

Regional Marketing Governing Group Meeting Notes

Background

Interest had been coming up across the region for a number of years before regional marketing was finally written into the region's SB 1070 work plan with funds dedicated to it. The region has benefitted from passionate regional marketing Leads (Andrea Vizenor, Sharon Turner, Eva Denise Jennings and Janine Kaiser) working closely with Tim Leong, as well as a other PIOs, to spearhead this work. CTE Enhancement Fund, DSN grant funding and most recently Strong Workforce Program funds made it possible via an RFA process to secure professional marketing support from MeringCarson, which in turn led to the [Learn By Doing Campaign](#), ultimately picked up by the Chancellor's Office Statewide Marketing & Rebranding effort. Given the opportunity for ongoing investments in this area, BACCC teamed up with the marketing Leads to put in place a more formal regional marketing governance structure. The outcomes of meetings held for this purpose are outlined above. Regional Marketing updates and links to related collateral can be found [here](#).

Regional Marketing Governance Group Meeting Friday, January 25, 2019, 10:00 AM- 1:00 PM

[Participants](#)

[Agenda and Meeting Notes](#)

[Presentation](#)

Recommendation

Regional Marketing Governance Group Biweekly Call Monday, Dec. 10, 2018, 12:00-1:00PM

[Agenda and Notes](#)

[Participants](#)

We held a very small call yesterday, with one RMGG member participating along with the MeringCarson team. We confirmed that the group will move forward with four main recommendations:

1. Continued investment in the branding/awareness-building media campaign
2. Upgrade to the www.bayareacareereducation.org website (and colleges' landing pages) to better engage and direct prospective students
3. Targeted marketing of CE programs in 1-3 priority sectors with evidence of labor market demand
4. Capacity-building and coordination to collect and analyze data on marketing impact

The RMGG will hold one final, in-person meeting in January in order to complete its task of

determining recommendations, staffing plan, and budget for submission to BACCC by no later than January 31. Please indicate your January availability [here!](#)

The agenda for this meeting will include a presentation by MeringCarson of a proposed 2019 media framework, and your feedback and decision on draft recommendations, staffing plan and budget.

This meeting in January will conclude the work of the RMGG. If the regional marketing recommendations are selected for SWP funding, there will be opportunities for each of you to continue involvement in guiding the regional work and participating at the college/district level in marketing activities.

Regional Marketing Governance Group

Biweekly Call

Monday, Nov. 26 2018, 12:00-1:00PM

[Agenda and Notes](#)

[Online Survey Results](#) *If you have not yet completed the survey, please submit your answers [here!](#)*

[Participants](#)

Outcomes:

- 4 RMGG members participated in the meeting.
- 6 RMGG members had responded to the survey. Survey results showed no clear consensus or priorities. Clearest areas of interest included upgrades to www.bayareacareereducation.org, training and support for improved use of marketing impact data, and facilitating regional convenings to review and learn from this data.
- The group decided to focus an upcoming discussion on detailing four recommendations:
 - Continued investment in branding/awareness-building media campaign
 - Upgrade to the www.bayareacareereducation.org website to better engage and direct prospective students
 - Targeted marketing of CTE programs in 1-3 priority sectors (considering labor market demand and current sector-specific RJVs)
 - Capacity-building and coordination to collect and analyze data marketing impact
- The group agreed on a more relaxed timeline to develop recommendations by the end of January.

Next Steps:

- Jennie will request updates from the 3 regional RJVs that proposed sector-specific marketing campaigns.
- The December 10 call agenda will focus on recommendations related to the website upgrade and targeted marketing in 1-3 priority sectors, with MeringCarson participating.
- In January, the RMGG will participate in either a face-to-face meeting or two calls to see MeringCarson's presentation of a full media framework and to finalize recommendations and a budget.
- The RMGG will complete the recommendations by January 31.

Regional Marketing Governance Group - Rescheduled from Nov. 5

Biweekly Call

Monday, Nov. 16, 2018, 10:00-11:00AM

[Agenda](#)

Regional Marketing Governance Group - Rescheduled to Fri. Nov. 16

Biweekly Call

Monday, Nov. 5, 2018 (takes the place of Mon. Nov. 12)

1:00-2:30PM

Regional Marketing Governance Group

Biweekly Call

Monday, Oct 29, 2018

1:00-2:00PM

[Agenda](#)

[Participants](#)

[Meeting Recording](#)

Outcomes:

- 6 RMGG members were in attendance.
- In a short discussion of the RMGG's role in relation to Regional Joint Ventures (RJVs), the group decided to recommend a staff member serve as a point of contact for support requests around marketing and alignment with regional/statewide marketing efforts.
- The group expressed interest in continuing to learn from other regional consortia about their investments in marketing and the impact of these investments.
- The group affirmed a multi-tiered approach to the next round of regional marketing: (1) continuing the current awareness-building/media branding campaign and (2) adding pilot projects designed to test and learn about ways of bridging from awareness to enrollment. Interest in these pilot projects included:
 - Geofencing, with a commitment to learning about how colleges can do this on their own in a localized way;
 - College-level tracking of traffic from bayareacareereducation.org;
 - Directing viewers of regional ads to a unique local college URL, or to a unique URL describing a sampling of colleges' programs in a specific sector;
 - Staff support for colleges to adopt effective marketing practices to their local area.

Next Steps:

- The next call has been rescheduled for Monday, November 5, 1-2:30pm and will delve deeper into strategies to complement the media branding campaign.
- Jennie will reach out individually to RMGG members not on today's call – and to others with interest – to hear ideas related to these emerging recommendations.
- MeringCarson will present their proposed next-round media campaign on the November 26 call.

- Draft recommendations will circulate for feedback following the 11/26 call.

Regional Marketing Governance Group**Biweekly Call****Monday, Oct 15, 2018****1:00-2:00PM**[Agenda and Notes](#)[Participants](#)[Call Recording](#)**Outcomes:**

- The group agreed that the regional marketing campaign will need to continue tracking impressions (as has been done to-date) and consider variations in enrollments over time, but that tracking actual enrollments is very difficult.
- Possible additional ways of measuring impact of the campaign were discussed:
 - With some professional development, individual colleges could use Google analytics to track their referrals from the bayareacareereducation landing page.
 - A survey could be used to measure awareness, either among random respondents or using school databases to target.

Next Steps:

- The group agreed that the target audience for the regional marketing campaign should include adults over age 24.
- MeringCarson will share more detailed data on length of time spent on the website landing page.
- To inform the strategy discussion on the October 29 call, Jennie will work with MeringCarson on some conceptual proposals for the group's consideration.
- The biweekly call currently scheduled for November 12 (Veterans Day) will be rescheduled. Please enter your scheduling preferences in this [Doodle poll](#).

Update: The statewide meeting of Career Education marketing leads will be held November 7 from 10am to 2pm at the Chancellor's Office, 1102 Q Street, Sacramento, 6th Floor. The agenda can be found [here](#). Please let me know if any of you are available to represent the Bay Area at this meeting and report back to the group.

Regional Marketing Governance Group**Biweekly Call****Monday, Oct 1, 2018****1:00-2:00PM****Meeting Materials:**

- [Agenda](#)
- [Participants](#)
- [Call Recording](#)

Outcomes:

- 9 of the 10-member Regional Marketing Governance Group were in attendance!!
- The group discussed several strategies to build upon the 2016-2018 campaign and take it to the next level:
 - Improve upon the existing toolkit to make materials even more customizable for use by colleges
 - Expand upon the existing toolkit to include additional materials most useful to colleges, such as social media tools
 - Expand sector-specific materials (and define a process to select sectors)
 - Create tip sheets or other information to inform colleges' increased use of the toolkit

Next Steps:

- The group will continue to hold Monday afternoon calls every 2 weeks. As such, **the next call will be Monday, October 15, 2018, 1:00-2:00PM**.
- All RMGG members will review the [Regional Toolkit of Campaign Assets](#) (PW: CCDI2017), [Statewide Toolkit](#), and www.bayareacareereducation.org prior to the next call. *(Please note that the website likely includes some outdated information. Esther Pena will be reaching out this month to all colleges to update information included on the Bay Area CTE website and on the state college locator website.)*
- The next call will focus on defining the target audience and ways to measure impact of regional marketing and expanded use of the toolkit.
- MeringCarson will be invited to join the next call to discuss (1) impact of the campaign to-date; (2) considerations when defining target audience; and (3) possible approaches to measuring impact of awareness and enrollment campaigns.
- Claudette or Andrea/Cherie will share an update from the 10/9 Regional Consortia Marketing Leads call

Regional Marketing Governance Group**Biweekly Call****Monday, September 17, 2018****1:00-2:00PM****Meeting Materials:**

- [Agenda](#)
- [Participants](#)
- [Call Recording](#)

Outcomes

- 6 of the 10-member Regional Marketing Governance Group were in attendance
- The group agreed on the importance of staying connected to the marketing work of Regional Joint Ventures (RJVs), to hear their needs and connect them to regional resources whenever possible.

- In a discussion of the possible use of SWP funds to increase Spring enrollments, concerns were raised about the difficulty of demonstrating return on investment in media campaigns. The idea was raised of conducting an inventory of colleges' marketing campaigns across the region to better understand how to leverage, not duplicate, efforts to increase enrollments.
- The group did not decide to move forward with a proposal from MeringCarson to extend the awareness campaign through April. The group returned to the need to develop a clear set of strategies, tactics and metrics to guide the regional marketing work moving forward.

Next Steps

- The group will continue to hold Monday afternoon calls every 2 weeks. As such, **the next call will be Monday, October 1, 2018, 1:00-2:00PM.**
- Jennie will continue to check in with RJVs in order to provide updates on their marketing activities and any needs.
- The biweekly calls in October and November will be used to develop strategies and tactics aligned with the goal of increasing enrollments, and these will guide any future investments (Round 3 or 4).
- The upcoming bi-weekly calls will also consider need/opportunity to conduct research to better inform strategic planning.
- The RMGG will hold off on recommending further investment in media buys for the regional awareness-building campaign but will consider this as a piece of the larger strategy discussion.

Postponed: Regional Marketing Governance Group

Biweekly Call

Monday, August 20, 2018

1:00-2:00PM

Meeting Materials

- [Agenda](#)
- Attendance: Diana, Jeff, Chrisanne, Kit, Kelly, Jennie
- The group determined that attendance was low due to the start of the semester, so the agenda should wait until a call on 9/17
- Outcomes:

Plan for 9/17 call

- Review proposal for Spring campaign using Round 3 funds
- Move ahead with agenda planned for 8/20

Regional Marketing Governance Group

Biweekly Call

Monday, August 6, 2018

1:00-2:00PM

[Agenda and Notes](#)

[Participants](#)

Outcomes

- 6 of the 10 member Regional Marketing Governance Group were in attendance
- The group settled on the SWP metric: increasing the “number of course enrollments” as the focus of the regional marketing campaign, with an understanding that this focus on enrollments is likely to impact other SWP metrics secondarily.
- The group identified two categories for in-depth discussion on future bi-weekly calls: (1) step-by-step development of a marketing plan, including Strategy, Tactics, Audience, and Messaging, and (2) landscape changers, such as the Vision for Success, and their implications for marketing.

Next Steps

- The group agreed to stay with the schedule of one-hour Monday afternoon calls every 2 weeks. As such, **the next call will be Monday, August 20, 2018, 1:00-2:00PM**. The topic of this call will be Strategy.
- A notice of the dates for the September PIO / Marketing staff quarterly meetings will follow shortly.
- Kit handed off the convening of this group to Jennie Mollica, a BACCC consultant who will manage the project.

Regional Marketing Governance Group

Tuesday, July 17, 2018

10AM-1PM

Chabot-Las Positas CCD

7600 Dublin Blvd, Dublin, CA 94568

2nd Floor - Room 270

[Agenda](#)

[Participants](#)

[Meeting Powerpoint](#)

Outcomes

- 6 of the 10 member Regional Marketing Governance Group were in attendance
- We clarified that the initial purview of this group is to craft a 3rd Round Strong Workforce Program regional marketing investment recommendation for anticipated vote by the region in late fall
- The group opted to hold off on a one-time survey of students attempting to determine if the marketing campaign is having an impact. Ultimately it was decided we would be better served by building a longer-term more integrated plan for measuring outcomes into the 3rd Round SWP regional marketing recommendation (e.g., exploration of adding a question to the CTE Employment Outcomes Survey, or tying this to Perkins survey's on campuses that some colleges complete at the beginning of every semester)
- Prior to moving into an initial visioning discussion, the group quickly identified "landscape changers" that have come up since the onset of the regional marketing campaign that may have important implications for the 3rd round recommendation: AB 705, Non-Credit, the new funding formula, the 115th on-line college, the Vision for Success, College Promise and Guided Pathways
- A quick pass at a vision for the regional marketing campaign yielded both high level

goals and possible tactical activities to achieving those goals. Notes can be found [here](#). We will build on them on an upcoming call

Next Steps

- Given we need to have a finalized 3rd round recommendation by late fall, the group agreed biweekly calls coupled with the previously agreed upon quarterly PIO / Marketing staff meetings are necessary
- The group landed on a standing Monday afternoon call every 2 weeks. As such, **please save-the-date and RSVP by populating this link: [Monday, August 6, 2018](#)**, 1:00-2:00PM, a recurring calendar invite will follow
- Lastly, we discussed the best dates for the agreed upon September PIO / Marketing staff quarterly meetings. These meetings will be held sub-regionally and an email will follow shortly polling for availability and host locations

PIO / Marketing Directors / CTE Deans Call

Tuesday, June 5, 2018

10-11AM

[Call Agenda](#) (with notes)

Outcomes

- 13 colleges and 1 district were represented on the call
- The group quickly landed on "option b" for a governing group composition as follows: PIOs / Marketing staff and CTE Deans will serve as the primary governing body with ad hoc representation of CTE Faculty, Counselors, Outreach Coordinators and Students as agenda topics warrant specific representation
- We were delighted to share the names of those PIOs / Marketing staff who generously offered their limited time to the governing body:
 - Tim Leong, Contra Costa County CCD
 - Claudette Shatto, Napa Valley
 - Cherie Colin, Skyline
 - Chrisanne Knox, Diablo Valley
 - Guisselle Nunez, Chabot/Las Positas CCD
 - Jan Bernstein Chargin, Gavilan
- BACCC reached out to CTE Deans to enlist their representation and are grateful to report that the following individuals were enthusiastic about joining. Our heartfelt thanks to this group of very busy individuals for signing on:
 - Jeff Pallin, Mission College
 - Moni Dickerson, Evergreen
 - Heidi Diamond, College of San Mateo

- Nikki Moultrie, Los Medanos

Next Steps

- We will propose two dates in late June / early July for a kick-off meeting of the new governing group, going with the date most can make. The purpose of the meeting will be to begin crafting a Strong Workforce Program Round 3 regional marketing investment recommendation that the region will vote on in fall
- We will likewise begin aligning calendars for subregional quarterly PIO / Marketing staff meetings targeting early / mid September. We will work with PIOs / Marketing staff to shape those agendas ensuring we don't duplicate any CCPRO activities

Outcomes + Next Steps: Series of Subregional PIO / CTE Deans Meetings

PIO / CTE Deans Meetings

North Bay (4/26/18), Central (5/1/18 & 5/3/18), Monterey Bay (cancelled)
10AM-1PM

Meeting Materials:

- [Agenda](#)
- [Participants](#)
- [Meeting PowerPoint](#)
- **Handouts**
 - [BACCC Overview](#)
 - [MeringCarson Handout - Summer 2018 Media Plan Summary](#)

Outcomes + Next Steps

- 3 of 4 meetings were held with PIO / Marketing staff and CTE Deans. 16 of the 28 BACCC colleges were represented (the South/Monterey Bay meeting was cancelled for not enough participants to warrant meeting)
- Excellent discussion / debate was had around the formation of a Regional Marketing governing group with a variety of options as follows:
 - a. Formal governing group, roughly 10 people, comprised of PIOs / Marketing staff, CTE Deans, CTE Faculty, Counselors, Outreach Coordinators and Students (a few students would be recruited for each meeting)
 - b. Formal governing group of PIOs / Marketing staff and CTE Deans as the PRIMARY GOVERNING BODY with ad hoc representation of CTE Faculty,

Counselors, Outreach Coordinators and Students as agenda topics warrant specific representation

- c. Forgo a formal governing body instead using the Regional Joint Venture practice. This would mean a Regional Marketing RJV would be entered into the RJV Index for round 3 SWP, interested college PIOs and CTE Deans (and others) would "sign on" and those stakeholders would constitute the working group that would bring requests for investment forward to the region (i.e., round 3 budget request, statement of need, activities/outcomes/metrics, summary of college engagement, leadership/staffing plan, etc)
 - d. Possible hybrid approach
- Irrespective of where we land, there was strong agreement the above structure would be underpinned by quarterly subregional meetings of PIOs / Marketing staff that could inform regional marketing campaign decisions but with the bulk of time dedicated to topics of strong mutual interest (see agenda above for list of 15 starter topics)
 - 5 PIOs shared an interest/willingness to represent the broader PIO voice on whatever governing body we land on (a most sincere thank you for this level of commitment and enthusiasm!): Tim Leong, Claudette Shatto, Cherie Colin, Chrisanne Knox and Guisselle Nunez (a south/Monterey Bay voice would be welcome)

Next Steps

- BACCC would like to convene a call to discuss and finalize the "governing" options above, for purposes of landing on the one we would like to trial, revisit and refine as necessary. To this end, **please save the date as follows (calendar invite to follow this email): Tuesday, June 5, 2018, 10AM-11AM**
- There was strong interest in BACCC creating a google group such that PIOs can communicate more easily with each other. BACCC will keep this group current. You are receiving this email via the new google group, and can email your own message at any time simply by emailing pios@baccc.net
- While there was initial interest in also forming a Facebook community page, the general preference seemed to be to start with the google group and add the Facebook page down the line as desired (Niall please let us know if this disappoints you!)
- Lastly there was strong interest in repeating these subregional meetings quarterly in collaboration with any CCPRO activities being led by Tim Leong and others. BACCC/the marketing Leads will be in touch regarding next meeting dates accordingly

