

# READY

**INLAND EMPIRE  
READY CAREER EDUCATION**  
2019–2020 Editorial Calendar

**READY** *career  
education*

## Section I. Strategy Overview

### Public Relations Objectives

The Inland Empire/Desert Regional Consortium hired Interact Communications to develop long-term marketing and branding strategies to promote career education in the region. The core focus of the editorial calendar is to integrate the News Center, e-newsletter, and organic social media posts to leverage key audiences for the greatest impact on career education. The content in this editorial calendar has been curated to circulate the appropriate messages, with the appropriate timing and choice of platform, to engage the college's target audiences and inspire action.

The goal of the editorial calendar is to:

1. Build positive perceptions about career education throughout the region.
2. Impact local stakeholders.
3. Provide IEDRC's community colleges with social media content around career education.
4. Reach IEDRC's career education target audiences.

The main public relations goals are to:

1. Lay out a strategy to guide the creation and implementation of organic (aka non-paid) social media activities.
2. Develop content that can be used on the IEDRC Ready campaign social media sites.
3. Raise awareness through the creation and distribution of engaging content about the learning and career advancement opportunities that exist in the Inland Empire/Desert region.
4. Position Inland Empire/Desert community colleges as the premiere educational choice for general education, career education, and lifelong learning, in the region and beyond.

## Target Audiences

1. **Non-Traditional:** Students 24 and older who are just beginning their professional careers, looking to advance in an established career, or interested in changing their career trajectory
2. **Parents and Influencers:** Parents of high school students and young adults, as well as those who influence the decisions of that population (high school counselors, extended families, etc.)
3. **General Public:** The general public, including members of the business community, local organizations, alumni, and those who influence older students (families, employers, etc.)
4. **Internal Audiences:** Administrators, staff, faculty, and current students

## Desired Action

The main goal of these public relations activities is to increase positive perception of the Inland Empire/Desert community college career education programs among their multiple target audiences, increase buy-in and support for career education, and drive applications and subsequent enrollments. However, there are other benchmarks we can use to measure our success. The following action elements can be tracked throughout the life of the campaign:

1. Increased engagement with social media and the website by key audiences
2. Increased applications and/or enrollment growth
3. Engagement with business, labor, and industry professionals, in order to develop and maintain partnerships
4. Increased student, faculty, and staff awareness of local community college career education options



## Section II. Communication Platforms

### Communication Channels, Target Audience, and Message Frequency

#### **News Articles**

Interact will repurpose past written articles from the Ready campaign News Center for dissemination via the monthly e-newsletter and social media sites.

#### **Social Media**

Interact will post to the Ready campaign Facebook and Instagram page once a week using articles from the News Center, viewbook, and other career education collateral as outlined in the monthly scheduled posts below.

#### **Email Marketing**

Interact will repurpose past News Center stories in an electronic e-newsletter distributed by Interact to a list of key stakeholders. The e-newsletter will consist of three stories and a written introduction from Ashley Etchison, Director, Strong Workforce Strategic Communications & Marketing. This is an effective way to reach key audiences with these stories of interest.

#### **Print Magazine**

Interact will repurpose past News Center stories in a quarterly print magazine, to be distributed to local business and industry leaders and other stakeholders.

## Section III. Deliverables

### News Center/Newsletter

- Each month, three previously produced articles hosted on the Ready News Center will be curated and distributed via e-newsletter. These articles will also be featured on social media sites for added coverage.
- The News Center articles to be included each month in the e-newsletter are outlined in the calendar below.
- Assigned stories can be updated at any point during the year; however, the current contract stipulates that no new writing will be produced.

### Produced Social Media Posts

- Interact will post one organic social media post per week to the Consortium's Facebook and Instagram accounts.
- Interact will use past collateral (photography, video, viewbook stats, brochures, and News Center articles) for social media posts.
- All written social media posts for the Consortium's Facebook and Instagram pages were created with consideration to organic social media best practices. This includes the optimal length for posts. According to *MarketingProfs*, **Facebook posts** that are under 40 characters get 86 percent higher engagement than posts with more characters.

### Suggested Organic Social Media Posts

- Interact has listed two ideas for two separate career-education-related posts each week, starting in November 2019 through October 2020, for the IEDRC community colleges to post to their respective college social media sites.
- The suggested posts include hashtag recommendations so that community college content will show up in new user feeds.
- The post topics were recommended around national, state, and local events with timing recommendations to leverage organic momentum.

## Content Creation

In order to guide the creation of organic social media posts, listed below are the content types and formats used to develop the posts recommended in this document.

### **Social Media Posts: Content Types**

- Article Teasers
  - Links to content on the news site
- News
  - Links to press releases or news media stories
- Announcements/Reminders
  - Academic and social
- Events
  - Previews
  - Live coverage
  - Follow-up coverage
- Fun Facts
  - IEDRC regional colleges
  - Career education
  - About a program/sector
  - National “days”
- User-Created Content/Photos
  - “Start Here, Go Anywhere”
    - Students on vacation, studying abroad, at internships
  - IEDRC READY for the job
- Facebook Stories—sparks FOMO (fear of missing out, similar to Snapchat)
- Polls
  - Gathering feedback from students/users

### **Social Media Post Formats**

- Text
- Photos
  - Action shots
  - Boomerangs
  - Fewer “grip and grins”
  - Fewer, but more selective photos
  - More people, less places
  - Zoom in—think of how this looks on mobile
  - Know your platform sizes
  - Write useful captions
    - Use names when possible
    - Give event information: Who, what, when, where...
- Video
  - Types of video
    - Produced, live, and cell phone shorts

- 90 percent of all content shared on social media was video, according to *Smart Insights*
- 86 percent of all web traffic will be video by 2020 according to Cisco
- Listicles
  - Top 5, Top 10
  - Tips/advice
- Quotes (stand-alone)
  - On holidays (example: MLK Jr. Day)
  - For fun (What an actor says about a profession with link to program page)
- Audio with photo montage
  - Student answering a “question of the day”
  - Reaction to news
  - Twitter now offers audio-only livestream
- Infographics
  - Graduation rates
  - Money raised for scholarships
  - Stats that make IEDRC colleges unique
- Questions/Polls
  - Fun topic
  - News reaction

When posting to social media, Interact Communications also recommends the following **content creation tips**:

- Listen and respond to people who post on your social media sites
- Give love, get love: “Like” posts that mention IEDRC community colleges
- Keep your social media calendar updated
- Schedule evergreen content
- Use mentions and hashtags
- Social media is a group effort. Find your ambassadors among students and community members.
- Engage in the moment—use hashtags during live events
- Use your campus experts
  - A quote from faculty or administrator for a hot career education topic or industry
- What do you like?
  - Notice what other schools/companies/organizations are doing well and copy it

## Editorial Calendar

### November

#### Monthly E-Newsletter

- [Finding a New Career through Victor Valley College](#)
- [Veterans Finding their Future through Career and Technical Education Programs](#)
- [Success in 3-D: Bold Computer Animation Careers Begin at a Community College](#)

#### Scheduled Posts

- November 8
  - Ready to redefine your career? The Inland Empire/Desert community colleges are working for you to provide the resources and classes to master your job search and land the career of your dreams! Explore available classes and programs today!
    - #JobActionDay
    - <https://readysetcareer.org/>
- November 11 – Veteran’s Day
  - *Stat of how many veterans are served by IEDRC colleges*
    - [Veterans Finding their Future through Career and Technical Education Programs](#)
- November 14 – National Spicy Guacamole Day
  - Today is National Spicy Guacamole Day! \*Cue the consumption of tacos\* Want to learn to make all sorts of scrumptious food? Your local community college offers the best culinary programs! Elizabeth is a student in the culinary program at a local community college and has worked for years with her mom in the kitchen. Now she’s tackling new and classic dishes with her skills from school and at home. Ok, now can we get some spicy guacamole? Yum!
    - <https://www.youtube.com/watch?v=St1h-l6clAM>
    - *Relevant hashtags: #SpicyGuacamoleDay #NationalSpicyGuacamoleDay #Guacamole*
- November 24 – Small Business Saturday
  - The Inland Empire/Desert region is home to many small business owners, including William Wood. William never saw himself as college material until he enrolled at @College of the Desert to learn how to run his own business. Today, he owns a successful air conditioning company. Happy Small Business Saturday to our community business owners and community college graduates. Comment below to tell us about your business!



- <https://news.readysetcareer.org/stories/conditioned-for-success-william-wood/>
- *Relevant hashtags: #smallbusinessaturday #shoplocal #shopsmall #supportlocalbusiness*

### Organic Social Media Content Suggestions

- Nov. 6 – Reminder it's the last day to vote
  - *Relevant hashtags: #voting #vote #iVoted (prompts check mark emoji on Twitter) #lastdaytovote #election*
- Nov. 8 – International Day of Radiology
  - How this invention changed medicine forever and ties into Radiology department
  - *Relevant hashtags: #InternationalDayOfRadiology #XRayDay #radiology #IDOR2019 #SeeInsidelt*
- Nov. 11 – Veteran's Day
  - Cover the ceremony on campus (event coverage)
  - Student vignette: Veterans' experiences (share story)
  - *Relevant hashtags: #veteransday #veterans #veteran #supportourveterans #military*
- Nov. 20 – Top five ways to prevent the flu
  - Nursing or Allied Health video about the importance of getting your shot
  - *Relevant hashtags: #FluShot #getyourflushot*
- Nov. 22 – Thanksgiving
  - Poll: Favorite Thanksgiving dish
  - *Relevant hashtags: #HappyThanksgiving #Thanksgiving #TurkeyDay*
- November 30 – Computer Security Day
  - Note from a faculty member or student on why you have 2-factor verification
  - *Relevant hashtags: #computersecurityday #cybersecurity #security #technology*

### December

#### Monthly E-Newsletter

- [CyberHubs: How the Inland Empire is Filling the Cybersecurity Job Gap](#)
- [Upwardly Mobile](#)
- [Inland-Desert Colleges 'Ready' to Serve Crucial Career Education Needs](#)

## Scheduled Posts

- December 9 – Computer Science Education Week
  - Computer science? IT? There’s a lot more to it. The average wage for workers in this industry is an estimated \$103,000—three times the national average for all occupations. Learn to code your way to your future career. Visit to learn more!
    - MSJC regional CIS program feature—all online video
    - *Link to sector landing page*
    - *Relevant hashtags: #CSEdWeek #HourofCode #STEM #coding #programming #computerscience*
  
- December 17 – Retail, Hospitality, and Tourism post
  - Are you in the hustle and bustle of the season? There’s a reason many claim it’s the busiest time of the year! This is especially true for those working retail, hospitality, and tourism. Don’t wait until the next “busy” time to explore your opportunities in a new, fulfilling career. Explore your career education programs today!
    - [‘Abundance of Opportunity’ Awaits Hospitality and Tourism Program Grads](#)
  
- December 19 – Brighter future and bigger paycheck
  - Don’t forget about your future over the holidays. Earn a bigger paycheck and start your brighter future with a career education at your local community college. Register today—enrollment is open now!
  
- December 30 – What’s new this semester?
  - *Will ask for a quick update from each IEDRC PIOs on updates their colleges have this semester – Points for anything fun and creative!*
    - *Relevant hashtags: #newsemester #semester #news #welcome #welcomeback*

## Organic Social Media Content Suggestions:

- Dec 8 – National Brownie Day
  - Culinary Arts share a recipe on brownies
  - *Relevant hashtags: #NationalBrownieDay #BrownieDay #brownies #foodie*
  
- Dec. 10 – Human Rights Day
  - Infographic on human rights violations with comment from criminal justice or political science student/faculty
  - *Relevant hashtags: #HumanRightsDay #HumanRightsDay2019 #humanrights #standup4humanrights*
  
- Dec. 14 – Holiday and New Year’s greeting
  - Produced video of mascot in a holiday scene (ideally loopable)

- *Relevant hashtags: #happyholidays #tistheseason #seasonsgreetings #ChristmasCountdown #almostnewyear #2020goals*
- Dec 25 – Christmas post
  - Video of college program faculty saying “Merry Christmas” or “Happy Holidays” or “Feliz Navidad”
  - *Relevant hashtags: #Christmas2019 #happyholidays #happynewyear*

## January

### Monthly E-Newsletter

- [Career Education Helps Local Residents Reach the American Dream](#)
- [Community Colleges in Riverside and San Bernardino Counties are Working for You](#)
- [Falling in Love with a new Career](#)

### Scheduled Posts

- January 3 – New Year, new you (with a career education).
  - What are some resolutions you have for change this year? Read now to see how you could fall in love with a new career!
    - [Falling in Love with a New Career](#)
    - *Relevant hashtags: #HappyNewYear #HappyNewYear2020 #newyear*
- January 7 – Get in gear this year!
  - Did you know that transportation-related industries employ more than 13 million people across the country, in a variety of roles, from driving buses, to manufacturing cars, to building and maintaining ports and railroads? Explore a future in transportation today at an Inland Empire/Desert college!
    - <https://www.youtube.com/watch?v=VIBW87CXIQc>
- January 14 – We’re talking resolutions  
January is all about a time for reflection, and we encourage you to reconsider your education. Why not make a big change by working toward a great career in a leading industry! Explore a program that would work for you today!
  - [Browse Programs link](#)
- January 22 – Making it easy...
  - Hey, we’re here to make your resolution easy. Start your education today at an Inland Empire/Desert community college.
    - [Community Colleges in Riverside and San Bernardino Counties are Working for You](#)

## Organic Social Media Content Suggestions

- National Blood Donor Month
  - Student events, blood drives
  - *Relevant hashtags: #NBDM #blooddonor #donateblood #savelives #donatebloodsavelives #makeadifference*
- Jan. 1 – New Year’s Day
- Jan. 4 – National Trivia Day
  - Question asking for interesting trivia about the region
  - Trivia about the college
  - *Relevant hashtags: #NationalTriviaDay #TriviaDay*
- Jan. 14 – New Year’s Resolutions
  - Question: Resolutions: Worth the time?
  - Poll: What are you giving up?
  - *Relevant hashtags: #newyearsresolution #newyears #2020goals #goals #newyearnewme*
- Jan. 21 – MLK Jr. Day
  - Suggestion: Image and quote
  - *Relevant hashtags: #MartinLutherKingJrDay #MLKDay #MartinLutherKing*
- Jan. 22 – Classes begin
  - *Relevant hashtags: #backtoschool #education #studentlife #schoolife*

## February

### Monthly E-Newsletter

- [Small Business & Entrepreneurship](#)
- [A New Lease on Life: From Real Estate, to Disability, to Pharmacy Tech](#)
- [Community College Career Education Programs: Bridging the Skills Gap](#)

### Scheduled Posts

- February 4 – CTE Month
  - Career Education is about more than landing a job. It’s about setting a foundation for rewarding and secure future—for yourself, for your family, and for your community. Our economy and workforce depend on well-educated, well-trained professionals to keep our region competitive. And there’s one thing that Inland Empire/Desert Region community college grads all have in common...THEY’RE READY. \*insert work emojis such as hammer, doctor, lightbulb\* Happy Career Education Month to the faculty, staff, students, and community that help all strive to be the best in the industry and trained to excel in their future careers!
    - [Ready Set Career News Center](#)

- February 10 – Poll
  - We're curious... What do you think California employers want from their workers?
    - Poll: Soft skills, good writing skills, to do their job, to have skills to work, to get along with coworkers, to bring the office donuts
  
- February 20 – National Engineers Week (Feb. 17-23)
  - Ever since he discovered Legos as a child, Norco High School senior Logan Ibbetson has been obsessed with building and design. Recently, he came within a blown circuit from blowing out the competition at a SkillsUSA competition—he and his team had created a robot that could enter a room and dispose of an explosive device. “I love building things,” said Ibbetson, who has been drawn to career education courses such as robotics, three-dimension wood design, and sculpture.  
Happy National Engineers Week to the future Henry Fords \*insert car emoji\*, Thomas Edisons \*insert lightbulb emoji\* and Alexander Graham Bells \*insert phone emoji\*!
    - <https://news.readysetcareer.org/stories/building-futures-with-career-education-and-legos/>
    - *Relevant hashtags: #NationalEngineersWeek #EngineersWeek #EWeek2020 #engineers*
  
- February 24 – National Entrepreneurship Week (Feb 18-24)
  - Did you start small? We know that small businesses within the Inland Empire/Desert region are products of our community and community colleges. Happy National Entrepreneurship week! Now, take a day off... you entrepreneur, you! Want to own a small business or become or be your own boss? Check out the opportunities for growth at [readysetcareer.org](http://readysetcareer.org).
    - <https://images.app.goo.gl/qNazLLG15cyWAnMo9>
    - [Small Business & Entrepreneurship](#)
    - [https://www.youtube.com/watch?v=qQLpeis\\_vZA](https://www.youtube.com/watch?v=qQLpeis_vZA)
    - *Relevant hashtags: #NatIEshipWeek #entrepreneurship #entrepreneurshipweek #financialliteracy*

### Organic Social Media Content Suggestions

- Black History Month
  - Library events on campus
  - *Relevant hashtags: #BlackHistoryMonth #BlackHistory #history*
  
- Feb. 4 – National Cancer Day
  - Cancer prevention facts
  - *Relevant hashtags: #WorldCancerDay #WCD2020 #CancerAwareness #CancerPrevention*



- Feb. 10-16 – Random Acts of Kindness Week (Second Full Week of Feb.)
  - Video: Interview students on nicest thing a faculty member has done to help them
  - *Relevant hashtags: #RandomActsofKindness #RandomActsofKindnessDay #RAKDay*
- Feb. 12 – Lincoln’s Birthday
  - Picture and quote from Lincoln, relevant to current public debate
- Feb. 18 – President’s Day
  - Fun fact about Washington
  - *Relevant hashtags: #PresidentsDay #HappyPresidentsDay #Washington #USA*

## March

### Monthly E-Newsletter

- [Finding a Career in Water Management](#)
- [RCC Technical Programs Create New Worlds and New Possibilities](#)
- [Healthcare in the Inland Empire](#)

### Scheduled Posts

- March 4 – Are you a boss?
  - Are you a boss businessperson? The business and finance industry sector is a critical component of the U.S. economy, employing more than six million people in careers ranging from bookkeeping to financial and investment planning. Advances in technology, market globalization, and the expansion of banking and investment institutions around the world will continue to create exciting and challenging career opportunities in this industry for the foreseeable future.
    - [https://www.youtube.com/watch?time\\_continue=1&v=t0ES7cEajpg](https://www.youtube.com/watch?time_continue=1&v=t0ES7cEajpg)
- March 8 – International Women’s Day
  - *“I am driven and I was ready for change.” —Brandy, Victor Valley College automotive graduate*  
On International Women’s Day, we are celebrating our students and faculty members who have the drive to work hard and serve their communities day in and day out.
    - <https://www.youtube.com/watch?v=G2bJmfC3Ur0>
    - *Relevant hashtags: #InternationalWomensDay #IWD #IWD2020*

- March 16 – Upcoming Tax Day
  - Who says more money means more problems? Tax Day is coming up and we suspect you're either dreading it or your "inner CPA" is ready to work its magic. Channel you inner CPA with a career education that will get you through tax season! Start today with a career education at a community college.
    - <https://www.facebook.com/DTPpodcast/videos/541151883292653/UzpfSTc0ODMzODI3OToxMDE1NzQxNTY5MzIxMzI4MA/>
    - *Relevant hashtags: #taxes #tax #taxday2020*
- March 22 – World Water Day
  - Happy World Water Day! Our world is made up of... well... water, to start. What's a better way to give back to your community than a career in water management? Have a gigantic glass of water today on us!
    - [Finding a Career in Water Management](#)
    - *Relevant hashtags: #WorldWaterDay #waterday #water #savewater*

### Organic Social Media Content Suggestions

- Women's History Month
- March 1 – Read Across America Day
  - Any events on campus?
  - Dr. Seuss's birthday—picture and a quote
  - *Relevant hashtags: #ReadAcrossAmerica #ReadAcrossAmericaDay*
- March 4 – National Grammar Day
  - Top 5 grammar mistakes in listicle from English faculty
  - *Relevant hashtags: #NationalGrammarDay #GrammarDay*
- March 17 – St. Patrick's Day
  - Fun Fact: 32.3 million Americans claim Irish heritage. That's almost 7 times the population of Ireland itself. <https://www.americamagazine.org/politics-society/2018/02/22/infographic-irish-diaspora-united-states>
- March 31 – Cesar Chavez Day
  - *Relevant hashtags: #CesarChavezDay #CesarChavez #hispanicheritagemoth*
- National Nutrition Month
  - Post promoting nutrition-related program or notable student/faculty success
  - *Relevant hashtags: #NationalNutritionMonth #nutrition #health*

## April

### Monthly E-Newsletter

- [Anthony Carranza](#)
- [‘Abundance of Opportunity’ Awaits Hospitality and Tourism Program Grads](#)
- [A whirlwind in Barstow Creating Job-Ready Students](#)

### Scheduled Posts

- April 1 – National Welding Month
  - Happy National Welding Month! Do you think you have what it takes to go through fire? Spark your career today!
    - [A Whirlwind in Barstow Creating Job-Ready Students](#)
    - *Relevant hashtags: #NationalWeldingMonth #weldingmonth #weldersrock*
- April 6 – Oral Health Week
  - Oral Health Month Tip of the Week: Are you consuming coffee daily? Make sure to take a swig of water after each sip—it keeps the color off of those pearly whites, plus it keep you hydrated! Take it from navy veteran and @Moreno Valley dental hygiene student Anthony Carranza!
    - [Anthony Carranza](#)
    - *Relevant hashtags: #oralhealth #dentist #oralhealthmonth*
- April 10 – Oral Health Week
  - Did you know dental assistants working full time can earn up to \$37,000 per year for taking x-rays, mixing sealants and cement, and assisting at the chairside?!
    - Program link
    - *Relevant hashtags: #oralhealth #dentist #oralhealthmonth*
- April 24 – National Hospitality Day
  - Hospitality is a lot more than the way you make people feel in your home. This field of study offers career starters the opportunity to land managerial positions. In fact, the field is known for its large numbers of young managers. Since the hospitality industry depends on the work of part-time employees, opportunities abound for students who want to gain valuable work experience while earning a paycheck and going to school. Happy National Hospitality Day—start your work in the industry today!
    - [CC Alums Finding a Home in Hospitality, Culinary Careers](#)
    - *Relevant hashtags: #hospitality #InternationalHospitalityDay*

## Organic Social Media Content Suggestions

- April 12 – National Library Week
  - Any library events?
  - Highlight some of the online resources through the library as finals approach
  - *Relevant hashtags: #NationalLibraryWeek #libraryweek #libraries*
- April 15 – Tax Day
  - Boomerang – Someone jumping for joy after filing her/his taxes
  - Fun Fact – Number of people who file extensions. Better late than never.
  - *Relevant hashtags: #taxes #tax #taxday2020*
- April 25 – National Take Our Daughters and Sons to Work Day
  - Photo – Any sons and daughters on campus?
  - *Relevant hashtags: #TakeYourKidtoWorkDay #tyctwd*
- National Welding Month
  - *Relevant hashtags: #NationalWeldingMonth #weldingmonth #weldersrock*
- National Science Month
  - *Relevant hashtags: #sciencemonth #science #scientist*
- Records and Information Management Month
  - Mention otherwise of health industry—data analysts and point to programs for students to get education
  - *Relevant hashtags: #recordsmanagementmonth #recordsmanagement #archives*
- Occupational Therapy Month
  - *Relevant hashtags: #OTMonth #occupationaltherapy #OT*

## May

### Monthly E-Newsletter

- [Farm-To-Table Education Readies Community College Students for Culinary Careers](#)
- [The Trades are Sparking Career Passions in the Desert at Palo Verde College in Blythe](#)
- [Energy, Construction & Utilities](#)

### Scheduled Posts

- May 1 – International Workers Day
  - Did you know that 18 of 20 of the fastest growing occupations in the U.S. require on-the-job training, an associate degree, or a postsecondary credential? Don't start a job without the skills you need to succeed! On this International Workers Day, look into an education that will make you READY for what's next!

- *Relevant hashtags: #intworkersday #workersday #MayDay #MayDay2019*
- May 6 – International Nurses Day
  - Thank you to all the nurses who serve the Inland Empire/Desert communities! Tag a nurse in your life to wish them a Happy International Nurses Day!
    - [Finding a New Career through Victor Valley College](#)
    - *Relevant hashtags: InternationalNursesDay #InternationalNursesDay2020 #IND2020 #nurses*
- May 10 – Mother’s Day
  - This Mother’s Day, cook a gourmet meal for YOUR mom! Want to learn how? Check out your local community college for some fantastic culinary programs!
    - [Farm-To-Table Education Readies Community College Students for Culinary Careers](#)
    - *Relevant hashtags: #MothersDay #Mom #love #motherhood*
- May 21 – Ready to *Rock*
  - @Palo Verde College’s **Brian Wilson** switched from high-rise ironworker to welding and geology. Now, he says the leap of faith is paying off, and that he’s finding career treasure in Blythe. “If you are into rocks, Blythe is the place to be,” says Wilson. “I couldn’t ask for anything better.”
    - Photo from [The Trades are Sparking Career Passions in the Desert at Palo Verde College in Blythe](#)

### Social Media Organic Content Suggestions

- May 4 – Star Wars Day
  - May the Fourth be with you.
  - *Relevant hashtags: #StarWarsDay #MaytheFourthBeWithYou #MayTheFourth #StarWars*
- May 8 – Prepare for finals week (starting on May 10)
  - Counselors provide tips on preparing to take tests
  - Photo: Puppies on campus to reduce stress
  - *Relevant hashtags: #finalsweek #finals*
- May 10 – SimMom for future moms
  - Photo of students working with the simulation mother, showing future health care providers for mothers
  - *Relevant hashtags: #SimMom #tech #mothers*
- National Foster Care Month
  - *Relevant hashtags: #FosterCareMonth #NFCM2020*
- National Infrastructure Week – May 13–20



- *Relevant hashtags: #NationalInfrastructureWeek #InfrastructureWeek #TimetoBuild*
- Teacher Appreciation Week – May 4–8
  - *Relevant hashtags: #TeacherAppreciationWeek #teacherappreciation #ThankATeacher #WhyITeach*

## June

### Monthly E-Newsletter

- [Building Futures with Career Education \(and Legos\)](#)
- [Mitchell Powless](#)
- [Conditioned for Success, William Wood](#)

### Scheduled Posts

- June 6 – Higher Education Day
  - Are you built for “hirer” things? On Higher Education Day, we want to thank our local faculty, staff, and leadership who help prepare students for great jobs through education. You’re the heroes of student success and achievement! Tag your college alma mater below!
    - *Relevant hashtags: #highereducation #highered #HigherEducationDay*
- June 11 – Another Future in Gear...
  - @Copper Mountain College’s **Adam Spitz** isn’t just an automotive repair whiz. He’s an entrepreneur. Today, Spitz owns and operates Ultimate Motors, employs a crew of nine people, and is a walking advertisement for career education programs at local community colleges. “Copper Mountain helped me learn the ins and outs of running a business,” says Spitz. “It provided me the opportunity to hone my skills as an automotive service professional, and it gave me the confidence to move forward.”
    - Use photo from [Adam Spitz](#)
- June 21 – Father’s Day
  - “Community college changed me dramatically in my life, in my family, in my kids. They always looked up to me, but now I feel good about them looking up to me. If I could do it, anybody could do it. You’ve got to get ready and stay ready for the opportunity.” Happy Father’s Day to Barstow Community College student Ruben, and all father’s!
    - <https://www.youtube.com/watch?v=ax2Xe4DxuLM>
    - *Relevant hashtags: #FathersDay #HappyFathersDay #father*

- June 28 – National Logistics Day
  - Today is National Logistics Day! Logistics is one of the largest industries in the Inland Empire/Desert region and is considered to be one of the most versatile industries. Plus, jobs are available in every sector of the economy!
    - [Mitchell Powless](#)
    - *Relevant hashtags: #NationalLogisticsDay #logistics #logisticsday*

### Social Media Organic Content Suggestions

- June 3 – Summer Session 1
  - Have a student describe a class offered during spring semester
- June 19 – Juneteenth <https://www.timeanddate.com/holidays/us/juneteenth>
  - How do students celebrate this?
  - *Relevant hashtags: #Juneteenth*
- National Fresh Fruit and Vegetable Month
  - *Relevant hashtags: #FreshFruitandVegetablesMonth #FarmersMarket #fruits #vegetables #eatlocal*

## July

### Monthly E-Newsletter

- [Adam Spitz](#)
- [CC Alums Finding a Home in Hospitality, Culinary Careers](#)
- [At Crafton Hills College, Happiness Comes from Doing What You Love](#)

### Scheduled Posts

- July 7 – National Culinary Arts Month
  - It's Culinary Arts Month and today we celebrate the chefs who create delicious desserts, pastries, pies, and more! Shout-out to one of our favorites, Isidro Hernandez, graduate of @College of the Desert's award-winning Culinary Arts program! Comment with your food selfies down below!
    - [CC Alums Finding a Home in Hospitality, Culinary Careers](#)
    - *Relevant hashtags: #NationalCulinaryArtsMonth #CulinaryArtsMonth #culinaryarts #chef*
- July 16 – Fire Prevention Program
  - Things are warming up this summer and with a career education, and we know that you can take the heat. Stay cool and excel in your career with a degree in fire prevention!
    - [At Crafton Hills College, Happiness Comes from Doing What You Love](#)
    - *Relevant hashtags: #temperature #JulySun #keepitcool*

- July 21 – Faculty Feature, Moreno Valley College
  - Kasey Nguyen’s skill set is in high demand. She can explain the difference between a Raspberry Pi and a Beaglebone Black, both small computer operating systems that provide extra computer programming power at a low price. And she can, and does, teach people creative ways to use them. She also gets a lot of job satisfaction from teaching in the Computer Information Systems program at Moreno Valley College. “I love a challenge,” she said.
    - [Moreno Valley College Instructor Cites “The Internet of Things” as a Foundation for Technology Jobs](#)
    - *Relevant hashtags: #IT #Programming #ComputerScience*
  
- July 29 – Technology and Career Education
  - Car mechanic Edgar Ramirez knows there’s been lots of change in the technological landscape over the last 10 years. Edgar joined the automotive technology program @San Bernardino Valley College, despite some hesitations. “I was afraid to go back to school,” he said. “I was terrified.” But it was a blessing in disguise. “This is the future,” Ramirez said as he gazed at the silver 2017 Ford Focus hybrid electric car, the fruit of his hard work at #SBVC.
    - [Electric Engines, Proofing Ovens, and Mannequins That Talk Back Means San Bernardino Valley is Keeping Up with Technological Change](#)

### Social Media Organic Content Suggestions

- July 2 – World UFO Day
  - Ask an instructor in physics or philosophy: Are we alone?
  - Something to do during the spring semester and save
- July 4 – Independence Day
- July 10 – Summer Session II
  - Photo and have a student describe the class he/she is taking
  - *Relevant hashtags: #student #studentlife #collegelife*
- July 13 – Car Appreciation Day
  - Feature automotive student who has a classic car or who repairs classic cars
  - Adam Spitz
  - *Relevant hashtags: #CollectorCarAppreciationDay #CollectorCarDay #collectorcars #autotech*

## August

### Monthly E-Newsletter

- [Aviation Mechanics Are Made, Not Born, at Chaffey College in Rancho Cucamonga](#)
- [Strong Workforce Program Pays Off at College of the Desert as California Students Land Jobs](#)
- [A Journey from U.S. Marine to Auto Mechanic via Mt. San Jacinto College](#)

### Scheduled Posts

- August 4 – What’s new this semester?
  - *Will gather updates from each IEDRC PIO on updates their colleges have gone through this semester – Points for anything fun and creative!*
  - *Relevant hashtags: #backtoschool #backtoschool2020 #welcomeback #firstdayofclass*
  
- August 13 – It’s a Hot Summer for HVAC!
  - *“I always thought it was an interesting field to go into, especially out here in the desert.”*  
— Tony Edwin, College of the Desert HVAC/R Student
    - [https://www.youtube.com/watch?v=lsd\\_AwB5mhY](https://www.youtube.com/watch?v=lsd_AwB5mhY)
    - *Relevant hashtags: #airconditioning #hvac #hvaclife #hvactech*
  
- August 19 – National Aviation Day
  - Happy National Aviation Day! Today, we hear from @Chaffey College graduate Jessica Vasquez, who is part of a tradition of excellence at Chaffey College, where aviation maintenance graduates consistently score well on the required tests given by the Federal Aviation Administration.
    - [Aviation Mechanics Are Made, Not Born, at Chaffey College in Rancho Cucamonga](#)
    - *Relevant hashtags: #NationalAviationDay #aviation #aviatonlovers*
  
- August 27 – An Accelerated Career
  - @Norco College’s **Michael Anguiano** was looking for a new start, but wasn’t sure where to begin. When he learned about the ACE (Accelerated Career and Employment) program and enrolled, it took Anguiano less than seven months to build industry-certified training that lead to job offers in the booming field of industrial automation. Almost immediately after graduating from @Norco College, he began working with @Honeywell Intelligrated, which manufactures, installs, repairs, and

maintains state-of-the-art sortation and conveyer systems. Thanks, Honeywell Intelligrated, for employing a great student like Michael!

- *Image of Michael Anguiano*

### Social Media Organic Content Suggestions

- August – First day of classes
  - Photograph a new class offered on campus
- National Water Quality Month
  - *Relevant hashtags: #NationalWaterQualityMonth #waterquality*
- National Wellness Month
  - *Relevant hashtags: #NationalWellnessMonth #wellness #health #selfcare*
- National Financial Awareness Day – August 14
  - Great play to financial aid for students
  - *Relevant hashtags: #NationalFinancialAwarenessDay #finance #personalfinance*
- Fast and Furious Career Advancement
  - Let's write about "career in a year" options. Let's find two students who came back to college and returned to the workforce within a year. We could also highlight the stackable credential options to take individuals to the next level. Photo Suggestion: Depending on the course, it would be good to capture classroom photos of one new course (may have to be taken in the spring, while faculty are on campus).

## September

### Monthly E-Newsletter

- [Moreno Valley College Instructor Cites "The Internet of Things" as a Foundation for Technology Jobs](#)
- [Reaching for the Stars](#)
- [Electric Engines, Proofing Ovens, and Mannequins That Talk Back Means San Bernardino Valley is Keeping Up with Technological Change](#)

### Scheduled Posts

- September 3 – Labor Day
  - Definition of labor: work, especially hard work. Turn "work" into a career you love as we celebrate this Labor Day. Explore a community college education that leads to hundreds of possible new careers!
    - [Readysetcareer.org](#)
    - *Infographic on career education driving region's industries*
    - *Relevant hashtags: #LaborDay #LaborDayWeekend*



- September 9 – It’s the start to spark!
  - The start of a new semester and new season can result in one thing: Sparks...in trades that is!
    - <https://news.readysetcareer.org/stories/the-trades-are-sparking-career-passions-in-the-desert-at-palo-verde-college-in-blythe-2/>
- Sept. 12 – National Video Game Day
  - *“Technology, as much as it is a science, it’s also an art, because you can have thing range from security, and that same information, the same process, can also create a video game, which are two completely different things.” – Angel Thomas, @Moreno Valley College Student*
  - Happy National Video Game Day!
    - <https://www.youtube.com/watch?v=-91TJJV7dkg>
    - <https://news.readysetcareer.org/stories/moreno-valley-college-instructor-cites-the-internet-of-things-as-a-foundation-for-technology-jobs/>
    - *Relevant hashtags: #NationalVideoGameDay #VideoGamesDay #videogames*
- September 22 – Veteran Feature
  - As a civilian, Daniel Bailey’s children were schooling *him* on the rules of the house. He applied for jobs based on his 12 years of military experience. But civilian recruiters asked, “Yes, but what *else* have you done?” People reminded him about his G.I. Bill, and how he could go college, but... “You say test and I get anxiety,” he said. Then he did something unexpected....
    - [A Journey from U.S. Marine to Auto Mechanic via Mt. San Jacinto College](#)

### Organic Social Media Content Suggestions

- National Hispanic Heritage Month (9/15–10/15)
  - *Relevant hashtags: #HispanicHeritageMonth #HispanicHeritage #NHHM*
- Sept. 9–15 – National Truck Driver Appreciation Week
  - Vignettes: feature a student in the truck driving program
  - *Relevant hashtags: #NTDAW #NTDAW2020*
- September 22 – National Business Women’s Day
  - *Relevant hashtags: #BusinessWomensDay #WomeninBusiness #americanbusinesswomensday*
- Sept. 23 – National Voter Registration Day
  - Video: A student explaining why it’s important to him/her to vote
  - *Relevant hashtags: #NationalVoterRegistrationDay #voterregistrationday #nvrđ*

## October

### Monthly E-Newsletter

- [Community Colleges: Building a Healthier Health Care System](#)
- [Advanced Transportation & Renewable Energy](#)
- [Industry Profile: Advanced Manufacturing](#)

### Scheduled Posts

- October 7 – National Manufacturing Month
  - *“I like this field because it’s creative. I get to build things, and I teach students how to create and build things” —Joshua Milligan, San Bernardino Valley College Instructor*
    - <https://www.youtube.com/watch?v=CXlehCtLrTg>
    - *Relevant hashtags: #NationalManufacturingMonth*
- October 16 – National Manufacturing Month
  - Happy National Manufacturing Month! With an estimated 35,000 new job opportunities each year in California, and only about 6,000 graduates to fill them, manufacturing and product development remains a promising career...especially for those who like to work with their minds and hands. Fun Fact: Manufacturing professions with the largest growth include team assemblers, machinists, welders, tool and die makers, and mechanical and other engineers. Watch this video to learn more!
    - *Relevant hashtags: #NationalManufacturingMonth*
    - [Industry Profile: Advanced Manufacturing](#)
- October 22 – Medical Assistants Recognition Week
  - Happy Medical Assistants Recognition Week to those who serve our community and make each one of us healthier! Tell us about one act of kindness you did to better your community in the comments below.
    - [Community Colleges: Building a Healthier Health Care System](#)
    - *Relevant hashtags: #MedicalAssistantsWeek, #HealthCare*
- October 30 – National Energy Awareness Month
  - Energy Awareness Month is about more than just using energy. It’s also about how we try to use LESS. California has set the goal that by the year 2030, 50% of the state’s buildings will consume zero net energy. With the increase of public and governmental interest in renewable energy, clean energy generation, and energy efficiency, job opportunities are growing rapidly. Get READY to start your career in the energy field today!
    - Image: meme of refrigerator visits
    - *Relevant hashtags: #NationalEnergyAwarenessMonth*

## Social Media Content Suggestions

- Financial Aid Awareness
- Oct 14 – Undocumented Student Action Week
  - Post promoting various support services or events at IEDRC community colleges
- LGBT History Month
  - Post honoring the contributions of a LGBT educator to career education or IEDRC's community colleges
- Third Tuesday in October – National Pharmacy Tech Day
  - <https://news.readsetcareer.org/stories/a-new-lease-on-life-from-real-estate-to-disability-to-pharmacy-tech/>
- Inktober – Month of October dedicated to artists sharing their sketches daily during Inktober
  - [Local Community Colleges Building a Future in ICT and Digital Media](#)
  - Sharing art from art programs at IEDRC colleges

## Section IV. Results

Activity	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Totals
<b>News Media Coverage</b>												
Number												
<b>Website</b>												
Visits												
<b>Social Media</b>												
Facebook Fans												
Instagram Fans												
Twitter Fans												
<b>E-Newsletter</b>												
Total Subscribers												
Open Rates												
Click-Throughs												
Unsubscribe Rate												
New Sign-Ups												