

**From:** Angela Fairchilds  
**Sent:** Monday, October 30, 2017 12:06 PM  
**To:** \_CC Everyone at Columbia  
**Subject:** CAMPUS UPDATE  
**Attachments:** Marketing Efforts for 2017-2018 updated 10.24.17.docx

Dear Colleagues. During the past two weeks there were several all-campus emails that provided details about the excellent work and accomplishments happening at Columbia College: the best-ever Academic Senate Newsletter; Adrienne Seeger's recap of the prior year's accomplishments in Student Success, Equity and Access celebrating the work of the Student Success Committee; and most recently, Melissa Raby sent out the Student Services Newsletter. What an amazing compilation! Thank you to those who contributed to these reports and for all of you whose work is reflected therein.

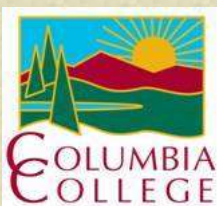
As the lead for Strategic Goal #5: *Expand modes of communication to improve community outreach, information sharing, and marketing efforts*, I am particularly appreciative that such reports are being shared campus-wide. In that spirit, attached you will find a synopsis of the marketing efforts implemented to-date for this academic year (one of the objectives of goal #5). And, hot off the press....we have started the process with CalTrans for Columbia College directional signage on SR 108 and Hwy 49.

At its November 17<sup>th</sup> meeting, the College Council will review our overall progress toward achieving the six goals in the Columbia College Strategic Plan, so stay tuned for more outstanding reports of our accomplishments!

Lastly, in case you are wondering.....I have not yet received the draft report from the Accreditation site visit but anticipate doing so sometime this week, as it is almost a month since Dr. Curry and his team were here.

I hope you are enjoying the beautiful fall colors and the cooling weather trend. More soon.....

Angie



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# Marketing Efforts for 2017-2018 at Columbia College

## 1. Tuolumne County Transit

- 1 year contract (July 2017 – July 2018)
- Ad placed prominently on back of bus



## 2. Calaveras County Transit

- 1 year contract (July 2017 – July 2018)
- Ad placed prominently on back of bus



3. Oakdale **digital** Billboard for Fall 2017 Registration

An electronic ad similar to the one below ran July 1, - August 28, 2017



4. Oakdale Billboard – May 15, 2017 – May 13, 2018



5. Columbia College Banner – downtown Sonora – Promoted Fall 2017 with Message: “Classes Begin August 28”. Similar banner placed downtown in Angels Camp.

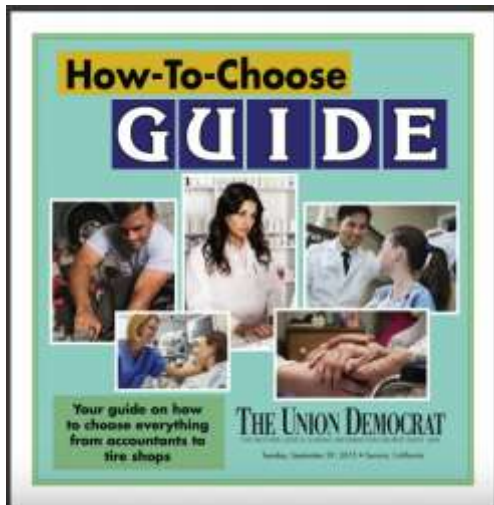
Banners to be placed during fall and spring registration periods each year.



6. May – August 2017. Joint ad between Columbia College and MJC ran at the Riverbank Galaxy Theatres to promote Fall 2017 at both colleges.



7. Union Democrat publication - How-To-Choose Guide (published in September) inserted in every paper.



8. High School Yearbook ads (full page)

- Summerville High 2017/18
- Bret Harte High 2017/18





9. Community Education Brochure (new brochures are mailed to the community in fall and spring semesters)



10. 8 good reasons to choose...Columbia College Promotional Booklet – updated November 2017



**8** Good reasons to choose...  
**Columbia College**

**#1 Good information for choosing**  
Columbia College provides comprehensive information to help you make the best choice for your future. Our website, [www.columbia.edu](http://www.columbia.edu), offers detailed information about our programs, campus life, and financial aid. You can also contact our admissions office at [admissions@columbia.edu](mailto:admissions@columbia.edu) or 800-368-2222 for more information.

**#2 Quality of an affordable price**  
Columbia College offers a high-quality education at an affordable price. Our tuition is significantly lower than many other colleges, and we offer a variety of financial aid options to help make college more accessible. Our cost of attendance is also competitive, and we provide a clear breakdown of expenses to help you understand the total cost of your education.

**#3 We are dedicated to your success**  
At Columbia College, we are committed to your success. Our faculty members are experienced professionals who provide personalized instruction and mentorship. We offer a wide range of support services, including tutoring, career counseling, and mental health resources, to ensure you have everything you need to thrive in college.

**#4 College or community?**  
Columbia College offers a unique blend of college and community. Our small class sizes and close relationships with faculty members create a supportive learning environment. We also have a vibrant campus life with numerous student organizations, clubs, and events. Our location in a beautiful setting provides a peaceful and inspiring atmosphere for your education.

**to offer integrated student support programs**  
Columbia College provides integrated student support programs that address the needs of our students. Our academic advisors help you navigate your coursework and choose your major. Our career center offers guidance on internships, job applications, and resume writing. Our health center provides medical and mental health services, and our financial aid office helps you understand and apply for various funding opportunities.



**#5 Get information on the go**  
Columbia College makes it easy to get information on the go. Our mobile website and app provide access to our resources anytime, anywhere. You can also attend virtual information sessions and campus tours to learn more about our college.

**#6 Applications and registration made easy**  
Columbia College simplifies the application and registration process. Our online application system is user-friendly and allows you to track your progress. We also offer a variety of application fee waivers to help reduce the cost of applying. Our registration process is straightforward, and we provide clear instructions to help you get started.

**#7 Quality of an affordable price**  
Columbia College offers a high-quality education at an affordable price. Our tuition is significantly lower than many other colleges, and we offer a variety of financial aid options to help make college more accessible. Our cost of attendance is also competitive, and we provide a clear breakdown of expenses to help you understand the total cost of your education.

**#8 Choose. Learn. Achieve. Choose your path.**  
Columbia College offers a wide range of programs and majors to help you choose your path. Our flexible scheduling options allow you to complete your degree in a shorter time frame. We also offer a variety of career paths and internships to help you gain practical experience in your field of interest.

**Columbia College**  
1000 North 1st Street, St. Paul, MN 55102  
800-368-2222