

## Copper Mountain Conversion Emails

1 message

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

Wed, May 29, 2019 at 6:43 PM

### EMAIL #1

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

From: **Copper Mountain College** <Ashley.Etchison@norcocollege.edu>

Date: Wed, May 29, 2019 at 6:35 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  
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**EMAIL #2**

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

From: **Copper Mountain College** <[Ashley.Etchison@norccollege.edu](mailto:Ashley.Etchison@norccollege.edu)>

Date: Wed, May 29, 2019 at 6:36 PM

Subject: Test Message - Your timing is perfect.

To: <[alana.villemez@interactcom.com](mailto:alana.villemez@interactcom.com)>



## 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.

[ReadySetCareer.org](http://ReadySetCareer.org)

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**EMAIL #3**

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

From: **Copper Mountain College** <[Ashley.Etchison@norccollege.edu](mailto:Ashley.Etchison@norccollege.edu)>

Date: Wed, May 29, 2019 at 6:36 PM

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

To: <[alana.villemez@interactcom.com](mailto: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: **Copper Mountain College** <[Ashley.Etchison@norccollege.edu](mailto:Ashley.Etchison@norccollege.edu)>  
Date: Wed, May 29, 2019 at 6:36 PM  
Subject: Test Message - Your "one in a million" opportunity...  
To: <[alana.villemez@interactcom.com](mailto: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!**

**ReadySetCareer.org**

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**EMAIL #5**

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

From: **Copper Mountain College** <[Ashley.Etchison@norcocollege.edu](mailto:Ashley.Etchison@norcocollege.edu)>

Date: Wed, May 29, 2019 at 6:36 PM

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

To: <[alana.villemez@interactcom.com](mailto: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://ReadySetCareer.org)

**READY** *career education*



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## EMAIL #6

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

From: **Copper Mountain College** <[Ashley.Etchison@norccollege.edu](mailto:Ashley.Etchison@norccollege.edu)>

Date: Wed, May 29, 2019 at 6:36 PM

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

To: <[alana.villemez@interactcom.com](mailto: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

**ReadySetCareer.org**



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## EMAIL #7

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

From: **Copper Mountain College** <[Ashley.Etchison@norcocollege.edu](mailto:Ashley.Etchison@norcocollege.edu)>

Date: Wed, May 29, 2019 at 6:37 PM

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

To: <[alana.villemez@interactcom.com](mailto: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.

## ReadySetCareer.org

**READY** career education








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**EMAIL #8**

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

From: **Copper Mountain College** <[Ashley.Etchison@norccollege.edu](mailto:Ashley.Etchison@norccollege.edu)>  
Date: Wed, May 29, 2019 at 6:37 PM  
Subject: Test Message - Salaries are rising up. Will you?  
To: <[alana.villemez@interactcom.com](mailto: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.

[ReadySetCareer.org](http://ReadySetCareer.org)

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education*



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**EMAIL #9**

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

From: **Copper Mountain College** <[Ashley.Etchison@norcocollege.edu](mailto:Ashley.Etchison@norcocollege.edu)>

Date: Wed, May 29, 2019 at 6:37 PM

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

To: <[alana.villemez@interactcom.com](mailto: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?*



### Top 5 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.

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

**READY** career education



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**EMAIL #10**

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

From: **Copper Mountain College** <[Ashley.Etchison@norcolleage.edu](mailto:Ashley.Etchison@norcolleage.edu)>

Date: Wed, May 29, 2019 at 6:37 PM

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

To: <[alana.villemez@interactcom.com](mailto: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



## Top 5 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

**ReadySetCareer.org**

**READY** *career education*



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## EMAIL #11

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

From: **Copper Mountain College** <[Ashley.Etchison@norccollege.edu](mailto:Ashley.Etchison@norccollege.edu)>  
Date: Wed, May 29, 2019 at 6:38 PM  
Subject: Test Message - We're Ready... Are You?  
To: <[alana.villemez@interactcom.com](mailto: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.

**ReadySetCareer.org**

**READY** career education








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**EMAIL #12**

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

From: **Copper Mountain College** <[Ashley.Etchison@norccollege.edu](mailto:Ashley.Etchison@norccollege.edu)>  
Date: Wed, May 29, 2019 at 6:38 PM  
Subject: Test Message - Still not "Ready"?  
To: <[alana.villemez@interactcom.com](mailto:alana.villemez@interactcom.com)>



Tomorrow  
**READY**

## 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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**READY** *career  
education*



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