

# IEDRC READY Career Education: A Year in Review

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September, 2019



California  
Community  
Colleges

**READY** *career  
education*  
*at your local community college*

**READY**



# Introduction

## **Career Education:**

### A No-Love Story



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# Why a brand?

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

# Brand: What it is NOT

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

# Brand: What it is

- 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



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# Step 1: Research

- Attitudes and Opinions
- Quantitative and Qualitative
- Internal and External
- Geographic Span

**Engaging multiple stakeholder groups to uncover a brand message that will resonate with the Inland Empire community.**



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# Research Goals

Create a Career Education brand that:

- **Differentiates** it from competitors
- Encompasses pieces of all IEDRC colleges
- Places IEDRC colleges as **leaders** in education and bolsters the colleges' **identities** as THE doorway to better futures
- **Represents** what Career Education **is** to students, parents, the community, and business
- Targets both **beliefs** (logical) and **wants** (emotional)



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# Research Results

## 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 the colleges.



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The Brand

***READY***



***READY***

# The Brand

***READY*** *career  
education*  
*at your local community college*



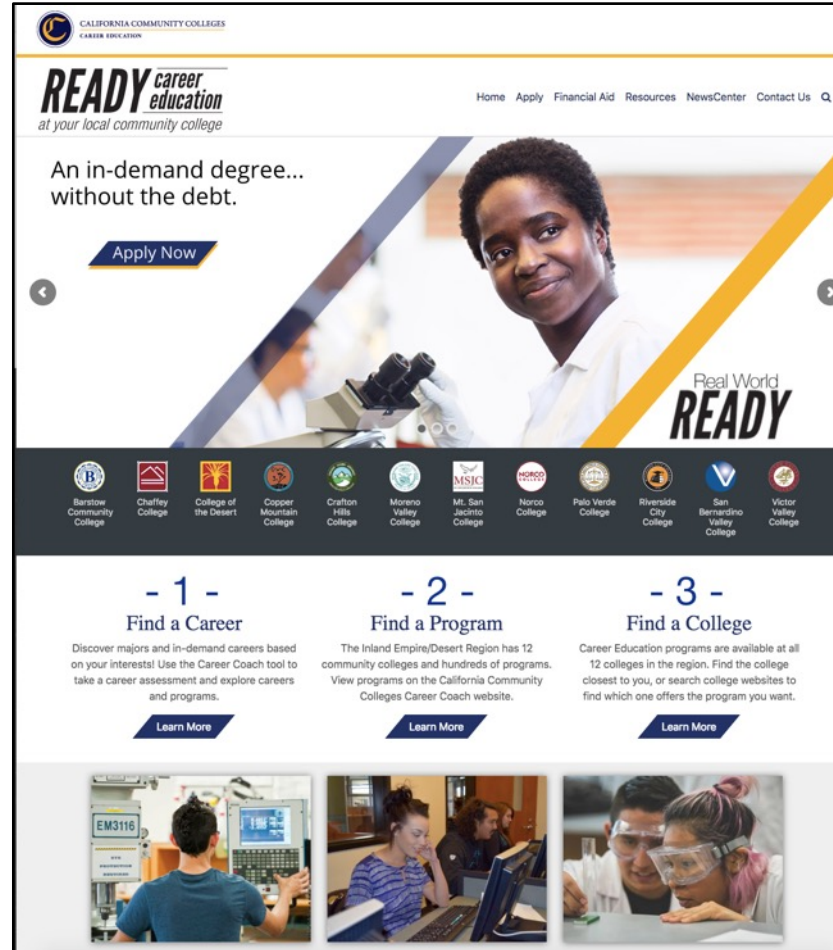
***READY***

# The Campaign

## Campaign Website

- Single destination for prospective students with links to programs, colleges, and careers

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



**READY** career  
education  
at your local community college



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# The Campaign

## Digital Advertising

- Pay Per Click, Geo-fencing In-App Advertising, Social Media Advertising, Retargeting

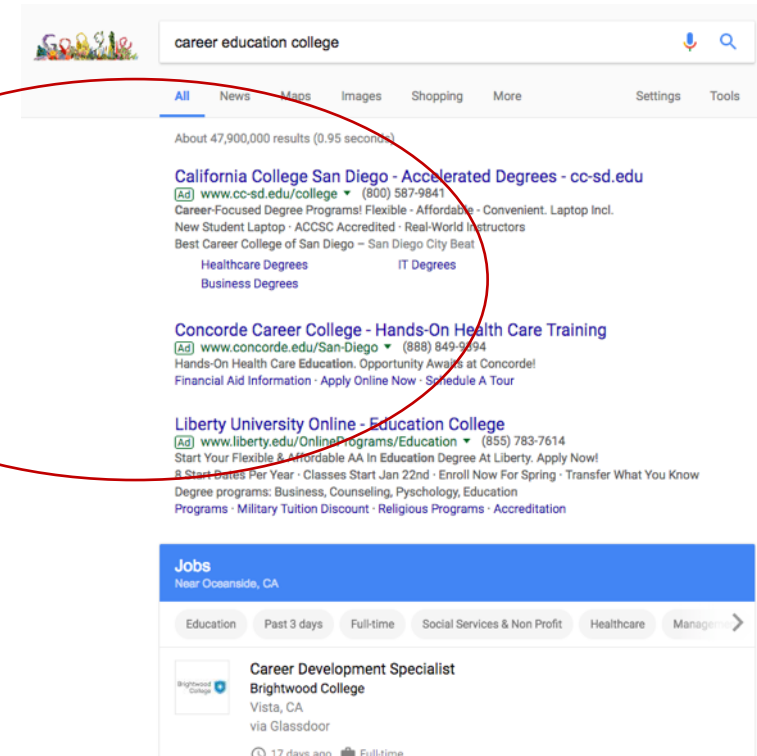


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# Digital

## 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.



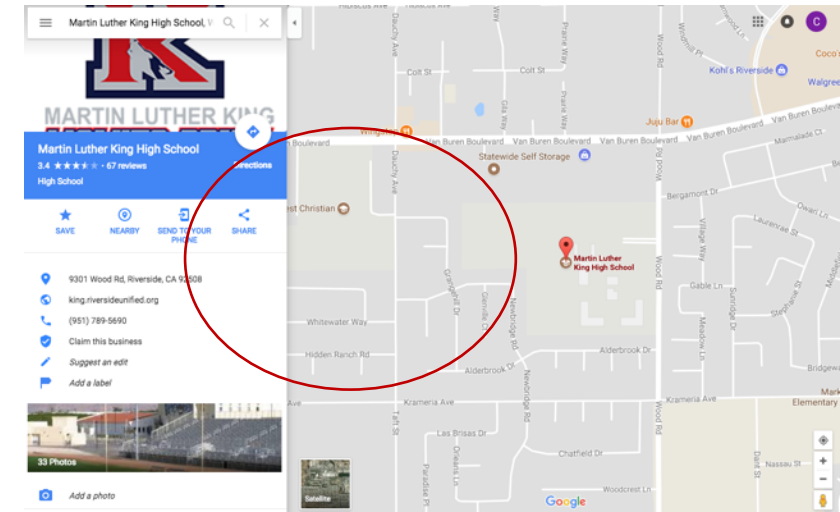
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# Digital

## Geo-fencing & 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.



# Digital

## Social Media Advertising

- Targeting Facebook and Instagram
- Using zip codes
- Targeting by specific demographic information



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# Digital

## Retargeting



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# The Campaign

## Digital

- YouTube (view at [news.readysetcareer.org](https://news.readysetcareer.org))



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# The Campaign

## Radio

- Pandora and traditional radio



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# The Campaign

## Public Relations

- News Center and newsletter
- [news.readysetcareer.org](http://news.readysetcareer.org)

The screenshot shows the 'READY career NewsCenter' website. The header includes the logo 'READY career NewsCenter' and the tagline 'at your local community college'. Navigation links for 'Home', 'All Stories', 'In The News', 'Galleries', and 'Q' are visible. The main content area features several article cards: 'Finding a Career in Water Management' (Sector Profile, March 28, 2018), 'From-To-Table Education Reaches Community College Students for Culinary Careers' (Feature Story, March 18, 2018), and 'Upwardly Mobile' (Student Success Profile, March 7, 2018). Below these is a 'Sign Up For Our Newsletter' form with an email input field and a 'Sign Up' button. Further down, there are more article cards: 'Advanced Transportation & Renewable Energy' (Sector Profile, March 1, 2018), 'IEDRC Newsletter Ready... GO!' (Feature Story), and 'Falling in Love with a New Career' (Student Success Profile). A 'View All Posts' button is located below the second row of articles. A 'Videos' section at the bottom displays three video thumbnails. The footer contains contact information for the Inland Empire Desert Regional Consortium, social media icons for Facebook, Twitter, and YouTube, and a copyright notice for 2018.



# READY

# Coordinating Campaigns

- **State Brand:**

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



- **Inland Brand:**

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



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# Targeting

Employers, Union Groups, Community & Underemployed

## DIGITAL

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

## RADIO

- Radio: KVCR spots

## PUBLIC RELATIONS & DIRECT

- E-newsletter



Inland Empire/Desert Regional Consortium  
Career and Technical Education  
Media Relations/Business Relations/Social Media Plan  
November, 2017 – August, 2018



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# Targeting

Latino, Spanish-Speaking, African Americans & Veterans

## DIGITAL

- 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



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# Targeting

## High School Influencers: Parents & Counselors

### DIGITAL

- Geofencing

### PUBLIC RELATIONS

- Ongoing public relations and media relations efforts
- Viewbook



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# Campaign Results

**February 2018 – August 2019**

**183,825** website visits

**42,990,873** campaign impressions

**3,179** clicks on “Apply” link

**2,404,380** Total Completed Views on YouTube



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# Campaign Results



## Custom Display & Geofence

28,445,373 impressions  
41,586 website visits

## Pay-Per-Click

27,730 visits to website  
1,380 calls  
\$3.09 average cost per visit  
*Industry average \$4.53*



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# Campaign Results

## Facebook & Instagram

- 5,708,340 impressions
- 55,431 engagements



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# Campaign Results

## YouTube English

1,005,746 impressions

462,989 completed views

- Average Completed View Rate: 46%
  - Industry average 15%
- Cost Per Completed View: \$.07
  - Industry average: \$.10-.15



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# Campaign Results

## YouTube Spanish

4,318,470 impressions

1,941,391 completed views

- Average Completed View Rate: 45%
  - Industry average 15%
- Cost Per Completed View: \$.01
  - Industry average: \$.10-.15



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# Campaign Results

Pandora

**Pandora (March-August 2018)**  
8,160,732 impressions



Future  
**READY**

In-demand careers start *here.*

CALIFORNIA COMMUNITY COLLEGES  
CAREER EDUCATION

**READY** *career education*

Absolutely  
**READY**

Take your next step with confidence.

CALIFORNIA COMMUNITY COLLEGES  
CAREER EDUCATION

**READY** *career education*

Industry  
**READY**

Teaching the skills that keep our workforce *working.*

CALIFORNIA COMMUNITY COLLEGES  
CAREER EDUCATION

**READY** *career education*

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# Campaign Results

## Radio

- KGGI
- KOLA
- KCAL
- KKUU

Drove more than 4,342,848 impressions between all stations (February – August 2018)

\$110,000 spent

Value Added, totaled at \$30,000 approximately

Riverside Community College District KGGI Appearance

Chaffey Intech Free Spots on KOLA, KCAL

KKUU gave digital ads for free



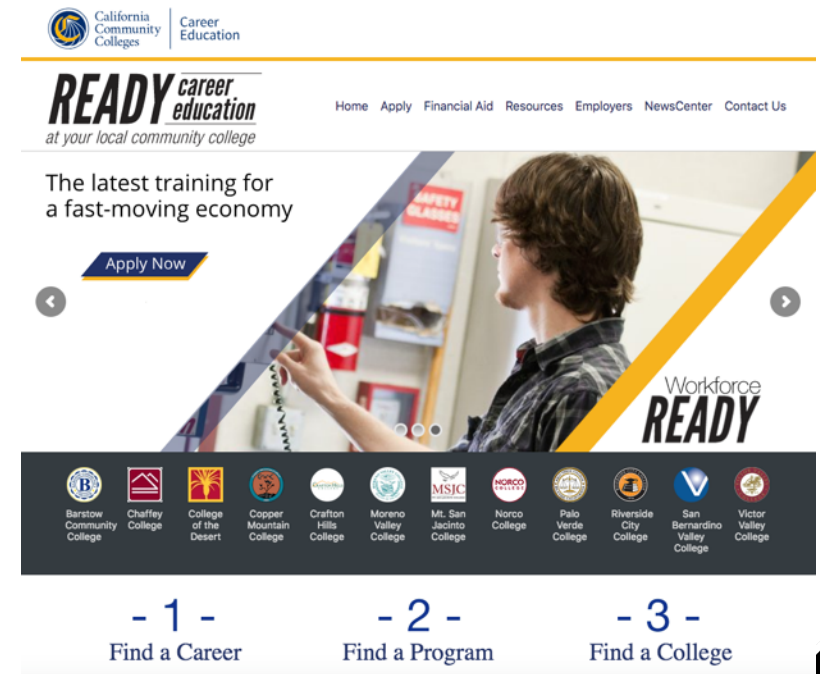
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# Campaign Results

## Website

- February 2018 – August 2019 visits: 189,576
- Total Apply Clicks: 3,179
- [NewsCenter](#)
  - Check out what's new!



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# Campaign

Viewbook



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**READY**

**Name**

Todd [REDACTED]

**Email**

[tmathis@\[REDACTED\]](mailto:tmathis@[REDACTED])

**Subject**

Ready when you are Viewbook

**Message**

I would like to receive additional copies of the "READY when you are" Viewbook. I appreciate the information and easy to understand presentation. I am a School Counselor at an alternative education high school, and I will use this resource for students. Community college is the choice for our students who choose to continue their education.

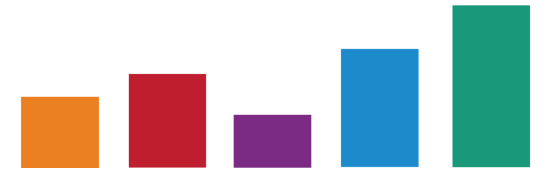
**How did you hear about us? (optional)**

Received the material at my school site.



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# MEDIA PREFS

by **interact**



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# Media Prefs

## Demographics

- **4,785** students completed the survey
- Age demographics
  - 36% 16-20 y/o
  - 28% 21-25 y/o
  - 12% 26-30 y/o
  - 13% 31-40 y/o
  - 5% 41-50 y/o
  - 4% 51+ y/o
- Majority of respondents (91%) are taking credit classes towards a degree or certificate.

# Campaign Templates

## Career Education

### Brochure

#### What is The Skills Gap?

According to the Public Policy Institute of California, the state will encounter a shortage of nearly 1 million "college-requiring, "middle skills" jobs by 2025. This is especially alarming for our region, which is among the state's fastest-growing, yet least-prepared economies, in terms of education and training.

VVC is here to bridge that "skills gap," providing a pathway to success for our graduates, while ensuring the continued vitality of our region's industry, technology and commerce.

\*http://www.ppic.org/press-release/californias-education-skills-gap-modest-improvements-could-yield-big-gains/

Ready to get started?  
**Readysetcareer.org**  
**READY** career education

California Community Colleges

**Desert READY**

### Flyer

Inland  
**READY**

It's time for a "hire" education.

San Bernardino County is at the center of one of the fastest-growing industrial regions in the state, and now is the time to get **ready** for the opportunity...

- Attribute 1...
- Attribute 2
- Attribute 3
- Attribute 4

Earn a Real-world Ready degree in any field you choose, including:

- Career Cluster 1
- Career Cluster 2
- Career Cluster 3
- Career Cluster 4
- And Many MORE!

**READY** career education  
 at your local community college

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There's never been a better time to get started at SBVC. Apply now!  
**Readysetcareer.org**

### Poster

Riverside  
**READY**

In-demand careers in any field you choose! It all starts at RCC.

Ready for more than just a job? RCC can set you on a path to a bigger salary, and more!

- Career (\$ Avg Salary)
- Career (\$ Avg Salary)
- Career (\$ Avg Salary)
- Career (\$ Avg Salary)

**READY** career education  
 at your local community college

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Career Education is hot! Are you **ready** to command more demand?  
**Readysetcareer.org**



**READY**

# Campaign Templates

## Industry Sector

### Brochure

**Technical Careers**

A better career.  
A brighter future.  
It all starts at your local community college.

Readysetcareer.org

**READY** career education

**Tech READY**

Your local community college can get you ready for a high-paying career in tech!

- Career
- Career
- Career
- Career
- Career
- Career
- Career
- Career
- Career
- Career

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### Poster

Creative  
**READY**

Pursue your passion with a career in arts and media.

Your local community college can get you ready for a high-demand career in these fields, and more!

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum

**READY** career education at your local community college



Ready to get started?  
[Readysetcareer.org](http://Readysetcareer.org)

### Flyer

Service  
**READY**

Be a hero to your family... and your community!

Our health and safety depend on well-educated, well-trained first responders. Are you ready to rise up and protect your community? High-demand careers include:

- Lorem Ipsum...
- Lorem Ipsum
- Lorem Ipsum

**First responders are in Demand.**

- Job - Avg. Salary (BLS.gov)
- Job - Avg. Salary (BLS.gov)
- Job - Avg. Salary (BLS.gov)
- Job - Avg. Salary (BLS.gov)

**READY** career education at your local community college



Ready to get on the path to a rewarding career?  
Pick your path today!  
[Readysetcareer.org](http://Readysetcareer.org)



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# Crisis Communications Training Conducted in Spring Semester 2018



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# Contract: September-December 2018



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# Collateral Development

## Booth Items



## New Social/Digital Ads



## New YouTube Videos



### Also:

- New Radio Spots
- New Newsletter Template
- Assistance with Template Adaptation



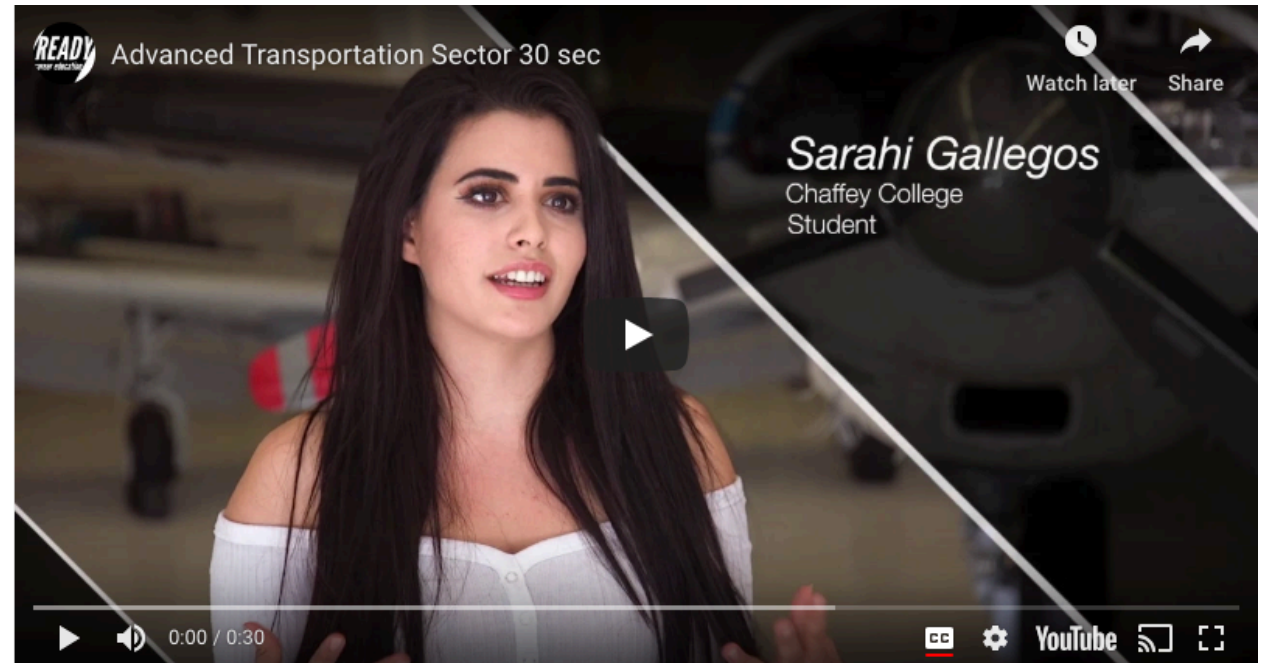
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# Industry Sector Videos

## 2:00 and :30 second spots

- Advanced Manufacturing
- Advanced Transportation & Logistics
- Business & Entrepreneurship
- Energy, Construction & Utilities
- Health
- Information & Communication Technologies (ICT)/Digital Media
- General Career Education



# READY



Energy, Construction, and Utilities



# Career Education Photography



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# Business & Industry Research

- Custom Online Survey
- One-on-one interviews with up to 15 industry leaders
- Purpose:
  - Receive information on employers' perceptions of your programs and services and the relative match of your students' skills to employer needs.
  - To provide local industry leaders and employers the opportunity to share how they feel colleges can best promote career education programs & graduates.



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# Contract

## January 2019-June 2019



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# Scope of Work

- Small Batch of Additional Collateral Development
- Media Buying
- **Conversion Campaign**
- Sector Posters and Brochures



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Career  
Education

**READY** career  
education



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# Conversion Campaign

## Collateral



- 144 Emails (12 version for 12 colleges)
- 48 social media ads (2 versions for 12 colleges)
- 96 organic social media posts (8 versions for 12 colleges)
- 24 digital and mobile display ads (2 versions for 12 colleges)
- 12, :30 second YouTube spots based on photography
- 12 postcards ( 1 version for 12 colleges)



# READY



# Conversion Campaign

## Facebook & Instagram Results

- 4,119,694 Impressions
- 31,293 Clicks



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# Conversion Campaign

## YouTube Results

- 1,235,401 Impressions
- 591,275 Completed Views
- 3,151 Clicks



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# Conversion Campaign

## Emails



**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 25 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](http://ReadySetCareer.org)

**READY** career education

Chaffey College



California Community Colleges Career Foundation



**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.

**2X**

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

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

**READY** career education

MSJC  
MOUNTAIN SLOPE JOINT COLLEGE



California Community Colleges Career Foundation

- Emails were sent to student email addresses provided by the colleges
- Campaign utilized college photos and branding guidelines
- Emails directed viewers to the campaign-specific college landing page



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# Conversion Campaign

## Email Results

College	Number of Students Enrolled
Barstow Community College	823
Chaffey College	4,234
College of the Desert	2,654
Copper Mountain College	146
Crafton Hills College	1,058
Mt. San Jacinto College	14,500
Moreno Valley College	5,876
Norco College	7,209
Palo Verde College	*no data
Riverside City College	1,493
San Bernardino Valley College	11,324
Victor Valley College	2,412
<b>IEDRC TOTAL</b>	<b>51,729</b>

- 27.9% Open Rate
- 31,616 Clicks
- 3.5% Click-Through Rate



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# Year 3

## July 2019 – June 2020



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# Year 3: In Progress

## Bi-Monthly E-Newsletter

[Click here](#) to view this email in your browser.



Benning Community College • Chaffey College • College of the Desert • Eastern Sierra College • Crafton Hills College • Moreno Valley College  
Mt. San Jacinto College • Norco College • Palo Verde College • Riverside City College • San Bernardino Valley College • Victor Valley College

September Newsletter



### It's About Time... Career Education Programs Rise Up to Meet Demand

With the Summer winding down, and the "Ready" campaign running at Fall speed, the timing is right to talk about... well, timing!

See, one of the biggest strengths of our Inland Empire-Desert region community colleges is our ability to adapt. We are fast, versatile, and responsive to workforce demands in a way that larger, more funded higher education systems simply can't imagine.

In our newsletter this month, we take a look at some of the timely Career Education programs being offered by our colleges to bridge the impending "skills gap," in the Inland Empire and beyond. We'll also profile the fast-growing Cybersecurity sector – just one of many high-demand industries being served by Consortium colleges. Finally, we'll catch up with Victor Valley College grad and Registered Nurse Laura Kelly, in our Student Spotlight feature.

Don't forget to visit [readysetcareer.org](http://readysetcareer.org) for the latest news and archived content regarding Inland Empire-Desert region Career Education.

- Ashley Etchison  
Director, Strategic Communications & Marketing  
Strong Workforce Program



## READY career education NewsCenter

at your local community college

[Home](#) [All Stories](#) [All Videos](#) [In The News](#) [Galleries](#) [Apply Now](#)



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# Year 3: In Progress

## Quarterly Print Newsletter

READY

Inland Empire Desert's Career Education Magazine

FALL 2019 ISSUE ONE

READY career education at your local community college

Support regional career education, and keep up with success stories in the community at news.readyatccareer.org

**“This is the future... And we have to be ready for it.”**

Donna Woods  
CYBERSECURITY EDUCATOR  
MORENO VALLEY USD

**We're Ready.**

**SECTOR SPOTLIGHT**  
**Heroes of Ones and Zeros: Adventures in Cybersecurity**

The need is profound. More than 300,000 cybersecurity-related jobs remain unfilled across the country, 35,000 of those are in California, with close to 700 in the Inland Empire alone.

To serve this need, a consortium of local community colleges in San Bernardino and Riverside counties are renewing their commitment to training students with the workforce-ready skills needed for careers protecting data from online thieves.

At the core of this movement is the Inland Empire CyberHub Centers project, a regional support network designed to build and strengthen cybersecurity programs at various colleges while building more accessible cybersecurity career pathways for students in middle and high school. Chaffey College, College of the Desert, Moreno Valley College, Mt. San Jacinto College, Riverside City College, and San Bernardino Valley College are among those signing on so far.

"This is the future," said Donna Woods, a statewide community manager for California CyberHub and a cybersecurity educator in the Moreno Valley Unified School District. "And we have to be ready for it."

The CyberHub Centers project is the latest in a series of programs catering to this booming career sector. Recent projections suggest that by 2020, there will be more than 1.8 million cybersecurity-related job openings nationwide, which is up 20 percent from 2015 estimates.

Riverside City College, for example, has its own cybersecurity center and an information security and cyber defense educational pathway for those interested in pursuing careers in cyber defense while San Bernardino Valley College offers certificates and degrees in information security and cyber defense. Similarly, Moreno Valley College hosted the Air Force Association's 2018 Cyber Camp and Coding Olympics, which provides foundational knowledge in cybersecurity to participants and is free for middle and high school students.

To better reach students in this age group, Moreno Valley College, Mt. San Jacinto College and San Bernardino Valley Colleges are adding cyber components to their campus makerspaces while Riverside City College is planning to expand its existing on-campus cyber center. Other colleges are expected to follow suit.

According to computer security specialists, there are some 1.6 million cyber attacks each year, which averages out to more than 4,000 every day and more than 170 attacks every hour. In 2016, there were 112,000 openings for information security analysts, but less than 87,000 workers employed in those positions. Employment research further suggests that while there are 200,000 additional openings at jobs that require cyber security-related skills, employers are struggling to find workers with the skills to fit them.

Another important focus of the CyberHub Centers is how they help create pathways to well-paying careers among traditionally underserved populations.

"It is absolutely vital to reach out to diverse and underserved communities, and not just the people in Silicon Valley," says Wood. "Otherwise you're losing a huge talent pool of students who can contribute and who can make significant contributions in serving our society."

**SECTOR SPOTLIGHT**  
**Culinary, Hospitality Programs Feeding Regional Demand**

It doesn't get much better than this.

So say the folks in the San Bernardino and Riverside County hospitality and tourism industry, where phenomenal growth is leading residents to secure in-demand workforce skills from local community colleges.

"The tourism and hospitality business, in the Coachella Valley especially, is booming right now, but the industry is hurting when it comes to finding talented people with the proper training to meet the demand," said Jeffrey Azar, Culinary Arts and Hospitality Advisor at College of the Desert. "Simply put, there is an abundance of opportunity, and that's what we're here for."

Tourism and hospitality is just one of many employment sectors in which jobs that would otherwise go wanting. Twenty career education programs at Chaffey College, for example, were honored by the California Community Colleges Chancellor's Office for their effectiveness in helping students find good jobs and boost their pay. San Bernardino Valley College was honored for career education programs ranging from Nursing to Water Supply Engineering. College of the Desert, along with Chaffey, Crafton Hills, Riverside City, Norco, and San Bernardino Valley colleges, offer award-winning programs in Retail Management. Menziesville, College of the Desert, Chaffey, Copper Mountain, Riverside City, San Bernardino Valley, and College of the Desert, all offer programs in Culinary Arts.

Good thing. Culinary Arts is feeding the hospitality and tourism industry. Some 6,264 people are employed in the hospitality and tourism industry in Palm Desert alone, with just shy of 10,000 people employed in the retail and restaurant sector, according to a 2016 economic strategic plan for the desert city. Regionwide, more than 17,000 people were working as first-line supervisors of retail sales workers in 2015, with wages ranging upward to nearly \$27 per hour—or more than \$68,000 annually.

"The industry has evolved tremendously over the years," said Isidro Hernandez, a longtime Coachella Valley chef who also works as a culinary lab technician at College of the Desert. "The hospitality industry in the Valley is not going anywhere anytime soon."

Riverside City, San Bernardino Valley, and College of the Desert, all offer programs in Culinary Arts.

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**Career Education by the Numbers**

**67%** Regional employers reporting a shortage of qualified workers in their industry.

**\$50,000** Average salary for Top 10 regional middle skills' careers.

**1 million** Projected CA job openings by 2025 in Career Education-requiring positions.



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# Year 3: In Progress

## Sector Landing Pages



CONTACT | DENNY POLY | UOIN

### At a Glance...

With an estimated 31,000 new job opportunities each year in California, and only about 3,868 graduates to fill them, manufacturing and product development remains a promising sector for those who live with their minds and hands.

While certain kinds of manufacturing jobs are in decline, high-tech manufacturing continues to grow, especially in the areas of 3-D printing, and high-speed computerized numerical control machining.



Photo: iStock.com - Advanced Manufacturing



#### Types of Careers

- CNC Programmer
- Machine Technician
- Industrial Designer
- Collimator & Sinter Carpenter
- Tool & Die Maker
- Power Plant Operator
- Fabric & Apparel Pattern Maker
- Ceramic Molder
- Hardy Case Pattern Maker
- Composite Fabricator
- Production Manager



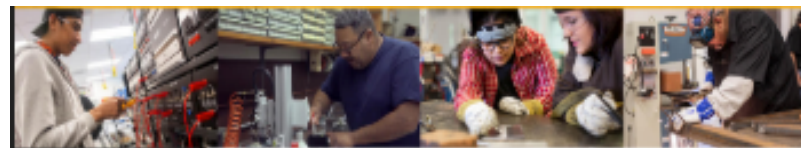
#### Salary Snapshot

- Computer Numerical Control Machine Tool Programmer: \$30.35 - \$35.47
- Radio Pattern Maker: \$14.45 - \$22.28
- Industrial Production Manager: \$55.11 - \$52.12
- Machinist: \$13.32 - \$29.25
- Process Technicians: \$11.07 - \$19.79
- Skilled Molders: \$18.32 - \$28.28
- Tool & Die Makers: \$20.34 - \$31.45
- Metal Fabricators & Fitters: \$13.74 - \$22.23



#### Industry Sector Pathways

- CAD/CAM, Computer Numerical Control (CNC)
- Industrial Automation, Supply Chain Technology
- Industrial Maintenance Mechanics
- Information Technology
- Machine Technology, Machine Operator, Basic/Commercial Machine, Tool & Die
- Operations and Production Management
- Quality Assurance
- Welding, SMAW, GMAW, FCAW, Stick, TIG



#### Fun Fact:

Manufacturing categories with the largest growth include team assemblies, mechanics, welders, tool and die makers, and mechanical and other engineers.

Employees in this sector look for technologists who are able to apply the theoretical work they learn to apply scientific and technical principles to manufacturing processes. Students of manufacturing and product development learn about manufacturing processes and systems, and use them in a wide variety of paths, including graphic design, production, manufacturing process training, welding and materials joining, and product innovation and design.

Opportunities for advancement are available as technological advances create higher skill jobs in heavy equipment, engineering development, product and process engineering and design, operations and maintenance, transportation, testing, and lab work more prevalent.

### Advanced Manufacturing Training Programs

Training is available at the following colleges:

#### Engineering Technology, General

- Chaffey College
- College of the Desert
- Moreno Valley College
- Norco College
- Riverside City College
- St. John's College

#### Electronics and Electric Technology

- Barstow College
- Chaffey College
- Norco College
- Riverside City College
- San Bernardino Valley College
- Victor Valley College

#### Manufacturing and Industrial Technology

- Chaffey College
- Norco College
- San Bernardino Valley College

#### Welding Technology

- Barstow College
- Chaffey College
- Palo Verde College
- Riverside City College
- San Bernardino Valley College
- Victor Valley College

### Contact Us

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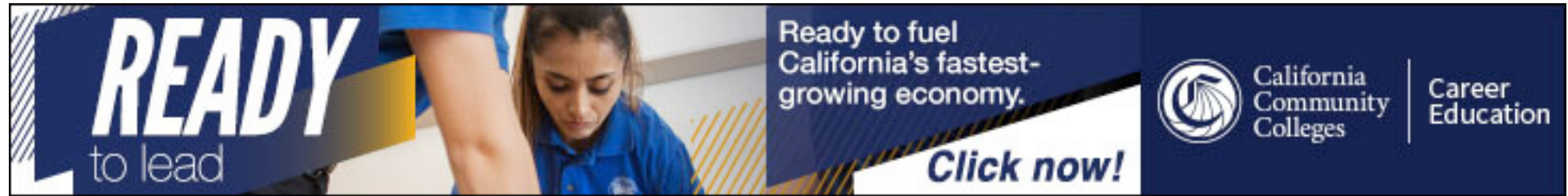
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**READY**



# Year 3: In Progress

## Social Media Templates



**READY**



# Editorial Calendar



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***READY***

# Year 3: In Progress

- Media Preference Student Infographics
- Employer Web Page
- Career Education Social Media Editorial Calendar and Distribution

# Year 3: Upcoming

- Collateral Development
  - Photography Trip
  - Videography Trip
- Media Buying (Ongoing)
- Media Preferences (March 2020)
- Degree “Completer” Campaign (Summer/Fall 2020)

***READY*** *career  
education*  
*at your local community college*



***READY***