

**CALIFORNIA COMMUNITY COLLEGES  
CHANCELLOR'S OFFICE**

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August 26, 2016

Dear Shari Herzfeld and Laurie Sienkiewicz, Health Deputy Sector Navigators, Region G:

The California Community Colleges Chancellor's Office communications and workforce and economic development divisions are jointly embarking on a project with Misfit (a California-based advertising and media agency) to develop a series of videos communicating the career opportunities, educational pathways and desirable skillsets for a number of degree and certificate programs offered at California community colleges.

Please view the video at the following link to learn more about our project:

<https://vimeo.com/179521717/c91789de1b>

We will be producing between 110 and 125 one to two-minute videos over the next 18 months featuring a diverse range of students enrolled in the programs or who have recently completed the programs as well as instructors and possibly employers. Due to the size of this project, we are breaking up production into small batches of 10-15 videos at a time. This is the first batch, so we may be contacting you again in the next year for other programs. The primary location for filming these videos will be select California community college campuses. The videos will be housed on the Salary Surfer website as a visual resource to help students and/or parents gain valuable insight into the types of jobs associated with various career technical education degrees and certificates. They will also be available via the Here to Career mobile app. Each piece will describe the characteristics of the career fields that the programs of study are intended to lead to and discuss the skills that are imparted as well as the desirable soft skills that will help candidates in the specific field succeed.

Following this message is a list of the seven Health curricula we are interested in focusing on and the specific colleges where they are offered.

**We need your help to identify articulate, credible and charismatic spokespersons for these videos and are seeking recommendations for:**

- students who are currently enrolled in the programs
- graduates who have recently completed the programs with a degree or certificate
- instructors who teach the programs
- employers that hire students in related industry sectors

Spokespersons should be engaging and authentic on-camera as well as have a passion for the program they will be representing. Once identified, **candidates will need to upload the following information to the corresponding program links listed below this letter by September 16th, 2016.**

- Photo of proposed spokesperson (jpeg format)
- Name of spokesperson, daytime phone number, and email address

- College name and program name
- Written answers to the following questions (Word document)
  - What program are you studying (or did you previously study) and what college are/were you enrolled in?
  - What is it about this program that interested you?
  - What are/were you passionate about in the program?
  - What fears do/did you have for your future career?
  - What do you like most about the career path you're on?
  - What skills do you possess that you feel will be helpful in your desired/current career?
  - How did you learn about the career program you are studying (or studied)?
  - Why would you recommend this program to others and what would you say about it?
- Simple video of spokesperson shot via cell phone camera answering the above questions (this item is preferred but not required)

We are looking for a diverse pool of candidates. Unfortunately, not every spokesperson recommended will be used in the videos. However, we will do our best to ensure an appropriate geographic, demographic and gender mix of spokespersons are used in the videos and they will be produced in a way that they are “non college specific” so any interested colleges can use them on their website.

If you have any questions about this project, please feel free to contact me or our Salary Surfer Video Project Manager Debbie McMahon. Debbie can be reached via email at [mcmadebb@gmail.com](mailto:mcmadebb@gmail.com) or by phone at 916.616.7732.

Thank you in advance for your assistance in connecting us with the ideal spokespeople to inform and inspire prospective students and their families.

Sincerely,

**Paige Marlatt Dorr, Director of Communications**

***California Community Colleges***

Chancellor's Office

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cc: District CEO/College President  
District/College Public Information Officer  
California Community Colleges Interim Chancellor Erik Skinner  
California Community Colleges Vice Chancellor for Communications and Marketing Paul Feist  
California Community Colleges Vice Chancellor for Workforce and Economic Development Van Ton Quinlivan  
Salary Surfer Video Project Manager Debbie McMahon

Curriculum	Program Title	Degree	Certificate
Cardiovascular Tech	Cardiovascular Tech: Echocardiography & Vascular Ultrasound	Orange Coast College	
Cardiovascular Tech	Cardiovascular Tech: Echocardiography & Vascular Ultrasound	Orange Coast College	
<b>Cardiovascular Tech Dropbox link:</b> <a href="https://www.dropbox.com/request/txPRj7JO7GWPnjEix5UL">https://www.dropbox.com/request/txPRj7JO7GWPnjEix5UL</a>			
Dental Hygienist	Dental Hygiene	Cypress College	
Dental Hygienist	DENTAL HYGIENE	Pasadena City College	
Dental Hygienist	Dental Hygiene	West Los Angeles College	
Dental Hygienist	Dental Hygienist	Cerritos College	
<b>Dental Hygienist Dropbox link:</b> <a href="https://www.dropbox.com/request/GhSUX3NvF8SyFEdwlrbo">https://www.dropbox.com/request/GhSUX3NvF8SyFEdwlrbo</a>			
Diagnostic Med Sonography	Diagnostic Medical Sonography	Cypress College	
Diagnostic Med Sonography	Diagnostic Medical Sonography	Orange Coast College	
Diagnostic Med Sonography	Diagnostic Medical Sonography	Cypress College	Cypress College
<b>Diagnostic Med Sonography Dropbox link:</b> <a href="https://www.dropbox.com/request/CINbWZ8z94DHkwQ8WF61">https://www.dropbox.com/request/CINbWZ8z94DHkwQ8WF61</a>			
Psychiatric Technician	Mental Health Technology - Psychiatric Tech		Mt. San Antonio College
Psychiatric Technician	Mental Health Tech - Psychiatric Tech	Mt. San Antonio College	
Psychiatric Technician	Psychiatric Technology	Cypress College	
Psychiatric Technician	Psychiatric Technology		Cypress College
<b>Psychiatric Technician Dropbox link:</b> <a href="https://www.dropbox.com/request/cb5C9bt0WuuqymbTqq1v">https://www.dropbox.com/request/cb5C9bt0WuuqymbTqq1v</a>			
Radiologic Technology	Diag Med Imaging (Radiologic Tech)	Long Beach City College	
Radiologic Technology	Diag Med Imaging (Radiologic Tech)	Long Beach City College	
Radiologic Technology	Imaging Technologist Assistant		Cypress College
Radiologic Technology	Radiologic Technology	Cypress College	
Radiologic Technology	Radiologic Technology	El Camino College	
Radiologic Technology	Radiologic Technology	Los Angeles City College	
Radiologic Technology	Radiologic Technology	Mt. San Antonio College	
Radiologic Technology	Radiologic Technology	Orange Coast College	
Radiologic Technology	RADIOLOGIC TECHNOLOGY	Pasadena City College	
Radiologic Technology	Radiologic Technology		Cypress College
Radiologic Technology	Radiologic Technology		Pasadena City College
Radiologic Technology	Radiologic Technology: Diagnostic	Orange Coast College	
<b>Radiologic Technology Dropbox link:</b> <a href="https://www.dropbox.com/request/N0papWDSUUbYGsKyHuZu">https://www.dropbox.com/request/N0papWDSUUbYGsKyHuZu</a>			
Registered Nursing	ADN Curriculum	Santa Monica College	
Registered Nursing	Career Ladder for LVN's		Golden West College
Registered Nursing	Licensed Vocational Nurse to RN	East Los Angeles College	
Registered Nursing	Licensed Vocational Nurse to RN	East Los Angeles College	
Registered Nursing	Licensed Vocational Nurse to RN	Mt. San Antonio College	
Registered Nursing	LVN to ADN, Career Ladder Curriculum	Santa Monica College	
Registered Nursing	LVN-to-RN Career Ladder	Long Beach City College	
Registered Nursing	LVN-to-RN Career Ladder		Long Beach City College
Registered Nursing	Nursing	Cerritos College	
Registered Nursing	Nursing	El Camino College	
Registered Nursing	Nursing	Los Angeles Pierce College	
Registered Nursing	Nursing	L.A. Southwest College	
Registered Nursing	Nursing	Mt. San Antonio College	
Registered Nursing	Nursing	Rio Hondo College	

Registered Nursing	Nursing		Golden West College
Registered Nursing	Nursing - LVN to RN	Golden West College	
Registered Nursing	Nursing - Registered Nurse	Golden West College	
Registered Nursing	Nursing for the R.N.	Santa Ana College	
Registered Nursing	Nursing Professional RN	L.A. Harbor College	
Registered Nursing	Nursing Professional RN: LVN to RN	L.A. Harbor College	
Registered Nursing	Nursing-Registered	Pasadena City College	
Registered Nursing	NURSING-REGISTERED NURSING		Pasadena City College
Registered Nursing	Nursing, Registered	East Los Angeles College	
Registered Nursing	Nursing, Registered	Los Angeles Trade-Tech College	
Registered Nursing	NURSING, REGISTERED - LVN-RN	L.A. Trade-Tech College	
Registered Nursing	Nursing: RN	Long Beach City College	
Registered Nursing	Psychiatric Technician to RN	Mt. San Antonio College	
Registered Nursing	Registered Nurse	Los Angeles Valley College	
Registered Nursing	Registered Nurse	Saddleback College	
Registered Nursing	Registered Nurse		Saddleback College
Registered Nursing	Registered Nursing	Citrus College	
Registered Nursing	Registered Nursing	Cypress College	
Registered Nursing	Registered Nursing	Glendale CommCollege	
Registered Nursing	Registered Nursing	Los Angeles City College	
Registered Nursing	Registered Nursing	Santa Ana College	
Registered Nursing	Registered Nursing		Glendale CommCollege

**Registered Nursing Dropbox link:** <https://www.dropbox.com/request/HtHuF4lVvqf2hIKFKb3W>

Respiratory Care/Therapy	Non-Traditional Respiratory Therapy	East Los Angeles College	
Respiratory Care/Therapy	Respiratory Care	El Camino College	
Respiratory Care/Therapy	Respiratory Care	Orange Coast College	
Respiratory Care/Therapy	Respiratory Care		El Camino College
Respiratory Care/Therapy	Respiratory Therapy	East Los Angeles College	
Respiratory Care/Therapy	Respiratory Therapy	Los Angeles Valley College	
Respiratory Care/Therapy	Respiratory Therapy	Mt. San Antonio College	
Respiratory Care/Therapy	Respiratory Therapy	Santa Monica College	
Respiratory Care/Therapy	Respiratory Therapy		Los Angeles Valley College

**Respiratory Care/Therapy Dropbox link:** <https://www.dropbox.com/request/DfGtFFnc3R3ZcaRCSqkZ>

Paramedic	Paramedical Technician	El Camino College	
Paramedic	Emergency Medical Services	Mt. San Antonio College	
Paramedic	PARAMEDIC	Saddleback College	
Paramedic	Paramedical Technician		El Camino College
Paramedic	Emergency Medical Technician - Paramedic (EMT-P)		Mt. San Antonio College
Paramedic	PARAMEDIC		Saddleback College

**Dropbox link for Paramedic:** <https://www.dropbox.com/request/xJExSmQZudd9HAMIwz4l>