

IEDRC - INLAND EMPIRE DESERT REGIONAL CONSORTIUM BRAND & CAMPAIGN

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2-Year College Experts

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PART ONE: INTRODUCTION

Research / Strategy / Creative

2-Year College Experts

- It is **NOT** a new “theme” or tagline
- It is **NOT** disposable
- It is **NOT** shifting
- It is **NOT** just “making something pretty”

- The **“best self”** of the Career Education at community colleges in the Inland Empire/Desert Region.
- The **perception** of Career Education at local community colleges in the minds of the public.
- The **link** between how your Career Education programs are perceived now...and how you want them to be perceived in the future.

A strong brand creates, maintains, or extends:

- A steadfast sense of **purpose**, **identity** and **expectation** with the public
- An emotional “**bank account**”
- A shine to all of the **internal efforts** and a point of **differentiation** from your competition
- A **leadership** position in the battle for **students** and **funding**

Branded programs are significantly more likely to be the programs of choice and are more resistant to competition.

- **Introductions**
- **Brand Process including:**
 - Research
 - Analysis
 - Recommendations
 - Graphical Treatments
 - Website
- **Campaign Strategy**
 - Marketing and Media Relations Plan
 - Media Buying Recommendations

- Create a brand for IEDRC Career Education that **differentiates** it from competitors.
- Create a brand that places IEDRC colleges as **leaders** in education and bolsters all of your colleges' **identities** as THE doorway to better futures.
- Create a brand that **represents** what your colleges' Career Education **is** to students, parents, the community, and business.

1. Qualitative Research: Internal & External
2. Quantitative Research: Community Survey
3. Emotional Resonance Focus Groups
4. Analyze & Finalize Brand & Messaging
5. Graphical Treatment of the Brand & Campaign
6. Brand Presentation: Today!

5 Attribute Discovery Focus Groups

1 High School Students

1 VIP Donors – Mt San Jacinto College

1 High School Parents – Chaffey College District

1 Business and Industry Leaders – San Bernardino

1 Current Students – Norco College

1 Online Attribute Discovery Inquiry

Internal Audience Faculty/Staff/Administration at all Colleges

This Research Identified the Following Themes and Ideas:

- Confidence (both worker and employer)
- A Focus on What's Important
- “Real” Skills
- Fast, Adaptable and Dynamic
- Under-rated Gem
- Life Experience
- Drivers of the Community
- Exploration and Discovery
- Making Career and Personal Connections
- Alive, Buzzing and High Tech
- The Smart, Independent Choice

This Research Also Identified the Following Attributes:

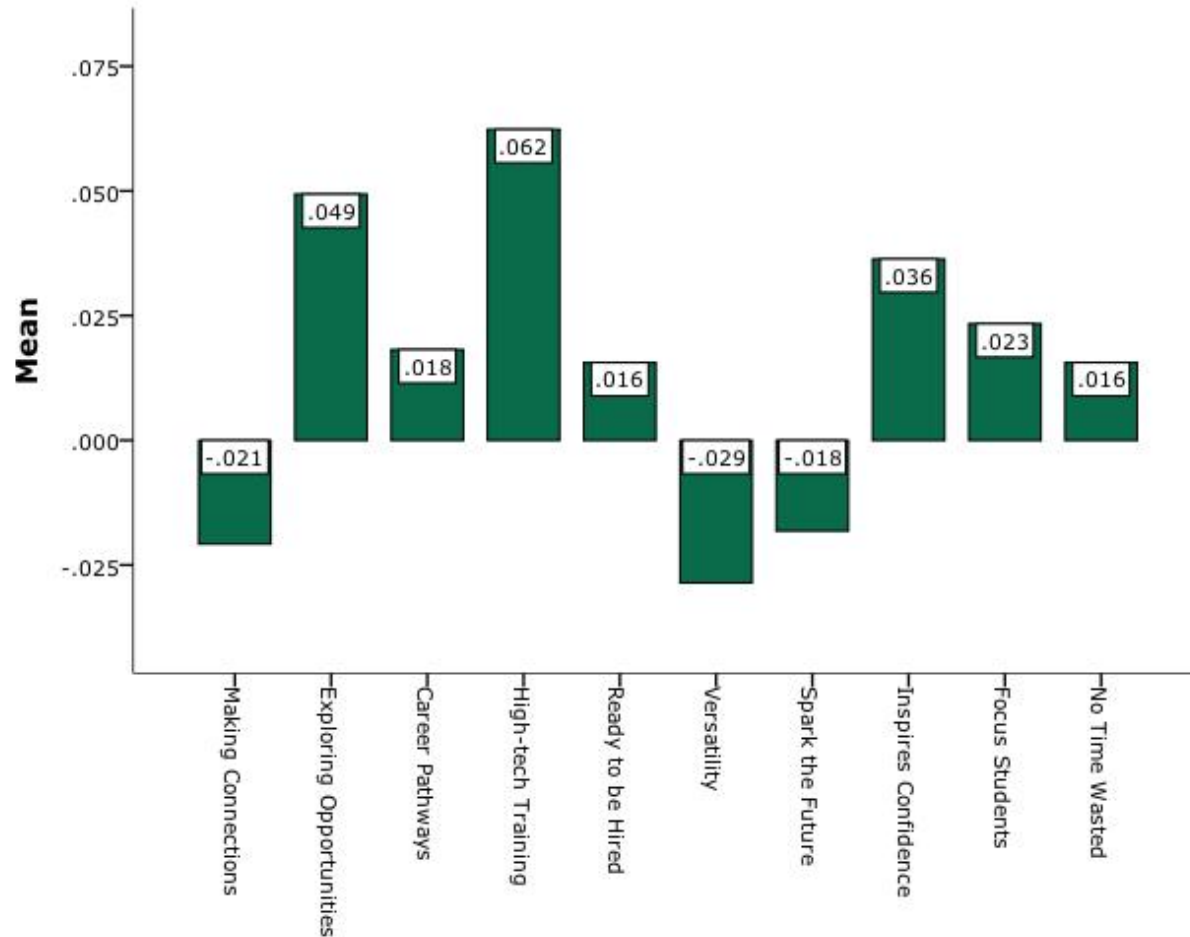
- Making Connections
- Exploring Opportunities
- Career Pathways
- High-Tech Training
- Ready to be Hired
- Versatility
- Spark the Future
- Inspires Confidence
- Focus on Students
- No Time Wasted

Attribute Test

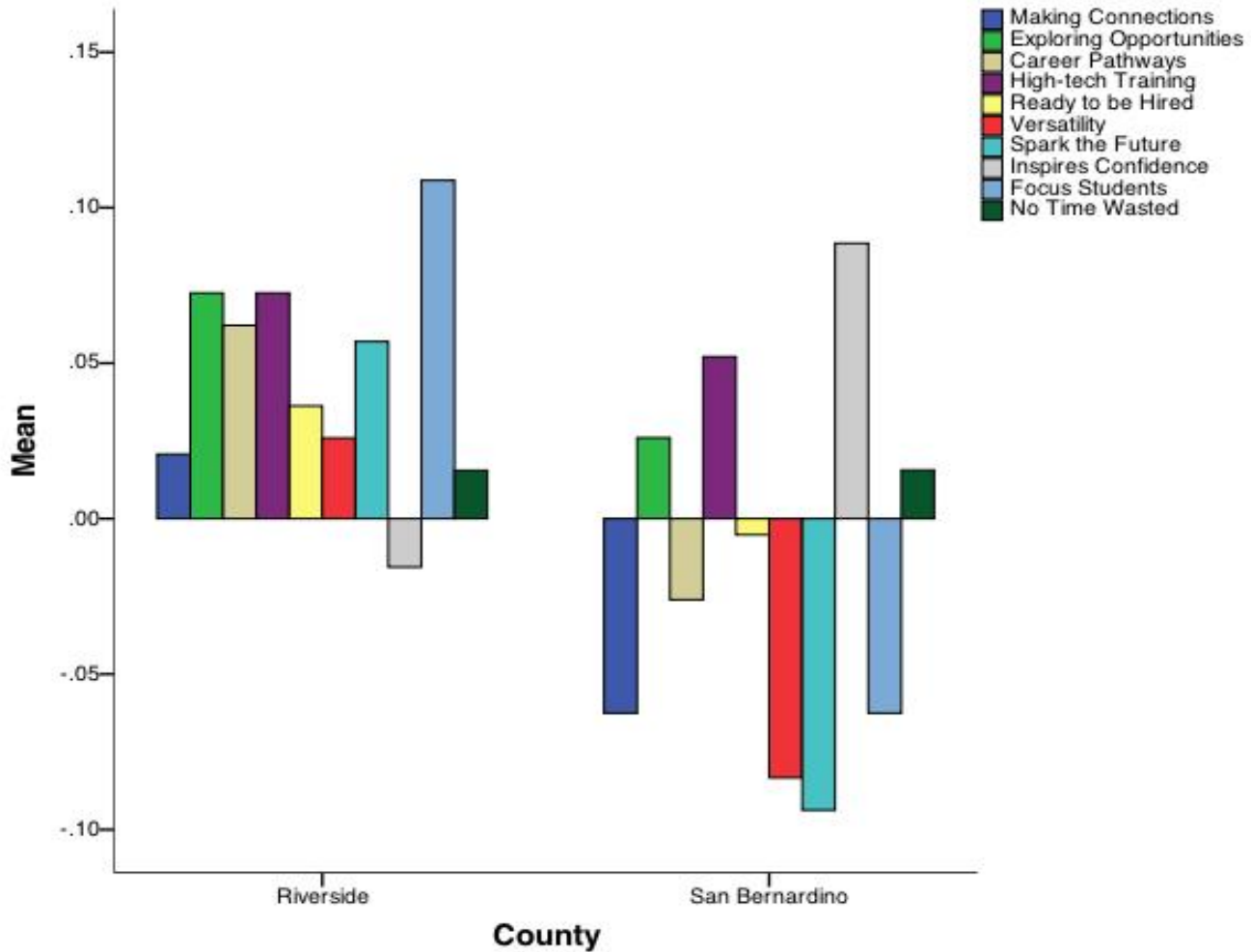
500 Community Members Via Phone Survey

Distributed Over Consortium Area
(San Bernardino and Riverside Counties)

Attribute Ownership



Attribute Ownership by County



Attributes “Owned” by IEDRC

- High-Tech Training (0.062) (owned by CTE in both counties)
- Exploring Opportunities (0.049) (owned by CTE in both counties)
- Inspires Confidence (0.036)
- Focus on Students (0.024)
- Career Pathways (0.018)
- Ready to be Hired (0.016)
- No Time Wasted (0.016)

Little Differentiation or Better Associated With Competition

- Versatility (-0.029)
- Making Connections (-0.021)
- Spark the Future (-0.018)

Attributes that tested well become the **Core Concepts**.

- **High-Tech Training**
- **Exploring Opportunities**
- **Inspires Confidence**
- **Focus on Students**
- **Ready to be Hired**

We then turn the **Core Concepts** into **Test Statements**.

- **High-Tech Training**
Future Tech
- **Exploring Opportunities**
Find Your Focus
Explore
Direction Driven
- **Inspires Confidence**
It's On
Fearless
Career Strong
- **Focus on Students**
Student Driven
On Track
- **Ready to be Hired**
Command Demand
Independent. In Demand.
Career Ready

- Test statements are simple
- They are disposable
- They test the emotional components of words
- They are test wells
- They are not meant to be the final brand

5 Brand Testing Focus Groups

1 High School Students - Barstow College

1 Current Students - College of the Desert

1 Counselors - San Bernardino

1 Board and VIPs - San Bernardino Valley College

1 Business and Industry Leaders - Norco College

IEDRC Brand Test Part 1 Ranking		
Chosen Brand Concepts By Overall Audience		
Overall Rank	Statement	Mean Rating 1-6 scale (>3.500 = positive)
1st	Career Strong	4.944
2nd	Find Your Focus	4.871
3rd	Career Ready	4.866
4th	Direction Driven	4.758
5th	Explore	4.639
6th	Future Tech	4.437
7th	Fearless	4.418
8th	On Track	4.292
9th	It's On	4.111
10th	Independent. In Demand.	4.083
11th	Student Driven	3.849
12th	Command Demand	3.196

We Were Able to Identify the Key Power Words:

- Career
- Focus
- Ready
- Find-
- Discover
- Driven
- Direction
- Explore
- Fearless
- High Tech
- Explore
- Inspire
- Confident
- Path
- Independent
- On Track
- On
- Demand
- Command

Now, it's Time to **Create a Statement** that:

- Rings true
- Targets both beliefs (logical) and wants (emotional)
- Works with your diverse audiences

The Research Told Us:

- The community has much respect for the **pragmatic, outcome-specific** aspects of Career Education.
- Concepts surrounding **exploration, determination** and **resilience** resonate with all audiences.
- To be embraced, the brand concept must convey the ideal message of **excellence, urgency** and **expediency** for Career Education at your local community colleges.

We knew that...

- The brand identity would have to be both **pragmatic** and **inspirational**...
- But **concise** and **agile** enough to work in complement with previously existing college and district messaging.

We knew that...

The research with IEDRC stakeholders paved a clear path to a brand concept that we believe conveys the ideal message of **excellence, urgency and expediency** for Inland Empire Career Education.

Even more crucially, we knew the brand needed to be **versatile** enough to speak to **both prospective students AND** the **business and industry** leaders that hire our graduates.

Finally, through all testing, we found a strong preference for following the state's lead and moving away from the term "technical" and instead using **Career Education** in all messaging.

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PHASE 4 ANALYSIS, BRAND & MESSAGING

READY

Research / Strategy / Creative

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IEDRC BRAND

PHASE 4 ANALYSIS, BRAND & MESSAGING

READY *career*
education
at your local community college

Research / Strategy / Creative

2-Year College Experts

Why It Works

- It is **concise**, instantly **understandable**, **dynamic**, and **endlessly customizable**.
- It lets your colleges tout their **relevance**, **boldness** and **speed** of Career Education in a **single “power” word**, allowing for **flexibility** in messaging and tone.
- By itself, **“READY”** conveys a palpable sense of **urgency** and **inspiration**. Coupled with a specific attribute, it’s a way to compare yourself to competitors, and **come out ahead every time**.

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Career
READY

A bigger paycheck.
A brighter future.

ReadySetCareer.org

READY *career
education*
at your local community college

Barstow | Chaffey | College of the Desert | Copper Mountain | Crafton Hills | Moreno Valley | Mt. San Jacinto | Norco | Palo Verde | Riverside | San Bernadino Valley | Victor Valley

Research / Strategy / Creative

2-Year College Experts

Why It Works

- It is a **simple** and **broad** enough idea to support almost any campaign concept – from inspirational to cute, quirky and millennial/Gen. Z.
- The word itself is part of countless **idioms**, many of which contain **built-in relevance** to career-seekers and the businesses that hire them.

“Are YOU Ready?”

“Ready for Launch”

“Ready to Rock/Roll”

“Ready for Anything.”

“Born Ready.”

“I’m Ready.”

Why It Works

- It's inspired **directly by the research**, satisfying the attributes that the Inland Empire community deemed most valuable, including **preparedness, real-world relevance, and career focus**.
- It works for both **prospects and business leaders**, because EVERYONE wants to be “*READY*” for that next step... and everybody (particularly prospects and industry figures) **values an education that adequately prepares employees for the workforce**.

For Prospects and Their Parents:

“READY” speaks to concepts of both accessibility and preparedness...

- It’s an **encouraging** message for high school students who may question their readiness for college.
- The word also conveys the colleges’ ability to provide **fast, focused and career-relevant training**, rendering their graduates **“ready” to hit the ground running** (with a great starting salary!)

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Real World

READY

An in-demand degree...
without the debt.

ReadySetCareer.org

READY *career
education*
at your local community college

Barstow | Chaffey | College of the Desert | Copper Mountain | Crafton Hills | Moreno Valley | Mt. San Jacinto | Norco | Palo Verde | Riverside | San Bernadino Valley | Victor Valley

Research / Strategy / Creative

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For Local Businesses:

It means confident employees who are **up-to-speed**, with proven **hands-on skills**, in addition to classroom knowledge.

It means less time and money invested in employee development, and a **stronger connection** between our colleges and the regional economy.

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Workforce
READY

The latest training for
a fast-moving economy.

ReadySetCareer.org

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education*
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Research / Strategy / Creative

2-Year College Experts

Riverside
READY

Proud to support our
amazing community.

ReadySetCareer.org

READY *career education*
at your local community college

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It creates a **seamless transition** to a campaign website, where interested students can **learn more** about programs and colleges, **apply** for admission and even **chat or speak** with real people about your colleges.

Workforce **READY**

The latest training for a fast-moving economy

[LEARN MORE »](#)



Get started

Find classes and programs at a college near you.

[APPLY NOW](#)

[Barstow](#) | [Chaffey](#) | [College of the Desert](#) | [Copper Mountain](#) | [Crafton Hills](#) | [Moreno Valley](#)
[Mt. San Jacinto](#) | [Norco](#) | [Palo Verde](#) | [Riverside](#) | [San Bernardino Valley](#) | [Victor Valley](#)

- 1 -

Find a College

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vulputate, felis in vestibulum cursus, felis mauris fermentum ipsum, ut elementum sapien felis id ipsum. Mauris aliquet nibh vitae finibus euismod. Aliquam sodales et massa vel egestas. In hac habitasse platea dictumst.

- 2 -

Pick a Program

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- 3 -

Apply

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vulputate, felis in vestibulum cursus, felis mauris fermentum ipsum, ut elementum sapien felis id ipsum. Mauris aliquet nibh vitae finibus euismod. Aliquam sodales et massa vel egestas. In hac habitasse platea dictumst.



[Home](#)
[Apply](#)
[Financial Aid](#)
[Resources](#)
[News](#)
[Contact Us](#)

Sign up for our newsletter

Your Email Address

[Sign Up](#)

READY career education
at your local community college



- READYsetcareer.org
- CCReady.org
- Riversideready.org
- VVready.org
- Mvready.com
- SBReady.com
- HDReady.com or HiDesertReady.com
- Norcoreadycom
- CMCReady.com
- ChaffeyReady.com

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IEDRC “Ready.”

CAMPAIGN OVERVIEW

Research / **Strategy** / **Creative**

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The Brand Graphical Treatment

- Starts with a **concise, punchy headline** that relates to the **excitement** and **confidence** that your students, faculty and businesses feel when they talk about Career Education and the future.
- The sub-headline crystallizes the idea in a short phrase, and **links the ad copy to the wordmark**.

- Campaign concepts are endless and can be matched to messaging in **unique ways**.
- Photography will display **confident** students, graduates and employers in the **classroom** and the **workplace**.
- Colors are **bold** and **futuristic**, reminiscent of high-tech.
- The wordmark is **uncluttered** and **on-point** with the overall campaign message, leaving room for college names in the campaign footer.

“READY” is short, sweet and endlessly adaptable, with regard to design and messaging approaches.

READY.

The core approach for the initial campaign would show off the wordmark in a simple, powerful way, pairing it with a dynamic noun or verb relevant to the specific target audience.

Workforce *READY.*

Career *READY.*

Real World *READY.*

Life *READY.*

Tech *READY.*

Business *READY.*

Riverside *READY.*

Real World *READY.*

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IEDRC BRAND
PHASE 5 Graphical Treatment

READY *career*
education
at your local community college

Research / Strategy / Creative

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Workforce **READY**

The latest training for a fast-moving economy

[LEARN MORE](#)



Get started

Find classes and programs at a college near you.

[APPLY NOW](#)

[Barstow](#) | [Chaffey](#) | [College of the Desert](#) | [Copper Mountain](#) | [Crafton Hills](#) | [Moreno Valley](#)
[Mt. San Jacinto](#) | [Norco](#) | [Palo Verde](#) | [Riverside](#) | [San Bernardino Valley](#) | [Victor Valley](#)

- 1 -

Find a College

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vulputate, felis in vestibulum cursus, felis mauris fermentum ipsum, ut elementum sapien felis id ipsum. Mauris aliquet nibh vitae finibus euismod. Aliquam sodales et massa vel egestas. In hac habitasse platea dictumst.

- 2 -

Pick a Program

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- 3 -

Apply

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vulputate, felis in vestibulum cursus, felis mauris fermentum ipsum, ut elementum sapien felis id ipsum. Mauris aliquet nibh vitae finibus euismod. Aliquam sodales et massa vel egestas. In hac habitasse platea dictumst.

LANDING PAGE

PHASE 5 Graphical Treatment



[Home](#)
[Apply](#)
[Financial Aid](#)
[Resources](#)
[News](#)
[Contact Us](#)

Sign up for our newsletter

Your Email Address

[Sign Up](#)

READY career education
at your local community college



State Brand:

- Focuses on learning experience
- Uses Chancellor's seal
- Uses Career Education

Your Local Brand:

- Focuses on motivations and outcomes
- Uses a wordmark and your local college names
- Uses Career Education



WE COLLABORATE ON STUFF. WE WORK STUFF OUT.

WE LEARN BY DOING

NEARLY 200 CAREER PROGRAMS TO CHOOSE FROM
Retail, Hospitality & Tourism | Information & Communication Technologies | Biotechnology
Energy, Construction & Utilities | Advanced Manufacturing | Small Business | Health

CALIFORNIA COMMUNITY COLLEGES
CAREER EDUCATION



Career READY

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READY *career*
education
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CAMPAIGN STRATEGY
MARKETING AND MEDIA RELATIONS PLAN
MEDIA BUYING RECOMMENDATIONS

Research / Strategy / Creative

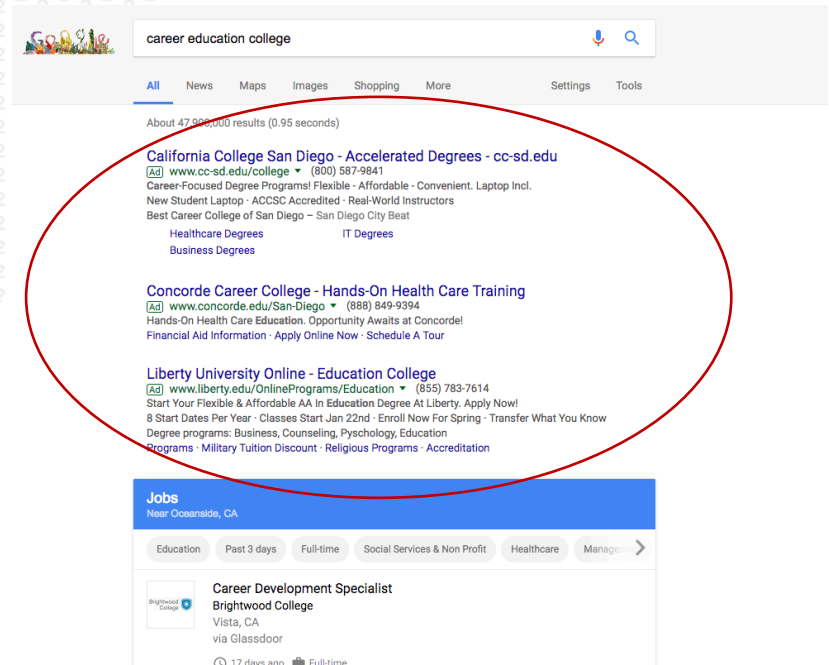
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- Plan is organized by audience
- Plan is also organized by date
- Two main campaign pushes
 - February-August: Digital Marketing
 - April-August: Traditional Marketing + YouTube
- Total spend through August is \$310,000
- PR activities happening simultaneously

- **Digital Advertising:**
 - Pay Per Click
 - Geofencing
 - In-App Advertising
 - Social Media Advertising
 - Retargeting
- **YouTube**
- **Radio & Pandora**

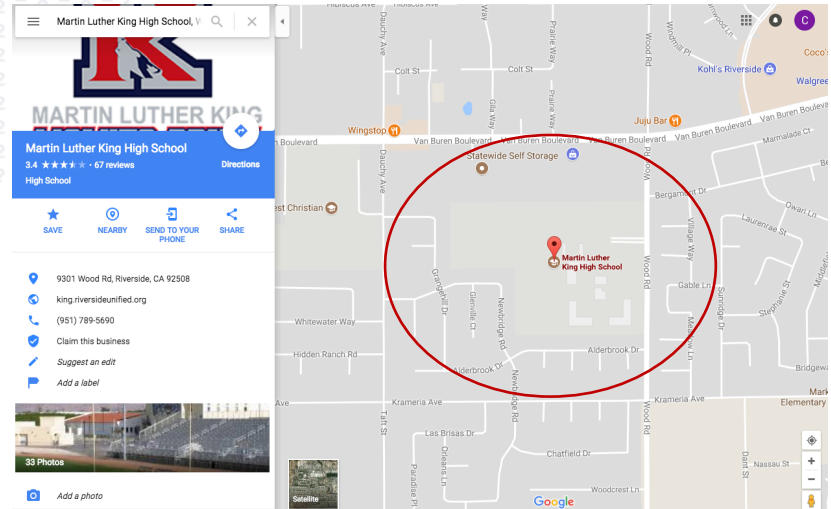
Pay Per Click (PPC)

- **PPC** is an online advertising model in which advertisers display ads when users – people searching for things online – enter relevant queries into search engines.
- Advertisers are only charged when a user actually clicks on their ad, hence the name “**pay-per-click.**”
- PPC is one of the best forms of advertising in terms of effectiveness.



Geofencing & In-App Advertising

- As long as the user has any location services on, we can target them.
- 80-90% of the delivery will be in apps, the remainder will be in mobile browser.
- Once we target a user, we can show an ad up to 8 times an hour, for the next 30 days across their apps and any mobile browsing they do.
- The ads can appear on thousands of different apps.
- The value of this advertising tactic is that it allows you to target your ideal audience, all based on addresses.



Why Target Mobile Inventory?

- Over two-thirds of users say they check their phone within 15 minutes of waking up.
- Smartphone users spend 30 hours per month using apps.
- Millennials and Gen Z? They're really attached. 87% always have their smartphone at their side, day and night.
- In fact, the majority of Millennials and Gen Z communicate digitally more than they do in person.



Sources: Constant Contact, Nielsen, USA Today, Simpli.fi mobile app data

Social Media Advertising

- Will be targeting Facebook and Instagram.
- Will be using zip codes.
- Will also be targeting by specific demographic information.



Retargeting

Every time a new visitor comes to your site, the code drops an anonymous browser cookie.

Later, when your visitors browse the Web, the cookie will let your retargeting provider know when to serve ads, ensuring that your ads are served to only to people who have previously visited your site.



YouTube

GENERAL INFO:

- 74% of all online activity in 2017 is predicted to come from people watching online videos.
- 95% of people that watch a video ad retain the information as opposed to reading the information
- YouTube Is the 2nd Biggest Search Engine
- Nielsen reports that YouTube reaches more adult 49 than any cable network in the US

OUR CAMPAIGN:

- Run 2 separate :30 second ads
- Only pay if watched in full
- Can also be run on Facebook



Radio and Pandora

- Pandora will target by age and zip code.
- Radio will select channels that have high teen and young adult listeners.
- Will increase in frequency the closer we get to the start of fall semester.



DIGITAL

- Google paid search around job search terms
- Social media advertising

RADIO

- Radio: KVCR spots in April/July

PUBLIC RELATIONS & DIRECT

- E-newsletter: February/May/August
- Print Magazine: March



Inland Empire/Desert Regional Consortium

Career and Technical Education
Media Relations/Business Relations/Social Media Plan

November, 2017 – August, 2018



Digital Marketing

- Social media can target by category

YouTube

- Latino/Spanish-Speaking target
- One ad in Spanish

Radio & Pandora

- 1 targeting African-American population
- 1 targeting Latino Population



Digital Advertising

- Geofencing, in particular

Public Relations & Direct/Print

- Ongoing public relations and media relations efforts
- Print magazine: March
- Viewbook: May



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