OREGON COAST COMMUNITY COLLEGE

Start here. Go anywhere.
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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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
questions?

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