

# **SAN DIEGO & IMPERIAL COUNTIES COMMUNITY COLLEGES**

## **Regional Continuing Education Marketing Workgroup Meeting**

Thursday, February 14, 2019

Virtual

- **Library Photoshoot**
  - All colleges except one have submitted their priority programs. We are still in need of a college who wants to highlight Global Trade.
  - The regional team and Civilian will coordinate the specific day/time for filming with each campus.
  - All campuses will be responsible for securing talent as well as coordinating the logistics (i.e. room location, clearance forms, etc.).
  - The focus of the shoot will be to capture as many shots as possible in a “learn by doing” atmosphere. All photos will be shared with college upon completion.
- **Brand Identity**
  - There is an increased need to create a cohesive regional identity as the current type treatment lacks quick read identity.
  - Civilian is currently conducting a design exploratory exercise and will present concepts at the 3.14.19 committee meeting.
- **Creative Refresh**
  - Civilian is applying best practices to the campaign going forward which includes new creative that speaks directly to the benefit statement.
  - The fall enrollment campaign is slated for 6/1-8/31; some colleges were concerned that this will be too late. Civilian will elicit feedback from all schools regarding registration periods and will adjust the campaign if necessary. We will review the timeline at the 3.14.19 committee meeting.
- **Monthly Dashboard**
  - Civilian presented an updated monthly dashboard that provides a simplified visualization that tracks changes over time. This will help inform the direction of future campaigns.
- **Social Media (SM) Update**
  - Updates to the social media campaign include:
    - Reducing the quantity of posts in order to increase the quality.
    - Connecting with each campuses’ SM account to follow and share what is being done locally.
    - Reconnecting with the PIOs on using the regional SM as a conduit
    - Assigning a member of the regional staff to provide manpower in order to increase the number of followers, re-posts, etc.

The full presentation from today’s meeting can be found at:

[https://cccconfer.zoom.us/recording/share/69e6Sz5IINAEr0hMRBVteKLVWiP0xir6GjFbD\\_Dj9ewlumekTziMw](https://cccconfer.zoom.us/recording/share/69e6Sz5IINAEr0hMRBVteKLVWiP0xir6GjFbD_Dj9ewlumekTziMw)

*The next workgroup meeting will be held on Thursday, March 14, 2019 at Miramar College.*