

	A	B	C	D	E
1	<b>CLPCCD District Marketing Office - Annual Marketing Plan and Budget - 2021-2022</b>				
2	<b>Goal: general enrollment growth and brand awareness</b>				
3					
4	<b>INCLUDED IN MARKETING PLAN</b>	<b>NOT INCLUDED IN MARKETING PLAN (Micro-campaigns)</b>			
5	Advertising, Direct Mail, Direct Email, Collateral development (see inside respective worksheets for details)	additional (focused) campaigns such as (and on): faculty profiles, ethnicity/veterans, programs, specific classes, CTE, HSI, special events, etc.			
6					
7					
8	<b>District Role and Services (related to College marketing)</b> <i>*highlights</i>	<b>Notes</b>	<b>Costs</b>		
9	Advertising - '21-22 planning, buying, metrics, design and messaging	**maximize buying power for both colleges with planning in advance	included as part of PRMG role		
10	General brand/enrollment marketing strategy support	assist with media buys, implementation, design/content and asset creation, writing stories/press releases, social media content development/placement	\$84,000	approx.	annual (supports 3A marketing strategy efforts)
11	Micro-Campaign Support	support for specific program/department promotional campaigns (paid/no cost); design, writing, editing collateral, social media; email blasts;	\$24,000	approx.	annual (supports marketing efforts outside of 3A strategy efforts)
12	College Collateral	Chabot and LPC collateral updates	\$5,000		
13	District-wide Collateral	Govt. & Community Relations, Annual Report,	\$10,000		
14	Videography	PRMG to produce video for 2020-21 TV ads	\$15,000	approx.	
15	Market research	annual current student survey	\$12,000	approx.	
16	Athletics PR for Chabot & LPC	social media coverage, special stories, and photography	\$20,000	approx.	
17	News clips media tracking service	tracks all District related media (radio, tv and print)	\$20,000	approx.	
18	Direct email/communications to students	Constant Contact subscription	\$4,000	approx.	annual
19					
20	Supplemental, One-time Marketing Support for Colleges	Districtwide ads College/district (key)community event sponsorships, Covid-19 Marketing response outside of 3A	\$30,000.00	approx.	as needed
21			\$224,000.00	approx.	
22					
23					
24	<b>Collaboration between PRMG and Colleges:</b> PRMG will work closely and in conjunction with the Colleges to lead or coordinate the development of the marketing campaign plan/tactics. Messaging will be developed and based on market research data, enrollment trends, design and finalized in collaboration with the Colleges.				
25					
26					

LPC DRAFT Advertising Plan Summer 2021					
Media	Platform	Placement Dates	Budget	Payment Method	Notes
<b>ADVERTISING</b>					
Google	Digital	March 15-June 1	\$2,500	Credit Card	GENERAL RECRUITMENT
Youtube	Digital	March 15-June 1	\$2,500	Credit Card	GENERAL RECRUITMENT
KKIQ	Local Radio	April 15th-May 15th	\$3,000	Invoice	GENERAL RECRUITMENT
Spotify	Internet Radio	April 15th-May 15th	\$1,500	Credit Card	GENERAL RECRUITMENT- (2) Age segments
Snapchat	Digital	April 15th-May 15th	\$500	Credit Card	GENERAL RECRUITMENT- (2) Age segments
Facebook/Instagram 60/40	Digital	March 15-June 1	\$4,500	Credit Card	GENERAL RECRUITMENT
Geo-Fence Current Student Household List	Digital	March 26th-April 13th	\$2,500		RETENTION
Facebook: Custom Audience STAY ENROLLED	Digital	April 15th-May 31	\$1,500	Credit Card	RETENTION
SJSU Newspaper	Print/Digital	March 15-June 1	\$2,000	Invoice	UNIVERSITY
CSUEastBay	Print/Digital	March 15-June 1	\$960	Invoice	UNIVERSITY
San Francisco State Newspaper	Print/Digital	March 15-June 1	\$2,000	Invoice	UNIVERSITY
UC Berkeley Newspaper	Print/Digital	March 15-June 1	\$2,000	Invoice	UNIVERSITY
Geo-Target Universities	Digital	March 30-April 6	\$1,000	Invoice	UNIVERSITY
Pivot Fund COVID AGILITY			\$7,500		AS NEEDED TBD AT PROMOTION START
Advertising Design Fees	Print/Digital	March 15-June 1	\$3,000	Invoice	
<b>TOTAL</b>			<b>\$36,960</b>		
<b>NO COST</b>					
Email	Digital	Scheduled	\$0		College-provided lists, Nudge Campaigns
<b>PUBLIC RELATIONS</b>					
Social Media	Digital	Ongoing	\$0		Prospective students and community
Website	Digital	Ongoing	\$0		Prospective students and community
<b>EVENTS &amp; EXPERIENCES</b>					
Welcome Days/FB Live Sessions	Digital	Scheduled	\$0		Prospective students and community

Chabot <i>DRAFT</i> Advertising Plan Summer 2021					
Media	Platform	Placement Dates	Budget	Payment Method	Notes
<b>ADVERTISING</b>					
Facebook/Instagram 60/40	Digital	March 15-June 1	\$5,000	Credit Card	GENERAL RECRUITMENT
Google	Digital	March 15-June 1	\$2,500	Credit Card	GENERAL RECRUITMENT
Youtube	Digital	March 15-June 1	\$2,500	Credit Card	GENERAL RECRUITMENT
OTT	Digital	March 26th-April 13th	\$5,000		GENERAL RECRUITMENT
Snapchat	Digital	March 15-June 1	\$1,000	Credit Card	GENERAL RECRUITMENT- (2) Age segments
Spotify	Internet Radio	March 15-June 1	\$1,500	Credit Card	GENERAL RECRUITMENT- (2) Age segments
Geo-Fence Current Student Household List	Digital	March 26th-April 13th	\$2,500		RETENTION
Facebook: Custom Audience STAY ENROLLED	Digital	March 26th-April 13th	\$1,500		RETENTION
SJSU Newspaper	Print/Digital	March 15-June 1	\$2,000	Invoice	UNIVERSITY
San Francisco State Newspaper	Print/Digital	March 15-June 1	\$2,000	Invoice	UNIVERSITY
CSUEastBay	Print/Digital	March 15-June 1	\$960	Invoice	UNIVERSITY
UC Berkeley Newspaper	Print/Digital	March 15-June 1	\$2,000	Invoice	UNIVERSITY
Added Univeristy LookBack	Digital	April 17th-June 1	\$1,000	Invoice	UNIVERSITY
Pivot Fund COVID AGILITY			\$7,500		AS NEEDED TBD AT PROMOTION START
Advertising Design Fees	Print/Digital	March 15-June 1	\$3,000	Invoice	
<b>TOTAL</b>			<b>\$39,960.00</b>		
<b>NO COST</b>					
Email	Digital	Scheduled	\$0		College-provided lists, Nudge Campaigns
<b>PUBLIC RELATIONS</b>					
Social Media	Digital	Ongoing	\$0		Prospective students and community
Website	Digital	Ongoing	\$0		Prospective students and community
<b>EVENTS &amp; EXPERIENCES</b>					
Welcome Days/FB Live Sessions	Digital	Scheduled	\$0		

Media	Platform	Placement Dates	Budget	Payment Method	Notes
<b>ADVERTISING</b>					
Livermore Independent	Print/Digital	July 15th-August 15th	\$2,500	Invoice	GENERAL RECRUITMENT
Pleasanton Weekly	Print/Digital	July 15th-August 15th	\$2,500	Invoice	GENERAL RECRUITMENT
India Currents	Digital	July 15th-August 15th	\$450	Credit Card	GENERAL RECRUITMENT
Pandora	Internet Radio	June 1-July 31	\$3,500	Invoice	GENERAL RECRUITMENT
Spotify	Internet Radio	June 1-July 31	\$2,500	Credit Card	GENERAL RECRUITMENT- (2) Age segments
La Raza 93.3- Radio Only	Internet Radio	July 15th-August 15th	\$3,500	Credit Card	GENERAL RECRUITMENT
Snapchat	Digital	May 15th-August15th	\$2,500	Credit Card	GENERAL RECRUITMENT- (2) Age segments
OTT Streaming TV	Digital	May 15th-August15th	\$12,500	Invoice	GENERAL RECRUITMENT
Facebook/Instagram	Digital	May 15th-August15th	\$8,000	Credit Card	GENERAL RECRUITMENT- (2) Age segments
Google/Youtube	Digital	May 15th-August15th	\$7,500	Credit Card	GENERAL RECRUITMENT
Geo Fence Events and Locations of Interest/Reverse	Digital	May 15th-August15th	\$3,500	Invoice	GENERAL RECRUITMENT
Smart Mailer	Digital	May 15th-August15th	\$6,000	Credit Card	GENERAL RECRUITMENT
Comcast Cable Television Channel Specific	Cable Television	July 15th-August 15th	\$6,500	Invoice	GENERAL RECRUITMENT
Stoneridge Mail	Mail	May 15th-August15th	\$7,500	Invoice	GENERAL RECRUITMENT
Wheels Buses	Print	May 15th-August15th	\$10,000	Invoice	GENERAL RECRUITMENT
Geo-Fence Current Student Household List	Digital	July 1- August 1	\$2,500		RETENTION
Facebook: Custom Audience REGISTER FOR FALL	Digital	July 1- August 1	\$1,500		RETENTION
Pivot Fund COVID AGILITY			\$7,500		AS NEEDED TBD AT PROMOTION START
Advertising Design Fees (ads)	Print/Digital		\$5,200	Invoice	
<b>COLLATERAL &amp; DIRECT MAIL</b>					
Class Schedule - Printing, Mailing, Design	Print	April	\$55,000		added buffer of 4k (includes printing/mailing)
Accessibility			\$2,500		
Advertising Design Fees			\$5,000		design costs approx (front/back, with 4 page insert)
<b>TOTAL</b>			<b>\$158,150</b>		
<b>NO COST</b>					
Email	Digital	Scheduled	\$0		College-provided lists, Nudge Campaigns
<b>PUBLIC RELATIONS</b>					
Social Media	Digital	Ongoing	\$0		Prospective students and community
Website	Digital	Ongoing	\$0		Prospective students and community
<b>EVENTS &amp; EXPERIENCES</b>					
Campus tours/ LIVE AT LPC	Digital	Ongoing	\$0		Prospective students and community
Open House/FAST PASS Events	Digital	Ongoing	\$0		Prospective students and community
FB LIVE Sessions	Digital	Scheduled	\$0		Prospective students and community

Chabot Advertising Plan Fall 2021					
Media	Platform	Placement Dates	Budget	Payment Method	Notes
<b>ADVERTISING</b>					
Daily Review	Print	July 15th-August 15th	\$ 2,500	Invoice	GENERAL RECRUITMENT
San Leandro Times/Castro Valley Forum	Print	July 15th-August 15th	\$ 2,500	Invoice	GENERAL RECRUITMENT
India Currents	Digital	July 15th-August 15th	\$ 450	Credit Card	GENERAL RECRUITMENT
Pandora	Internet Radio	June 1-July 31	\$ 5,000	Credit Card	GENERAL RECRUITMENT
Google	Digital	June 1-July 31	\$ 5,000	Credit Card	GENERAL RECRUITMENT
Facebook/Instagram	Digital	May 15th-August15th	\$ 8,000	Credit Card	GENERAL RECRUITMENT- (2) Age segments
Smart Mailer	Digital	May 15th-August15th	\$ 4,000	Credit Card	GENERAL RECRUITMENT
Geo Fence Events and Locations of Interest/Reverse	Digital	May 15th-August15th	\$ 6,500	Invoice	GENERAL RECRUITMENT
OTT Streaming TV	Digital	May 15th-August15th	\$ 12,500	Invoice	GENERAL RECRUITMENT
La Raza 93.3- Radio Only	Internet Radio	June 1-July 31	\$ 3,500	Credit Card	GENERAL RECRUITMENT
Spotify	Internet Radio	June 1-July 31	\$ 6,000	Credit Card	GENERAL RECRUITMENT- (2) Age segments
Snapchat	Digital	May 15th-August15th	\$ 2,500	Credit Card	GENERAL RECRUITMENT- (2) Age segments
Comcast Cable television	Cable Television	July 15th-August 15th	\$ 6,500	Invoice	GENERAL RECRUITMENT
Stoneridge Mall	Mall	May 15th-August15th	\$ 7,500	Invoice	GENERAL RECRUITMENT
Southland Mall	Mall	May 15th-August15th	\$ 7,500	Invoice	GENERAL RECRUITMENT
AC Transit	Print	May 15th-August15th	\$ 10,000	Invoice	GENERAL RECRUITMENT
(880 billboard)- Southland Mall		May 15th-August15th	\$ 4,000	Invoice	GENERAL RECRUITMENT
Geo-Fence Current Student Household List	Digital	July 1- August 1	\$2,500		RETENTION
Facebook: Custom Audience REGISTER FOR FALL	Digital	July 1- August 1	\$1,500		RETENTION
Pivot Fund COVID AGILITY			\$7,500		AS NEEDED TBD AT PROMOTION START
Advertising Design Fees	Print/Digital		\$5,200	Invoice	
<b>COLLATERAL &amp; DIRECT MAIL</b>					
Class Schedule - Printing, Mailing, Design	Print	April	\$85,000		added buffer of 4k (includes printing/ mailing)
Accessibility			\$2,500		
Advertising Design Fees			\$5,000		design costs approx (front/back, with 4 page insert)
			<b>\$203,150</b>		
Email	Digital	Scheduled	\$0		College-provided lists, Nudge Campaigns
<b>PUBLIC RELATIONS</b>					
Social Media	Digital	Ongoing	\$0		Prospective students and community
Website	Digital	Ongoing	\$0		Prospective students and community
<b>EVENTS &amp; EXPERIENCES</b>					
Welcome Days/FB Live Sessions	Digital	Scheduled			Prospective students and community

<b>FAFSA-ADMISSIONS-OPEN- PUSH/SHARED CAMPAIGN</b>	Campaign budgets split				
<b>9/15-10/20</b>					
<b>Media</b>	<b>Platform</b>	<b>Placement Dates</b>	<b>Budget</b>	<b>Payment Method</b>	<b>NOTES</b>
<b>ADVERTISING</b>					
Facebook/Instagram	Digital	9/20-10/15	\$ 3,500	Credit Card	FAFSA DEADLINE
Spotify	Digital	9/20-10/15	\$ 3,500	Credit Card	FAFSA DEADLINE
SnapChat	Digital	9/20-10/15	\$ 2,500	Invoice	FAFSA DEADLINE
Geo-Fence- Current Student List	Digital	9/20-10/16	\$ 2,500	invoice	FAFSA DEADLINE
<b>TOTAL</b>			<b>\$ 9,000</b>		
<b>NO COST</b>					
Email- PR	Digital	Scheduled	\$0		College-provided lists, Nudge Campaigns
<b>PUBLIC RELATIONS</b>					
Social Media	Digital	Scheduled	\$0		Prospective students and community
Facebook Live Info Sessions	Digital	Scheduled	\$0		Prospective students and community
Website	Digital	Scheduled	\$0		Prospective students and community
<b>MIRROR SPRING CAMPAIGN-FA MARCH 2 DEADLINE</b>	<b>PUSH FA APPLICATIONS</b>	<b>START MID FEB -MARCH 2</b>			
<b>2/15-3/21</b>					
<b>Media</b>	<b>Platform</b>	<b>Placement Dates</b>	<b>Budget</b>	<b>Payment Method</b>	<b>NOTES</b>
<b>ADVERTISING</b>					
Facebook/Instagram	Digital	9/20-10/15	\$ 1,000	Credit Card	FAFSA DEADLINE
Spotify	Digital	9/20-10/15	\$ 1,000	Credit Card	FAFSA DEADLINE
SnapChat	Digital	9/20-10/15	\$ 1,000	Invoice	FAFSA DEADLINE
<b>TOTAL</b>			<b>\$ 3,000</b>		
<b>NO COST</b>					
Email- PR	Digital	Scheduled	\$0		College-provided lists, Nudge Campaigns
<b>PUBLIC RELATIONS</b>					
Social Media	Digital	Scheduled	\$0		Prospective students and community
Facebook Live Info Sessions	Digital	Scheduled	\$0		Prospective students and community
Website	Digital	Scheduled	\$0		Prospective students and community
			\$ 12,000		

Las Positas <b>DRAFT Advertising Plan Spring 2022</b>					
Media	Platform	Placement Dates	Budget	Payment Method	Notes
<b>ADVERTISING</b>					
Livermore Independent	Print/Digital	Novemeber 15th-Dec 20th	\$2,000	Invoice	GENERAL RECRUITMENT
Pleasanton Weekly	Print/Digital	Novemeber 15th-Dec 20th	\$2,000	Invoice	GENERAL RECRUITMENT
Facebook/instagram	Digital	October 15th- January 15th	\$7,500	Credit Card	GENERAL RECRUITMENT- (2) Age segments
Spotify	Internet Radio	November 15th-January 1st	\$4,500	Credit Card	GENERAL RECRUITMENT- (2) Age segments
Snapchat	Digital	October 15th- January 15th	\$3,500	Invoice	GENERAL RECRUITMENT- (2) Age segments
Geo Fence Events and Locations of Interest/Reverse	Digital	October 15th- January 15th	\$3,500	Invoice	GENERAL RECRUITMENT
India Currents	Digital	Novemeber 15th-Dec 20th	\$450	Credit Card	GENERAL RECRUITMENT
La Raza 93.3	Internet Radio	November 15th-January 1st	\$3,500	Credit Card	GENERAL RECRUITMENT
Vietnamese Radio	Local Radio	November 15th-January 1st	\$2,500	Credit Card	GENERAL RECRUITMENT
Google	Digital	October 15th- January 15th	\$5,000	Credit Card	GENERAL RECRUITMENT
Comcast Cable Television	Cable Television	November 15th-January 1st	\$8,750	Invoice	GENERAL RECRUITMENT
Stoneridge Mall	Mall	October 15th- January 15th	\$6,500	Invoice	GENERAL RECRUITMENT
Livermore Outlets	Mall	October 15th- January 15th	\$3,500	Invoice	GENERAL RECRUITMENT
OTT Streaming TV	Digital	October 15th- January 15th	\$12,500	Invoice	GENERAL RECRUITMENT
Wheels Buses	Print	October 15th- January 15th	\$10,000	Invoice	GENERAL RECRUITMENT
Geo-Fence Current Student Household List	Digital	November 1- December 1	\$1,500	Invoice	RETENTION
Facebook: Custom Audience REGISTER FOR Spring	Digital	November 1- December 1	\$1,500	Credit Card	RETENTION
Youtube-Displaced Workers	Digital	December 10th-January 10th	\$1,000	Credit Card	DISPLACED WORKER
Facebook-Displaced Workers	Digital	December 10th-January 10th	\$1,000	Credit Card	DISPLACED WORKER
OTT-Displaced Workers	Digital	December 10th-January 10th	\$1,000	Invoice	DISPLACED WORKER
Pivot Fund COVID AGILITY			\$7,500		AS NEEDED TBD AT PROMOTION START
Advertising Design Fees	Print/Digital		\$3,600	Invoice	
<b>COLLATERAL</b>					
Class Schedule - Printing, Mailing, Design	Print	April	\$45,000		
Accessibility			\$2,500		
Advertising Design Fees			\$5,000		design only approx (front/back only, no insert, and no work for the inside class schedule pages)
<b>TOTAL</b>			<b>\$145,300</b>		
<b>NO COST</b>					
Email	Digital	Scheduled	\$0		College-provided lists, Nudge Campaigns
<b>PUBLIC RELATIONS</b>					
Social Media	Digital	Ongoing	\$0		Prospective students and community
Website	Digital	Ongoing	\$0		Prospective students and community
<b>EVENTS &amp; EXPERIENCES</b>					
Campus tours/ LIVE AT LPC	Digital	Ongoing	\$0		Prospective students and community

Chabot <i>DRAFT</i> Advertising Plan Spring 2022				
Media	Platform	Placement Dates	Budget	Payment Method
<b>ADVERTISING</b>				
Daily Review	Print/Digital	Novemeber 15th-Dec 20th	\$ 2,500	Invoice
San Leandro Times/Castro Valley Forum	Print	Novemeber 15th-Dec 20th	\$ 2,500	Invoice
Facebook/Instagram	Digital	October 15th-January 15th	\$ 7,500	Credit Card
Geo Fence Events Location of Interest	Digital	October 15th-January 15th	\$ 4,000	Invoice
Snapchat	Digital	October 15th-January 15th	\$ 3,500	Invoice
Spotify	Internet Radio	November 15th-January 1st	\$ 4,500	Credit Card
India Currents	Digital	October 15th-January 15th	\$450	Invoice
La Raza 93.3	Internet Radio	November 15th-January 1st	\$3,500	Credit Card
Vietnamese Radio	Local Radio	November 15th-January 1st	\$2,500	Credit Card
Google	Digital	October 15th-January 15th	\$ 5,000	Credit Card
Comcast Cable television	Cable Television	November 15th-January 1st	\$ 6,500	Invoice
Stoneridge Mall	Mall	October 15th-January 15th	\$ 7,500	Invoice
Southland Mall	Mall	October 15th-January 15th	\$ 9,500	invoice
OTT Streaming TV	Digital	October 15th-January 15th	\$ 12,500	Invoice
AC Transit	Print	October 15th-January 15th	\$ 10,000	Invoice
Geo-Fence Current Student Household List	Digital	November 1- December 1	\$1,500	Invoice
Facebook: Custom Audience REGISTER FOR Spring	Digital	November 1- December 1	\$1,500	Credit Card
Youtube-Displaced Workers	Digital	December 10th-January 10th	\$1,000	Credit Card
Facebook-Displaced Workers	Digital	December 10th-January 10th	\$1,000	Credit Card
OTT-Displaced Workers	Digital	December 10th-January 10th	\$1,000	Invoice
Pivot Fund COVID AGILITY			\$7,500	
Advertising Design Fees	Print/Digital		\$ 3,600	
<b>COLLATERAL</b>				
Class Schedule - Printing, Mailing, Design	Print	October	\$80,000	
Accessibility			2,500.00	
<b>TOTAL</b>			<b>\$ 181,550</b>	
<b>NO COST</b>				
Email	Digital	Scheduled	\$0	



<b>Chabot College</b>	<b>Budget</b>	
Summer 21	\$39,960	
Fall 21	\$203,150.00	
Spring 22	\$181,550	
<b>Total</b>	<b>\$424,660</b>	
<b>Las Positas College</b>	<b>Budget</b>	
Summer 21	\$36,960	
Fall 21	\$158,150.00	
Spring 22	\$145,300	
<b>Total</b>	<b>\$340,410</b>	
<b>Shared Campaigns</b>	<b>Budget</b>	
FAFSA	\$12,000.00	
<b>Total</b>	<b>\$12,000</b>	
<b>TOTAL FOR BOTH COLLEGES:</b>	<b>\$777,070.00</b>	1) starting all campaigns 2-3 months in advance (additional costs reflected for each worksheet). 2) Budget focus is on digital marketing to reflect covid-19 market needs (\$58K less than last year's budget) 3) "PIVOT FUND-COVID Agility" line-item included to utilize those dollars as we approach each semester to best match our advertising plan to covid-current needs
District costs:	\$ 224,000.00	
<b>17-18</b>		
Chabot	\$201,035.00	didn't include: class schedules print or postage and direct mail pieces
LPC	\$387,000.00	included class schedules print or postage and 2 sets of direct mail pieces (postcards)
	\$588,035.00	approx. *PBC approved
<b>18-19</b>		
Chabot	\$336,200.00	includes class schedule print and post
LPC	\$299,700.00	includes class schedules print or postage
	\$635,900.00	approx. *forgot to get PBC approval
<b>19-20</b>		
Chabot	\$ 363,660.00	
LPC	\$ 329,660.00	

**MICRO-CAMPAIGNS** (pending prioritization/timeframe /budget for campaign TBD with respective college program lead)

Name	Contact Person	Term	No Cost	Paid Advertising	Status/Notes
Chabot and LPC Health Center/mental health promotion	VPs/Debbie Trigg, (CC), Patricia Gonsman (LPC)	Summer/Fall/Spring	Social media, email blast,	No Paid advertising	Active
LPC: Degreeworks	Jesus Morales	Fall/Spring	PR Plan: Social media, email blast, flyers	No Paid advertising	Active
Chabot: Degreeworks	Noel Adams	Fall/Spring	PR Plan: Social media, email blast, flyers	No Paid advertising	Active
Food pantry (CC and LPC)	Arnold Paguio (CC) Josue Hernandez (LPC)	Summer/Fall/Spring	Social & Email blast	No Paid advertising	Active
LPC, CC UndocuAlly Task Force	Rafael Valle (LPC), Katie Messina Siva & VP's Office (CC)	Fall	Social & Email blast	No Paid advertising	Active
LPC Smart Series	Michelle Gonzals	Fall/Spring	Social & Email blast	No Paid advertising	Active
Chabot Transfer (will most likely replicate for LPC)	Frances Fon	Summer/Fall/Spring	Social media, email blast, flyers	No Paid advertising	Active
Voter Registration (spring '20) CC and LPC	VP's Office	Summer/Fall	Social & Email blast	No Paid advertising	Active: Closing after Nov. 3 Elections
LPC Fast Pass events (per semester)	Mike Alvarez	Fall/Spring	Social & Email blast	No Paid advertising	Active: Continuous based on support needs
SOAR early decision (date: 4/25) CC	Terri Anderson	Fall/Spring	Social & Email blast	No Paid advertising	Active: Continuous based on support needs
Y2C outreach campaigns	District-wide Outreach Committee	Fall	Social & Email blast	Paid digital advertising	Active: Districtwide Outreach, OSHA, Tri-Valley Career Center & CTE partnership
Campus Hill Winery LPC	David Everett, Annette Reichbart	Fall/Spring	Social & Email blast	TBD, based on Foundation Funding	Active: Finalizing PR plan and sales flyer
5-week modules (summer classes) Chabot (and LPC?)	VP's Office	Spring	Social & Email blast	Paid digital advertising	Active: Included as part of summer promotion
CC/LPC Promise Campaign	Kathy Medina, Ana Maciel (CC) Andi Schreiberman, Catherine Al Faro (LPC)	Fall/Spring	social media, email blast	No Paid advertising	Active: Supporting FA based on outreach needs
LPC Child Development Campaign	Annette Raichbart	TBD	PR Plan: Social media, email blast, flyers	TBD	Inactive: Pending direction from the colleges contingent on Covid-19 status
Chabot: Disability programs	Nathaniel Rice	Based on need	Social media, email blast	TBD	Inactive
Tri Valley Career Center marketing plan	Sara Holtzclaw		PR	TBD	Inactive
Legal services (CC)	TBD by VPs	TBD	TBD	TBD	Inactive
LPC Actors Conservatory Micro-campaign	Titian Lish	Summer/Fall	Social media, email blast, flyers	Dept. Funded	Inactive   1st round completed, reconnecting with Titian Summer 21 to review comprehensive plan for local & Regional marketing for Fall 21 cohort
Chabot PACE Program	Sara Parker	Fall/Spring	PR Plan: Social media, email blast, flyers	TBD	Inactive: Follow up with Sara Parker in Spring 2021
Transportation (LPC) with LAVTA	VP's Office	TBD	Social & Email blast	No Paid advertising	Inactive: Pending direction from LPC after Covid-19
RISE program (CC)	VP ESS Stacey Thompson	TBD	Social & Email blast	No Paid advertising	Inactive: Pending direction from the college
Campus Safety (Promote student/safety services)	VPs/director	TBD	PR Plan	TBD	Inactive: Pending direction from the colleges
Student representation fee (LPC and CC)	VPs/VC ESS	Summer/Fall	Email blast	No Paid advertising	Inactive: Pending direction from the colleges
Self-placement (math and english/students who failed and need to motivation)	VPs	Fall/Spring	Social & Email blast	No Paid advertising	Inactive: Pending direction from the colleges
English and Math - first year promotion... CC and LPC (SCFF goals)	VP's Office	TBD	Social & Email blast	No Paid advertising	Inactive: Pending direction from the colleges
Math Jam/Bridge Program (CC and LPC) summer placement	Mike Alvarez (LPC), Terri Anderson (CC)	Summer	Social & Email blast	No Paid advertising	Inactive: Pending direction from the colleges post Covid-19
CTE/Fire Safety Focus/essential service (hands-on/hybrid classes)	VP MK/ST	Fall/Spring	Social & Email blast	No Paid advertising	Inactive: Pending direction from the VP's
Non-credit promotion (clarify) CC and LPC	VPs Office	TBD	Social & Email blast	No Paid advertising	Inactive: Pending direction from the colleges
Concurrent enrollment (CC and LPC)	VPs/?	TBD	PR Plan	TBD	Inactive: waiting to hear back from colleges
LPC Google IT Certification program	LaVaughn Hart	Fall/Spring	PR Plan: Social media, email blast, flyers	TBD	Inactive: waiting to hear back from LaVaughn

**Closed Campaigns**

Street banners for both colleges: Coordinate between the colleges, vendor and designers.	tbd	Review every 3-4 yrs		College Foundation	Completed
Census (CC and LPC) '20	VP's Office	Summer	Social & Email blast	No Paid advertising	Inactive: Closed