



**FACILITATING COMMUNICATION  
DEFINING & FOCUSING: MARKETING & BRANDING  
CENTRAL REGION CONSORTIUM**

**Conference Call on Monday, July 18, 2011  
8 a.m. to 9 a.m.**

## MINUTES

<b>PURPOSE OF MEETING</b>	<b>Begin discussion to explore the topics of facilitating communication and marketing/branding for the stakeholders of the Central Region.</b>
<b>STAKEHOLDER:</b>	<b>WIN: A definition of success from each stakeholder</b>
Becky Barabe Director Workplace Learning Resource Center Merced College	As a regional EWD center, I am interested in dialogue w/ colleagues in region. I am connecting, and seeing what we can do to work together for advancement. I am interested in communication and marketing and promoting what we do well. Question: Does a marketing campaign need to happen? Good communication is really the most important thing. Good marketing is really preplanned with plenty of notice. When trying multiple systems, there are several challenges. Electronic version of a newsletter announcing regional activities w/ links to our own websites is already preapproved.
Sue Clark, Project Director Central Region Consortium Modesto Junior College	Sue shared historical of marketing. Interested in hearing voice of group and implementing their recommendations.
Nancy Johnson Interim Director Workplace Learning Resource Center Kern CCD	My vision of success is to help to discover the underlying problems are and purpose of marketing/communications. It is a very vague concept. There was a lot of confusion in the room at the planning meeting, aka, frustration. I hope to move us forward. We have been trying to work on it for a while. Marketing aspect not clearly defined. Frustration w/ external communications. Internal communication w/ CRC is in place.  How does CA Corporate College fit in? It would act as a central hub for interest.
John Means Associate Chancellor Kern CCD	Not present.
Louann Waldner Director CACT College of the Sequoias	Agree w/ both statements. Regional perspective is critical. CACT...I am working to figure out practical ways/things people can utilize. I am at a different starting point. I am currently working on needs analysis w/ manufacturers. Sue does a great job of keeping people in loop, but how do we do that as a region to clientele w/ customers. As a center, am I better when I coordinate w/ CACTs or w/ Central Region?

	<p>What do we have to market? When push comes to shove, we have to go back to our college. Marketing is something that comes and goes.</p> <p>Is it external marketing? What can we do jointly? Is there a product we have to deliver?</p> <p>Are our efforts in terms of marketing = branding and/or facilitating communication among ourselves.</p>
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WHAT	DISCUSSION	NEXT STEPS
Each stakeholder defines vision for this effort (WIN)	Roundtable among call participants. See narrative above.	All stakeholders on call
<p>Review ideas in the areas of communication that were identified during annual planning meeting.</p> <p>Identify next steps for each idea.</p>	<p>Sue reviewed list of ideas recorded during Annual Planning Meeting. These include:</p> <ul style="list-style-type: none"> <li>• Facilitate communication between colleges and programs</li> <li>• Year at a glance calendar of events: home page in</li> <li>• Group reached consensus that a Weekly Blast to the Region to let people know what is new is needed. This would occur regularly, so people know when to expect it. People would be advised to send in their items by noon on Friday. Weekly Blast would go out every Tuesday morning, for example. NOT sporadic. This would be a good way to promote the bulletin board.</li> <li>• Provide access to and training in Constant Contact. Sue will send out notice to see if there is interest. Might be offered as break-out at CCCAOE. .</li> <li>• EWD CRC list of services</li> <li>• Link all websites CTE/EWD/Regions</li> <li>• Add analytics dashboard to the CRC web (unemployment rates, regional and college demographics)</li> </ul> <p>How can we do a better job of engaging new people to be involved in CRC activities? Stakeholders noted that the biggest support and encouragement for them when they were new and networked with the experienced people in place.</p> <p>Marketing: We have been trying to do this for years. It is very frustrating for many reasons. We talk about it and do some things, but it never seems to move forward.</p> <p>Discussed branding of region. CRC logo on all pieces. Talking regionally w/ employers (showing a cohesive unit) is a plus for engaging the larger employers and for obtaining grants. Working together is key.</p> <p>We do an excellent job of communicating w/ our internal 'customers.'</p> <p>REGIONAL Questionnaire and NEEDS ASSESSMENT: Group discussed the need for an assessment. Poll all of our programs and instructors to identify what we have as a region to offer employers. For EWD to complete a needs</p>	<p>Sue is working w/ Web developer to create a YEAR at a GLANCE Calendar.</p> <p>Sue will work on process to begin a WEEKLY BLAST to the Region. Update to be given during Oct. 20<sup>th</sup> region meeting.</p> <p>Sue to contact region to find out if there is interest in a workshop on Constant Contact.</p> <p>Sue will investigate adding an analytics dashboard to the CRC website.</p> <p>How can we do a better job of that? People do have to show up to get to know others.</p> <p>Check on how we can work w/ CA Corporate College.</p> <p>Engage Rob Weill and David Castillo (Becky and Louann)</p> <p>Create Needs Assessment Template (Becky)</p>

	<p>assessment would be huge.</p> <p>Ideas:          Becky will contact Academy for their assessment tool.          Creating a tool kit          Set up ongoing assessment and review. Update every year or two.          WIB in Fresno is very advanced in doing these.          Engage WIB in local area.          Engage David Castillo (Becky will contact.), Rob Weill (Louann will contact), and Becky to start questionnaire template.</p> <p>Ideas:          How can we help others offer training where it doesn't currently exist? How do we make this happen up and down the valley?</p> <p>Louann – manufacturing and soft skills          Becky – health          Commit to a certain amount of employers so we can see commonalities.          Create a one-pager on different training opportunities.          List contact and training.</p>	
<p>Review ideas in the areas of regional marketing and branding that were identified during annual planning meeting. Identify next steps for each idea.</p>	<p>Sue to reviewed list of ideas recorded during Annual Planning Meeting.</p> <ul style="list-style-type: none"> <li>• Famous alumni, Board, Businesses Champions for our cause</li> <li>• EWD Awards</li> <li>• CTE Awards</li> <li>• Develop “tell your story” strategies</li> <li>• Regional marketing plan/brand to lead to success stories</li> </ul> <p>Marketing/Communication Audit handout. Nancy to review with stakeholders.</p>	<p>Review these items on next call. Not addressed.</p>
<p>Reach agreement on an action plan/next steps</p>	<p>List action steps with timeline.          Schedule next call.</p>	<p>Sue Clark</p>