**Strong Workforce Program Implementation Project**

***Workgroup Snapshot***

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| **Workgroup: Regional CE Marketing** |
| **Leads** |
| * Danene Brown, Project Chair * Mollie Smith, Regional Chair * Molly Ash, Project Manager |
| **Purpose** |
| * Develop three-year, tiered marketing strategy for San Diego and Imperial County Community Colleges that will fit seamlessly into California Community Colleges’ statewide “Learn By Doing” campaign. It is designed to address the dual goals of 1.) increased enrollment in Career Education programs, and 2.) expanding the audience of prospective students over time. |
| **Outcomes** |
| * Increase CE course enrollment * Increase in ‘community college’ perception * Expands the CE market (awareness) * Place graduates into the regional workforce |
| **Metrics** |
| * Increase enrollment in CE programs by 1% annually |
| **Strategies/Activities** |
| * Brand development * Enrollment focused campaign * Out of home advertising (billboards, bus wraps, social media, etc.) |
| **Funding to Colleges** |
| * N/A |

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| **Workgroup: Marketing** |
| **Notes/Comments/Questions** |
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