



The Board of Governors of the California Community Colleges

PRESENTED TO THE BOARD OF GOVERNORS

DATE: May 15, 2017

SUBJECT: Career Technical Education Rebrand Initiative		Item Number: 4.2	
		Attachment: No	
CATEGORY:	Workforce & Economic Development Communications & Marketing	TYPE OF BOARD CONSIDERATION:	
Recommended By:	 Van Ton-Quinlivan, Vice Chancellor Paul Feist, Vice Chancellor	Consent/Routine	
		First Reading	
Approved for Consideration:	 Eloy Oakley, Chancellor	Action	
		Information	X

ISSUE: This item is informational and covers the Career Technical Education (CTE) Rebrand initiative being launched as part of the Strong Workforce Program.

BACKGROUND: At its November 2015 meeting, the Board of Governors adopted the 25 recommendations of the Task Force on Workforce, Job Creation and a Strong Economy (also known as Strong Workforce Task Force). These recommendations were developed with broad input gathered from internal and external stakeholders in fourteen Regional College Conversations and six Strong Workforce Town Halls. The Task Force recommendations covered seven areas:

1. Student Success
2. Career Pathways
3. Workforce Data & Outcomes
4. Curriculum
5. Career Technical Education Faculty
6. Regional Coordination
7. Funding

(Background cont.)

RECOMMENDATION: This item is presented for the Board’s information and discussion.

(Background cont.)

To keep updated on the progress on the implementation of the 25 recommendations of the Strong Workforce Task Force, visit

doingwhatmatters.cccco.edu/StrongWorkforce/ProjectPlan.aspx.

ANALYSIS: Strong Workforce Task Force Recommendation #17 within the Regional Coordination category states, “Strengthen communication, coordination, and decision-making between regional CTE efforts and the colleges to meet regional labor market needs.” This recommendation has a sub-bullet 17b calling for the region to “conduct joint marketing...”

In keeping with this recommendation, the California Community Colleges Chancellor’s Office is launching a statewide CTE rebranding campaign to:

- Define and raise awareness among students, their influencers, key stakeholders and others about the variety of career pathways available through career technical education programs at California community colleges that can lead to good-paying jobs.
- Increase awareness and engagement by business and union leaders for community college career technical education programs.

Working with CTE Regional Consortia chairs and their lead communications and marketing representatives, the branding team is developing strategies and tactics leading up to a phased campaign launch starting in summer of 2017.

Research conducted by the Chancellor’s Office Communications and Marketing Division in 2016 concluded that while awareness of the term CTE among students, prospective students and influencers is fairly high, knowledge of CTE offerings and benefits is extremely shallow. In short, lack of knowledge about CTE programs and opportunities is the biggest barrier to enrollment.

This campaign seeks to establish a statewide brand that lifts the profile of CTE and community colleges in general, while producing highly customizable assets in English and Spanish that regions and colleges can use to leverage the umbrella brand. Critical components of the awareness campaign include community and faith-based outreach and outreach to employers and organized labor.