate the arts, sciences, and life long learning. Watch your scholars shine with us.

Apply now

Boosted Post 15.41% CTR

Compass Charter Schools
Sponsored · 🌐

April 20 · 🌐

"We are the Gold Standard in Virtual Education. Learn about our Online Program in the video below!"

www.youtube.com/watch?v=1wp-d1hwFNs

COMPASS
CHARTER SCHOOLS
Virtual Information Session

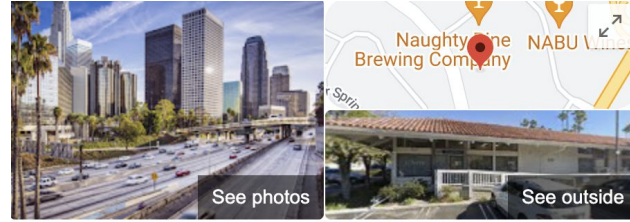
YOUTUBE.COM
Virtual Information Session - Online Learning Program

👍 123

2 Shares

👍 Like 💬 Comment ➦ Share

GOOGLE BUSINESS PROFILE RESULTS



Compass Charter Schools



Website

Directions

Save

Call

4.8 ★★★★★ 174 Google reviews

School district office in Thousand Oaks, California

Located in: [Water Court Complex](#)

Address: 850 Hampshire Rd Suite R, Thousand Oaks, CA 91361

Hours: [Open](#) · [Closes 5PM](#) ▼

Phone: [\(855\) 937-4227](#)

GOOGLE MY BUSINESS - ACTIONS TAKEN

Last Quarter:

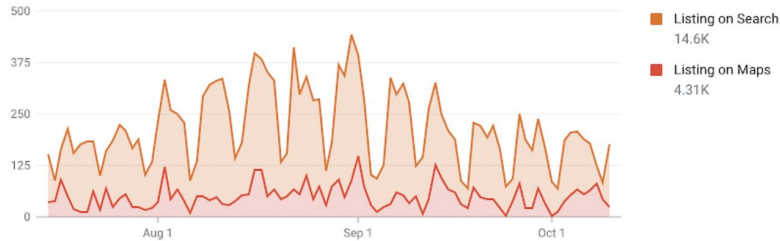
Total profile views - 18,900 Website visits - 1,480 Directions - 74 Calls - 208

Where customers view your business on Google

The Google services that customers use to find your business

1 quarter ▾

Total views 18.9K

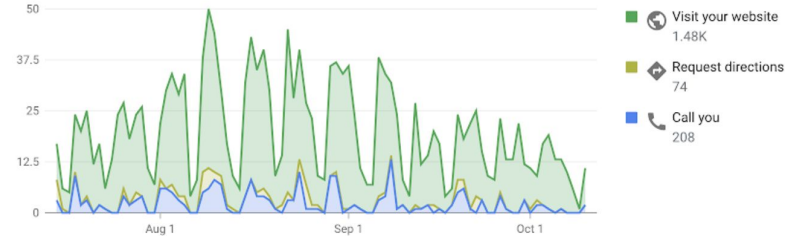


Customer actions

The most common actions that customers take on your listing

1 quarter ▾

Total actions 1.77K



GOOGLE MY BUSINESS - ACTIONS TAKEN



3,237

Business Profile interactions ⓘ



20,957

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



9,884

🔍 Searches showed your Busin

Searches breakdown

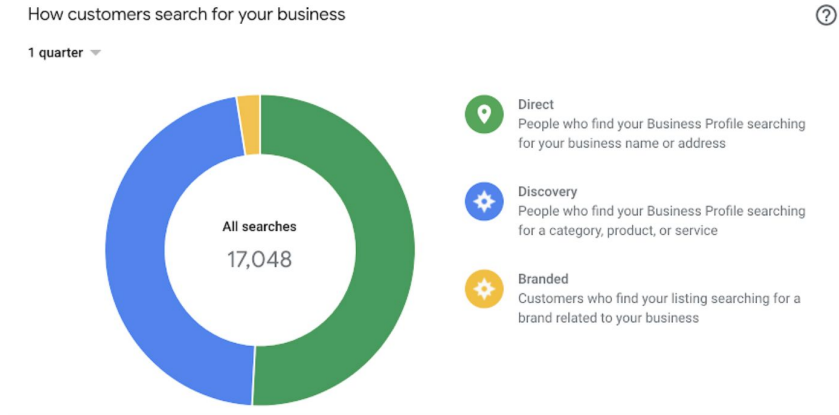
Search terms that showed your Business Profile in the search results

1. compass charter school	3,426
2. compass	2,013
3. compass charter schools	1,785
4. compass charter	585
5. compass school	518

BRAND SEARCH + DISCOVERY SUCCESS: Q3

Compass' Business Profile appeared in Google Searches 17,048 times. Of those:

- ~50% of the searches were variations on the brand – which was a big objective of our engagement: get us on the first page of Google!
- ~45% of the top 10 searches were variations on discovery searches – “charter school near me” “charter schools”...



SUPPORTING YOUR GROUND GAME

- PBS So-Cal
- KPBS
- San Diego Family Magazine
- Los Angeles Daily News

SUPPORTING YOUR GROUND GAME - PBS So-Cal

DMA	Product	Dates	Imp/Sends	Clicks
SoCal	KCET Web	5.9.22 - 6.5.22	50,000	35
SoCal	KOCE Web	5.9.22 - 6.5.22	50,000	43
SoCal	Spotlight Newsletter	5.12.22	122,198	13
SoCal	KCET Newsletter	5.1.22	77,719	13
SoCal	KCET Newsletter	5.15.22	77,502	8
SoCal	KOCE Newsletter	5.21.22	368,376	147
SoCal	KOCE Newsletter	5.28.22	367,875	115
SoCal	KCET Newsletter	5.29.22	77,398	15
Bay Area	KQED Web	5.16.22 - 6.12.22	33,094	4
Sac./Cntrl Valley	KVIE Newsletter	5.16.22	54,000	6
Sac./Cntrl Valley	KVIE Newsletter	5.23.22	54,000	5

COMPASS
CHARTER SCHOOLS

The Gold Standard for Online Learning. Free | Public | Virtual. Now enrolling K-12. [COMPASS Charter Schools](#) is a proud supporter of PBS KVIE!



NOVA: Why Ships Crash
Uncover the inside story of the Ever Given accident in March 2021. The Ever Given – one of the largest container ships ever built – cracked into the bank of the Suez Canal, blocking the entire waterway and grounding international supply chains to a halt. How could such a disaster happen? Can the investigation help prevent future accidents? Using unseen footage, testimony from witnesses, and expert analysis, examine the serious weaknesses in the world's critical supply chain.



The Library of Congress Gershwin Prize for Popular Song: Lionel Richie
Get ready for a night of "Dancing on the Ceiling" to celebrate songwriting superstar Lionel Richie! The iconic singer-songwriter will be honored with the 2022 Library of Congress Gershwin Prize for Popular Song during an all-star tribute concert. Enjoy Chris Stapleton's version of "Say You, Say Me," Andra Day's take on "Hello," and more performances of Richie's best-loved songs by Gloria Estefan, Boyz II Men, Luke Bryan, Yolanda Adams, and more – plus Richie's performance of his hit "All

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KQED Podcasts Bay Caricous Rightnowish The Bay On Our Watch MindShift Consider This Political Breakdowns

Meaning

Using meaning to self-blind involves creating categories to identify what a person will allow themselves to consume and what they'll avoid. For example, Lemble worked with a young man who wanted to stop gaming. He decided to stop using screens altogether because he felt he might start watching people play video games and then he would want to play video games. "This method helps us to avoid not only our drug of choice but also the triggers that lead to craving for our drug," she said.

The majority of young people will be able to self-correct if they are misusing substances or doing harmful behaviors, said Lemble. "But for those who cannot, we need to help them." She urges parents to trust their instincts. "If you see your kid is circling the drain, I just really encourage you to gently, but firmly, intervene."

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SUPPORTING YOUR GROUND GAME - KPBS

April 11 - May 31



KPBS Digital Report

KPBS Digital Campaign: Compass Charter Shool
Prepared for: Eric Smith
UWA #: 22368

Total		Display			In-Content Ads			Podcast	Livestream	Newsletter
Month	Impressions	Impressions	Clicks	Click-Thru %	Impressions	Clicks	Click-Thru %	Audio Impressions	Audio Impressions	Emails Delivered
Apr-22	89,071	40,788	23	0.06%	24,616	13	0.05%		23,667	
May-22	120,936	59,212	28	0.05%	35,385	18	0.05%		26,339	
Total	210,007	100,000	51	0.05%	60,001	31	0.05%	0	50,006	#REF!

SUPPORTING YOUR GROUND GAME - San Diego Family Magazine

Website Article

SAN DIEGO
family

RESOURCES PARENTING CONTESTS

Top 5 Reasons to Consider an Online School

Partner content by Compass Charter Schools



Parents looking to change or upgrade schools are using different criteria than in pre-pandemic times. Compass Charter Schools' Online Learning Program (Compass Online) offers flexibility and the gold standard in virtual education.

Online learning has many benefits for today's modern family. Besides the obvious carbon-free footprint benefit (no need to transport the scholars to a brick and mortar school), virtual education allows scholars to work at their own pace, schedule classes that fit their family

Magazine Editorial

We are proud to celebrate 10 years as an online public charter school in San Diego.

COMPASS
CHARTER SCHOOLS

GOLD STANDARD
VIRTUAL EDUCATION

www.compasscharters.org

Compass Charter Schools' Online Learning Program (Compass Online) is the Gold Standard in Virtual Education

It's our mission to serve the whole child, and parents, through our tuition-free online learning program with accredited teachers, in-house counselors, and special education staff. Live synchronous sessions for every core subject allow scholars to smoothly rise through every grade in one school, virtually.

Compass Online utilizes AVID (Advancement via Individual Determination) strategies. Our 7th - 12th grade scholars glean advanced study habits, strong critical thinking skills, and excellent verbal and written communication skills. We are proud to be one of few Certified AVID Site online schools nationwide.

We intentionally keep low scholar-to-counselor ratios; our counselors know our scholars by name. Our Engagement Department enriches scholars beyond screens with hands-on learning and community service and our online scholars enjoy scholar-led clubs and field trips, too.

Every K-12 scholar benefits from individual study at Compass Online - our personalized and adaptive programs align with each scholar's learning style, stage, and trajectory. The sky is the limit for our Firebirds and we're motivated every day to rise up. Enrolling now!

SUPPORTING YOUR GROUND GAME - Los Angeles Daily News

Leaderboard position on the LADN Readers Choice Ballot Page under the category : ONLINE SCHOOL

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The Gold Standard
for Online Learning

FREE | PUBLIC | VIRTUAL

Now Enrolling K-12

LEARN MORE ▶

2022 DAILY NEWS READERS FAVORITE CHOICE 2022

2022 DAILY NEWS THE FAVORITES

Automotive: New Car Dealer.....	Carmax/Mitsubishi	Online School.....	Compass Charter School
Automotive: Repair & Service Facility.....	Carmax/Mitsubishi	Online School.....	East Coast University
Bank/ATM.....	Bank of America Credit Union	Outdoor Living.....	Almond Tree
Bankrupt Facility.....	Wanda Hall Estates	Podiatrist.....	Jerry Medical
Career College Trade School.....	West Coast University	Pod Control Company.....	California Pod Control
Career College Nursing School.....	Armedberg School of Nursing	Physical Therapy Center.....	Southern California
Career College Nursing School.....	West Coast University	Physical Therapy Center.....	Orthopedic Institute
Catholic School.....	Our Lady of Lourdes Parish	Pre school.....	Dorchester Pre school & After Center
Charter School.....	Cherokee Charter School	Pre school.....	Life Made Real Learning Center
Charter School.....	Companny School	Pre school.....	The Redwood School
Charter School.....	Stanwix High Charter High School	Public Secondary School.....	Cherokee Hill Charter High School
Charter School.....	High Tech Los Angeles HS & MS	Public Secondary School.....	Companny School
Charter School.....	In Aculaia	Public Secondary School.....	Stanwix High Charter High School
Charter School.....	Midland Learning Center	Real Estate Agent.....	Eric Savaris
Charter School.....	Shelby Charter School	Real Estate Agent.....	Scott Henderson
College Completion Program.....	West Coast University	Real Estate Agent.....	Scott Trust
Door Company.....	Apex Sun and Door	Real Estate Company.....	Judie Williams W Properties
Express Lane.....	John's Community Of Marshall Hill	Recreation Community.....	Bill Squitieri
Financial Aid Loans.....	Lloyds Credit Union	Recreation Community.....	Shay Cotnam
Financial Aid Loans.....	Western Credit Union	Senior Assisted Living Center.....	Arroyo Living Community
Financial Credit Union (Local).....	Western Credit Union	Sharing.....	Sharing Community
Financial Credit Union (Local).....	Bank of America Credit Union	Sharing.....	Charter High School
Food Bank (Religious/Community).....	West Coast University	Sharing.....	High On Grass School
Graduate MBA School.....	West Coast University	Subacute Care Facility.....	Jerry Medical
Grading Company.....	Newcomer	Workshop.....	Companny Auto Sales
Non-Profit Organization.....	San Fernando Community Mental Health Center	Workshop.....	Jerry Medical
Non-Profit Organization.....	Shelby High Community Council	Workshop.....	East Angeles Public College
Non-Profit Organization.....	Sherrill Community	Workshop.....	West Coast Food with Dignity
Online School.....	Cherokee High School	Workshop.....	San Francisco Community Mental Health Center

See complete Favorite Listings online at dailynews.readerschoice.la

DISCUSSION - Working Together



- What worked well in our partnership?
 - Being able to meet regularly, strong partnership which resulted in new ideas
- What could be better?
 - Retention - opportunity for growth with CCS
- What marketing activities or materials did you think hit the mark?
 - Drip campaign!
 - Focusing on online, while also including all prospective scholars
- What activities or materials didn't work well?
 - CCS team access to Facebook
 - Ability to promote events online
 - Google Business profile lists Thousand Oaks, does this turn away different counties?
- Were there other kinds of support or marketing materials that you wished you had?