



Regional Career Education Marketing Committee

Thursday, September 9, 2021

Agenda

- I. Welcome
- II. New marketing priorities
 - a. Employer engagement
 - i. Single point of contact; ease of communication
 - ii. Students→ career opportunities
 - iii. Employers→ students (qualified employees)
 - b. Intentional diversity, equity and inclusion efforts
 - i. Campaign visuals/messaging
 - ii. Special populations
 - iii. All ethnic/diverse communities
 - c. K12 marketing- discussion
- III. Process for consultant selection
 - a. Criteria
 - i. Do they have a demonstrated knowledge of community colleges?
 - ii. How will they utilize data in decision-making?
 - iii. Do they exhibit truly innovative marketing strategies?
 - iv. How will they develop deliverables in response to our priorities?
 - v. Knowing the complexity of our system, will they have the dedicated capacity to take on this effort?
 - vi. Does the organization meet the criteria of a High Road employer?
 1. Focus on employees
 2. Pay a fair wage
 3. Invested in employee growth
 4. Cultivate inclusion (how do they demonstrate DEI within their own organization?)
 - b. Process, timeline, and participation
 - i. Selection process:
 1. Release the scope- October 4th
 - a. Release process? Discussion
 2. Collect consultant responses: October 4th - November 1st
 3. Initial review/vetting of responses: Nov 1st – November 5th
 4. Invite selected consultants for in-person/virtual interview: week of Nov 15th

5. Contact references & make final selection: by November 30th
 6. Contracting process: Dec 1st- Dec 22nd
 7. Consultant start: January 10th-ish
- ii. Who will participate in this process?
 1. Proposed: one representative from each group
 - a. PIOs*
 - b. Career Ed administrator- Monica Romero, co-chair
 - c. Career Ed faculty
 - d. Student Services
 - e. Noncredit
 - f. Adult Ed
 - g. Regional Staff- Molly Ash, co-chair & Danene Brown
 - h. K-12*
 - i. Employer Engagement
 - j. Other

**IVC representation*

- c. Committee consultant suggestions
 - i. Interact*
 - ii. 25th Hour Communications*
 - iii. Graduate Communications*
 - iv. Heying & Associates
 - v. Intesa*
 - vi. Full Capacity*
 - vii. MIG
 - viii. Pacific Sky*

*Consultants with demonstrated knowledge of CC's

Next meeting: Thursday, October 14th 12:30-1:30pm