

# **Marketing Update**

## **FALL 2014**

# Brand development survey results

## WORD ASSOCIATION

VALUE/AFFORDABLE

**65%**

WELCOMING, FRIENDLY  
AND COMFORTABLE

**51%**

SUPPORTIVE

**31%**

EDUCATION

**47%**

JOB TRAINING

**25%**

**Value. Training.  
Education.**

CLACKAMAS.EDU



**Support.**

**CLACKAMAS**  
COMMUNITY COLLEGE



**Value. Education. Support.**



**CLACKAMAS.EDU**

**CLACKAMAS**  
COMMUNITY COLLEGE

Value. Training.  
Education.

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Support.

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**Value. Education. Support.**



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Value. Education.

CLACKAMAS.EDU



Support.

**CLACKAMAS**  
COMMUNITY COLLEGE



Seen on  
NW  
23<sup>rd</sup>!









**Value. Education.**

[WWW.CLACKAMAS.EDU](http://WWW.CLACKAMAS.EDU)

**Support.**

**CLACKAMAS**  
COMMUNITY COLLEGE

# SWAG initiatives

High School Recruitment  
Scholarships and Financial Aid  
Career Technical Education  
Retention (in the works)

## Get Career Ready!

We can help you start an affordable path to in-demand jobs right here in Clackamas County.

### Take the first step to a bright future

Have a CCC representative contact you by filling out the form below:

First Name\*

Last Name\*

Area of Interest\*

Phone

Email\*

Let's get started

\* indicates a required field



## Turn your passion into a career!

*Whether you love working on cars, tending your garden or designing new websites, follow your interests into a rewarding future at CCC.*

Connect with  
Clackamas



By learning a skilled trade in CCC's Career Technical Education program, you'll be earning a great wage in a job with a bright future. CCC has more than [80 programs](#) you can choose from to get the training you need to be job-ready in two years or less. According to the National Center for Education Statistics, the skilled trades are the hardest jobs to fill in the United States and make up more than half of the top 20 fastest-growing occupations in the nation.

### Start Your Career Today

[Programs](#)[Getting Started](#)[How much does it cost?](#)

#### Programs

Clackamas Community College offers more than [80 programs](#) leading to employment in the following fields:

- [Manufacturing and Technology](#)
- [Professional and Public Services](#)
- [Agriculture and Natural Resources](#)
- [Health Sciences](#)

#### What students say about CCC



"I've learned a new profession that will provide more than I ever could have made otherwise."

# Fall Recruitment & Awareness Campaign

## The BIG Stuff

Transit 30%  
Billboards 30%  
Shuttle wraps  
Digital/Remarketing 19%  
Pandora radio 3%

## SOP+

Chambers of Commerce 8%  
Print 6%  
Latino outreach 4%