



Regional Career Education Marketing Committee

Thursday, August 12, 2021

Agenda

- I. Welcome and introductions
- II. Overview of regional marketing campaign
- III. Update on current activities
 - a. Video shoot
 - i. Mesa: completed 8.3.21
 - ii. MiraCosta: completed 8.3.21
 - iii. Southwestern: scheduled for 9.9.21
 - b. Careered.org pop-up survey
 - i. *Are you currently attending college? YES / NO*
 - ii. *If so, what college are you attending? OPEN RESPONSE*
 - iii. *What program(s) are you most interested in? OPEN RESPONSE*
 - iv. *What type of learning experience are you interested in? MULTIPLE CHOICE: In-Person, Hybrid, Virtual*
 - v. *What is your preferred method of communication? MULTIPLE CHOICE (OPTION TO SELECT MULTIPLE): Phone, Email, Text, Mail*
 - vi. *Leave your email address if you'd like more information. OPEN RESPONSE*
 - c. Program finder updates: due 8.13.21
 - d. [Employer engagement page](#)
 - e. Enrollment data collection project:
 - i. All data received; analysis in progress.
 - f. Emsi: Career Education Economic Impact Study:
 - i. Kickoff meeting with regional team 8.3.21
 - ii. Next step: identify college points of contact to attend informational webinar
 - iii. Project completion: est. 4 months once data collection begins
 - g. [Q3 Committee update](#)
 - h. Media Prefs Survey:
 - i. Offered by the Chancellor's Office; no cost participation
 - ii. Informational meetings: Aug 30th- Sep 3rd
- IV. Priorities and brainstorm

- a. Prior priorities
 - i. Utilize cohesive branding
 - ii. Elevate perception and awareness (Career Education and community colleges)
 - iii. 1% increase in enrollment
 - iv. Fill community college level skills jobs
 - b. Suggested priorities
 - i. Increased focus on diversity, equity and inclusion
 - ii. Shift from enrollment back to awareness (elevate perception and awareness of Career Education and community colleges)
 - iii. New ideas?
- V. Process for consultant selection
- a. Criteria
 - b. Email consultant suggestions
 - c. Timeline

Next meeting: Thursday, September 9th 12:30-1:30pm