Marketing Update FALL 2014

Brand development survey results

WORD ASSOCIATION

VALUE/AFFORDABLE

65%

WELCOMING, FRIENDLY AND COMFORTABLE

51%

SUPPORTIVE

31%

EDUCATION

47%

JOB TRAINING

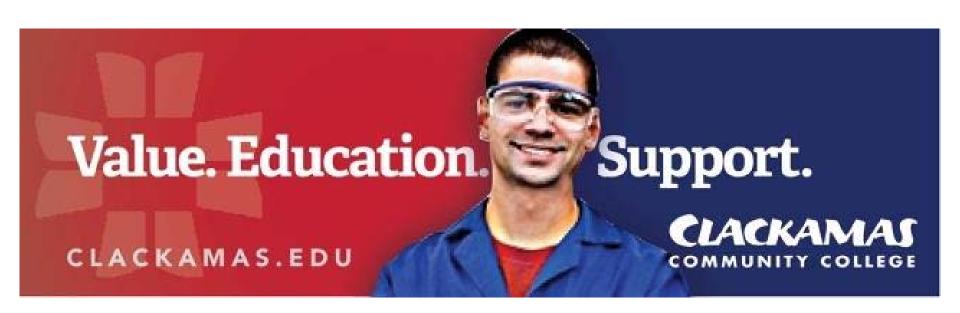
25%

Turtledove Clemens, Inc.



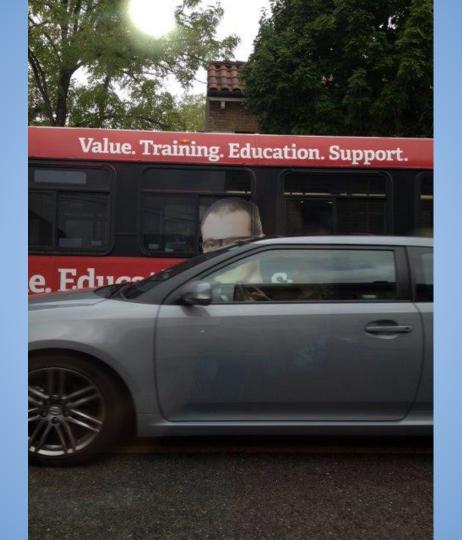








Seen on NW 23rd!







SWAG initiatives

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



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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.

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.

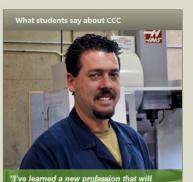












provide more than I ever could have mad

田田田 豆 107% (-)

Slide 12 of 0 .. 12 | "wave" |

Fall Recruitment & Awareness Campaign

The BIG Stuff

SOP+

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

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