College of the Siskiyous
Recruitment & Marketing Update
August 7, 2018
SUMMER COMMUNITY OUTREACH

SOFT TOUCH/COMMUNITY PRESENCE & INFORMATION BOOTHS

Gold Rush Days
Pictured: Beckie Hobbs, Advisor and Tyler Morrison, Upward Bound Advisor
Photo Credit: Jan Harris
SUMMER COMMUNITY OUTREACH

- Gold Rush Days
- Hoy Park - Scott Valley Concerts
- Mt. Shasta Fourth of July
- Community LipSync Battle
- Weed Carnevale
- Etna Rodeo
- Motor the Mountain Car Show
- McCloud Community Resource Fair
- Cool Mountain Nights
SUMMER COMMUNITY OUTREACH

- Tulelake Shindig Street Fair
- Siskiyou Golden Fair
- McCloud Community Resource Fair
- Tulelake/Butte Valley Fair
- Choices (Yreka)

Mt. Shasta Fourth of July
Pictured: Eddy Eagle, Syshana Hocker, Mikayla Hocker, Isabella Villalpando, and David Blink
Photo Credit: Nicolas Haugen
RECRUITMENT

• COLLEGE & CAREER FAIRS
  • COLLEGE OF THE SISKIYOUS SENIOR PREVIEW DAY (SEPT. 12)
  • FEATHER RIVER COLLEGE: COLLEGE, CAREER, & TRANSFER FAIR
  • COLLEGE QUEST – SIMPSON COLLEGE
  • NORTH COAST COLLEGE & CAREER EXPO - EUREKA, CA
  • PNACAC SOUTHERN OREGON FAIR – ASHLAND, OR
  • MONTANA – WESTERN REGION COLLEGE FAIRS

• OREGON & MONTANA HIGH SCHOOLS
  • MAILING CAMPAIGN TO HIGH SCHOOL COUNSELORS
    • OREGON: 8 COUNTIES, 41 HIGH SCHOOLS
    • MONTANA: 5 COUNTIES, 21 HIGH SCHOOLS
Communicating...

vintage social networking

LinkedIn  Pinterest  YouTube

foursquare  Instagram  Imgur

WordPress  Twitter  Facebook

reddit  Skype  Tumblr

http://wronghands1.wordpress.com

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What are we doing?

• Billboard Advertising (Hwy 97)
• Broadcast Television (15-30 second spots)
• Radio Ads
• Movie Theater Advertising
• Newspaper Advertising (Display Ads and Press Releases)
• Special Publications
• Digital Advertising (Social Media & Web)
  • Geo-Targeting
  • Persona Marketing
• Regular Re-Fresh of the COS Website
• E-Newsletter (Monthly… New!!)
• COS Connect
THE TOP 10 MOST POPULAR SOCIAL MEDIA WEBSITES
Guess what? Facebook facts...

• Over 1.3 billion active users around the world
• Smartphone users check their accounts 15 times a day
• The average user has 130 friends
• The average user is connected to 80 community pages, groups, and events
• Still the #1 social media platform, - but Instagram, SnapChat, and YouTube are on the rise and most popular with 14-18 year olds