



REGIONAL CAREER EDUCATION CAMPAIGN CRC Stakeholder Professional Development Series

Kickoff Webinar: Find It. Be It.
Career Education Campaign

November 29, 2018
1:00 – 2:00 pm

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



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California
Community
Colleges
CAREER EDUCATION

POWERED BY:

Central Mother Lode
Regional Consortium

Kickoff Webinar: Find It. Be It. Career Education Campaign

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Take your college's outreach efforts to new heights as a proud Find It. Be It. campaign partner. Attend the kickoff webinar to learn more about the tremendous resources and tools available to increase student enrollments, and expand employer engagement to increase work-based learning opportunities and job placements. This career education campaign is a systematic approach to marketing career education at CRC's member colleges, while building the skill sets of those involved in outreach through accredited professional development events.

Learning Outcomes: Participants will understand:

- The background of the Find It. Be It. campaign and personas of targeted students for outreach
- Why supply (student) and demand (employer) audiences need different approaches for outreach at the regional and college level
- The importance of using the campaign's technology tools to support outreach efforts
- A high level overview of each of the campaign toolkits and how to access including:
 - » **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 and eMarketing templates
 - » **Public Relations Templates** to announce your college's participation in the campaign and garner local media attention
 - » **Employer Engagement Roadmap** to focus on demand side target audiences that can expand opportunities for students
 - » **Student Videos** showcasing how students have succeeded by finding the power of career education
 - » **Employer Videos** with regional employers touting the benefits of partnering with community colleges
 - » **Counselor Playbook** to support colleges with generating interest in career education with conversion to enrollments

Audiences - 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

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