

Marketing & Outreach

What We Do

- Marketing: The creation and preservation of the College brand resides under Marketing. Includes: commercials, print and social media advertising, brochures, posters, direct mailers, fliers, bus/radio ads, etc. In collaboration with the Office of Instruction, produces the College course catalog and class schedules.
- Internal/External Communications: The Marketing & Outreach Department maintains Cañada's primary social media handles: <u>Facebook</u>, <u>Instagram, Twitter, YouTube</u> and the College <u>blog</u>. Additionally, Marketing & Outreach works with departments around campus to distribute all employee messages as well as electronic communications to students through **GWAMAIL**. Produces and distributes the "Olive Hill Press," "What's Happening at Cañada?" and Board of Trustees Report.
- Public/Media Relations: This includes preparation and distribution of news releases/statements, coordination of on-campus media events and responding to media inquiries.
- Web: College website, accessibility compliant to users with disabilities, online schedules and course catalogs and liaising with District ITS on web projects.
- College Recruiting: Engages high school students, parents and community organizations to support services such as: Promise Scholars Program, Priority Enrollment Program (PEP), Cañada College and Community College Overview Presentations, EOPS, FAFSA, Dream Act and Application workshops, CTE Fall event, Campus Tours and Connect to College Night.
- Community Relations: Community festivals, meetings and events, coordinating community events within the "Cañada in Your Community" community relations initiative. Cultivate new partnerships with educational institutions, local corporate and non-profit organizations.
- Special Events: Plans, organizes and executes campus-wide events such as groundbreaking and ribbon cutting ceremonies, speaker series, PEP, CTE Success Event, Connect to College and Commencement. The department also serves as a point of contact to community members/organizations that hold events on our college campus.

Success by the Numbers: 2017-2018

The Outreach team attended 100 events, promoting Cañada College and connecting with 10,000+ members of greater San Mateo County and

northern Santa Clara County.





Cañada College

Success by the Numbers: 2017-2018

Some of these events include:

- 4th of July Parade Redwood City
- Facebook Farmers Market Menlo Park
- Fiestas Patrias Redwood City
- Edgewood Back to School Fair San Bruno
- World Journal News College Fair Milpitas
- Sana Sana Health Fair San Mateo
- Puente Health Fair Pescadero



Cañada College

New Community Partnerships



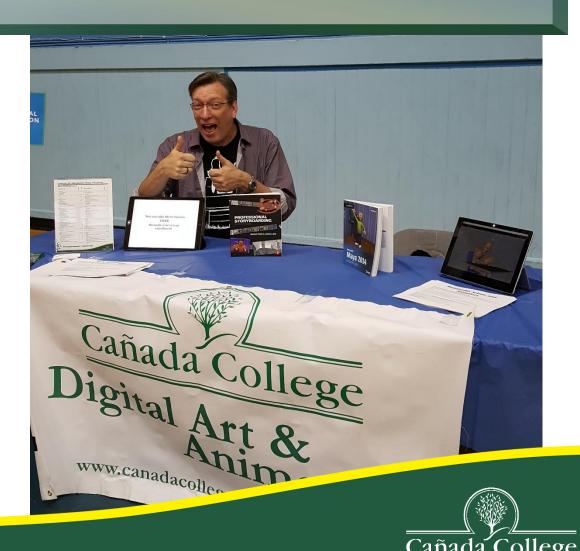
- Facebook Farmers Market
- Edgewood Drop-In Center
- Boys and Girls Club of the Peninsula
- Familia Unidas
- Sienna Youth Center
- PAL (Police Activities League)



Cañada College

Campus-wide Collaborations

- CTE Career Day
- Priority Enrollment Program
- Lunar New Year
- STEM Day
- Several HS and Career Fairs
- Connect to College
- Campus Welcome Day



Campus-wide Collaborations





Campus Tours

100 campus tours were given to potential students from high schools and community organizations, including:



- Feeder High Schools Visits
- Adult Schools
- After School Programs
- Individual Tours





Summer Outreach - Street Team!









High School Recruitment Timeline												
	August	September		November		January	February	March	April	May	June	July
High School Recruitment		•							SA SA MASSELL		15-60-20-00-0	
Meetings:College & Career Counselor											-	
Meetings:Counselors Annual Meeting (Fall & Spring	j)											
Presentations: General												
Presentations at Counselors Meetings												
Presentations: Concurrent Enrollment												
Presentations: Financial Aid										1.5		
Workshops: EOPS				1								
Workshops: Concurrent Enrollment												
Workshops: Application for Cañada												
Workshops: Cash for College												
Tours												
High School Visits (Ambassadors)												
Events: Back To School Nights/ Open House												
Events: College and Career Fairs												
Events: Career Education Day at Cañada												
Events: Connect to College												
Events: Priority Enrollment Program (PEP)												
Events: Graduations												
Promotional Material												
Promise Scholarship						\$			2			
Concurrent Enrollment									× ·			
Connect to College												
Career Education Day at Cañada College												
High School Newsletter												
Summer Opportunities	-:					s.						
Parent Engagement												
ELLAC												
PTSA												
Newsletter												
Jacket and Toy Drive												

What's Happening

- New Mobile Website
 - Prep for Accreditation
- 50th Anniversary
 - President's Luncheon: Oct. 23
- Shuttle
- Annual Report
- Ongoing Outreach Efforts
 - Annual Jacket & Toy Drive
 - Spring Registration
 - Connect to College: April 25





Questions?

