



Board of Trustee's Report

Presented by:

Nicholas M. Pasculli


Acting Marketing and Public Information Officer

Our Strategic Focus

- Solidify Public Perceptions
- Communicate our Strong Commitment to Student Success
- Drive Enrollment
- Fortify Community and Business Support
- Positive Public Relations

Solidify Public Perceptions

- Develop strong messaging around the theme: “My Preferred College”



My Preferred College

Many peninsula leaders started right here!

Our students are following in the footsteps of countless Monterey Peninsula leaders. The list is long. There are many things today's leaders share with tomorrow's leaders. One is a love of their community and the role MPC has played in their success.

"MPC's library center is an amazing resource for students and the community. With state of the art technology available for research projects and study rooms with wonderful natural lighting, this building is a testament to the college's focus on every student today and in the future."

— Ron Johnson,
Vice President, Operations at the Boys & Girls Club of Monterey County

MPC | MONTEREY PENINSULA COLLEGE
MPC. Discover. Achieve. Lead



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"Having a great college in my hometown allowed me to get my first two years of education, live at home, work and save for the university. I probably would not have been able to get my degree if it hadn't been for MPC."

— Sharon Larson,
CTB / McGraw - Hill retired

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Mary Claypool
Ted Balestreri
Bert Cutino
Frank Nuovo
Michael Garnett
Eric Miller
Chuck Della Sala
Dan Albert
Joanne Albert
ML Carter
Sharon Larson
Chris Pappageorgas, Jr.
Morgan Stock
Joy Junsay
Mel Mason
Nat Agliano
Herm Edwards
Yoshiko Matsushita-Arao

MY Preferred College

Many peninsula leaders started right here!

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"My experience at MPC gave me a deeper appreciation for my community and prepared me for a rewarding legal career. The professors, staff and administration at MPC are about every student's best, and are always willing to provide encouragement and support to help students achieve their goals."

— Chris Panetta,
Partner - Fenton & Keller

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Commitment to Student Success

- Develop strong messaging around the theme: “YOU”



#MPCandYOU

mpc.edu

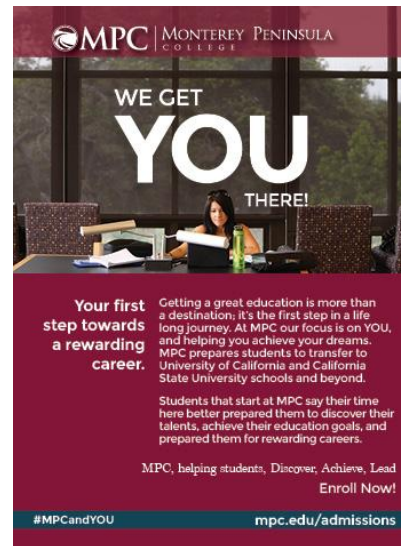
you

are at the center of everything we do!

It has been said throughout history, "Change is Good." And indeed it is. Changes in education, in career and personal goals, and changes in our communities are something we learn to appreciate.

The one thing that has not changed since 1947 is MPC's commitment to quality education and serving our community. While that may look different today, the commitment is unwavering. Indeed our staff, faculty and administration firmly believe, "YOU are at the center of everything we do."

MPC | MONTEREY PENINSULA COLLEGE
Your Future, Our Focus



MPC | MONTEREY PENINSULA COLLEGE

WE GET YOU THERE!

Your first step towards a rewarding career. Getting a great education is more than a destination; it's the first step in a life long journey. At MPC our focus is on YOU, and helping you achieve your dreams. MPC prepares students to transfer to University of California and California State University schools and beyond.

Students that start at MPC say their time here better prepared them to discover their talents, achieve their education goals, and prepared them for rewarding careers.

MPC, helping students, Discover, Achieve, Lead
Enroll Now!

#MPCandYOU mpc.edu/admissions

Enrollment

- Spring enrollment call to action theme: “It’s Never to Late”

AT MPC IT'S NEVER TOO LATE!

HMM, I WONDER IF MPC HAS LATE SPRING MATH COURSES.

MPC is offering a variety of "late start" Spring Classes. Classes begin the week of March 27, 2017. Students needing credits to complete their degrees or transfer, this is the perfect way to achieve your goals.

CHECK IT OUT!

Monterey Campus Classes

- Arts
- Biology
- Chemistry
- Dental
- English
- General Education
- Geology
- Hospitality
- Medical Assisting
- Nursing
- Physical Ed
- Real Estate
- Theatre

Marina Campus Classes

- English

Online Classes

- Business
- Chemistry
- Computer Science
- Early Childhood Education
- General Studies
- Geology
- History
- Hospitality
- Library
- Math
- Nutrition
- Political Science
- Social Science

With so many classes offered as "late start,"

54 Classes
3 Locations
Convenient Class Times
A Winning Combination.

ENROLL NOW! mpc.edu/admissions

MPC MONTEREY PENINSULA COLLEGE
Your Future, Our Focus
There is something for everyone.

At MPC It's NEVER Too Late

ENROLL NOW! mpc.edu/admissions

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MONTEREY CAMPUS CLASSES

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- Medical Assisting
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MARINA CAMPUS CLASSES

- English

ONLINE CLASSES

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Career Pathways

- Other enrollment strategic themes:
“We get YOU there”



WE GET YOU THERE!

Your first step towards a rewarding career. A great education is more than a destination; it's the first step in a lifelong journey. MPC can help you shift your career into high gear. Our number one goal is your success, and helping you achieve your dreams.

Enroll Now! MPC, helping students, Discover, Achieve, Lead

#MPCandYOU mpc.edu/admissions



WE GET YOU THERE!

Your first step towards a rewarding career. A great education is more than a destination; it's the first step in a lifelong journey. If you have a passion for Hospitality, MPC can help you discover new worlds. Our number one goal is your success, and helping you achieve your dreams.

Enroll Now! MPC, helping students, Discover, Achieve, Lead

#MPCandYOU mpc.edu/admissions



WE GET YOU THERE!

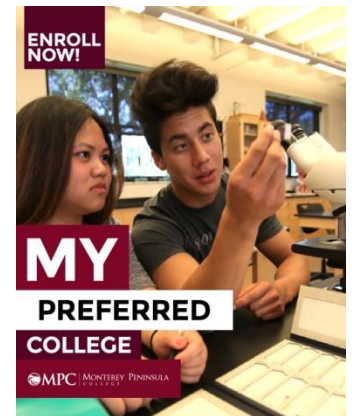
Your first step towards a rewarding career. A great education is more than a destination; it's the first step in a lifelong journey. Great careers in healthcare begin here. MPC can help you pursue the dream of a career in the medical field. Our number one goal is your success, and helping you achieve your dreams.

Enroll Now! MPC, helping students, Discover, Achieve, Lead

#MPCandYOU mpc.edu/admissions

Visibility Where Students Are

- Strong web based marketing strategy to include web retargeting and social media



On Campus Messaging

- Series of pole banners to reinforce the mission of the college



Positive Public Relations

- Writing and releasing positive stories about student success to local media.
- Creating content both written and visual for social media.
- Creating improved communications with local media.
- Representing MPC at community events.

Expanding Our Reach

- Planned radio and TV spots promoting student success with real student stories, that support our messaging and focus
- Planned focus groups to measure student and community needs.
- Creating a micro website to highlight progress being made on the accreditation report.