Spring Marketing Efforts

BY: ROSIE ZEPEDA

DIRECTOR OF MEDIA, GOVERNMENTAL RELATIONS & MARKETING
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
MAKE A CHANGE at City College

Choose from 300 degree and certificate programs!
SÍ SE PUEDE
en City College

¡Elija entre 300 certificados y programas de título!
Questions