

# CAREER EDUCATION



**SAN DIEGO & IMPERIAL COUNTIES  
COMMUNITY COLLEGES**

# NEW REGIONAL FOCUS ON CAREER EDUCATION

SDICCC launched a marketing campaign to increase awareness and enrollment in Career Education programs

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Features a new, unified brand for Career Education at all community colleges and continuing education centers – as well as a regional website, [CareerEd.org](http://CareerEd.org)



# MARKETING UNDERWAY



CAREER EDUCATION  
CALIFORNIA COMMUNITY COLLEGES

LEARN MORE.  
EARN MORE.

SEE PROGRAMS

This advertisement features a person wearing a VR headset, with another person looking on. The background is dark with some light effects.



CAREER EDUCATION  
CALIFORNIA COMMUNITY COLLEGES

CHOOSE FROM 200+  
DEGREE PROGRAMS  
LEARN MORE. EARN MORE.

FIND YOUR PROGRAM

This advertisement shows a futuristic scene with a glowing orb and a person in a dark environment.



SHIPPING SUPERVISOR  
TRAINING PROGRAMS FOR LOCAL JOBS

ENROLL FOR FALL

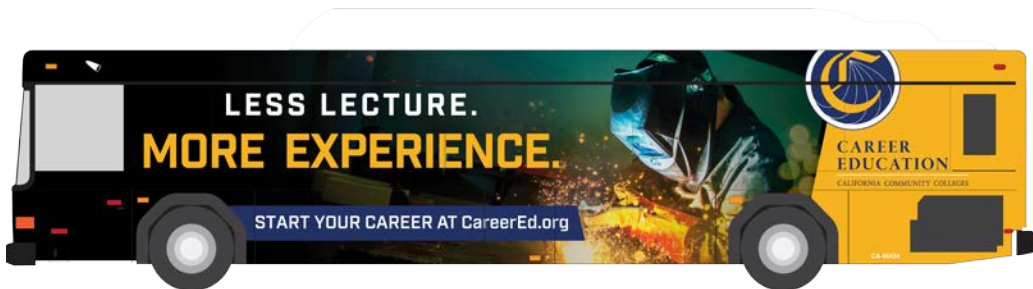
This advertisement shows two people looking at a document together.



AUTO MECHANIC  
TRAINING PROGRAMS FOR LOCAL JOBS

ENROLL FOR FALL

This advertisement shows a mechanic working on a car.



LESS LECTURE.  
MORE EXPERIENCE.

START YOUR CAREER AT [CareerEd.org](http://CareerEd.org)

CAREER EDUCATION  
CALIFORNIA COMMUNITY COLLEGES

This advertisement is shaped like a bus and features a glowing orb in the background.



SAN DIEGO COUNTY

LESS LECTURE.  
MORE EXPERIENCE.

CAREER EDUCATION  
CALIFORNIA COMMUNITY COLLEGES

[CareerEd.org](http://CareerEd.org)

This advertisement shows a woman in a lab coat working with test tubes.

PRIMARY CHALLENGE?

PERCEPTIONS



# DESIRED PERCEPTIONS

Student Focus

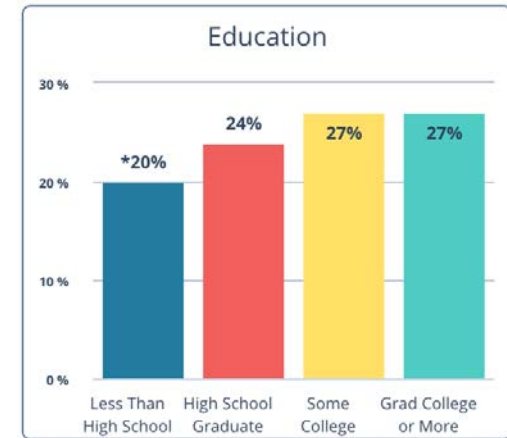
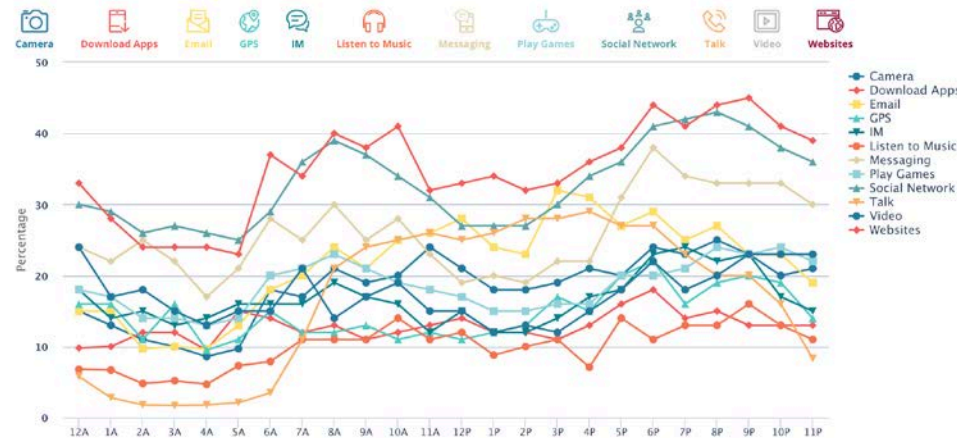
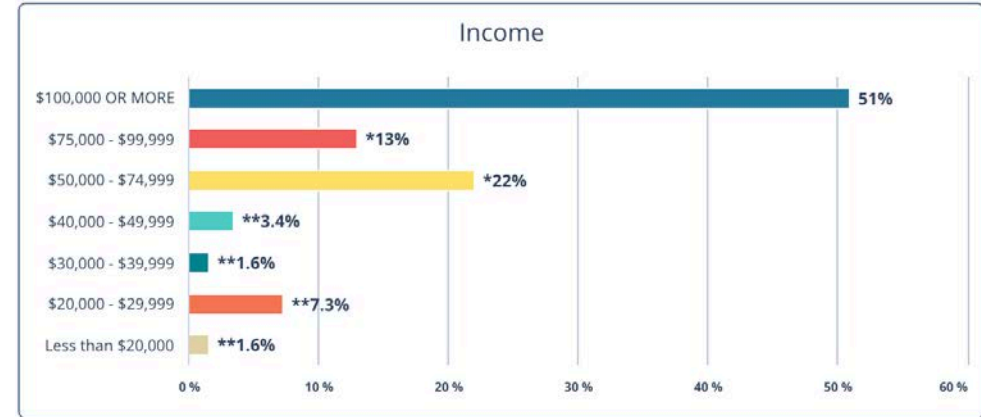
# WHERE DO PERCEPTIONS COME FROM?



# WHAT DO WE KNOW ABOUT PARENTS?



General Statistics	
● Median Household Income	\$108,066
● Median Age	43.1
● Employed (Full or Part-Time)	70%
● Married	61%
● Children in Household	100%
● Homeowners	54%



# WHAT DO WE KNOW ABOUT PARENTS?



## Lifestyle Responses:



- Very high propensity to shop online, seek out conveniences and discounts



- Mixed financial standing in San Diego & Imperial Counties: 40% are fiscally fit, while 23% claim to be worse off than last year



- Extremely high digital media usage: 91% claim the internet is central to their daily lives, and most cannot imagine life without their phones



# HOW CAN WE CONNECT WITH PARENTS?





**LEARN MORE.  
EARN MORE.**  
WITH CAREER EDUCATION.

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Visit [CareerEd.org](https://www.careered.org)

     /mycareered

THANK YOU

**SAN DIEGO & IMPERIAL COUNTIES  
COMMUNITY COLLEGES**

