

College of the Desert Conversion Emails

1 message

Alana Villemez <alana.villemez@interactcom.com>
To: Alana Villemez <alana.villemez@interactcom.com>

Wed, May 29, 2019 at 6:34 PM

EMAIL #1

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norcollege.edu>
Date: Wed, May 29, 2019 at 6:21 PM
Subject: Test Message - Got a special skill? Bring It!
To: <alana.villemez@interactcom.com>



Your skills are *in demand*.

Tech-savvy professionals are commanding higher salaries in the fast-growing Inland Empire/Desert region.

Join Us!

Ready to Meet Workforce Demand



2 of 3 regional employers report a **shortage of qualified professionals** in their industry



18 of the 20 fastest-growing occupations in the U.S. require some form of career education



The Inland Empire is adding jobs at **twice the national rate!**

ReadySetCareer.org

READY career education



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EMAIL #2

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norcollege.edu>

Date: Wed, May 29, 2019 at 6:21 PM

Subject: Test Message - Your timing is perfect.

To: <alana.villemez@interactcom.com>



READY
to shine

Career prospects have never been brighter.

Career-educated professionals are in demand... Get the skills you need to earn more!

Get Started!

Ready to Close the Gap...

2x

The Inland Empire is adding jobs at **twice the national rate!**



Approximately **1 million** “middle skills” job openings will surface by 2025 for career ed grads.



By 2022, California projects **twice** as many STEM job openings as qualified professionals to fill them.

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EMAIL #3

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norcocollege.edu>

Date: Wed, May 29, 2019 at 6:22 PM

Subject: Test Message - Why aren't you demanding more?

To: <alana.villemez@interactcom.com>



Get *Inspired* to New Career Heights

Whatever you do best... *do it for a living*, with a future-Ready career education!

Register Now!

Ready to Earn MORE...



Hot Regional Workforce Needs

1. Computer and Information Systems Managers \$142,530
2. Construction Workers \$62,300
3. Teacher Assistants \$30,708
4. Registered Nurses \$95,467
5. Licensed Practical and Licensed Vocational Nurses \$47,131



Average annual salary for Top 10 regional “middle skills” careers.



Jobs requiring a **high school diploma or less** face a **70% probability of automation** in the next 20 years.



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EMAIL #4

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norccollege.edu>
Date: Wed, May 29, 2019 at 6:22 PM
Subject: Test Message - Your "one in a million" opportunity...
To: <alana.villemez@interactcom.com>



One Million New Jobs by 2025

The economy is evolving, and tech-savvy professionals bearing hands-on career education are in demand!

Pick Your Program!

Ready to Put High School Behind...



Less than half of Inland Empire/Desert region residents over 25 have attended college.



2 of 3 regional employers report a **shortage of qualified professionals** in their industry



The Inland Empire is adding jobs at **twice the national rate!**

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EMAIL #5

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norcollege.edu>

Date: Wed, May 29, 2019 at 6:22 PM

Subject: Test Message - You ARE College-Ready...

To: <alana.villemez@interactcom.com>



In-Demand, Career-Focused Programs

Tomorrow's career education graduates will be in *prime position* to reap the rewards of the changing economy.

Get Started!

Ready to Get Hired!



Approximately **1 million** "middle skills" job openings will surface by 2025 for career ed grads.



\$50,050 average annual salary for Top 10 regional "middle skills" careers.



In California, Career Education grads earn **\$27,500 more** than general associate degree-holders, on average.

[ReadySetCareer.org](https://www.ReadySetCareer.org)

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EMAIL #6

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norccollege.edu>

Date: Wed, May 29, 2019 at 6:22 PM

Subject: Test Message - Was there ever a doubt you were READY?

To: <alana.villemez@interactcom.com>



Career Education = *Confidence*

The Inland Empire-Desert region is facing a *dire shortage* of college-educated career professionals, and grads are *in demand*!

Get Started!

Employers Are Ready When You Are...



2 of 3 regional employers report a **shortage of qualified professionals** in their industry

2x

The Inland Empire is adding jobs at **twice the national rate!**



Hot Regional Workforce Needs

1. Computer and Information Systems
Managers \$142,530
2. Construction
Workers \$62,300
3. Teacher
Assistants \$30,708
4. Registered Nurses \$95,467
5. Licensed Practical and
Licensed Vocational
Nurses \$47,131

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EMAIL #7

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norcocollege.edu>

Date: Wed, May 29, 2019 at 6:22 PM

Subject: Test Message - The Inland Empire/Desert region is #1

To: <alana.villemez@interactcom.com>



#1 in CA for Job Growth

The Inland Empire-Desert region is home to the fastest-growing economy in California, and career education grads are *Ready* to meet demand.

Join Us!

Ready for What's *Next*...



By 2022, California projects **twice** as many STEM (Science, Tech, Engineering & Math) job openings as qualified professionals to fill them.



18 of the 20 fastest-growing occupations in the U.S. require some form of career education



Jobs requiring a high school diploma or less face a 70% probability of automation in the next 20 years.

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EMAIL #8

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norccollege.edu>

Date: Wed, May 29, 2019 at 6:23 PM

Subject: Test Message - Salaries are rising up. Will you?

To: <alana.villemez@interactcom.com>



Career Education Pays MORE...

Opportunities are growing for tech-savvy, career-educated professionals in the Inland Empire-Desert region.

Pick Your Program!

Ready for a *Raise*



18 of the 20 fastest-growing occupations in the U.S. require some form of career education.



In California, Career Education grads earn **\$27,500 more** than general associate degree-holders, on average.



\$50,050 average annual salary for Top 10 regional “middle skills” careers.

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EMAIL #9

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norcollege.edu>

Date: Wed, May 29, 2019 at 6:23 PM

Subject: Test Message - Are you made of college material?

To: <alana.villemez@interactcom.com>



High-Energy, High-Tech Careers!

You've got the tech-savvy... Now, it's time to get the real world-ready career education you need to succeed!

Register Now!

Ready to *Be More?*



Hot Regional Workforce Needs

1. Computer and Information Systems Managers \$142,530
2. Construction Workers \$62,300
3. Teacher Assistants \$30,708
4. Registered Nurses \$95,467
5. Licensed Practical and Licensed Vocational Nurses \$47,131



Approximately **1 million** "middle skills" job openings will surface by 2025 for career ed grads.



Jobs requiring a **high school diploma or less** face a **70% probability of automation** in the next 20 years.

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EMAIL #10

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norcollege.edu>

Date: Wed, May 29, 2019 at 6:23 PM

Subject: Test Message - Hot Careers, Custom-Built...

To: <alana.villemez@interactcom.com>



Tech, Design, Healthcare, Business & More!

It's not just a major... it's a *major step up!* Find success in any career path you choose!

[Click Now!](#)

Ready for *Anything*



By 2022, California projects **twice** as many STEM (Science, Tech, Engineering & Math) job openings as qualified professionals to fill them.



18 of the 20 fastest-growing occupations in the U.S. require some form of career education



Hot Regional Workforce Needs

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EMAIL #11

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norcollege.edu>

Date: Wed, May 29, 2019 at 6:23 PM

Subject: Test Message - We're Ready... Are You?

To: <alana.villemez@interactcom.com>



Workforce-Powered Career Education

Confident careers start with a focused educational foundation. Your real world-Ready degree or certificate opens the door to *more!*

Get Started!

Ready to Reach Your Goals...



\$50,050 average annual salary for Top 10 regional "middle skills" careers.

2x

The Inland Empire's workforce is expanding at **twice the national rate!**



Approximately **1 million** "middle skills" job openings will surface by 2025 for career ed grads.

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READY career education



California Community Colleges

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EMAIL #12

----- Forwarded message -----

From: **College of the Desert** <Ashley.etchison@norccollege.edu>

Date: Wed, May 29, 2019 at 6:23 PM

Subject: Test Message - Still not "Ready"?

To: <alana.villemez@interactcom.com>



Educating Inland's Innovators

It's not too late to get started in a high-demand career education program. But hurry – classes start soon!

[Register Now!](#)

Next-Level Ready



In California, Career Education grads earn **\$27,500 more** than general associate degree-holders, on average.



By 2022, California projects **twice** as many STEM (Science, Tech, Engineering & Math) job openings as qualified professionals to fill them.



2 of 3 regional employers report a **shortage of qualified professionals** in their industry

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