



**COLORADO**  
COMMUNITY COLLEGE SYSTEM

# *Behavioral Health Workforce Development*

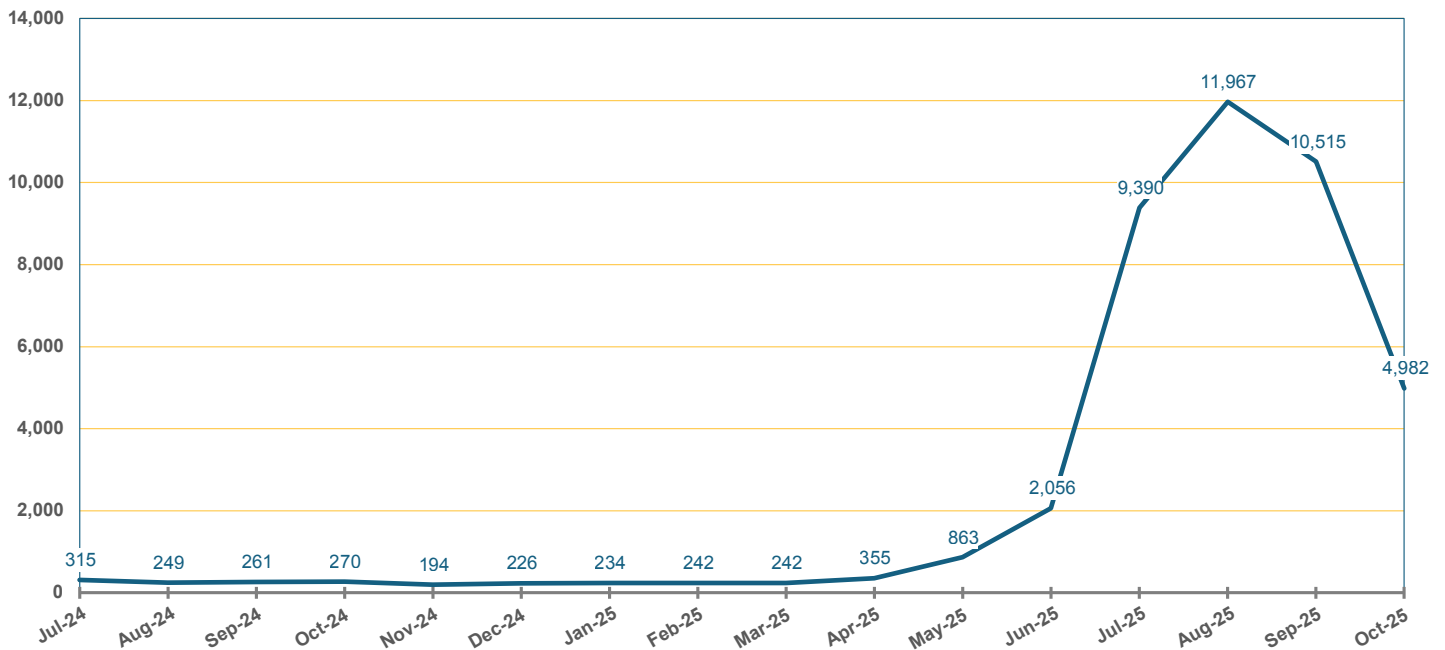
## **Marketing and Communications Analytics Report**

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**JULY 2024 - OCTOBER 2025**



## Behavioral Health Pathways Landing Page Website Views



## Outreach Activities

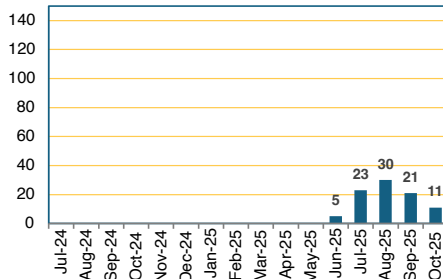
February 5-7, 2025	CACTA Conference
February 19, 2025	HOSA Conference Booth
March 31-December 31, 2025	30-second video rotations on RMPBS (series of 5)
May 1, 2025	<a href="#">Blog Post</a> : Innovative Community College Program Addresses Behavioral Health Workforce Shortage
May 2, 2025	<a href="#">Press Release</a> : Mental Health Awareness Month
May 21, 2025	<a href="#">Blog Post</a> : Behavioral Health Challenges and Solutions in Rural Colorado
June 16, 2025	<a href="#">Blog Post</a> : Bridging the Gap: How CCCS Is Redefining Behavioral Health Education
June 19-October 17, 2025	CollegeAPP Meta Campaign
July 22-24, 2025	CACTE Conference
September 23, 2025	<a href="#">Blog Post</a> : Building Colorado's Behavioral Health Workforce, One Community at a Time
October 17, 2025	Behavioral Health Momentum Summit



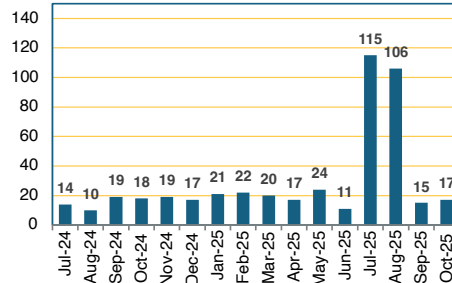
## Behavioral Health Pathways Landing Page Clicks on CCCS Links to College Program Pages

Colleges shown on map offered microcredentials during the reporting period.

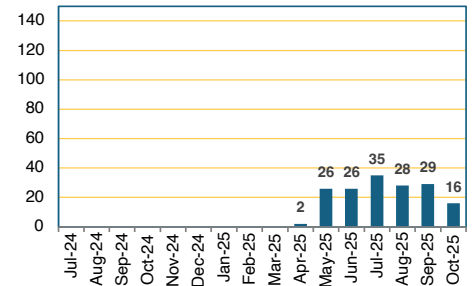
ACC



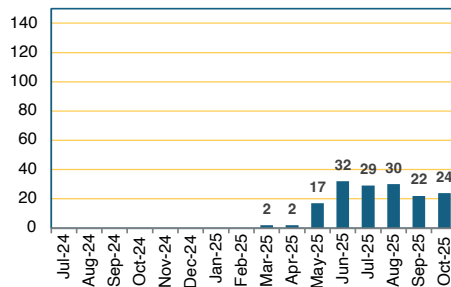
CCA



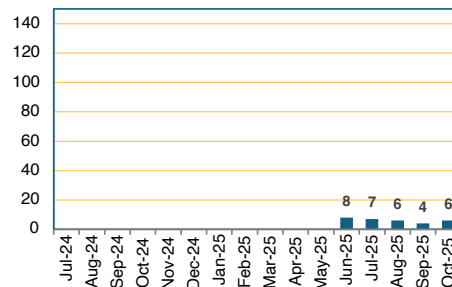
CCD



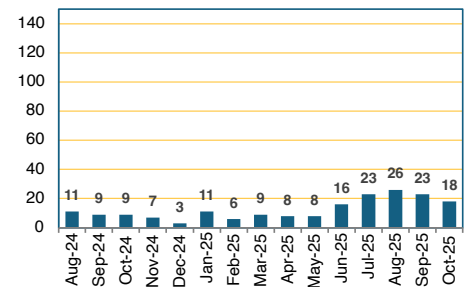
FRCC



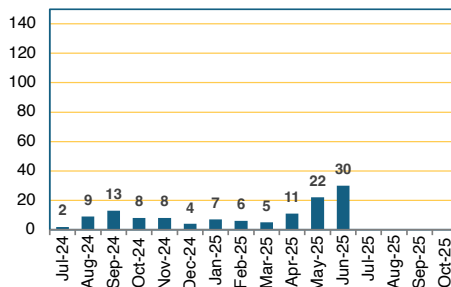
LCC



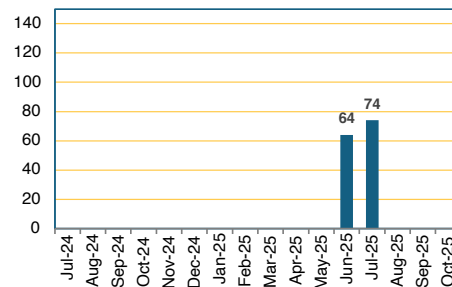
PCC



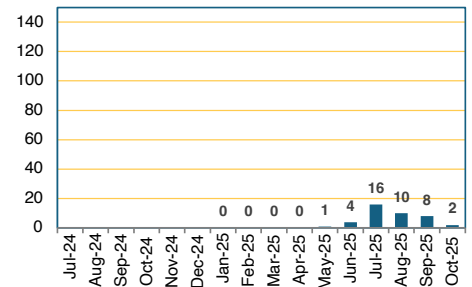
PPSC\*



RRCC\*



TSC



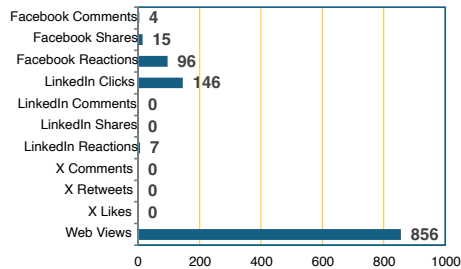
\*Some link data is not being captured in Google Analytics. This issue is under investigation.

**2,081 Total Clicks on Links to College Program Pages**

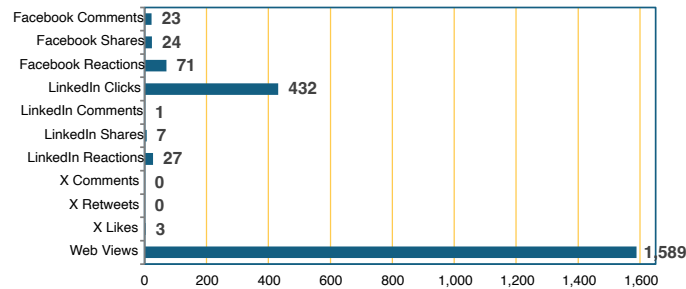


## CCCS Communication Channels Website, Facebook, LinkedIn, X

**Blog Post: Innovative Community College Program Addresses Behavioral Health Workforce Shortage<sup>^</sup>**

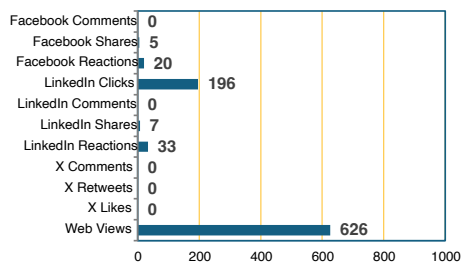


**Blog Post: FRCC Launches Fast-Track Behavioral Health Certificates to Grow Larimer County's Care Workforce<sup>^</sup>**

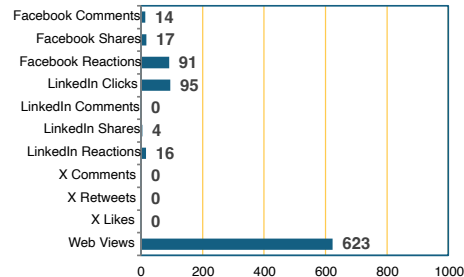


**<sup>^</sup> = Content boosted**  
Social media boosting is a paid advertising feature that increases the reach and visibility of existing social media posts.

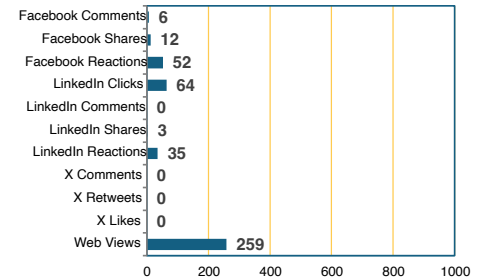
**Blog Post: Building Colorado's Behavioral Health Workforce, One Community at a Time<sup>^</sup>**



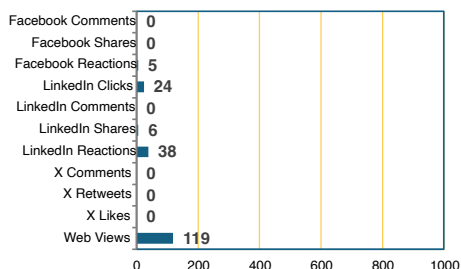
**Blog Post: Bridging the Gap: How CCCS Is Redefining Behavioral Health Education**



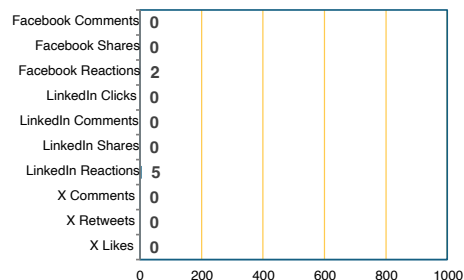
**Blog Post: Behavioral Health Challenges and Solutions in Rural Colorado<sup>^</sup>**



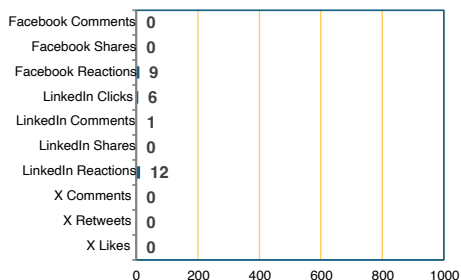
**Press Release: CCCS Develops Programs To Address Urgent Statewide Mental Health Workforce Gaps**



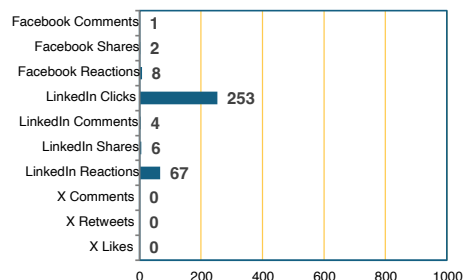
**Social Media: KKTV story about PPSC Single Stop Program**



**Social Media: Video: Student experience-Victoria**



**Social Media: CCA Behavioral Health BAS Launch**



**16,748 people follow CCCS on social media**

**5,299 - Facebook**

**8,719 - LinkedIn**

**2,730 - X**

Social media content link clicks not available for Facebook and X at the time of this report.



## CollegeAPP Campaign June 19-October 17, 2025

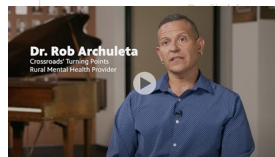
- **Objective:** Increase awareness of Behavioral Health microcredentials offered at CCCS institutions.
- **Platform:** Facebook and Instagram (managed by CollegeAPP)
- **Audience:** Adult learners along Colorado's front range and extending into the eastern plains.
- **Strategy:** Rotate through a series of eight ads (five animated gifs and three videos) to communicate the need for behavioral health workers and the availability of fast and affordable training options at community colleges. Geofencing was implemented to monitor campaign response in relation to college locations.
- **Budget:** \$25,000

### Top Zones

- **Top-performing:** Zone 2, Highest reach (119.7 K), link clicks (7,070), and CTR (3.48%)
- **Most efficient CPC:** Zone 2, Lowest CPC (\$0.23)
- **Best engagement:** Zones 1 (15%) and 4 (14%)

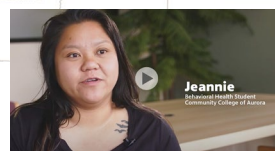
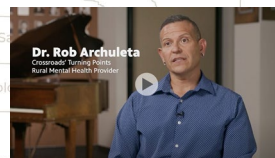
### Top Ad Overall

- **Ad:** 7\_BEH\_Zone2
- **Zone:** Zone 2
- **Format:** Video
- **Messaging:** "Make a difference in the lives of others..."
- **Performance:** Reach (94,394), CTR (4.08%), CPC (\$0.20), and engagement (6.68%)



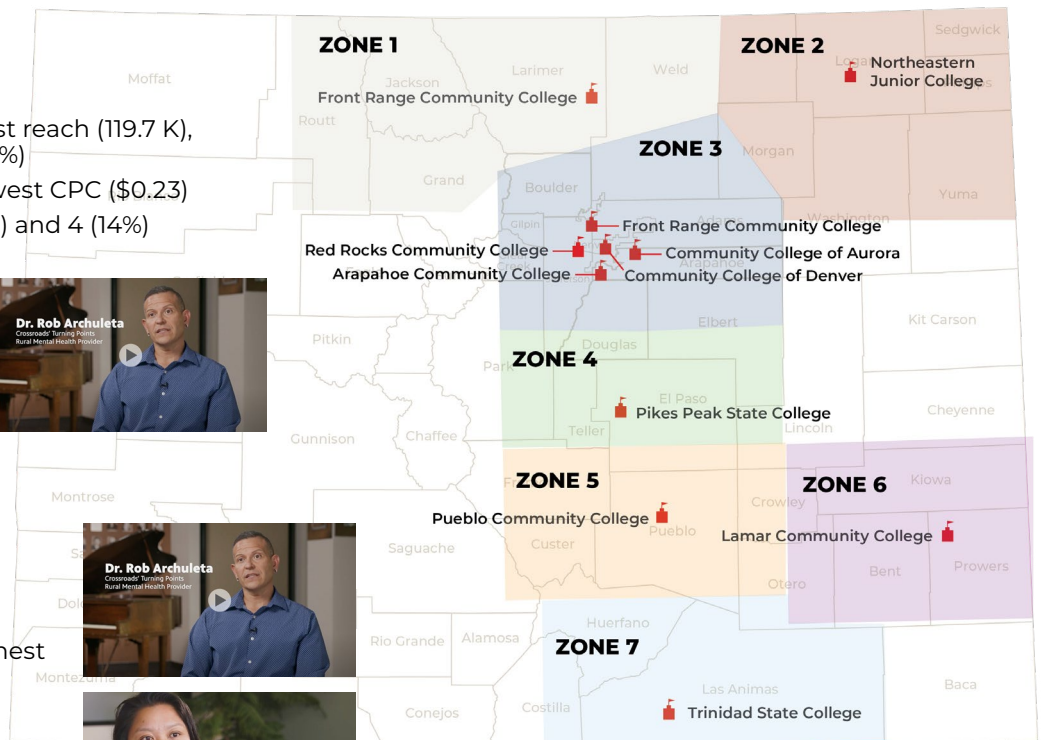
### Top Video Ads

- **Top Overall:** 7\_BEH\_Zone 2, highest CTR (4.08%), lowest CPC (\$0.20), strong engagement (6.68%)
- **Highest Engagement:** 8\_BEH\_Zone4, highest engagement (9.32%), good CTR (2.14%), higher CPC (\$0.52)
- **Top Message:** "Make a difference in the lives of others..."



### Top GIF Ads

- **Top Overall:** 5\_BEH\_Zone1, highest CTR (1.65%) and engagement (5.7%), but CPC (\$0.55) was higher than best performing video ads
- **Next Best Ad Version:** 4\_BEH\_Zone7, CTR (1.56%), engagement (3.30%), and CPC (\$0.50)
- **Top Message:** "Earn up to \$20/hr..."



### Worst Performance

- **Zone:** Zone 5, Lowest CTR (1.64%), highest CPC (\$0.54), highest frequency (14.37) may have led to ad fatigue
- **Individual Ad:** 3\_BEH\_Zone5 CTR (0.84%), engagement (1.89%), CPC (\$0.73)
- **Format:** GIF ads
- **Message:** "Micro credentials prepare you..."



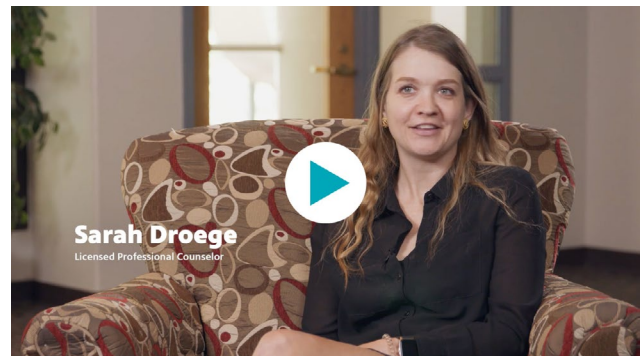


## Rocky Mountain Public Media Partnership March 31-December 31, 2025

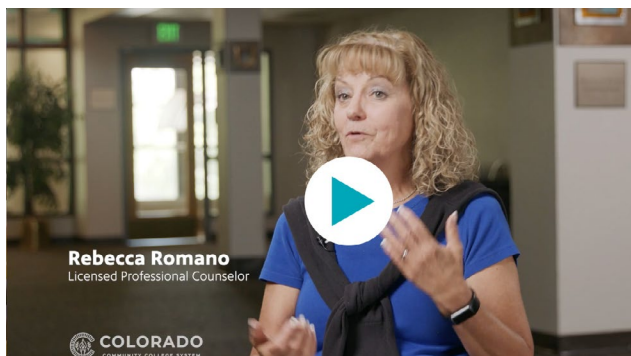
### 30-second Television Spots

#### RMPBS:

- M-Su CCCS :30 Adult Broad Rotators  
6 months / Total of 300 spots
- Work Learn Earn Promos w/CCCS tag  
9 months / Total of 80 promos
- **Create/World Channels:**
- M-Su CCCS :30 Adult Broad Rotators  
8 months / Total of 48 spots on each station



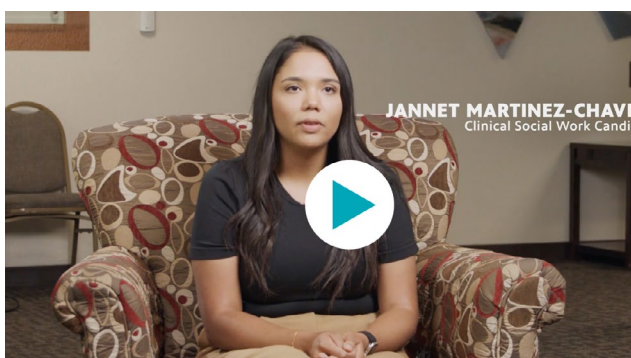
#### What Is Behavioral Health?



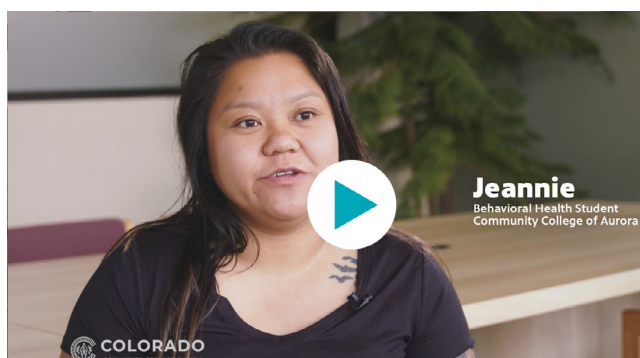
#### Microcredentials



#### Student Experience: Victoria



#### Behavioral Health in Rural Colorado



#### Student Experience: Jeannie

### Radio Announcement

#### KUVO Jazz and The DROP 104.7:

- M-Su CCCS :30 Adult Broad Rotators  
9 months / Total of 40 spots on each station

*The Colorado Community College System proudly supports (KUVO Jazz) (THE DROP) and Rocky Mountain Public Media's Work-Learn-Earn initiative, connecting people with in-demand career opportunities. With campuses across the state, CCCS is helping Colorado meet the rising demand for Behavioral Health professionals with microcredentials that can be completed in a year or less. Learn more at [cccs-dot-e-d-u-slash-behavioral-health](https://cccs-dot-e-d-u-slash-behavioral-health).*