

Rancho Santiago Adult Education Consortium



AN ECHO THROUGH THE CANYON: SPREADING THE WORD ON NONCREDIT

Since its inception, the Rancho Santiago Adult Education Consortium has served tens of thousands of community members with adult education as it operated quietly as a critical coordinator of adult education in Orange County. With Interact's help, it was time to crank up the volume.

Interact & RSAEC at Work...



Research: Explored enrollment trends and prior outreach efforts and held a kickoff retreat with faculty, staff, administrators, and students. During this time, Interact and the Rancho Santiago Adult Education Consortium team analyzed data and identified marketing opportunities.



Strategy: Developed a custom marketing plan, style guide, and messaging recommendations to amplify opportunities offered by the consortium within its communities. Provided media buying services.



Creative: Employed highly successful, sector-focused campaigns across digital, radio, outdoor, and direct-mail platforms. Developed YouTube content and direct-to-stakeholder public relations materials. Provided custom photography.



Message Received

With Interact's support, the Rancho Santiago Adult Education consortium has set a tone for success. Interact assisted the Consortium in developing a dynamic new look, message, and attitude. We're proud to continue working with RSAEC to echo that success going forward.

