



California Community Colleges

Dear Colleagues,

Over the past year, we have made significant strides in sharing our campaign message to current and potential students by providing opportunities to explore the more than 200 career pathways available through the California community colleges. Among these efforts, we developed a marketing and outreach materials online toolkit so our local partners and community stakeholders could easily access, download and share campaign messages. Since its launch, the toolkit has become a resource for colleges, districts and regions and an essential element to the statewide Career Education Awareness Campaign.

As we move into the second year of the campaign, we are excited to share that the toolkit is expanding to feature Spanish-language translations for all currently available assets. Like the English-language toolkit, the new Spanish-language toolkit provides all of the same opportunities for co-branding including: the addition of college/region-specific logos, copyediting, image swaps, and radio ads that can be tagged with a local message. Materials include: ready-to-use and tailorable marketing/advertising, event and outreach materials as well as guidelines for utilizing the templates. All these Career Education materials are just a click away and can be accessed by visiting:

CareerEducationToolkit.cccco.edu.

The following creative assets are now available in Spanish:

- **Videos (:30/:15 seconds)** – Download and share nearly a dozen high-quality marketing videos that highlight real students in real classrooms getting the hands-on training they need for a wide variety of career education pathways.
 - Includes two-minute Career Education informational video.
 - Please note that there will be opportunities provided to co-brand or tag the end of the videos. These will require additional project fees.
- **Radio Ads*** – Listen and download several radio ads created specifically for Career Education programs. Customize scripts specifically for your school or region.
- **Photos** – View 50 captivating photos/images of real students that captures the collaborative, hands-on nature and variety of Career Education programs. All photos can be used to customize the varying templates provided.

- **Digital Ads*** – Download digital banners for your campaigns, images sized for Facebook/Instagram for your organic or paid social uses as well as Career Education-specific website buttons to embed on your website.
- **Out of Home Ads*** – Find billboard and transit/bus shelter assets to deploy across your own cities/regions.
- **Outreach*** – Get access to print-ready general Career Education brochures and eight different, Region-specific Factsheets. Customizable Factsheet templates allow you to add your logo, URL and additional information.
- **Recruiting Events** – Looking to reach prospective Career Education students through event-marketing? Access materials such as directional signs, campaign boards and more.

**Template options are available.*

All English and Spanish assets developed meet ADA/Section 508 WCAG 2.1 to AA standards compliance requirements. However, templated assets will have to be reviewed by local teams to ensure compliance once customized, as the Chancellor's Office cannot guarantee compliance of logos and images we do not control.

The Spanish-language marketing and outreach toolkit is a pivotal next step in ensuring the campaign's messages are shared across diverse audiences and that all Californians can learn and access the opportunities available at California community colleges. Please note we will be making updates to the English and Spanish Toolkits on a periodic basis so please check back regularly. Thank you.

As always, your feedback is welcome. Please submit questions and/or comments regarding the expansion of the Career Education Toolkit to Mark Perry, the career education project manager, at (916) 801-0086 or markjerry75@outlook.com.

Thank you,

Paul Feist

Vice Chancellor, Communications & Marketing