



Regional CE Marketing Campaign Feedback

As of October 4, 2018

1. Overall creative: update pictures (reflect SDICCC students, updated photography)
2. Banner ads and other related creative: enlarge "San Diego/Imperial"
3. Overall: make regional branding more prominent than state branding
4. Create regional SDI logo (to replace current regional consortium logo)
5. Student Success Compilation video: add typed college names under each student as they first appear
6. Student Success Compilation video: update ending to verbally say "I went to school at San Diego and Imperial County community colleges"
7. Regional Website: update front page with "San Diego and Imperial Counties Community Colleges and Continuing Education"
8. Regional website: add college logos next to college listings
9. Regional website: add more career information
10. Regional website: make colleges more visible on mobile webpage