

CTE REGIONAL
MARKETING/RE-BRANDING
CAMPAIGN –
AN UPDATE

October 13, 2016

Summary of Project

- The Bay Region Career Pathways Consortium launched a CTE Regional Marketing campaign to support high quality marketing and re-branding activities. We secured a firm to build an innovative platform to drive consistent and professional messaging focusing on CTE programs in the Bay Area, with potential to expand across the state.

Background

- Role of SB 1070
 - Marketing Committee established
 - Collaborating with other stakeholders
- Collaborative effort with DSNs
 - Manufacturing
 - Energy, Construction, Utilities
 - Life Sciences, Biotech
 - Small Business
 - ICT-DM
 - Retail, Hospitality & Tourism
 - Health

Regional SB 1070 Marketing Committee

Andrea Vizenor
Co-Chair
Director, Center for Career and Workforce Programs
Skyline College

Janine Kaiser
Technical Assistance Provider: K14
Contra Costa Community College District

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Alameda Office of Education

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Program Coordinator
Foothill College

Additional Contributors:

Randy Tillery, Contra Costa Community College District
Karen Engel, Peralta Community College District

Creative Brief

Top Objectives:

- Build a distinct brand identity and strategy for overall Community College CTE Programs.
- Incorporate brand extension where we can serve local colleges with an approach that includes local compatibility and connectivity, (being mindful to enhance not duplicate local college marketing efforts).
- Increase enrollment in CTE educational programs.
- Shape perceptions of CTE programs in the bay region.
- Improve navigation of career technical education offerings and opportunities with our audience
- Develop clear long term marketing and social media strategies

Target Audience

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- 16-24 year olds is first target audience
- This will also include outreach to:
 - ▣ High school students
 - ▣ Parents
 - ▣ Counselors

Funding for this Work

- Foothill College is fiscal agent for \$500k contract
 - \$270k from SWPC
 - \$170k from NEPC
 - \$60k from DSNs

RESEARCH DEBRIEF

California Community Colleges CTE

September, 2016

Programs

We



People

Mering Carson

Research Objectives

- ❑ Uncover current attitudes/sentiments around the CTE programs
- ❑ Expose groups to the proposed platform articulation of “Community” and evaluate how it resonates with our target audience
- ❑ Assess how well the current creative supports the platform and gauge what creative and messaging is motivating, particularly to a younger audience

Key Findings

Uncovered a lack of understanding of CTE offering holistically

- Unaware of CTE offering at community colleges

“I did not know that there was CTE at the community colleges, I thought it was specific locations like Wyotech.”

- Understanding of offering driven by for-profit schools

“I’ve seen advertising on TV for going to school for firefighting, chefs, computer programming, IT, fashion...”

- Unaware of breadth of CTE pathways

“Its surprising how many careers there are to offer...”

- Currently perceive CTE as either blue collar or limited to tech

“I thought that CTE was a program meant for more technical occupations like IT or software.”

“I just thought of electives in high school like wood shop, auto mechanics and cooking...”

CTE or “Career Technical Education” was misleading to those who were unfamiliar and does not communicate the breadth of programs

“It’s too narrow”

“Its confusing”

“I think it is misleading for those who don’t know what it is...”

“It sounds too specific”

“The list had so much more than technical”

“It makes it seem like you need to know specifically what they want to learn rather than the abundance of options.”

Once exposed to description and examples of CTE programs/careers, evoked more emotional response to offering.

CTE Programs are activating & empowering



Provide real-world skills and hands-on training

“They teach you more about the job than just sitting in a classroom learning basic stuff.”



Feel engaging; cultivates passionate individuals and a sense of camaraderie

“You obviously are seeking a specific program, and you have to be passionate about it. All the people have that same passion for whatever that career would be, and progressing to that specific goal.”

Strategic Focus of Creative

Strategic Direction

- Focus on the **collective** rather than the **individual**
- Differentiates community colleges from competitors

“Community”

Focus Group Reactions

Reaction to Work

- Fully understood Community platform and found it motivating
 - ▣ *“Yes, it is supportive and two because making connections gets people further.”*
 - ▣ *“Connected people working together or seeking to achieve the same goal.”*
- Creative (poster and video) both inspired and informed
 - ▣ *“Its inspiring and uplifting...effective.”*
 - ▣ *“It shows people doing something they like to do”*

KEY MESSAGING CHALLENGES

- Immediate:
 - ▣ Direct connection between CTE and community colleges
 - ▣ Understanding the breadth of offering
- Long Term:
 - ▣ Elevate the status
 - ▣ Communicate the functional and emotional benefits

BAY AREA REGION COMMUNITY COLLEGE DISTRICT

Campaign Concept Refinement

SEPTEMBER 14, 2016

MeringCarson

We Are Ready

Not every person knows what career path they want to go down, but those that do don't want to waste a minute to start towards their career goals. California Community College Career Education offers a community for those who know what they want to do and are ready to start doing it.



Open on mosaic shot of the community college logo, then zooming into mosaic tiles to show a group shot of students wearing their career gear and graduation caps, starting with a group of nursing students wearing scrubs and graduation caps.

VO: **WE ARE READY.**

Cut to group shot of welders in gowns lifting their masks up.

VO: **TO FACE THE WORLD.**

Cut to group of students in the classroom, putting on firefighting gear, standing in an epic group shot in their gowns with their caps on.

VO: **TO STUDY UP... SUIT UP... SHOW UP.**

Cut to group of students at a late night study session.

VO: **AND START OUR FUTURES, TODAY.**

Cut to classroom shots of engineering classes, construction classes, drawing diagrams and printing something on a 3D printer.

VO: **TO BECOME THE FIXERS, THE BUILDERS, THE LET'S-FIGURE-IT-OUTERS.**



Cut to big group portrait of students in graduation caps wearing variety of different career attire.

VO: **BECAUSE WE ARE A COMMUNITY OF DOERS.**

Cut to a group of fashion students working together.

VO: **WITH A COMMON GOAL.**

Cut to group of engineering students and a professor putting the finishing touches on a drone, and then cheering and high fiving when the drone flies perfectly.

VO: **TO ENCOURAGE ONE ANOTHER.**

Cut to a couple of art students rising up on a cherry picker in front of a mural. Then zooming out far to see the students in their community.

VO: **AND ELEVATE OUR LIVES.**

VO: **IN OUR COMMUNITY. FOR OUR COMMUNITY.**

Cut to variety of portraits of students in cap and gown and their corresponding career gear.

VO: **WE. ARE. READY.**

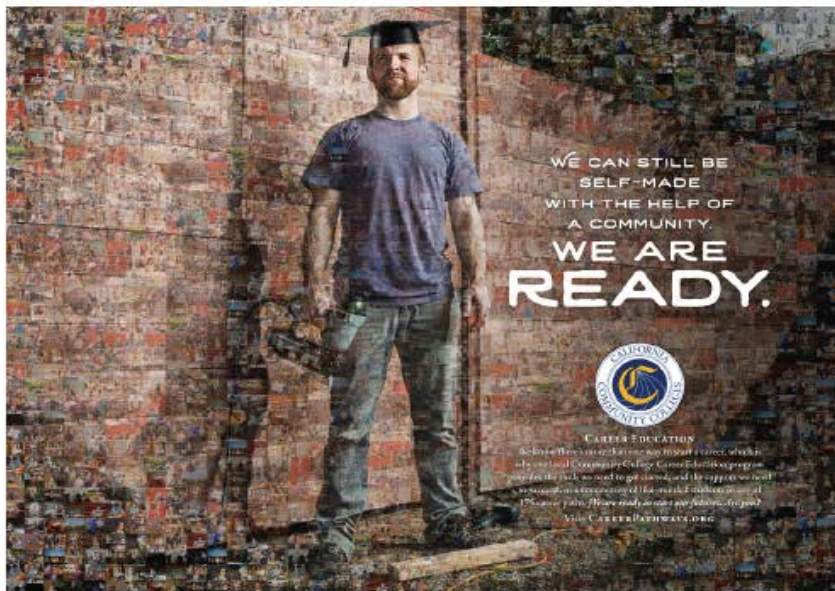
VO: **ARE YOU?**

Zoom out of shot to reveal a mosaic of students working together made up of images representative of the community.

VO: **CALIFORNIA COMMUNITY COLLEGE CAREER EDUCATION. A COMMUNITY OF PROFESSORS, LIKE-MINDED STUDENTS AND STAFF, ALL WORKING AS ONE TO HELP YOU SUCCEED. AND BUILDING A STRONGER COMMUNITY IN THE PROCESS.**

CARD: **CALIFORNIA COMMUNITY COLLEGES CAREER EDUCATION**

**#WEAREREADY
CAREERPATHWAYS.ORG**



BODY COPY: We know there's more than one way to start a career, which is why our local Community College Career Education program provides the tools we need to get started, and the support we need to succeed, in a community of like-minded students in any of 175 career paths.

WE ARE READY TO START OUR FUTURES. ARE YOU?

Learn By Doing

What separates California Community College's 175 Career Education Programs from a traditional college education? Hands-on training. You're not learning-by-learning, you're learning-by-doing, to get the skills you need to hit the ground running in your chosen career path.



Open on an overhead shot of a manifold being taken off an engine block.

TITLE: **WE PULL STUFF APART.**

Cut to shot of photographer blowing up a shot to color the details.

TITLE: **WE BLOW STUFF UP.**



Cut to shot of blueprints being studied by a group of students.

TITLE: **WE PUT STUFF BACK TOGETHER.**

Cut to group of kids arguing their points in a group setting.

TITLE: **WE WORK STUFF OUT.**

Cut to 3D printing.

TITLE: **WE THEORIZE THE STUFF OUTTA STUFF.**

Cut to Graphic Designer laying out an ad.

TITLE: **WE MAKE COOL STUFF.**



Cut to a welder welding.

TITLE: **WE FIRE STUFF UP.**

Cut to a two mechanic students firing up a classic car.

TITLE: **WE BUILD AND REBUILD STUFF.**

Cut to nurse putting on a mask.

TITLE: **WE MAKE STUFF BETTER.**

Cut to fashion design students dressing a mannequin.

TITLE: **WE MAKE STUFF LOOK BETTER.**

Cut to series of shots of students experimenting in labs, listening to lectures, studying together, building things in the community, etc.

TITLE: **WE NEVER STOP TRYING.**

TITLE: **DOING.**

TITLE: **COLLABORATING.**

TITLE: **CONTRIBUTING.**

Cut to engineering students rolling out blueprints and talking together about it.

TITLE: **WE LEARN BY DOING STUFF.**

VO: **WITH 175 CAREER EDUCATION PROGRAMS TO CHOOSE FROM, CALIFORNIA COMMUNITY COLLEGES ARE THE BEST PLACE TO GET THE HANDS-ON TRAINING TO LEARN THE STUFF YOU NEED TO FIND THE CAREER THAT'S PERFECT FOR YOU.**

CARD: **CALIFORNIA COMMUNITY COLLEGES CAREER EDUCATION
CAREERPATHWAYS.ORG**

Crazy Smart

California Community Colleges offer an alternative to the way it's always been done. 175 Career Education Programs, that give you hands on training for the job you want.

It's not crazy, but it is *CrazySmart*.



Open on a B&W, 50's style film. A professor is teaching a class.

VO: **THEY SAY THERE'S ONE PATH TO SUCCESS.**

Cut to a welder firing up his torch and lowering his facemask.

VO: **WE SAY THERE'S MANY.**

Cut back to 50's style film, professor leaning over student to provide help.

VO: **THEY SAY LEARN BY LEARNING.**

Cut to group of nursing students gathered around an anatomy doll on a gurney.

VO: **WE SAY LEARN BY DOING.**

Cut to our old-school professor pointing to a calendar with a wooden pointer.

VO: **THEY SAY 4 YEARS.**

Cut to bio-tech students in a lab.

VO: **WE SAY 2.**

Cut to a 1950's era school chancellor behind his ornate desk with piles of money laughing.

VO: **THEY SAY DEBT**



Cut to students on laptops in a lecture hall.

VO: **WE SAY WHY?**

Cut to our 50's style professor dropping an A+ paper on a 50's student's desk.

VO: **THEY SAY IT'S ABOUT INDIVIDUAL ACHIEVEMENT.**

Cut to a group of students studying together sharing pizza.

VO: **WE SAY IT'S ABOUT CAMARADERIE & COLLABORATION.**

Cut back to 50's style video, professor mouths "this is how it's always been done."

VO: **THEY SAY THIS IS HOW IT'S ALWAYS BEEN DONE.**

Cut to 3D printer printing something science-y.

VO: **WE SAY IT'S NOT THE SAME WORLD, WHY DO THINGS THE SAME WAY?**

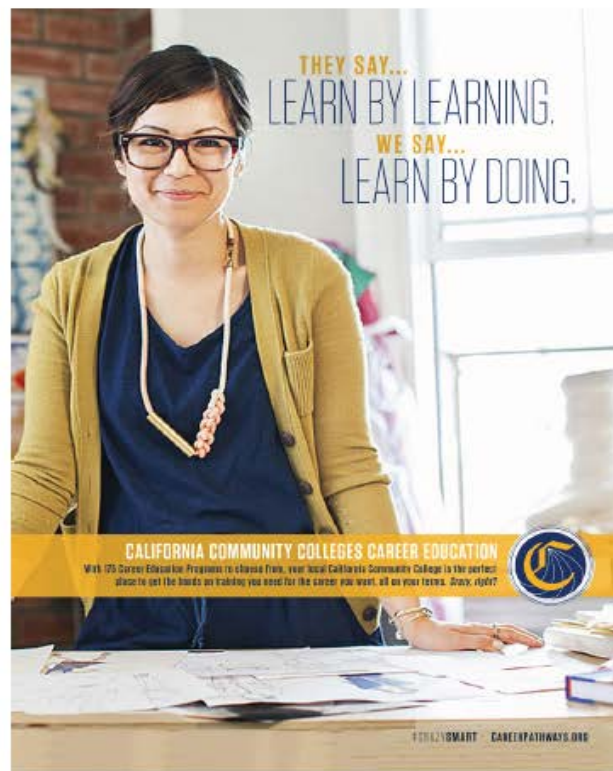
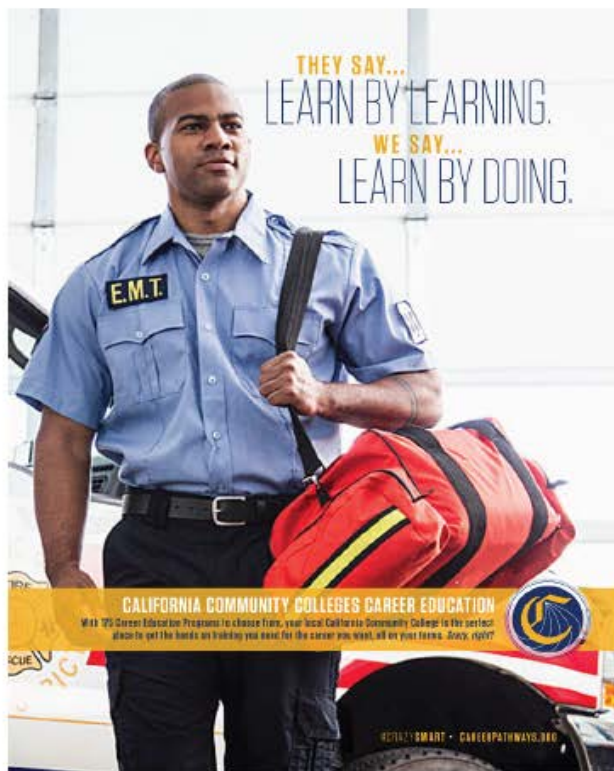
Cut to series of shots of different career pathways programs (students working together, hands on training examples, etc.)

VO: **THEY SAY THAT'S CRAZY.**

VO: **WE SAY THAT'S CRAZYSMART.**

VO: **CALIFORNIA COMMUNITY COLLEGES CAREER EDUCATION. THERE'S 175 DIFFERENT CAREER PROGRAMS TO CHOOSE FROM, EACH PROVIDING HANDS ON TRAINING AND THE SKILLS YOU NEED FOR THE CAREER YOU WANT, ALL ON YOUR TERMS. CRAZY, RIGHT?**

CARD: **CALIFORNIA COMMUNITY COLLEGES CAREER EDUCATION
#CRAZYSMART
CAREERPATHWAYS.ORG**



Distribution Channels

- “Templatized” digital assets to be distributed via local owned & earned channels
- Media buy
 - ▣ Pre-roll (e.g. YouTube)
 - ▣ Social media

Metrics: Measuring Impact

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AWARENESS & ENGAGEMENT METRICS

- Impressions delivery
- Clicks recorded
- Click Thru Rate
- Partial & Completed views (video)
- Engagement
 - likes, shares, comments
- Site sessions
- On site
 - Time spent
 - Pages viewed

Next steps..

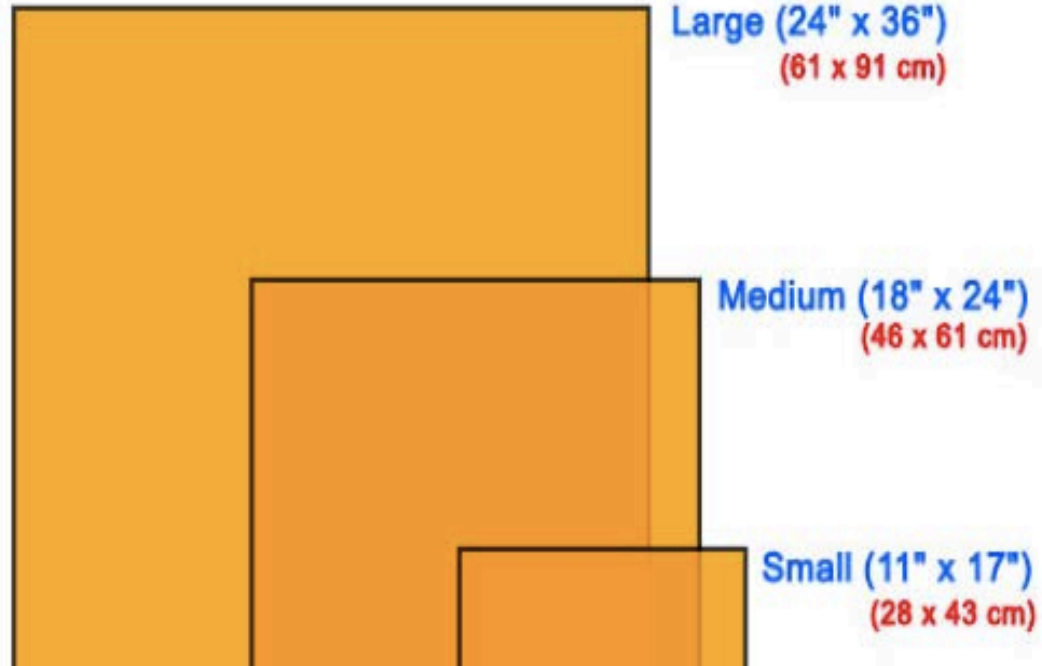
Where do we go from here...

- PIO webinar – October 13th
- Fall photo shoot
- Landing page (shared with Chancellor's Office)
- Digital assets roll out
- Paid social campaign

Collateral Items – Posters

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STANDARD POSTER SIZES



Thank you!

How to be involved...

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Thank you.