

OREGON COAST COMMUNITY COLLEGE



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OREGON COAST COMMUNITY COLLEGE



Office of **ENGAGEMENT**

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Office of **ENGAGEMENT**

- **occc foundation***
- **small business development center***
- **occc community education**
- **college website and publications**
- **marketing and public relations**
- **public information office**

*foundation and sbdc periodically report separately to the B.O.E.

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community education

- fall 2023 registration now open
- largest-ever lineup (more than 60 sessions!)
- biggest waldport lineup ever (9 total)
- community ed pays for itself (no class loses money) and funds most or all of 'Catch the Wave'
- as of one week ago, well before term start, already 363 customers and 513 classes sold.



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Office of **ENGAGEMENT** community education



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marketing & public relations

- press releases
- special events & promotions
- campus photography and videography
- brochure, logo, sticker, garment, etc. production for College depts.
- social media promotion (Facebook, TikTok, Instagram, LinkedIn); organic and paid campaigns
- radio advertising and interviews
- Spotify (as of this week) promotion
- mobile and search promotions held approx. 2x/year (geofencing, etc.)

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Office of ENGAGEMENT marketing & public relations

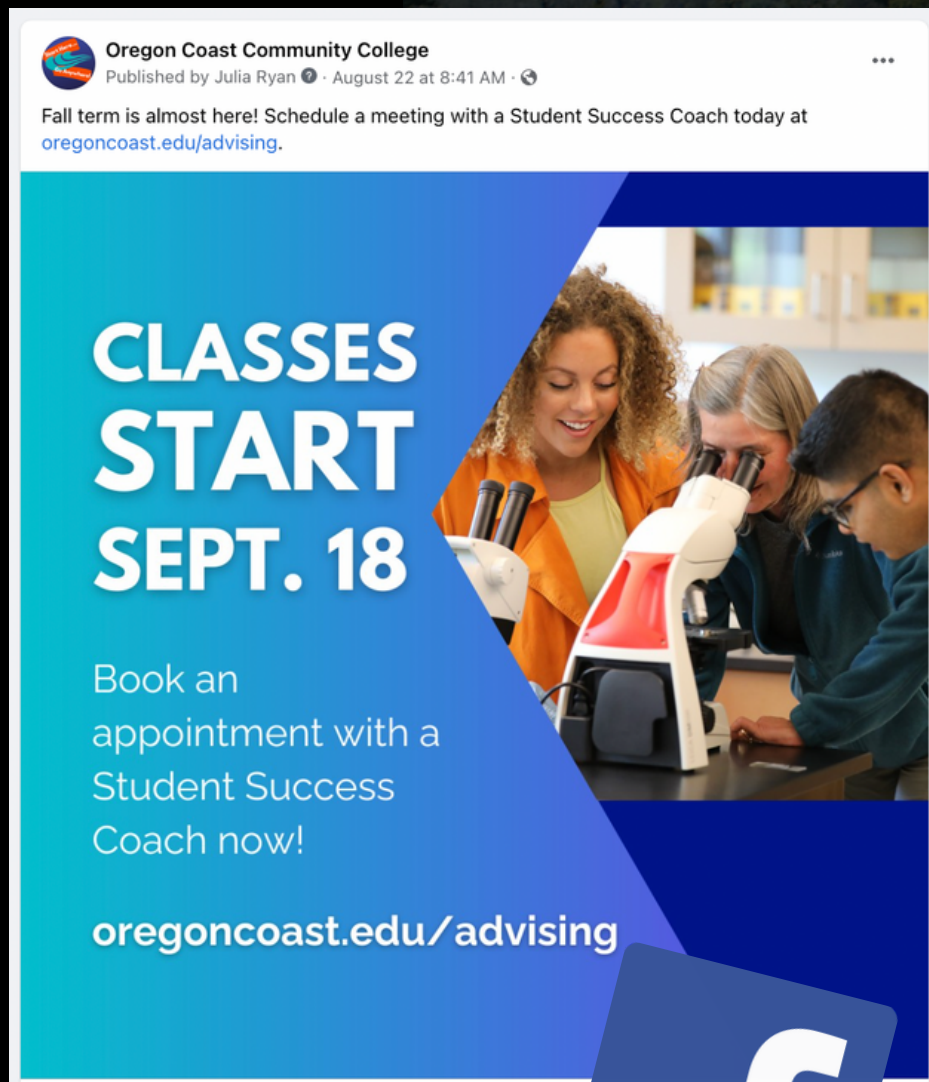
Oregon Coast Community College
Published by Julia Ryan · August 22 at 8:41 AM ·

Fall term is almost here! Schedule a meeting with a Student Success Coach today at oregoncoast.edu/advising.

CLASSES START SEPT. 18

Book an appointment with a Student Success Coach now!

oregoncoast.edu/advising

A Facebook post from Oregon Coast Community College. The header shows the college's name and a timestamp of August 22 at 8:41 AM. The main text says 'Fall term is almost here! Schedule a meeting with a Student Success Coach today at oregoncoast.edu/advising.' Below this is a large blue banner with the text 'CLASSES START SEPT. 18' in white. Underneath the banner, it says 'Book an appointment with a Student Success Coach now!' and provides the URL 'oregoncoast.edu/advising'. On the right side of the banner is a photo of three people (two women and one man) looking at a microscope. At the bottom right of the post is a large blue Facebook 'f' logo.

Oregon Coast Community College
1,232 followers
4d ·

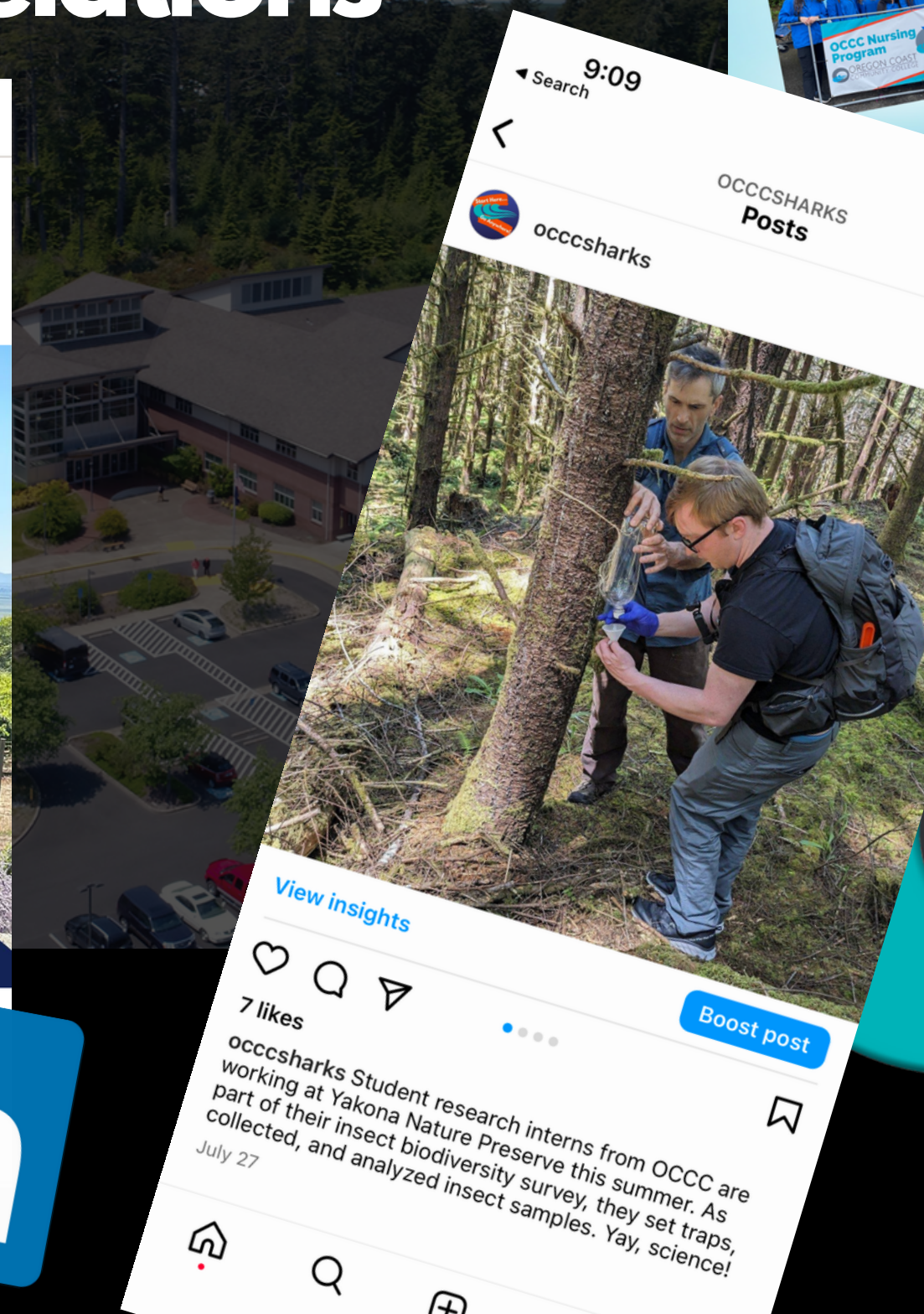
Board On-Boarding
Newly elected Oregon Coast Community ...see more

A LinkedIn post from Oregon Coast Community College. The header shows the college's name, 1,232 followers, and a timestamp of 4d. The main text says 'Board On-Boarding Newly elected Oregon Coast Community ...see more'. Below the text is a photo of three people (two men and one woman) standing outdoors. At the bottom of the post is the Oregon Coast Community College logo, which consists of a stylized wave icon and the text 'OREGON COAST COMMUNITY COLLEGE'. Below the logo are the names 'Kathleen Searles and 9 others' and the text 'See organic performance'. At the bottom right of the post is a large blue LinkedIn 'in' logo.

9:09
Search
occcsharks

View insights
7 likes
Boost post

occcsharks Student research interns from OCCC are working at Yakona Nature Preserve this summer. As part of their insect biodiversity survey, they set traps, collected, and analyzed insect samples. Yay, science!
July 27

An Instagram post from the account 'occcsharks'. The header shows the time 9:09, a search bar, and the username 'occcsharks'. The main image is a photo of two people (a man and a woman) working in a forest, collecting insect samples. Below the image is the text 'View insights', '7 likes', and a 'Boost post' button. The caption reads: 'occcsharks Student research interns from OCCC are working at Yakona Nature Preserve this summer. As part of their insect biodiversity survey, they set traps, collected, and analyzed insect samples. Yay, science! July 27'. At the bottom of the post are the Instagram navigation icons: home, search, post, activity, and profile.

OREGON COAST COMMUNITY COLLEGE

NEVER FINISHED? NEVER STARTED? YOUR COLLEGE IS READY!

ADMISSIONS EVENT: MAY 16

A flyer for an admissions event. It features the Oregon Coast Community College logo at the top. The main text says 'NEVER FINISHED? NEVER STARTED? YOUR COLLEGE IS READY!' and 'ADMISSIONS EVENT: MAY 16'. There is a photo of a man in a blue shirt and a woman in a black shirt.

OREGON COAST COMMUNITY COLLEGE

Early College Classes
for Lincoln County Juniors and Seniors

Apply by Sept. 7th

Meet with a Success Coach before summer break to plan your fall classes.

A flyer for early college classes. It features the Oregon Coast Community College logo at the top. The main text says 'Early College Classes for Lincoln County Juniors and Seniors' and 'Apply by Sept. 7th'. There is a photo of two women holding flowers.

OREGON COAST COMMUNITY COLLEGE

cooking with steve: spring celebration

Now FREE!
oregoncoast.edu/communityed

A flyer for a cooking event. It features the Oregon Coast Community College logo at the top. The main text says 'cooking with steve: spring celebration' and 'Now FREE! oregoncoast.edu/communityed'. There is a photo of a man in a kitchen.

National Nurses Week
May 6-12, 2023

OCCC Nursing Program

A flyer for National Nurses Week. It features the Oregon Coast Community College logo at the top. The main text says 'National Nurses Week May 6-12, 2023' and 'OCCC Nursing Program'. There is a photo of a group of nurses in blue scrubs.

AAPI CULTURAL WORKSHOP & FACULTY TALK

CELEBRATING ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH

MAY 16, 2023 | 6:00-7:00 PM
OREGON COAST COMMUNITY COLLEGE
NEWPORT CAMPUS COMMONS | 1400 SE COLLEGE WAY, NEWPORT

A flyer for an AAPI Cultural Workshop. It features the Oregon Coast Community College logo at the top. The main text says 'AAPI CULTURAL WORKSHOP & FACULTY TALK' and 'CELEBRATING ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH'. There is a photo of chopsticks.

JOIN LOREE LAFON FOR YOGA

FREE CLASSES!

MONDAYS & WEDNESDAY THIS MAY, AT OCCC

FREE SUPPLY MATERIALS PROVIDED

A flyer for a yoga class. It features the Oregon Coast Community College logo at the top. The main text says 'JOIN LOREE LAFON FOR YOGA' and 'FREE CLASSES! MONDAYS & WEDNESDAY THIS MAY, AT OCCC'. There is a photo of a person doing yoga.

Office of **ENGAGEMENT** marketing & public relations



When there's only four ...



Waverly and the gang ...



Get involved with your ...



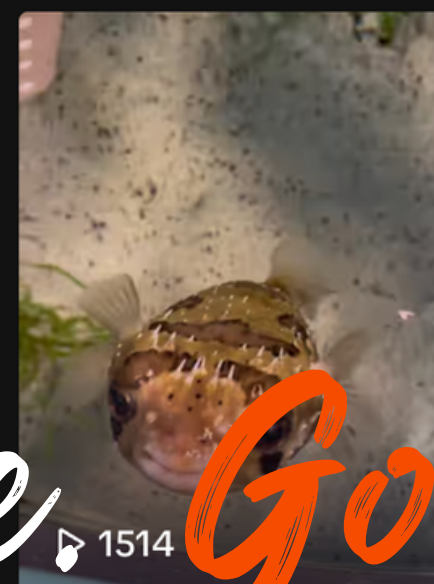
You can do it, Sharks! ...



Find out how you can s...



Experience small class...



All of the animals in Aq...



Stop by Your College S...

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• occc foundation*
• small business development center*
questions?
• college website and publications
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• public information office



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