



Alana Villemez <alana.villemez@interactcom.com>

## San Bernardino Valley College Conversion Campaign Emails

1 message

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

Wed, May 27, 2020 at 11:59 AM

### EMAIL #1

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

From: **San Bernardino Valley College** <IEDRCreadytoenroll@interactcom.com>  
Date: Wed, May 27, 2020 at 11:47 AM  
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



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

**ReadySetCareer.org**



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This message was sent to [alana.villemez@interactcom.com](mailto:alana.villemez@interactcom.com) from [IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)

San Bernardino Valley College  
701 South Mount Vernon Avenue  
San Bernardino, CA 92410



## EMAIL #2

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

From: **San Bernardino Valley College** <[IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)>  
Date: Wed, May 27, 2020 at 11:48 AM  
Subject: Test Message - Your timing is perfect.  
To: <[alana.villemez@interactcom.com](mailto:alana.villemez@interactcom.com)>



**Get the skills you need for your future!**

**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**



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## EMAIL #3

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

From: **San Bernardino Valley College** <[IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)>

Date: Wed, May 27, 2020 at 11:48 AM

Subject: Test Message - Now, more than ever, we're here for you.

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 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.



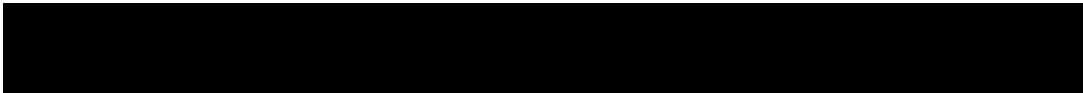
Jobs requiring a high school diploma or less face a 70% probability of automation in the next 20 years.

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



California Community Colleges

Career Education



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## EMAIL #4

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

From: **San Bernardino Valley College** <[IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)>

Date: Wed, May 27, 2020 at 11:49 AM

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

You've got the teach-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








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## EMAIL #5

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

From: **San Bernardino Valley College** <[IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)>

Date: Wed, May 27, 2020 at 11:49 AM

Subject: Test Message - You ARE College-Ready...  
To: <[alana.villemez@interactcom.com](mailto: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: **San Bernardino Valley College** <[IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)>

Date: Wed, May 27, 2020 at 11:50 AM

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 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

# 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: **San Bernardino Valley College** <[IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)>

Date: Wed, May 27, 2020 at 11:50 AM

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

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



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## EMAIL #8

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

From: San Bernardino Valley College <[IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)>

Date: Wed, May 27, 2020 at 11:51 AM

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

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

[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.

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



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## EMAIL #9

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

From: San Bernardino Valley College <[IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)>

Date: Wed, May 27, 2020 at 11:51 AM

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?*



### 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.

## ReadySetCareer.org





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## EMAIL #10

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

From: San Bernardino Valley College <[IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)>

Date: Wed, May 27, 2020 at 11:51 AM

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

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



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

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

From: San Bernardino Valley College <[IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)>

Date: Wed, May 27, 2020 at 11:52 AM

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

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

## ReadySetCareer.org



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## EMAIL #12

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

From: San Bernardino Valley College <[IEDRCreadytoenroll@interactcom.com](mailto:IEDRCreadytoenroll@interactcom.com)>

Date: Wed, May 27, 2020 at 11:52 AM

Subject: Test Message - Still not "Ready"?

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

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



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