



Alana Villemez <alana.villemez@interactcom.com>

Barstow Community College Conversion Campaign Emails

1 message

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

Wed, May 27, 2020 at 12:30 PM

EMAIL #1

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

From: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>
Date: Wed, May 27, 2020 at 12:20 PM
Subject: Test Message - Got a special skill? Bring It!
To: <alana.villemez@interactcom.com>



More skills, less Netflix and chill.

Critical demand for educated professionals means more opportunities.

Join Us!

Ready to Rise Up



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



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

ReadySetCareer.org



California Community Colleges

Career Education

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This message was sent to alana.villemez@interactcom.com from IEDRCreadytoenroll@interactcom.com

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2700 Barstow Rd
Barstow, CA 92311



EMAIL #2

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

From: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>

Date: Wed, May 27, 2020 at 12:21 PM

Subject: Test Message - Your timing is perfect.

To: <alana.villemez@interactcom.com>



Don't put your career on hold.

Get the skills you need for your future.

[Get Started!](#)

Ready to Close the Gap...



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





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EMAIL #3

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

From: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>
 Date: Wed, May 27, 2020 at 12:21 PM
 Subject: Test Message - Now, more than ever, we're here for you.
 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 Learn 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.

ReadySetCareer.org



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EMAIL #4

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

From: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>
Date: Wed, May 27, 2020 at 12:21 PM
Subject: Test Message - Your "one in a million" opportunity...
To: <alana.villemez@interactcom.com>



One Million New Jobs by 2025

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

[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

READY *career
education*



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EMAIL #5

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

From: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>

Date: Wed, May 27, 2020 at 12:22 PM

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

To: <alana.villemez@interactcom.com>



Career-Focused Programs

Tomorrow's career education graduates will be in *prime position* to join the workforce.

[Get Started!](#)

Ready to Go!



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.

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EMAIL #6

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

From: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>

Date: Wed, May 27, 2020 at 12:22 PM

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

To: <alana.villemez@interactcom.com>



Career Education = *Confidence*

The Inland Empire-Desert colleges are here to get you where you want to go. Online support. Any time.

[Get Started!](#)

Ready When You Are...



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!



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: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>

Date: Wed, May 27, 2020 at 12:22 PM

Subject: Test Message - The Inland Empire/Desert region is READY for you.

To: <alana.villemez@interactcom.com>



Career Education grads are **READY**

Get the skills you need for the career you want.

[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: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>

Date: Wed, May 27, 2020 at 12:23 PM

Subject: Test Message - Your future doesn't have to wait.

To: <alana.villemez@interactcom.com>



Career Education grads are **READY** for the workforce.

Tomorrow's career education graduates will be in a *prime position* to join the workforce of the changing economy.

[Pick Your Program!](#)

Ready for a Change



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: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>

Date: Wed, May 27, 2020 at 12:23 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: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>

Date: Wed, May 27, 2020 at 12:24 PM

Subject: Test Message - Careers can be custom-built...

To: <alana.villemez@interactcom.com>



Tech, Design, Healthcare, Business & More! ALL ONLINE.

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. **Registered Nurses** \$95,467

4. Licensed Practical and Licensed Vocational Nurses \$47,131

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EMAIL #11

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

From: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>

Date: Wed, May 27, 2020 at 12:24 PM

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

To: <alana.villemez@interactcom.com>



College-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.



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*



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EMAIL #12

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

From: **Barstow Community College** <IEDRCreadytoenroll@interactcom.com>

Date: Wed, May 27, 2020 at 12:25 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 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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5/27/2020

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