



Spring Marketing Efforts

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Great News!

- SB 85 Allocation for Marketing - \$400K





Strategic Approaches

- **In-Person Noncredit Registration** at all the Centers - English, Spanish, Cantonese, Tagalog
- **Alumni Campaign** - showcasing links back to key programs offered at CCSF – Very successful!
- **Rebranding Messages** – Level 2: Another Postcard sent in the email to every household
- **Testimonial Videos** – Choosing from Alumni Campaign, do short videos on their experience
- **Services** – Students seek more than just academics and they come here due to services



Paid Promotions!

- **Local Radio Promotion in Various Languages**
 - Local public radio showcasing the success of student learning in remote environment
 - Local public radio showcasing key programs at CCSF
 - Cantonese Radio and Univision – One month each

- **Buses** - Using new branding for College
 - King and super king ads
 - Will use up majority of funds from SB 85

Bus Ad #1





Bus Ad #2



Bus Ad #3





MAKE A CHANGE at City College

Choose from 300 degree and certificate programs!



A photograph of a woman and a young girl lying on a white, shaggy rug. The woman is on the right, wearing a light blue shirt, and the girl is on the left, wearing a blue and white striped shirt with denim overalls. Both are smiling warmly at the camera. The background is a blurred living room with a brown sofa and light-colored pillows.

SÍ SE PUEDE **en City College**

¡Elija entre 300 certificados y programas de título!

Questions

