

Norco Conversion Emails

1 message

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

Wed, May 29, 2019 at 7:12 PM

EMAIL #1

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

From: **Norco College** <ashley.ecthison@norcocollege.edu>
Date: Wed, May 29, 2019 at 7:06 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

To ensure your academic success take advantage of academic support services where they offer Tutoring, Workshops, Test Preparation, and Study Skills development and more.

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EMAIL #2

From: **Norco College** <ashley.ecthison@norcollege.edu>

Date: Wed, May 29, 2019 at 7:06 PM

Subject: Test Message - Your timing is perfect.

To: <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.

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EMAIL #3

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

From: **Norco College** <ashley.ecthison@norcocollege.edu>

Date: Wed, May 29, 2019 at 7:07 PM

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

To: <alana.villemez@interactcom.com>



READY

to Rise Up

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.

To ensure your academic success take advantage of academic support services where they offer Tutoring, Workshops, Test Preparation, and Study Skills development and more.

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EMAIL #4

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

From: **Norco College** <ashley.ecthison@norcocollege.edu>

Date: Wed, May 29, 2019 at 7:07 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!**

To ensure your academic success take advantage of academic support services where they offer Tutoring, Workshops, Test Preparation, and Study Skills development and more.

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EMAIL #5

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

From: **Norco College** <ashley.ecthison@norcocollege.edu>
Date: Wed, May 29, 2019 at 7:07 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.

To ensure your academic success take advantage of academic support services where they offer Tutoring, Workshops, Test Preparation, and Study Skills development and more.



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EMAIL #6

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

From: **Norco College** <ashley.ecthison@norcollege.edu>
Date: Wed, May 29, 2019 at 7:07 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: **Norco College** <ashley.ecthison@norcocollege.edu>
Date: Wed, May 29, 2019 at 7:07 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.

To ensure your academic success take advantage of academic support services where they offer Tutoring, Workshops, Test Preparation, and Study Skills development and more.



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EMAIL #8

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

From: **Norco College** <ashley.ecthison@norcollege.edu>
Date: Wed, May 29, 2019 at 7:08 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.

To ensure your academic success take advantage of academic support services where they offer Tutoring, Workshops, Test Preparation, and Study Skills development and more.



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EMAIL #9

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

From: **Norco College** <ashley.ecthison@norcollege.edu>
Date: Wed, May 29, 2019 at 7:08 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.

To ensure your academic success take advantage of academic support services where they offer Tutoring, Workshops, Test Preparation, and Study Skills development and more.

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EMAIL #10

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

From: **Norco College** <ashley.ecthison@norcocollege.edu>

Date: Wed, May 29, 2019 at 7:08 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

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 #11

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From: **Norco College** <ashley.ecthison@norcollege.edu>

Date: Wed, May 29, 2019 at 7:08 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.

To ensure your academic success take advantage of academic support services where they offer Tutoring, Workshops, Test Preparation, and Study Skills development and more.



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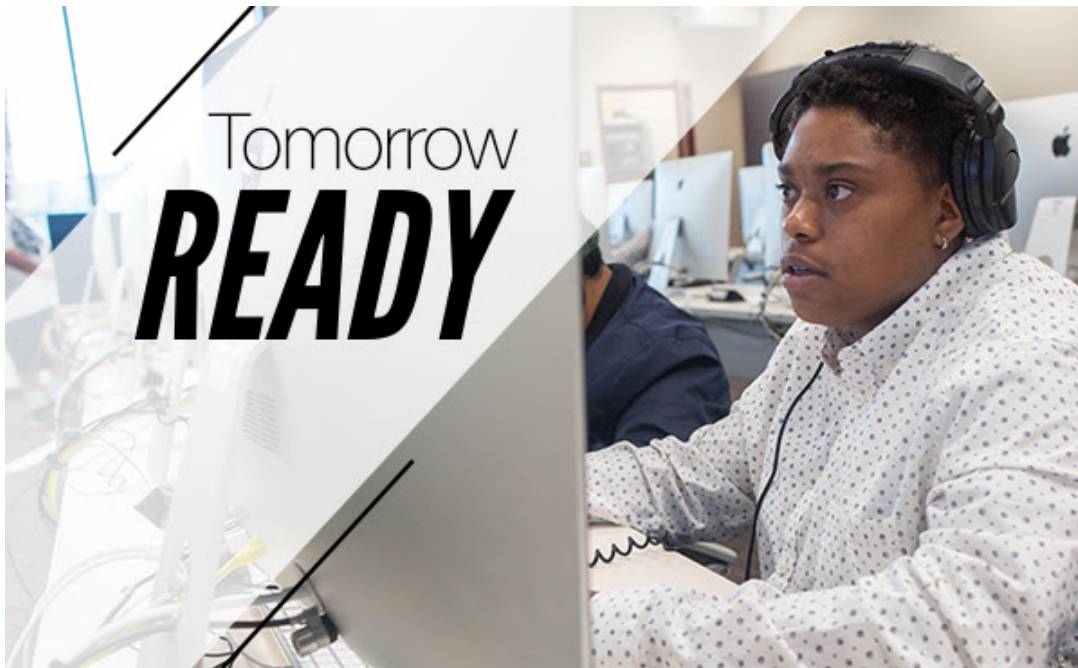
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EMAIL #12

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

From: **Norco College** <ashley.ecthison@norcocollege.edu>
Date: Wed, May 29, 2019 at 7:09 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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