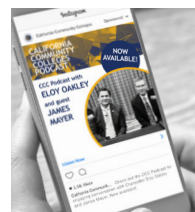


California Community Colleges Chancellor's Office

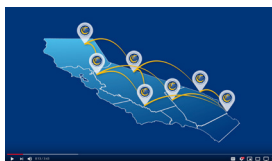
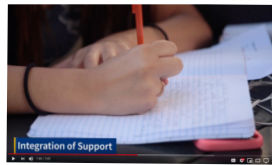
GIVING THE VISION A VOICE

The catalyst to any great change is great communication. It's not enough to have a great idea. It's crucial to have the support and buy-in of every stakeholder—from faculty and leadership to legislators and business leaders. And that means having the right messaging strategy.

Interact is honored to support the California Community Colleges Chancellor's Office in its efforts to publicize a broad range of game-changing initiatives, including the Vision for Success, Guided Pathways, Strong Workforce Initiative, and more. Interact and CCCCCO take a multiplatform approach, combining creative communications strategies and concise, engaging content to focus on stakeholder awareness and support—particularly among legislators.



Interact & CCCCCO at Work...



Communications Support: Planning, scheduling, writing, and designing stakeholder-focused marketing materials to raise the profile of key system efforts.

PR and News Center: Collecting and sharing stories from within the system in an ongoing, project-specific public relations effort.

Podcasts: Facilitating, recording, editing, and promoting audio media, including Chancellor Oakley's popular CCCCCO podcast, which has received more than 7,000 unique downloads on iTunes and other platforms.

Guided Pathways and Outlook Newsletter: Monthly collection of success stories, updates, opinions, and tools for use by internal and external stakeholders.



EXCEEDING EXPECTATIONS AND GETTING RESULTS

"We have been extremely pleased with the services provided by Interact and would recommend the firm to others seeking these services."

– **Paul Feist**, Vice Chancellor for Communications, California Community Colleges Chancellor's Office