

MARKETING & OUTREACH

update

CALIFORNIA COMMUNITY COLLEGES CHANCELLOR'S OFFICE

JULY 2016

Dear Colleague,

As we begin a new fiscal year and approach a new academic year, we'd like to update you on several statewide marketing and outreach efforts that the California Community Colleges Chancellor's Office is coordinating with its partners. In several cases, new resources have been made available for ongoing campaigns, and some new outreach efforts are in the early stages of development. Please feel free to contact me, or the project lead listed below, if you have any questions.

Paul Feist
Vice Chancellor for Communications and Marketing
California Community Colleges Chancellor's Office
916.327.5353



Salary Surfer Upgrade

Salary Surfer will begin a significant upgrade in the 2016-17 year with the production of 100 videos describing the certificate and degree programs for which wage data is provided. We are hiring a production company to make short videos that will be embedded into the Salary Surfer website. A project manager will coordinate with colleges who wish to participate by providing filming locations and talent. Videos will be repurposed for use in social media and made available to colleges that wish to co-brand them for local marketing efforts. More details on this project will be announced in August.



Project Lead: Debbie McMahon, mcmadebb@gmail.com

Career Technical Education Branding

The Board of Governors Task Force on Jobs and Strong Economy calls for "a sustained, public outreach campaign to industry, high school students, counselors, parents and the community at large to promote the value of CTE." In anticipation of funding for this outreach in the 2016-17 state budget, we have been conducting extensive qualitative and quantitative research over the past two months in preparation for an RFP to develop a statewide umbrella brand that can be adapted for local college and industry sector needs. Initial findings point to low awareness of these pathways and the need for perception shifts about CTE. Thanks to the many of you who have participated in this research. Thanks also to the Bay Area Regional SB 1070 Marketing Committee for its collaboration and leadership in this area. We will share more about this effort in the coming weeks.

Project Lead: Paul Feist, pfeist@cccco.edu

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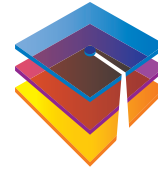
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Associate Degree for Transfer Program



Associate Degree
for TransferSM

The Chancellor's Office has identified \$3 million in funding for an outreach and marketing campaign for the Associate Degree for Transfer program, which has not had any investment of resources in recent years. The work includes improvements to ADegreeWithAGuarantee.com, including construction of a Spanish-language mirror site, the formation of outreach teams to attend community events frequented by high school and college students to promote ADTs, a paid social media strategy, a paid radio and digital online media campaign and the development of print products, including in-language materials, designed to teach current and prospective students about the benefits of the streamline transfer opportunity will also be developed in consultation with CSU.

Project Leads: Paige Marlatt Dorr, PDorr@cccco.edu, and Bob Quinn, BQuinn@cccco.edu

Doing What MATTERS Communications Toolkit 2.0

DWM2.0
Communications Toolkit

This expanded marketing toolkit augments sectors' and regions' existing communications efforts with new and upgraded tools and resources. Key talent will save time and expense with brochures and flyers they can download and customize along with a sector- or region-specific graphic header for mass email campaigns. A brochure and flyer specific to Doing What MATTERS for Jobs and the Economy will help explain the framework and its benefits. Also included are a press release template, letterhead and PowerPoint template that can be co-branded with Doing What MATTERS and the sector/region. Brand guidelines explaining use of the materials and proper use of the brand is included. A webinar explaining the new and upgraded tools is on Tuesday, July 12, from 10-11 a.m. Register for the webinar at bit.ly/DWMcommunicationstoolkit.

Project Lead: Margo Turner Mead, margo@fcmeducation.org

"I Can Afford College" Statewide Financial Aid Awareness Campaign

icanaffordcollege.com

"I Can Afford College" will launch an Early FAFSA awareness campaign in late summer to include radio, online and social media advertising as well as a California College Promise paid social media campaign in the fall. We will also produce a series of new student success videos and a social media mash-up page for the website. A funding increase of \$2.5 million will be used to regionally expand outreach and marketing for underserved students and influencers from non-English-speaking households and bilingual households. A portion of the additional funding would also be dedicated to increase awareness about the baccalaureate degree pilot programs.

Project Lead: Amanda J. Davis, amandajdavis10@gmail.com

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NextUp, Foster Youth Support

The 2015-16 state budget included funding for a Cooperating Agencies Foster Youth Educational Support (CAFYES) program. The initiative, initially available on 26 campuses, is housed within Extended Opportunity Programs and Services (EOPS). The Foundation for California Community Colleges secured funding to brand the program with a youth-friendly, motivational name and identity. After informal testing with foster youth, the name "NextUp" was selected and a logo created. A microsite, NextUp.cccco.edu, will launch late summer 2016 and provide eligible students with information on the program and support services. The site will feature student success videos (to be repurposed for social media), links to downloadable/customizable collateral materials, and a zip code locator to identify local programs. In August, the Chancellor's Office will distribute the NextUp logo and logo usage guidelines to colleges with a CAFYES program along with website buttons and links to the new site.



Project Lead: Paige Marlatt Dorr, PDorr@cccoco.edu

Financial Literacy Awareness Campaign

A financial literacy initiative began in our system in 2014 when the Chancellor's Office partnered the National Endowment for Financial Education and launched a program to assist students in making smart financial decisions. Through a statewide contract, a CashCourse tool now is available to every student in our system and can currently be found at www.cashcourse.org. The tool provides students with financial education resources to build money management skills. The Chancellor's Office is now embarking on a branding and awareness campaign geared toward students, faculty and staff. A new student-friendly program name and logo are under development along with a microsite/landing page and direct links to the CashCourse tool. Collateral materials will be available to colleges late summer 2016. Community college faculty and staff will be informed of the resource and encouraged to use the site and tool to help build online and classroom financial literacy curriculum and activities for students, complete with homework assignments and quizzes. More details on this project will be announced in August.

Project Lead: Paige Marlatt Dorr, PDorr@cccoco.edu

Step:Forward Student Outreach Campaign

The Step:Forward campaign (stepforward.cccco.edu) was renewed in 2015 through a partnership between the Foundation for California Community Colleges with the Butte Technology Center to create and implement an outreach campaign to increase student awareness about education planning and assessment. The campaign ran during the fall 2015 and spring 2016 semesters and involved mailing out awareness kits to over 2200 high schools and all 113 community colleges; online advertising to students through Facebook, Google, and Pandora; and a social media contest. Results of the campaign showed high levels of student engagement, with nearly 700 combined contest entries, over 29 million social media impressions, and an 82% increase in new traffic to the site. Stay tuned for details about spring 2017 activities.

Step: *Forward*

Achieve your priority.

Project Lead: Ryan Bradley, rbradley@foundationccc.org

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California Community Colleges Technology Center

Student success initiatives supported by the CCC Technology Center are progressing well into their pilot phases. More than half of all California community colleges statewide are participating or have committed to participate in an integrated solution designed by practitioners to provide student services in a single structured pathway. This student services portal will include tools for college exploration, self-assessment and career exploration, college application, orientation, academic assessment, education planning, electronic transcripts and an online education exchange. As the student services portal matures, co-branded marketing and outreach materials will be available for use by colleges. For more information go to ccctechcenter.org.

Project Lead: Sandoval Chagoya, schagoya@ccctechcenter.org

