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Cañada College

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**Marketing & Outreach**

# What We Do

- **Marketing:** The creation and preservation of the College brand resides under Marketing. Includes: **commercials, print and social media advertising, brochures, posters, direct mailers, fliers, bus/radio ads**, etc. In collaboration with the Office of Instruction, produces the College **course catalog and class schedules**.
- **Internal/External Communications:** The Marketing & Outreach Department maintains Cañada's **primary social media handles: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#)** and the College **blog**. Additionally, Marketing & Outreach works with departments around campus to distribute **all employee messages** as well as electronic communications to students through **GWAMAIL**. Produces and distributes the **"*Olive Hill Press*," "What's Happening at Cañada?"** and **Board of Trustees Report**.
- **Public/Media Relations:** This includes preparation and distribution of **news releases/statements**, coordination of on-campus media events and responding to **media inquiries**.
- **Web:** College **website, accessibility** compliant to users with disabilities, **online schedules** and **course catalogs** and liaising with District ITS on web projects.
- **College Recruiting:** Engages high school students, parents and community organizations to support services such as: Promise Scholars Program, Priority Enrollment Program (PEP), Cañada College and Community College Overview Presentations, EOPS, FAFSA, Dream Act and Application workshops, CTE Fall event, Campus Tours and Connect to College Night.
- **Community Relations:** Community **festivals, meetings and events**, coordinating community events within the **"Cañada in Your Community"** community relations initiative. Cultivate **new partnerships** with educational institutions, local corporate and non-profit organizations.
- **Special Events:** Plans, organizes and executes campus-wide events such as groundbreaking and ribbon cutting ceremonies, speaker series, PEP, CTE Success Event, Connect to College and Commencement. The department also serves as a point of contact to community members/organizations that hold events on our college campus.

# Success by the Numbers: 2017-2018

The Outreach team attended **100** events, promoting Cañada College and connecting with **10,000+** members of greater San Mateo County and northern Santa Clara County.





# Success by the Numbers: 2017-2018

Some of these events include:

- 4<sup>th</sup> of July Parade - Redwood City
- Facebook Farmers Market - Menlo Park
- Fiestas Patrias - Redwood City
- Edgewood Back to School Fair - San Bruno
- World Journal News College Fair - Milpitas
- Sana Sana Health Fair - San Mateo
- Puente Health Fair - Pescadero



# New Community Partnerships



- Facebook Farmers Market
- Edgewood Drop-In Center
- Boys and Girls Club of the Peninsula
- Familia Unidas
- Sienna Youth Center
- PAL (Police Activities League)





# Campus-wide Collaborations

- CTE Career Day
- Priority Enrollment Program
- Lunar New Year
- STEM Day
- Several HS and Career Fairs
- Connect to College
- Campus Welcome Day



# Campus-wide Collaborations



Fashion Design and Merchandising  
Cañada College



# Campus Tours

**100** campus tours were given to potential students from high schools and community organizations, including:



- Feeder High Schools Visits
- Adult Schools
- After School Programs
- Individual Tours

**Classroom  
Visits!**



# Summer Outreach - Street Team!







# What's Happening

- New Mobile Website
  - Prep for Accreditation
- 50<sup>th</sup> Anniversary
  - President's Luncheon: Oct. 23
- Shuttle
- Annual Report
- Ongoing Outreach Efforts
  - Annual Jacket & Toy Drive
  - Spring Registration
  - Connect to College: April 25

The image shows a screenshot of the Cañada College website. At the top, there is a navigation bar with 'Student Tools' and 'Request Info' on the left, and a search bar on the right. The main header features the Cañada College logo and a dark green navigation menu with links for 'ADMISSIONS', 'ACADEMICS', 'STUDENT LIFE', 'STUDENT SERVICES', and 'ABOUT CAÑADA'. The main content area has a large banner for 'New Shuttle Service!' with a green van and a woman's face. Below this is a 'Learn More >' button. To the right, a smartphone displays a mobile app interface with the heading 'SEVERAL WAYS TO ENROLL' and four categories: 'Middle College High School', 'Concurrent Enrollment', 'Distance Education', and 'International Student Program'. At the bottom left of the website screenshot is a 50th anniversary logo with the text 'SINCE 1968'. To the right of the logo is a paragraph: 'For 50 years, Cañada College has provided enriching and life-changing educational opportunities for the residents of San Mateo County.' and a 'LEARN MORE' button.



# Questions?

