

Orange County Community Colleges

A MATCH MADE IN SOUTHERN CALIFORNIA

Orange County's nine community colleges needed a way to bring clarity and consistency to their marketing efforts as they sought to evolve the perception of career education in the region. Interact was honored to answer the call.

Starting with the communications preferences of its real students, and continuing with in-depth research with all relevant stakeholder groups, Interact worked with the Los Angeles Orange County Regional Consortium to produce custom, research-driven branding and messaging to bolster community awareness and interest. The "Future BUILT" brand gave confident voice to the often overlooked career education sector.



Interact & Orange County Career Education at Work...



Research: Combined qualitative and quantitative research to inform a dynamic and lasting branding concept.



Strategy: Created and implemented a custom marketing plan based on real student preferences. Targeted prospects with paid media and social media retargeting via YouTube, Facebook, and Instagram. Researched, placed, and measured more than \$1.5M in paid media across multiple digital and traditional platforms.



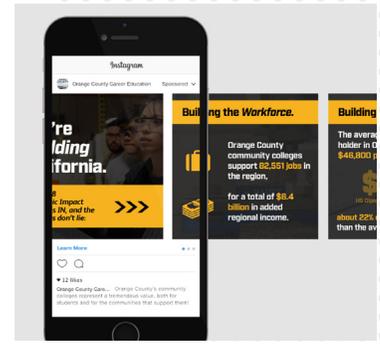
Creative: Delivered a complete, multi-platform launch campaign in support of the "Future BUILT" brand, including web, digital, social, radio, email, over-the-top (OTT), billboards, and cable television.



A BRAND BUILT FOR THE FUTURE

"Interact Communications has played an important role in the success of the Orange County Community Colleges Workforce Initiative. They crafted a highly effective campaign to increase awareness of career education programs, as well as enrollment at our local community colleges. Interact's expertise and experience make them an ideal partner for any community college in need of marketing services."

— **Gustavo Chamorro, Ed.D.,**
Orange County Director for the LAOCR



Regional Impact

After several years of falling community college enrollment across the region, Interact partnered with the Orange County Regional Strong Workforce program to develop and produce a multi-tiered marketing effort that in the span of a few years has increased CTE enrollment across the region.

CTE enrollments have increased two years in a row for the first time in 2017-2018 and 2018-2019. Since the start of marketing in 2017, the region has seen a steady increase in CTE enrollment by 4.34%, while non-CTE enrollment has declined 4.16%. Noncredit CTE enrollments increased throughout OC by 13.05% (adding 7,904 enrollments) in contrast to non-CTE noncredit enrollments which decreased by 2.74% (7,690 enrollments) during the same period.



Online Portfolio: https://clients.interactcom.com/OC_Strong_Workforce_2017-2020
Animated Case Study: <https://youtu.be/PU-AlqH1oYY>