



# REGIONAL CAREER EDUCATION CAMPAIGN

## Central/Mother Lode Regional Consortium

### INVITED

#### CRC Regional Stakeholders:

College Presidents & Executive Teams  
Chief Instructional Officers  
CTE Deans  
CTE Faculty-Instructors & Counselors  
Public Information Officers  
Career Center Staff  
Career Counselors  
College Employer-facing Staff

### KICK OFF WEBINAR

November 29, 2018

1:00 – 2:00 pm

#### Registration Link:

<https://bit.ly/2zuVCAW>



### Campaign Fact Sheet

#### Tools – Resources – Professional Development

##### JOIN OUR KICKOFF WEBINAR

The Central/Mother Lode Regional Consortium (CRC) contracted with Full Capacity Marketing (FCM) to deploy a regional career education campaign that results in increased student enrollments and expanded employer engagement to create more opportunities. Join us for the kickoff webinar as we share the dynamic regional strategies, resources and tools for your local college.

##### FIND IT. BE IT. REGIONAL CAREER EDUCATION CAMPAIGN

This career education campaign is a systematic approach to marketing career education at individual colleges, while building the skill sets of those involved in outreach through accredited professional development events. Take your college's outreach efforts to new heights as a proud campaign partner. Attend our kickoff webinar to learn more.

- **Regional Campaign Website** to generate automated student & employer leads through a highly interactive user experience
- **Professional Marketing Toolkit** for colleges to tailor and use for career education promotion as a proud campaign partner using style guidelines, infographics, industry fact sheets, career education brochure, eMarketing templates and much more
- **Public Relations Templates** to announce your college's participation in the campaign using fact sheets, infographics and a press release template for local distribution with media strategies
- **More than 50 Student & Employer Videos** showcasing how students have succeeded by finding the power of career education and how employers have found benefits in partnering with community colleges
- **Counselor Playbook** to support colleges with generating interest in career education
- **Employer Engagement Roadmap** with professional tools to better promote a wide variety of engagement opportunities to regional businesses
- **Social Media & Digital** strategies to launch the campaign and target students who are highly likely to engage in career education
- **Accredited Professional Development** courses and webinars to build the capacity of regional stakeholders in employer engagement, college-specific outreach plans and social media
- **Membership to Business U's eUniversity** to download all recorded professional development courses and webinars with toolkit instructions and for participation in collaborative forums about coordinated regional outreach strategies



POWERED BY:

**Central**  **Mother Lode**  
**Regional Consortium**



# CAMPAIGN STRATEGIES & TIMELINE

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### WHY FIND IT. BE IT.?

The CRC contracted with Full Capacity Marketing (FCM) to create and deploy a regional campaign, **Find It. Be It.**, to increase student enrollments in career education for the CRC member colleges and to engage employers to expand opportunities in work-based learning and job placements. FCM worked with ten of the region's talented interns who competed for a three-month internship to work hand-and-hand with FCM in producing this dynamic campaign.

### LISTEN TO THE VOICE OF THE CUSTOMER

FCM utilized primary and secondary research to uncover commonalities across the vast CRC region among those students likely to enroll in career education. Using psychographics and other data, FCM and its interns developed key messages, brand names and taglines that were tested with prospective career education students who met the demographics of the region. By a large majority, **Find It. Be It.** was the preferred brand name, as well as key messages that are being integrated into the campaign website, materials, videos and ads.

### CAMPAIGN STRATEGIES

As the post-secondary marketing environment has become increasingly crowded, executing an effective enrollment campaign requires using multiple touchpoints at every stage of the "sales funnel" – from brand awareness through enrollment. The CRC marketing plan incorporates a minimum of the consumer marketing standard three to five touches to increase brand awareness at the **regional level**, followed by multiple strategies that can be implemented at the **college level** to garner interest from both the supply side (students) and the demand side (employers).





# TIMELINE: WHAT TO EXPECT

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### November 2018

- Colleges work with FCM to finalize first set of videos - 11/14/18
- First phase of website launches with videos & opt-in form to automate lead distribution to colleges - 11/14/18
- Campaign Toolkits launched - 11/14/18
- Kickoff Webinar - 11/29/18
- Onboarding into Business U's eUniversity & Coaching in Collaborative Forum - Ongoing

### December 2018

- Professional Development Webinar: Automation of Campaign Leads from B2B Engage® CRM – 12/6/18
- Part 1: Social Media as an Engagement Strategy Series – FACEBOOK – 12/13/18
- Second phase of website launches with remaining videos & user experience – 12/18/18
- Colleges work with FCM to finalize second set of videos - 12/18/18
- Onboarding into Business U's eUniversity & Coaching in Collaborative Forum - Ongoing
- Happy Holidays!

### January 2019

- Ad Campaign Launches – 1/3/19
- Professional Development Webinar: Part 2: Social Media as an Engagement Strategy Series – INSTAGRAM – 1/10/19
- Professional Development Webinar: Creating an Effective Local Student Recruitment Marketing Plan – 1/17/19
- Professional Development Webinar: Building Transformational Relationships with Business & Industry – 1/24/19
- Onboarding into Business U's eUniversity & Coaching in Collaborative Forum - Ongoing

### February 2019

- Professional Development Webinar: Value Propositions for Engagement: Leveraging Regional Campaign Tools to Expand Employer Reach – 2/7/19
- Professional Development Webinar: Proactive Strategies to Engage Business & Industry – 2/17/19
- Professional Development Webinar: Part 3: Social Media as an Engagement Strategy Series – SNAPCHAT – 2/21/19
- Professional Development Webinar: Part 4: Social Media as an Engagement Strategy Series – TWITTER – 2/28/19
- Onboarding into Business U's eUniversity & Coaching in Collaborative Forum - Ongoing
- Campaign Wrap Up

