

Marketing, Communications, and Outreach Activities

Academic Senate Visit

January 2019

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Enrollment Communications

Mode: Email, Text, Phone, Newsroom, Student Portal, Social Media, Websites, Print, Radio, AllUser Emails

Message: Register Today; Don't Forget to Pay; Take an Extra Class; Save Money

Audience: currently enrolled; previously enrolled not yet registered; previously dropped and not registered; applied but not registered; grant recipient but not yet registered; registered but not yet paid; registered in spring/summer and not yet registered for fall; graduated/transferred and not registered; community members

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Advertising and Media

Giveaways: Make It Happen notebook, post-its, totes

Graduation Campaign – print, electronic, social media

Los Angeles Times – digital

24 Hour Fitness – in gym video

Santa Paula Times – print ad and insert

VC Reporter - print

Fillmore Gazette – print, insert, and digital

Acorn – print and digital

KVTA – in studio, pre-recorded interviews; in-studio on-air interviews

99.1 the Ranch – high school football scoreboard sponsor; in-studio interviews

Radio Lazer – on-air commercials; livestreaming and attendance to campus events

Media Relationships - VC Reporter; VC Star; Tri-County Sentry

City of Ventura – MyVentura ad and digital newsletter

Social Media Ads

Press Releases

Sponsorships: Ventura County Sports Hall of Fame; Royal High School Marching Band; Civic Alliance;

United Way; Ventura High School Football

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Websites

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**SPRING 2019
REGISTRATION OPEN NOW**



MOORPARK COLLEGE **OXNARD COLLEGE** **VENTURA COLLEGE**

Welcome to Ventura County Community College District!

 **BOARD of TRUSTEES**
Meeting
Agenda &
Minutes

 **PERSONNEL COMMISSION**
Meeting
Agenda &
Minutes

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VCCCD Newsroom

[NEWSROOM ▼](#)[THE CHANCELLOR](#)[PRESS RELEASES](#)[AUDIO, VIDEO, AND PODCASTS](#)[PARTNERS & FRIENDS](#)[SANTA CLARA VALLEY UPDATES ▼](#)[EVENT CALENDARS](#)[CONTACT](#)

\$1,000
SCHOLARSHIP

DEADLINE:
FEB. 22ND, 2019

WRITING SCHOLARSHIPS

[MOORPARK COLLEGE](#)[OXNARD COLLEGE](#)

CCPRO 2019 Student Writing Scholarship

BY VCCCDMARKETING / JANUARY 11, 2019 0

FOR COMMUNITY
COLLEGE STUDENTS



Latest Posts

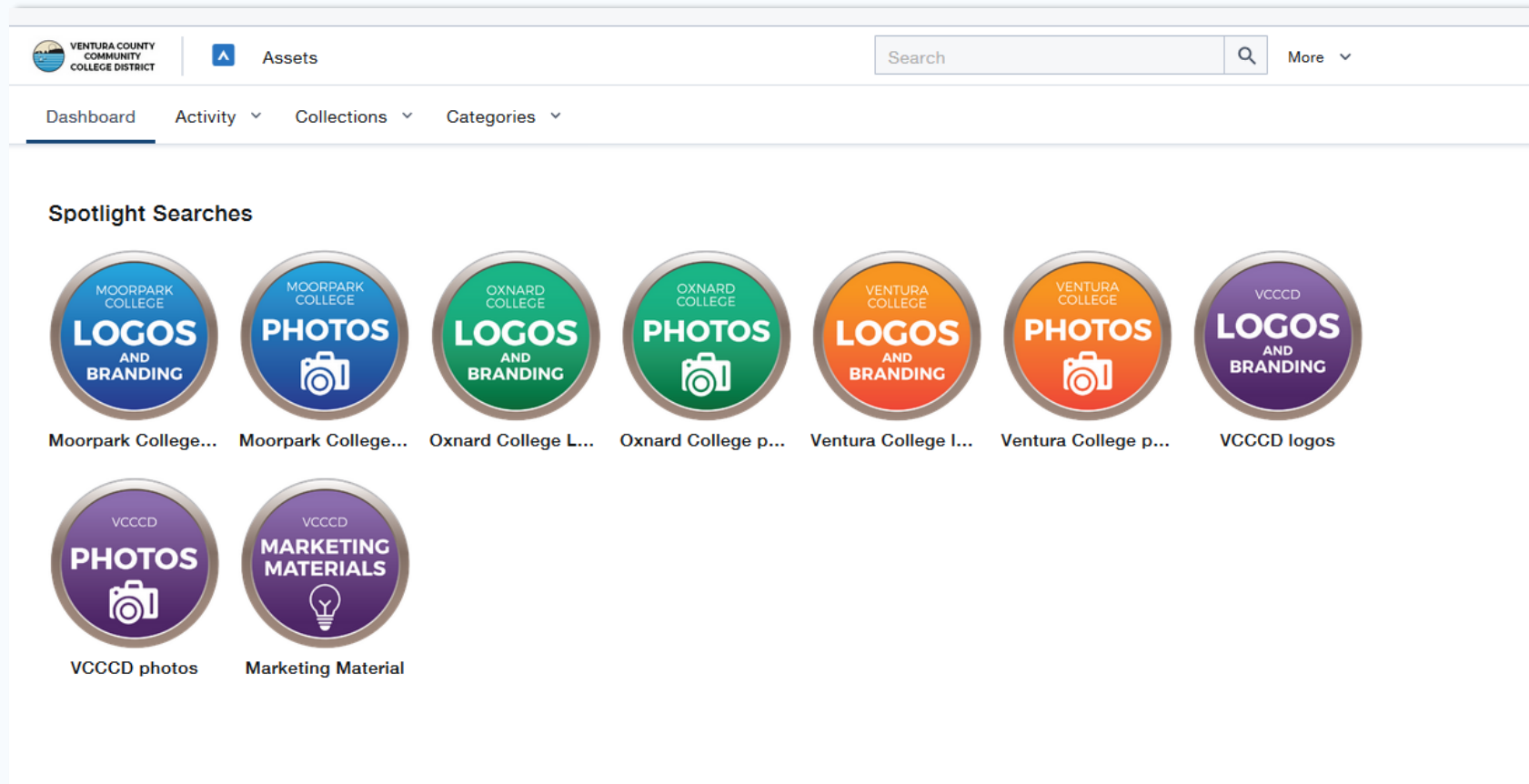
OC Culinary Arts

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Digital Asset Management

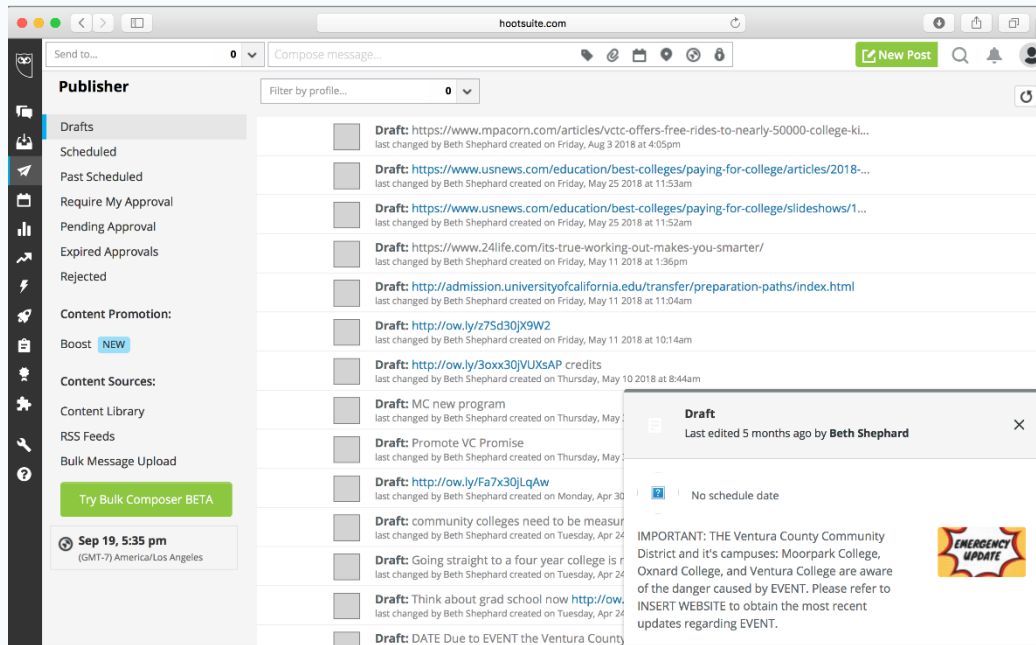


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Social Media



Social Media Management Tool

- Simultaneous posting to multiple accounts
- Real time social media dashboard
- All Sites
- Facebook, Twitter, Instagram

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Future Plans

Website Redesign – includes faculty directory (bio, current classes, published works, etc.)

AB 705

Student Engagement – Student Leadership Summit

District/College Vehicle Signs

Launch Weekly Newsletter

Launch Photo Portals

An Educational Moment Column with Faculty and Staff Contributions for local digital and print publication

Radio Interviews

Video Resources for Social Media Posts

LinkedIn

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