# Inland-Desert ‘Ready’ Career Education

# 2022 digital: Facebook & Instagram conversion ads

Write update social ads (12) for all colleges

Barstow Community College **(49)**
Chaffey College **(40)**
College of the Desert **(100+)**
Copper Mountain College **(28)**
Crafton Hills College **(49)**
Mt. San Jacinto College **(60+)**
Moreno Valley College **(33)**
Norco College **(44)**
Palo Verde College **(36)**
Riverside City College **(40+)**
San Bernardino Valley College **(96)**
Victor Valley College **(45+)**

**IG Hashtags:**

#ready #readysetcareer #careereducation #cte #careered #skills #communitycollege #innovationempire #inlandrising

#manufacturing #architecture #IT #healthcare #nursing #logistics #transpo #transportation #digitalmedia #business #cybersecurity #IT #entrepreneur #officeskills #stem #hospitality #management #culinary #agriculture

#barstowcc #chaffeycollege #collegeofthedesert #cod #coppermtncollege #coppermountaincollege #cmc #craftonhills #chc #msjc #mvc #morenovalleycollege #norcocollege #pvc #paloverdecollege #riversidecitycollege #rcc #sbvc #victorvalleycollege #vvc

**DIGITAL 1:**

*[Image: Group of Barstow Community College students in identifiable CTE program gear connecting socially or collaborating on a high-tech work task]*

**Skills to make a living.**

**Friends to make a life.**

POST:

You found your passion… now find your people. Make connections – in the workforce and beyond – while you sharpen career skills. Explore programs, financial aid options and more!

**DIGITAL 2:**

*[Image: Smiling Barstow Community College career advisor or CTE support staff, ready to serve]*

**‘Your career is my job.’**

 Advisors are *ready* to assist!

POST:

You’re bound for big things & we’re proud to support you from the day you inquire to the day you’re hired. Access free career advice, support resources and more… anytime! Apply now!

**DIGITAL 3:**

*[Image: Confident Barstow Community College student connecting with some kind of career ed resource (i.e. support staff or website)]*

**Resources @ the Ready**

 Plugged in. Powered up.

POST:

Ready for a connected college experience? There has never been a better time to choose plug in to our career-focused community of support. Advisors are standing by to help you set a course for success!

**DIGITAL 4:**

*[Image: Barstow Community College student benefitting from an in-person support service (i.e. career advising, tutoring or financial aid)]*

**We’re here ‘til you’re hired.**

POST:

Looking to explore your options? Already have a career in mind? Whatever stage you’re on in your career journey, we have a next-level pathway for you. Dozens of career-ready programs available. Join us!

**DIGITAL 5:**

*[Image: Confident, amplified Barstow Community College CTE student in excited pose (perhaps using a megaphone or yelling excitedly)]*

**Ready to roar.**

Raise your voice. Uplift your career.

POST:

Find your fire… then get hired! Learn essential career skills in any field you choose – business, healthcare, IT, public safety & more! The economy is surging back… and now is the time to get Ready. Enroll today.

**DIGITAL 6:**

*[Image: Confident Barstow Community College CTE student happily engaged in photogenic, high-tech activity evoking a high-paying career.]*

**Today, a passion.**

**Tomorrow, a profession.**

POST:

What are you most passionate about? Why not turn it into a lucrative living? Opportunities are on the rise in the Inland-Desert region. Will you be Ready? Choose your in-demand career education program today.

**DIGITAL 7:**

*[Image: Confident Barstow Community College CTE student or anything evoking California (t-shirt, sunglasses, stock art, etc.)]*

**Golden State.**

**Golden Opportunity.**

POST:

California needs skilled workers & financial aid is available for future difference-makers in essential industries. Set a foundation for success & earn $50,000 or more. Browse programs and apply!

**DIGITAL 8:**

*[Image: Delighted Barstow Community College CTE student engaging with a smartphone as if checking on a financial aid award.]*

**Money for college.**

**Skills for *life*.**

POST:

Financial aid is available and the only thing you CAN’T afford is to miss your career education opportunity. Join a connected (and friendly!) community of skill-builders and essential innovators. Explore financial aid options and choose your pathway today.

**DIGITAL 9:**

*[Image: Confident Barstow Community College student engaged in CTE action.]*

**Get real.**

-Real skills.

-Real support.

-Real $$

POST:

Get ready to get real. Choose from dozens of hands-on career ed programs designed to deliver big paychecks right away. Access custom support services, on-campus and online. A new semester starts soon!

**DIGITAL 10:**

*[Image: Confident Barstow Community College student engaged in CTE action.]*

**45,500 new jobs.**

 Regionally *Ready*.

POST:

You’re in the right place at the right time… and soon, you’ll have the right skills. The Inland-Desert region added 45,500 new jobs last year in essential fields like manufacturing, high-tech, business, healthcare & more! Choose your Ready career path today!

**DIGITAL 11 (CAROUSEL):**

*\*College Logo Persists*

*[Slide 1: Confident Barstow Community College student facing camera]*

**We’reReady *right now*.**

*[Slide 2: Confident Barstow Community College Transportation & Logistics student (driver, dispatcher, warehouse, etc.) engaged in CTE action.]*

**Ready to rebound.**

**Transportation & Warehousing:**

24,200 new jobs in 2021

*[Slide 3: Confident Barstow Community College Manufacturing student engaged in CTE action.]*

**Ready to rebuild.**

**Manufacturing**

5,900 new jobs in 2021

*[Slide 4: Confident Barstow Community College Healthcare student engaged in CTE action.]*

**Ready to respond.**

**Health & Public Safety**

9.200 new jobs in 2021

*[Slide 5: Mosaic of confident Barstow Community College CTE action/profile shots.]*

**A new career is calling. Get ready.**

 Apply now!

POST:

Say no to FOMO… and start building the career you always wanted. Opportunities are expanding in hands-on fields like manufacturing, transportation, hospitality & more. When opportunity knocks, you’ll be Ready!

**DIGITAL 12 (CAROUSEL):**

*\*College Logo Persists*

*[Slide 1: Confident Barstow Community College CTE student engaging phone, tablet or laptop screen]*



**Get**

Money for college available!

*[Slide 2: Confident Barstow Community College student facing camera]*



**Get**

1-on-1 support, online or on-campus!

*[Slide 3: Confident Barstow Community College student facing camera]*



**Get**

Connect to MORE career opportunities in your field!

*[Slide 4: Mosaic of confident Barstow Community College CTE action/profile shots.]*

**Get *Ready.***

 Connect to your career education program today!

POST:

We’re here to get you hired. Explore high-tech career options & start earning a great paycheck right away. Concerned about college? Support is available, including financial aid, career advising & more. Join us!

*Sources:*

\*[*https://www.bls.gov/ooh/healthcare/home.htm*](https://www.bls.gov/ooh/healthcare/home.htm)

[*https://www.regionalcte.org/storage/public/IEDR%20Sector%20Selection%20and%20Refresh%20Report\_June2021-20210708.pdf*](https://www.regionalcte.org/storage/public/IEDR%20Sector%20Selection%20and%20Refresh%20Report_June2021-20210708.pdf)