



New York State
EDUCATION DEPARTMENT
Knowledge > Skill > Opportunity

ACCES-Adult Education Media Campaign

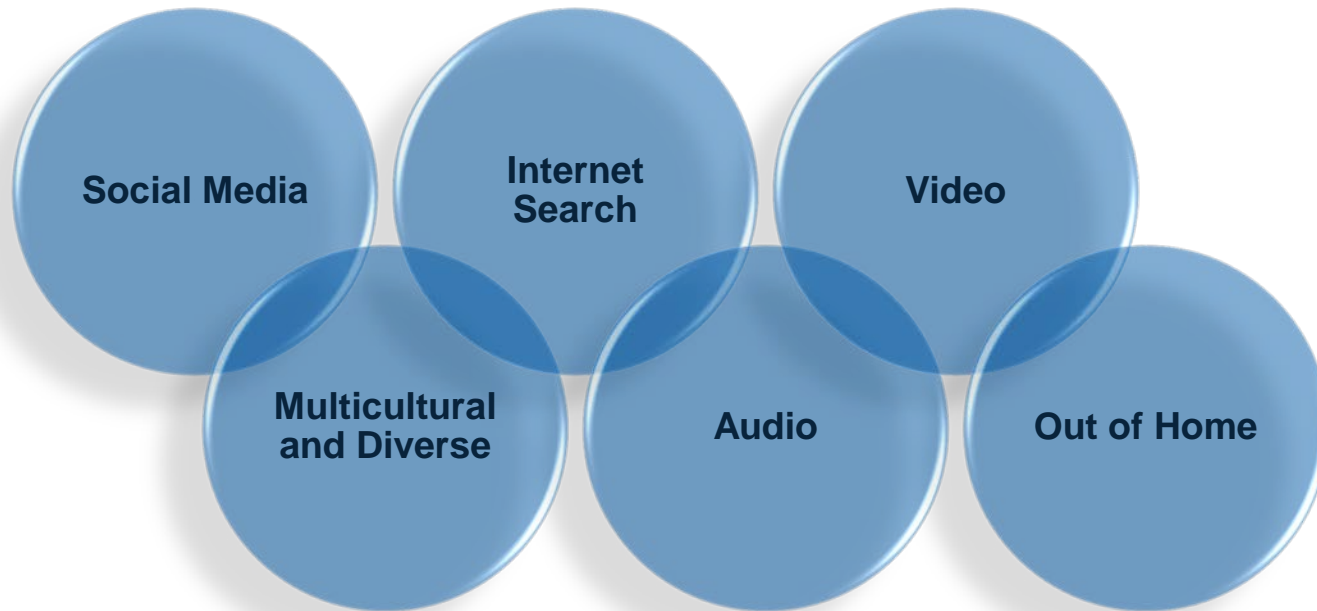
April 2023

Board of Regents Meeting



Adult Career and Continuing Education (ACCES) Media Campaign Strategy

Strategy



Media Outlets

- Facebook, Instagram, Twitter, TikTok
- Documented, Schneps (WBE): AMNY, Brooklyn Paper, Bronx Times, Caribbean Life, El Correo, LI Press, Noticia, QNS, Gay City News, H Code, El Diario, Univision, B Code, Amsterdam News, Minority Reporter, Groundtruth (Programmatic)
- Google
- iHeart, Pandora, WADO (Univision)
- YouTube, Amazon, Twitch
- Vistar, Outfront, All Points Media, SI Ferry, Gateway, Lamar

Examples of Advertisements

- Radio and TV
- Bus and subway
- Social media
- Google search results

Meet Irnia, a first-generation immigrant from Haiti who began class at CAMBA in Brooklyn in 2017.

Irnia obtained her High School Equivalency Diploma in 2021 and is now working to achieve her dream of becoming a nurse!

#AccessYourFuture



Achieve Success with
ACCES
Adult Career and Continuing Education Services

nysed.gov/adulted | (518) 474-8940

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Alcanza el éxito profesional con
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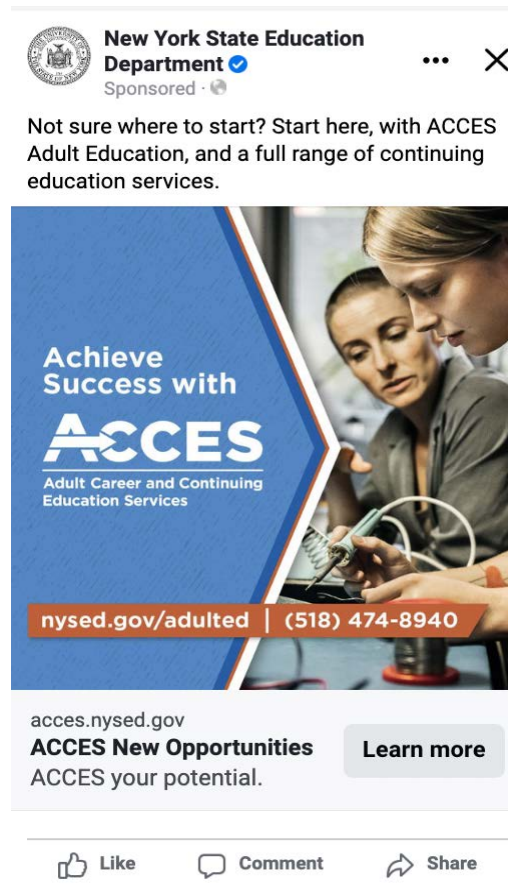
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Examples of Advertisements



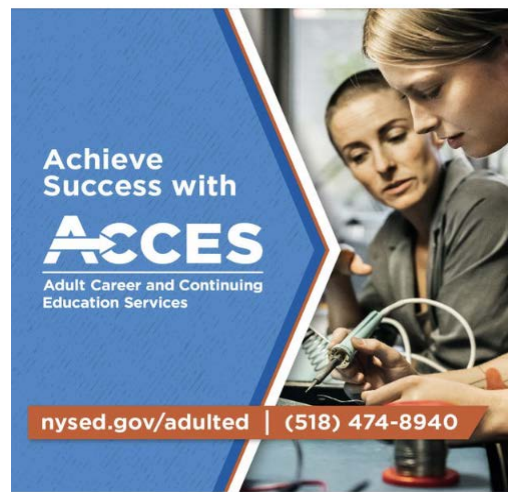
Social Media Strategy

Highly used online platforms including **Facebook, Instagram, Twitter** and **TikTok** were incorporated in the media plan.



New York State Education Department
Sponsored · 🌐

Not sure where to start? Start here, with ACCES Adult Education, and a full range of continuing education services.



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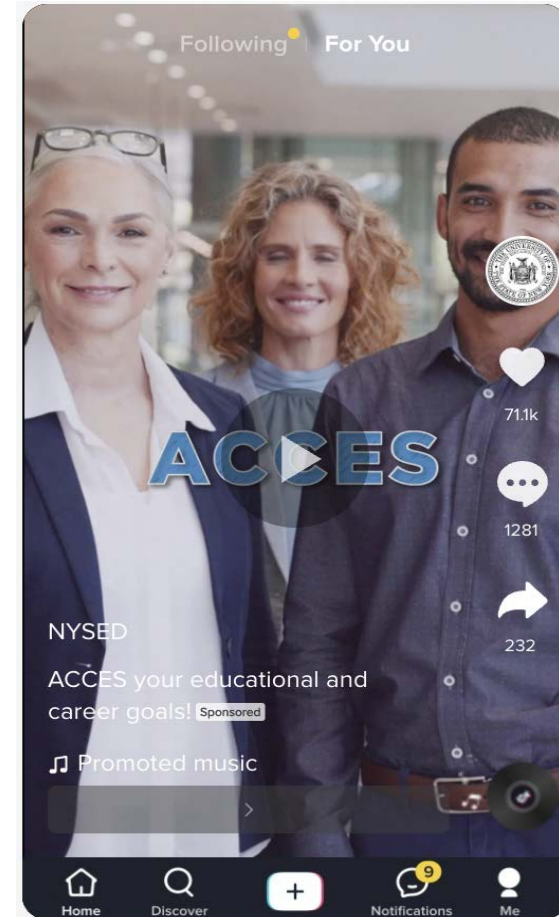
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ACCES New Opportunities [Learn more](#)
ACCES your potential.

Like Comment Share



Following For You



ACCES

NYSED
ACCES your educational and career goals! Sponsored

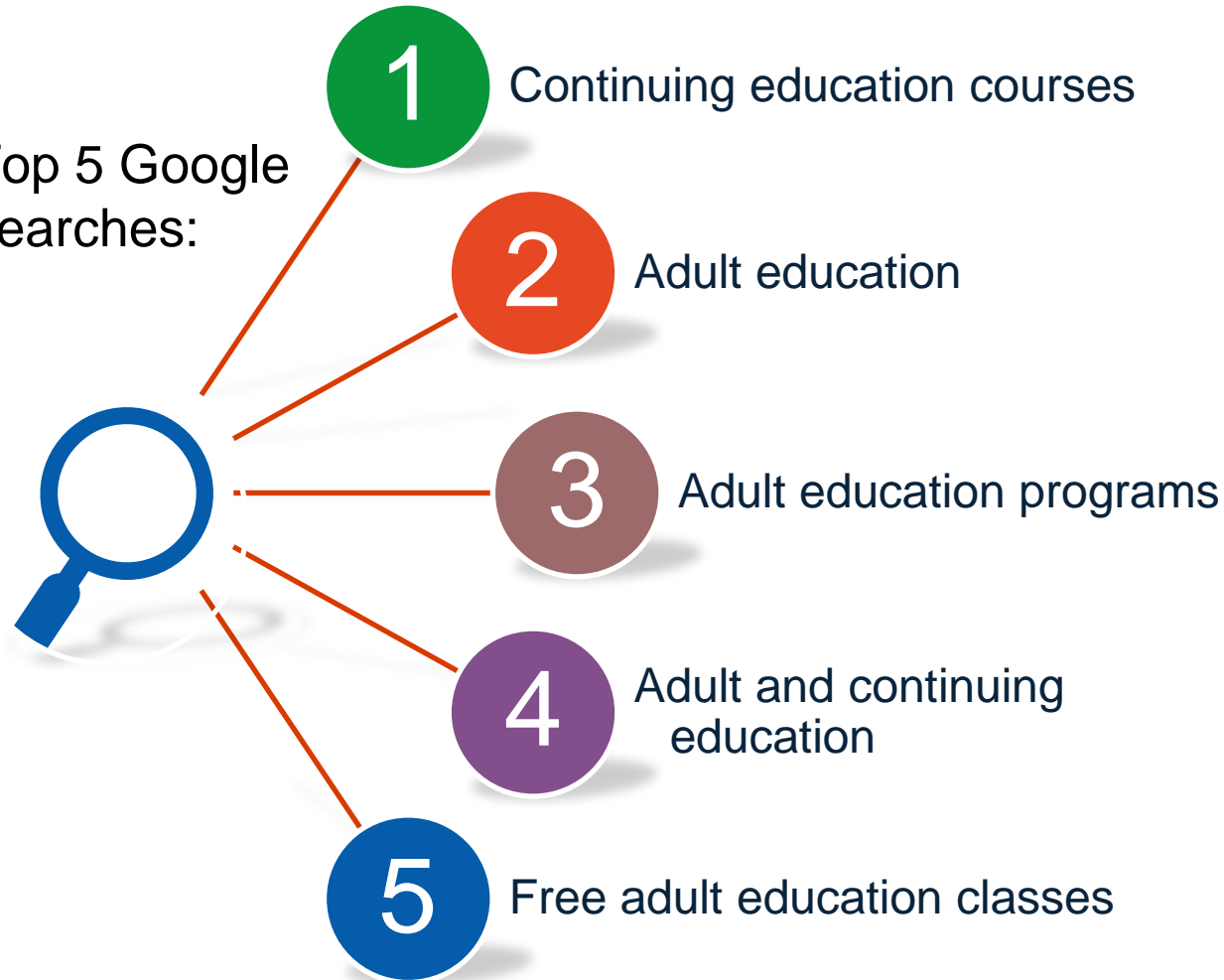
🎵 Promoted music

71.1k
1281
232

Home Discover + Notifications Me

Internet Search Strategy

Top 5 Google searches:



Ad · [aces.nysed.gov/](https://www.acces.nysed.gov/)

Find Job Training | ACCES Your Potential | Vocational Services

Educational opportunities can fast-track your career. ACCES can show you how. ACCES Adult Education provides the education opportunities to help you achieve success. [Vocational Services](#). [Educational Opportunities...](#)

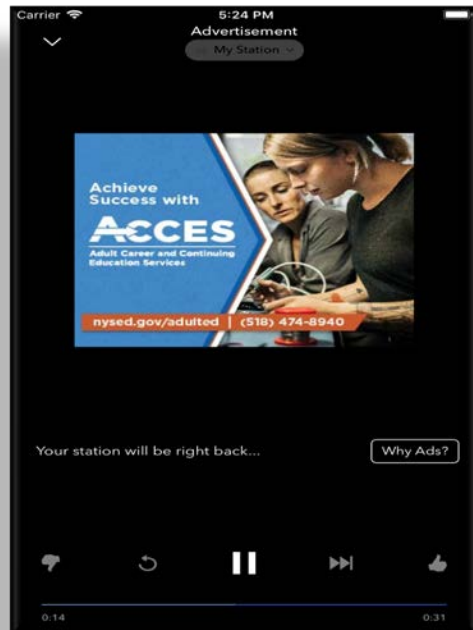
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ACCESAR Tu Potencial | Desarrollo Profesional | Oportunidades Educativas

Invierte en tu profesionalismo con oportunidades que te ayuden acelerar tu carrera. ACCES ofrece los instrumentos educativos para encontrar un trabajo que le interese. [Servicios Vocacionales](#). [Oportunidades...](#)

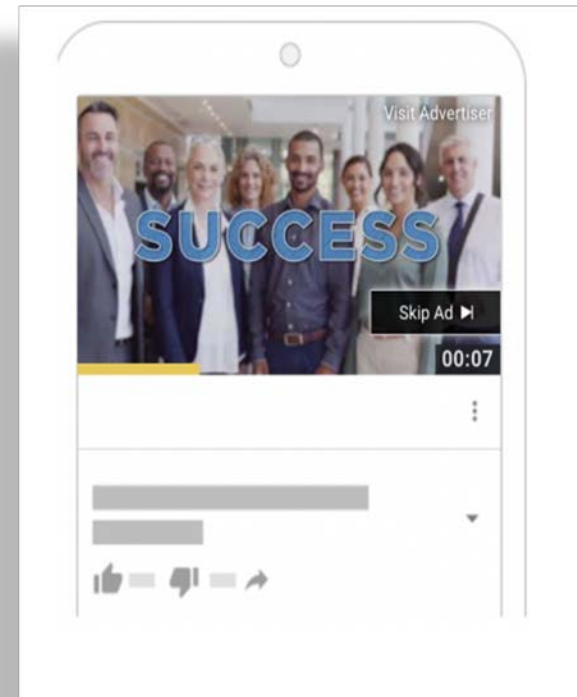
Audio Strategy and Video Strategy

Both broadcast audio through **iHeart** and Streaming audio (**Pandora** and **WADO-Univision** radio) were utilized.



The plan incorporated top video platforms including **YouTube**, **Amazon** and **Twitch**.

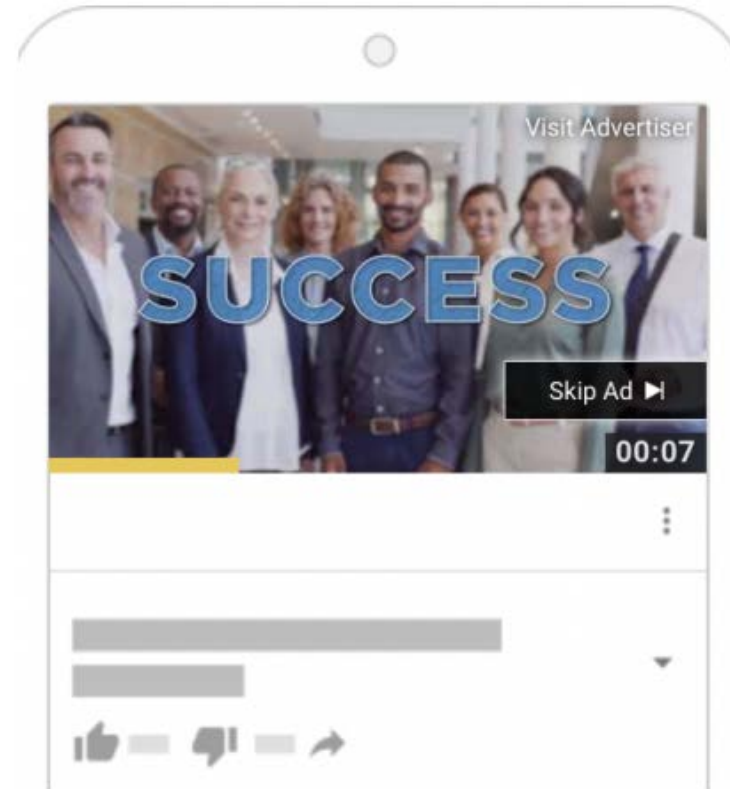
[ACCES Adult Education Media Campaign Video on Vimeo](#)



Video Strategy

The plan incorporated top video platforms including **YouTube, Amazon and Twitch.**

[ACCES Adult Education Media Campaign Video on Vimeo](#)



Out-of-Home Strategy

- Bus sides posters
- Programmatic out-of-home screens
- Street level subway urban panels
- Place-based posters



Multicultural & Diverse Outreach

Documented NEW YORK'S GO-TO SOURCE FOR IMMIGRATION NEWS

ABOUT US RESOURCES FOR IMMIGRANTS EVENTS

IMMIGRATION LABOR COVID-19 HOUSING OUR STORIES DONATE

This data comes from the DOHMH's 2021 New York City Community Health Survey, which has yet to be released.

The survey randomly selected around 10,000 adults in New York City and asked if they had experienced any long-lasting health effects following a COVID infection such as cough, shortness of breath, fatigue, brain fog, headaches, joint pain, gastrointestinal upset, blood clots and depression. This marked the first time the department had asked these questions in its annual community health survey.

Dr. Celia Quinn, the health department's deputy commissioner for disease control, testified at a [City Council hearing](#) last month that the 2021 health survey suggests that "up to 30% of New York adults who have had COVID-19 may experience some form of long COVID."

Women were 1.4 times more likely to report symptoms than men.

"This represents a major public health burden and threat," said Dr. Denis Nash, an epidemiologist and the executive director of CUNY's Institute for Implementation Science in Population Health. "Once someone recovers from the acute phase of their COVID infection, it doesn't mean that they're necessarily going to be back to normal in a short period of time. Many, many people are struggling."

The survey, which relies on New Yorkers to self-report symptoms, may not capture the full picture. "We could potentially underestimate the burden of long COVID in some communities," Nash said. "Those with better access to care might be more likely to endorse the link [to COVID]."

The high rates of long COVID in The Bronx confirm that "a lot of the risk factors for long COVID overlap with COVID, and they also overlap with socioeconomic

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MINORITYREPORTER Achieve Success with **ACCES** Adult Career and Continuing Education Services

HOME IN THE COMMUNITY EDITORIAL STATE/NATIONAL NEWS WORLD NEWS POLICE REPORTS BUSINESS EDUCATION HEALTH FEATURES

Latest Update with the RPO & The Strong National Museum of Play Is Fantasy Football an Addiction? Hope Hall Holi

Even More Free Events & Activities This Year at Roc Holiday Village

What Can I Gift My Parents for Christmas as an Adult in Rochester?

Let's Play! It's a "Winter Celebration" with the RPO & The Strong National Museum of Play

Is Fantasy Football an Addiction?

Hope Hall Holds Yearly Woodworking Sale to Help Craft Careers, Jobs for Students

EL DIARIO Desde 1913. El Campeón de los Hispanos

MUNDIAL QATAR 2022 ELECCIONES 2022 SUBWAY N

EL DIARIO NY > POLÍTICA

NOTICIAS DE POLÍTICA

Emmanuel Macron quiere que Estados Unidos acepte exenciones para los productos europeos
04 de Diciembre 2022

Por qué funcionaria de Estados Unidos advierte "potencial guerra" con China
04 de Diciembre 2022

Publicidad

Avanza al éxito profesional con **ACCES** nysed.gov/adulted (518) 474-8940

Estados Unidos agregó a Cuba y Nicaragua a lista negra sobre libertad religiosa
02 de Diciembre 2022

Ex marine es acusado de dispararle a un niño que hacía campaña por senador demócrata de Georgia para la segunda vuelta de las elecciones

Performance Metrics



32,211,051
Impressions

Number of times an Ad was viewed



159,616
Clicks

Number of times a viewer click on the Ad for more information



Top Performers
Facebook and Google Search

Social Media and Internet Analytics

TRAFFIC SOURCE	CHANNEL	IMPRESSIONS	CLICKS
Facebook	Social	8,801,723	53,958
Instagram	Social	7,778,397	32,008
Google Search	Search	91,847	11,093
Twitter	Social	6,039,749	48,001
Schneps	Community and Ethnic Outreach	1,180,137	801
BCode	Community and Ethnic Outreach	1,846,698	950
HCode	Community and Ethnic Outreach	1,746,932	284
GroundTruth	Programmatic	3,467,792	8,244
Amsterdam News	Community and Ethnic Outreach	106,882	141
El Diario	Community and Ethnic Outreach	902,487	1,134
Documented	Community and Ethnic Outreach	155,771	314
Minority Reporter	Community and Ethnic Outreach	92,636	2,688

Awareness and Reach

The campaign leveraged video, audio, and out-of-home advertising to generate broad awareness of the program. These tactics were utilized to build awareness of ACCES across the state and delivered over **80 million** impressions, **21 million** video views and **1.6 million** audio plays.

Radio spots ran over **1,500 times** on Univision and iHeart radio stations, delivering over **8 million** impressions.

TOTAL IMPRESSIONS	OOH IMPRESSIONS	VIDEO VIEWS	AUDIO PLAY	RADIO SPOTS
80,071,520	47,249,263	21,063,173	1,627,619	1,527

Audio, Video and Print Analytics

TRAFFIC SOURCE	CHANNEL	IMPRESSIONS	VIDEO VIEWS
YouTube	Video	12,881,606	11,893,129
Amazon	Video	2,321,312	2,321,312
Twitch	Video	1,892,844	1,892,844
TikTok	Video	5,551,076	4,955,888

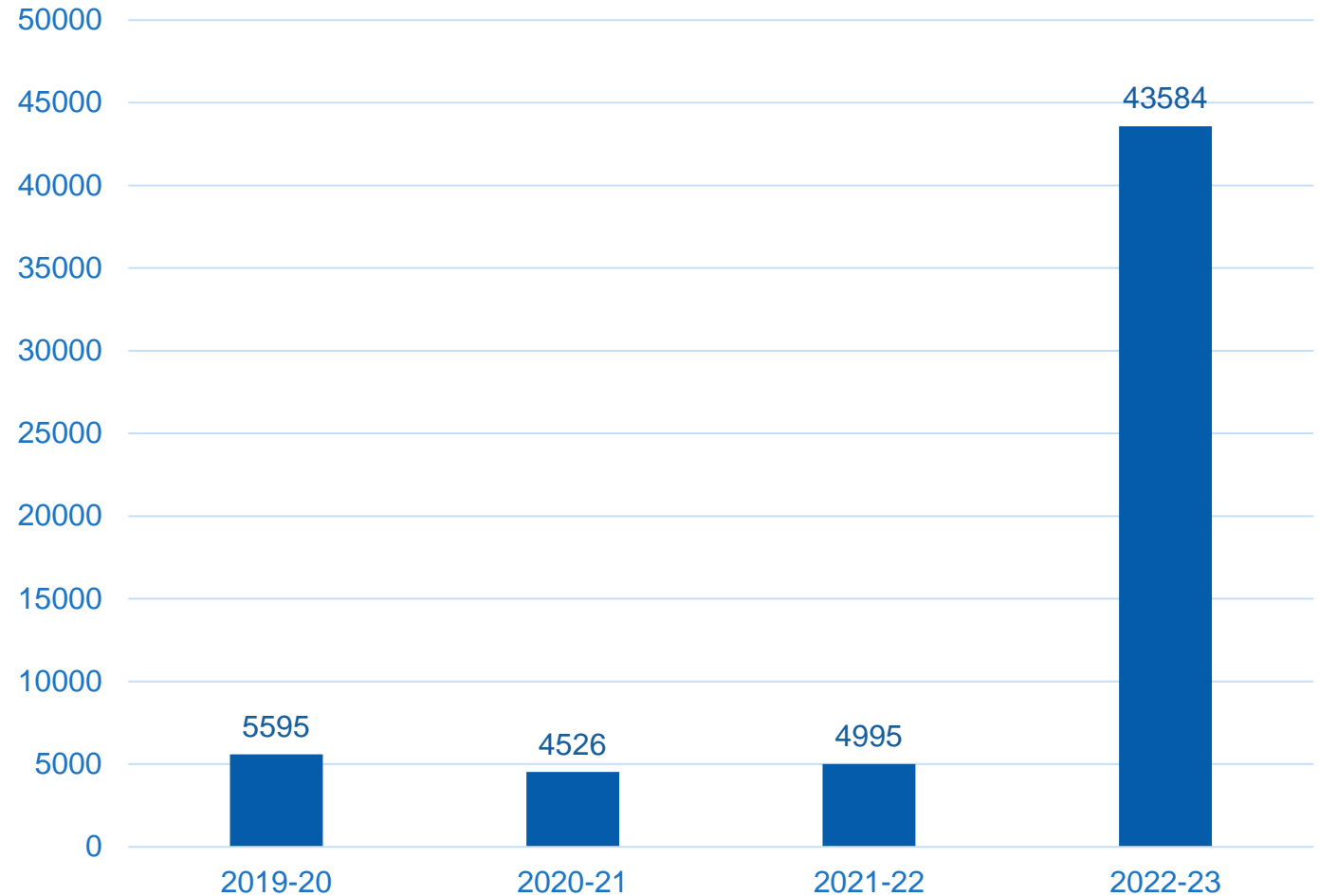
TRAFFIC SOURCE	CHANNEL	SPOTS AIRED	IMPRESSIONS
iHeart Radio	Radio	1,330	7,923,800
WADO (Univision)	Radio	197	624,000

TRAFFIC SOURCE	CHANNEL	IMPRESSIONS
All Points Media	Traditional OOH	2,100,100
Gateway	Traditional OOH	24,044,586
Outfront	Traditional OOH	4,657,258
Lamar	Traditional OOH	9,000,000
SI Ferry (She Media WBE)	Traditional OOH	4,448,000
Vistar	Digital OOH	2,999,319

TRAFFIC SOURCE	CHANNEL	IMPRESSIONS
Univision	Streaming Audio	664,098
Pandora	Streaming Audio	963,521

Website Hits/Results

Traffic to NYSED's Adult Education web page during the ad campaign **increased nearly 800%** compared to the same timeframe the year before the campaign.



Referrals

135 Adult Education Programs responded to a survey.

Results

400 New Students were enrolled as a result of the marketing campaign!



Next Steps

Adult Education

- Annual Campaign

ACCES-Vocational
Rehabilitation

- Summer Campaign

Questions?



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