

MARKETING & OUTREACH

CALIFORNIA COMMUNITY COLLEGES CHANCELLOR'S OFFICE

update

MARCH 2017

We would like to update you on the progress of the statewide CTE rebranding campaign as called for in the Strong Workforce Task Force recommendations. The contract team for the CTE rebranding and marketing efforts is preparing for the launch of the campaign in early July. Current activities include:

Creative Concept Development

Three creative concepts have been developed for the CTE campaign that will be vetted through qualitative focus group testing. Although expressed through different messaging and treatments, all three concepts highlight the key benefits of the CTE programs, showcase the breadth of pathways offered, and feature diversity of student demographics across age, gender and ethnicity.

Qualitative Research

Starting the week of March 27th, the team will be conducting 16 focus groups (in-person and online) throughout California to explore the following:

- The brand platform as well as understanding sentiments around the CTE programs at the California Community Colleges
- Evaluate three creative campaign concepts and their ability to:
 - Impact perception of career technical education
 - Support the community platform
 - Communicate the benefits of CTE pathways
 - Provide a strong call to action

The groups will be comprised of our primary target of prospective students as well as influencers.

Quantitative Research

The team is currently planning to conduct a statewide CTE rebranding baseline study after the completion of the creative focus group testing.

CTE Microsite

To continue educating the target beyond the campaign, the team has developed a two-phase approach for a CTE-specific landing page and microsite. The interim landing page, slated to launch in May, will include resources for Career Exploration, how to apply to a community college and a college locator tool. The more robust microsite will consider additional content and tools for users to become more informed about the variety of pathways and benefits CTE has to offer. The full microsite launch is planned by August.

Media Planning

A paid media plan is in development and will consider target media consumption habits, key markets across the state, and will be comprised of TV/video, radio, digital, search and social. This plan is slated to launch in July.

Campaign Asset Toolkit

Following the production and deployment of the CTE campaign, an online toolkit will be developed to house campaign assets. Tailored versions of the assets will also be available to provide opportunities for regions and schools to leverage the Chancellor's office's efforts with minimal investment. Tailored opportunities will include: co-branding with logo addition, editing of body copy and imagery to provide regional and/or sector specificity and, where possible, the ability to tag video, radio, or digital assets.

Regional Customization

The team has been in regular contact with the Doing What Matters regional consortia chairs and has put together an advisory committee consisting of the chairs and their selected PIOs/marketing leads. A webinar has been scheduled for early April to present regional customization options to the advisory committee.

Ongoing Campaign/Marketing Updates

As the campaign is being developed, California Community Colleges will continue to provide ongoing updates on the progression. A landing page will be developed that will house the status of all rebranding and marketing efforts. This landing page is slated to be developed over the next few weeks and will launch by the end of April. In the interim, please direct any questions to the CTE Campaign Project Manager, Jessica Sorensen at jessica.sorensen.is@gmail.com.