

# SCE Website, Marketing & Outreach Analytics

Reporting Period: Spring 2026

## Overall Website Snapshot

*SCE-specific pages represent approximately 18% of total site traffic. Feb. – May 26*

Metric	Value
Total Views (SCE pages)	303,264
Active Users	164,109
Avg. Views per Session	1.85
Avg. Engagement Time	34 seconds
Total Event Count	1,085,839

## English Site — Top Pages

The English homepage accounts for 78,407 views, nearly 26% of all SCE traffic. It is the primary entry point for most visitors.

Page	Views	Active Users	Avg. Engagement
/sce/english/ (homepage)	78,407	39,443	27s
/sce/english/programs/career-education/	14,725	11,399	51s
/sce/english/programs/active-adults/	13,473	13,545	13s
/sce/english/student-services/tech-support/canvas-support	12,156	4,109	27s
/sce/english/programs/	10,133	8,050	17s
/sce/english/programs/high-school/high-school-equivalency-certificate/	9,902	9,570	11s
/sce/english/programs/esl/	8,502	7,224	34s
/sce/english/student-services/counseling/	7,487	4,442	34s
/sce/english/programs/high-school/high-school-diploma/	7,155	6,746	13s
/sce/english/programs/career-ed/health-and-human-services	4,618	2,977	1m 14s

- Career Education and Active Adults are the top two program pages by traffic.
- Canvas Support has the highest repeat visit rate at 2.96 views per user — students keep returning.
- High School Equivalency and ESL are consistent, high-traffic pages.
- Health & Human Services has the highest engagement time at 1 minute 14 seconds.

## Spanish Site — Top Pages

The Spanish site shows strong, consistent traffic. Spanish ESL outranks the English ESL page — a clear signal of community need.

Page	Views	Active Users	Avg. Engagement
/sce/spanish/programs/esl/	9,582	9,839	17s
/sce/spanish/ (homepage)	7,263	5,748	20s
/sce/spanish/programs/career-education/	4,951	5,277	11s
/sce/spanish/programs/active-adults/	1,940	2,041	10s

- Spanish ESL (#7 overall) outranks English ESL (#8).
- Career Education and Active Adults mirror the top interests of English users.
- Short homepage engagement time (8s) suggests users navigate directly to specific programs.

## Vietnamese Site — Top Pages

7,639 total views from 6,641 active users — approximately 0.73% of total site traffic. ESL and Career Education lead. Citizenship ranks #4, which is unique to the Vietnamese site.

Page	Views	Active Users	Avg. Engagement
/sce/viet/programs/esl/	738	567	34s
/sce/viet/programs/career-education/	514	398	20s
/sce/viet/ (homepage)	343	293	17s
/sce/viet/programs/citizenship/	284	263	18s
/sce/viet/programs/	206	134	16s
/sce/viet/about-and-more/	113	112	12s
/programs/viet_english_cert	99	86	18s
/sce/viet/programs/esl/esl-support-classes/	89	69	30s
/sce/viet/programs/active-adults/	82	74	16s

- ESL leads with 34s engagement — highest among all Vietnamese pages.
- Citizenship is uniquely prominent here and does not appear in top pages for English or Spanish.
- Overall traffic is lower than the Spanish site. Discoverability may be worth exploring.

## CE Registrations by Program Area

Registrations completed via the website, most likely driven by marketing and outreach initiatives.

Note: The school phone number is prominently displayed on all advertising. In-person and phone registrations are not captured in these numbers, which means actual enrollment driven by marketing and outreach is likely higher than what is reflected here.

\* Summer 2026 is still enrolling — approximately four weeks remaining.

Program Area	Fall 2025	Spring 2026	Summer 2026*
English as a Second Language	5,120	5,943	1,993
Career Education	3,420	4,085	1,240
GED/HiSET Test Preparation	2,000	2,459	674
Counseling Orientations	1,599	1,218	104
Citizenship	1,266	1,059	302
Older Adults / Active Adults	661	730	547
College Preparation	333	640	488
Adult Basic Education	428	485	323
Total	14,827	16,619	5,671

- ESL is the largest program by far — 5,943 spring registrations.
- Career Education grew 19% from Fall to Spring (3,420 → 4,085).
- GED/HiSET grew 23% from Fall to Spring (2,000 → 2,459).
- College Preparation nearly doubled Fall to Spring (333 → 640).
- Counseling Orientations dropped 24% from Fall to Spring (1,599 → 1,218).
- Overall spring registrations were up 12% over fall (14,827 → 16,619).
- The top 3 programs by registration — ESL, Career Education, and GED/HiSET — match the top program pages on the website.

## Marketing Performance — February through April 2026

Digital marketing activity across social media, paid, and organic channels.

Month	Impressions	Site Visits	Video Views	WhatsApp Ad Clicks
February	2,424,501	54,892	226,579	3,800
March	1,381,731	41,797	148,038	3,300
April	2,978,903	58,394	411,267	5,000+

- April was the strongest month across all metrics — impressions up 116% from March, video views up 178%.
- WhatsApp ad clicks grew each month, reaching 5,000+ in April.
- March dipped across the board, possibly a lighter content calendar or seasonal pattern.
- February had strong early-semester momentum despite being the shortest month.

## Mailer Impact

On days when mailers are delivered to homes, the website sees approximately 3,500 additional visits — a consistent and measurable signal that direct mail is driving digital traffic.

## Google Business Profile

---

There are three locations set up with Google Business Profile / Google Maps. Total visits are below:

### December 2025 – May 2026:

CEC: Visits - 11,106 | Website Clicks: 3149 | 2,219

REC: Visits: 1,723 | Website Clicks: 212 | Calls: 150

SAC: Visits: 1,073 | Website Clicks: 246 | Calls: 259

## Community Outreach Activity — January through May 2026

---

The outreach team conducted events across the community including resource fairs, school open houses, campus tours, partner meetings, and flyer distribution.

Month	Events	Highlights
January	10+	LEC registration support, school welcome weeks, community resource fair, Zoo Community Day
February	25+	Lunar New Year Festival, OC Black History Parade (1,000+ attendees), Lincoln ES ESL recruitment, Math Center Grand Opening (3 sessions), Anaheim HS Resource Fair
March	20+	Boca De Oro (5,000 attendees), Student Success Conference, multiple school open houses, Easter Egg-stravaganza (1,000 attendees), UDW tabling (550 attendees)
April	20+	KinderCaminata (1,000 attendees), Apprenticeship Career Fair (900 attendees), Job & College Fair, Japanese Cherry Blossom Festival, UDW Q&A (42 follow-ups, 16 enrollments)
May	10+	GradCon events, Peters Open House, LEC Mini Registration Fair, HIRE Reentry Resource Fair, Women's Health Awareness event

- The team reached thousands of community members across 80+ events from January through May.
- Largest single-event reach: Boca De Oro in March with approximately 5,000 attendees.
- The UDW Q&A in April produced 42 follow-ups and 16 on-site enrollments — one of the highest conversion events of the period.
- Lincoln Elementary was a recurring ESL recruitment site, with multiple visits per month February through April.
- Events span a wide range of partners: schools, health organizations, cultural festivals, workforce agencies, and community centers.

Note: In-person and phone registrations from outreach events are not fully captured in CE system data.