

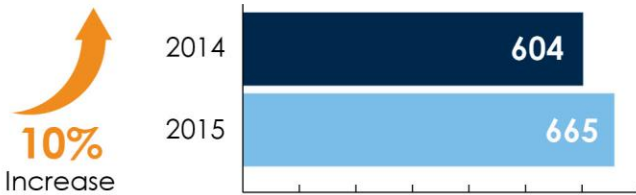
Due to efforts made by the Elevate marketing campaign and the Iowa-Advanced Manufacturing grant program, significant enrollment increases have been noted in community college manufacturing and skilled trade programs. The long-term strategy of ABI's Elevate program targets Iowa's K-12 students and parents, therefore even more significant enrollment increases are anticipated in 3-5 years and beyond as young people reach the age when they start making career training decisions.

Enrollment for advanced manufacturing program awards (AAS degrees, certificates & diplomas) **increased** from 2014-2015.

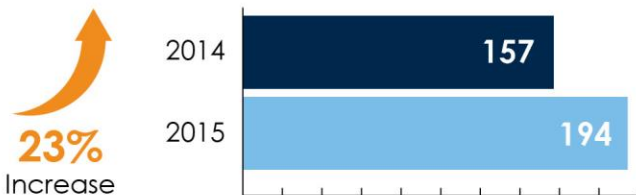
Top 3 enrollment advanced manufacturing programs are welding technician & technology, machinist/machine tool technology, and tool & die technology.



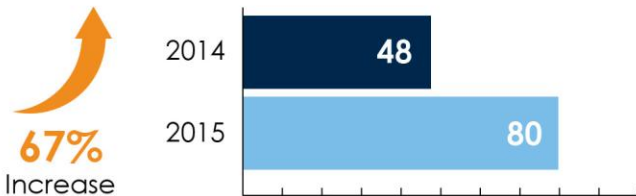
Welding Technician & Technology Awards Enrollment



Machinist/Machine Tool Technology Awards Enrollment



Tool & Die Technology Awards Enrollment



Source: Iowa Department of Education and Iowa Community Colleges

## Elevate Statewide Efforts\*

- Over **500** presentations to students, teachers and parents
- Curriculum distributed to over **70,000** students
- **13** scholarships and **14** grants awarded
- Regional programming in collaboration with colleges
- Over **130** Elevate Ambassadors spreading the message
- Collaborations with IWD, DE, STEM Council, CIRAS, Iowa Community Colleges, and Future Ready Iowa

## Website Analytics

Results from June 2017

- **6,872** total visits
- **.57%** continued to click links

## Digital Display Campaign

- **215,000** impressions delivered to teenagers
- **1,203,559** total impressions

## Facebook Ad Campaign - Teenagers

- **576,341** impressions delivered
- **215,000** impressions were from social 'shares'
- **1,326** people visited the website
- **0.48%** campaign click through rate performance
- **0.62%** campaign click through rate from 'social' shares
- **1,304** actions taken (Like, Share, Comment)

## Targeted Email Campaign - Adults

- Email delivered to **412,218** parents with teenagers in the household
- **15,214** people opened the email (**13.05%** open rate)
- **5,237** people clicked through to Elevatelowa.com (**1.27%** CTR)

## Geofence Campaign

- **61,231** impressions delivered in 3 days during the Iowa State Fair

\*To date (11/2017)