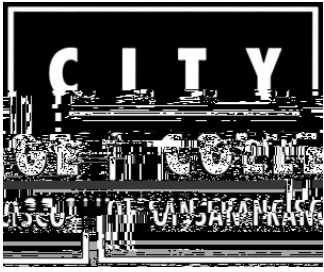


Spring Marketing Efforts

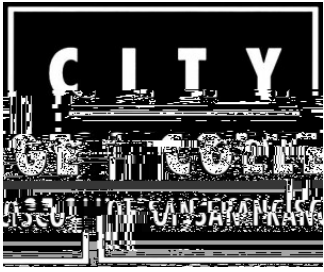
BY: ROSIE ZEPEDA

DIRECTOR OF MEDIA, GOVERNMENTAL RELATIONS & MARKETING

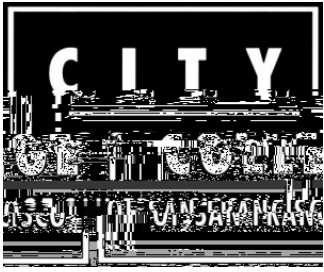


Great News!

- SB 85 Allocation for Marketing - \$400K

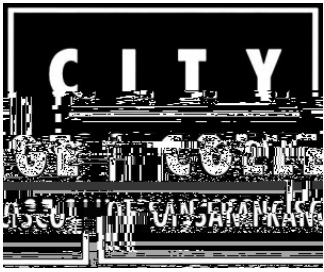


- **In-Person Noncredit Registration** at all the Centers - English, Spanish, Cantonese, Tagalog
- **Alumni Campaign** - showcasing links back to key programs offered at CCSF – Very successful!
- **Rebranding Messages** – Level 2: Another Postcard sent in the email to every household
- **Testimonial Videos** – Choosing from Alumni Campaign, do short videos on their experience
- **Services** – Students seek more than just academics and they come here due to services

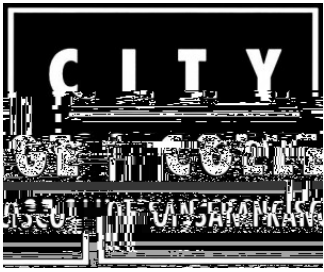


Paid Promotions!

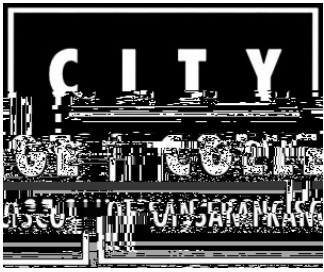
- **Local Radio Promotion in Various Languages**
 - Local public radio showcasing the success of student learning in remote environment
 - Local public radio showcasing key programs at CCSF
 - Cantonese Radio and Univision – One month each
- **Buses - Using new branding for College**
 - King and super king ads
 - Will use up majority of funds from SB 85



Bus Ad #1



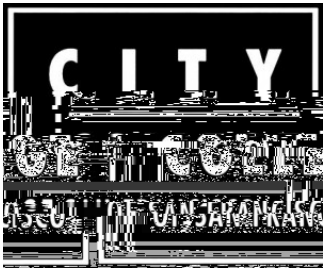
Bus Ad #2



Bus Ad #3







Questions