



Grossmont | Cuyamaca
COLLEGES

Two Colleges. One Goal.



Ernesto Rivera

Director, College and
Community Relations

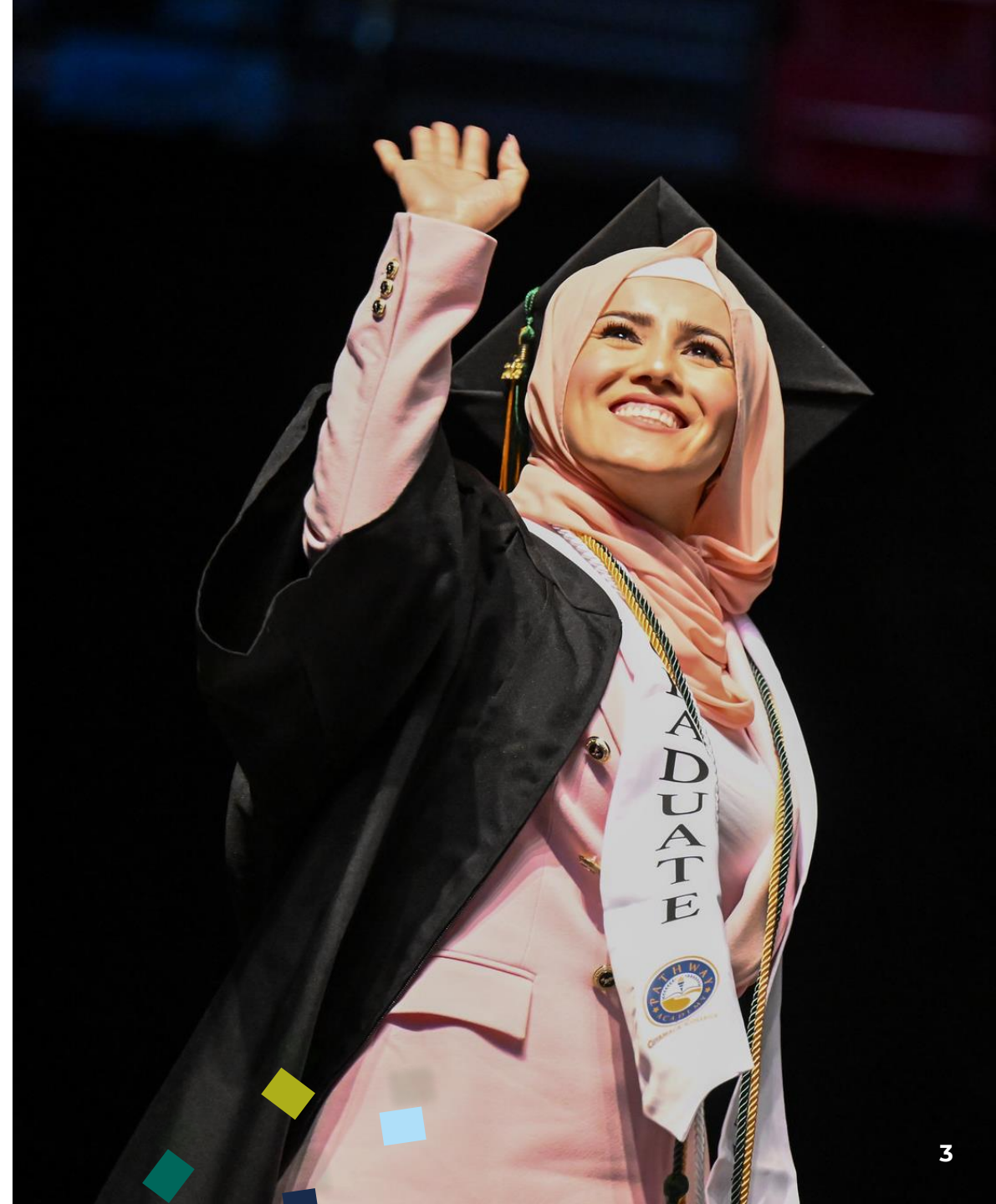
Grossmont College

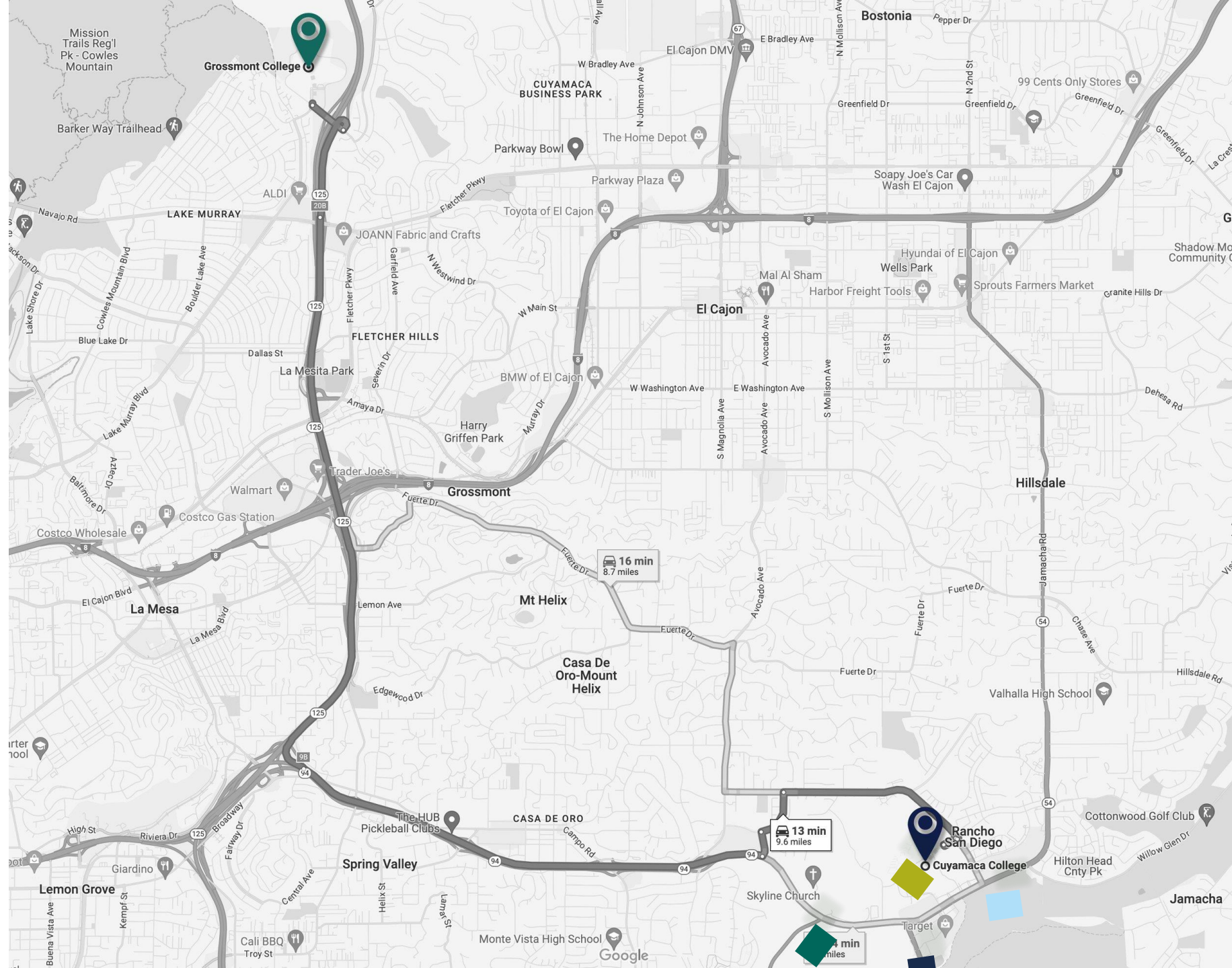
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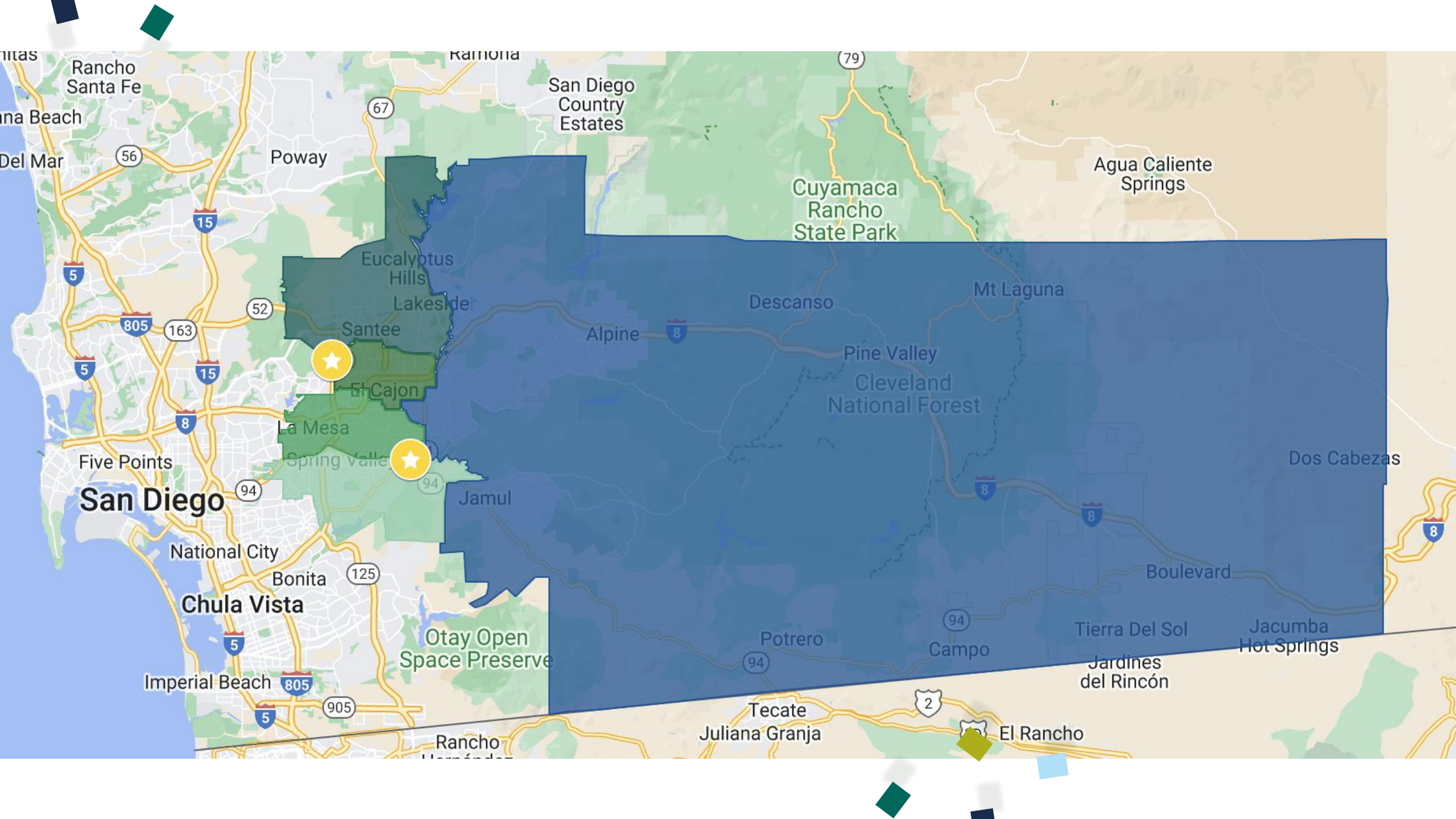


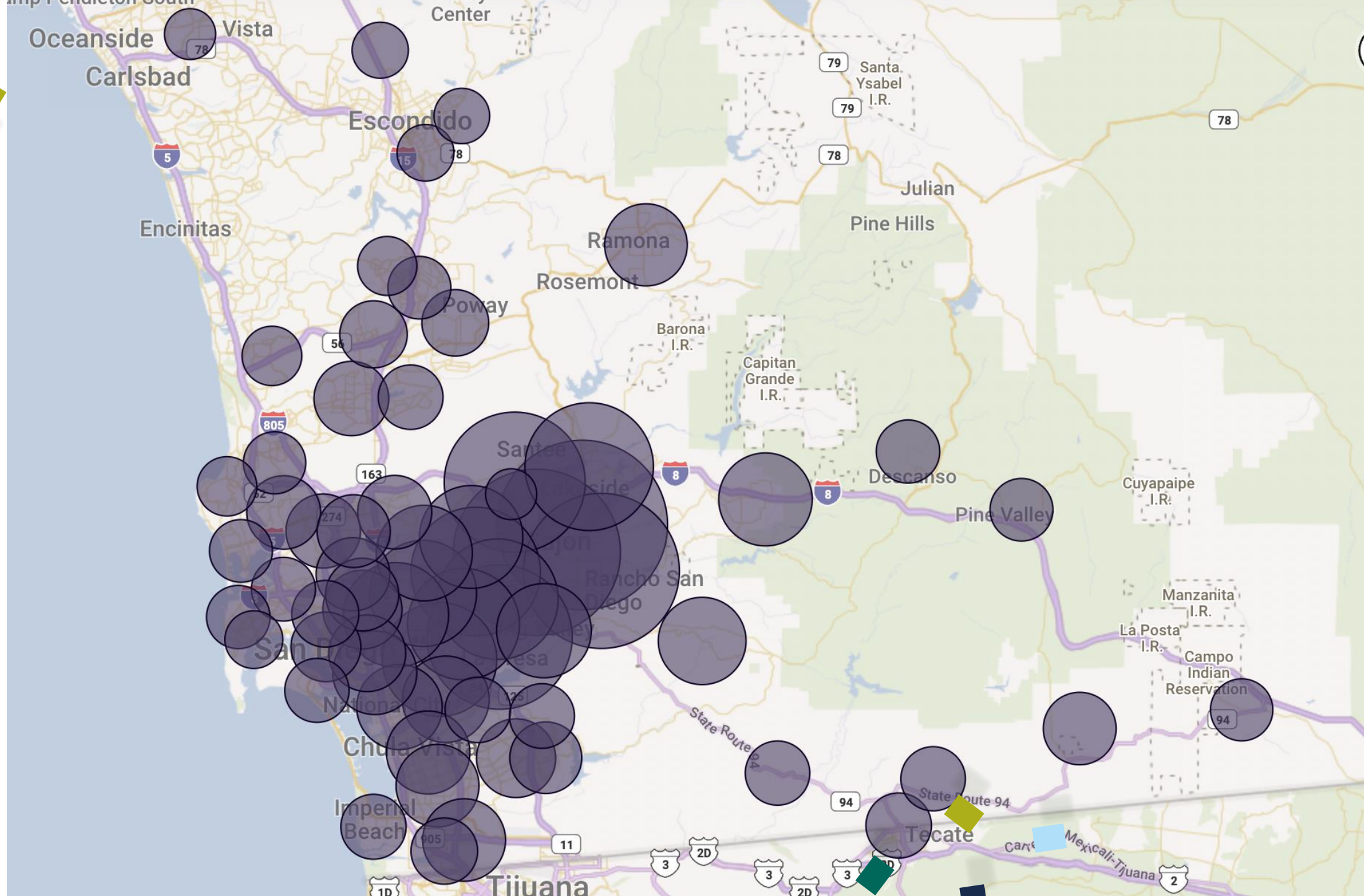
About Our Colleges

- **Grossmont College about 14,000 students**
- **Cuyamaca College 8,700 students**
- **We serve San Diego's East County**
- **About 40% Hispanic/LatinX**
- **15% Middle Eastern**
- **About 15-minute drive away from each other**
- **A high percentage of students take classes at both schools**
- **Individual and districtwide strengths**
- **Each with a PIO**










Previous Efforts

- **Each college ran at least two campaigns (institutional and career education)**
- **District messaging and branding was also fragmented and didn't present the two colleges the best they could.**
- **Created immense redundancies**
- **Stressed our limited resources**
- **Created weird boundaries**
- **Our budget folks had a laborious process**





More Stuff I Want to Tell You

- **Messages around affordability, target audience priorities, transfer and the value of community college are important to both colleges and duplicative in marketing efforts.**
 - **The colleges didn't love the District collateral and advertising**
 - **Our Governing Board wanted us to market the colleges together**
 - **"Why is the Grossmont bus at Cuyamaca?"**
- 



Grossmont | Cuyamaca
COLLEGES


Culture of Collaboration

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Request for Proposal

First line of our scope of work:


Collaboratively develop and implement a comprehensive, sustained multi-year, multi-lingual marketing, advertising, and enrollment campaign across multiple mediums and collateral materials specific to enrollment; brand awareness for the colleges and the District.

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Request for Proposal

- **Both colleges came together to lobby the District for money to pay for the RFP**
 - **We told the District: "don't advertise yourself, advertise your colleges."**
- 

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**Ernesto, remind people that they can
email you if they want a copy of your
request for proposal.
Sincerely, Past Ernesto**

ernesto.rivera@gcccd.edu

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Project Goal

Build a foundation for a coordinated marketing campaign to benefit both colleges by **raising the visibility of the community colleges** within the district's service area, **reducing costs through larger media spending**, and showcasing a **wider variety of opportunities** to potential students.



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Project Goal

Build a foundation for a coordinated marketing campaign to benefit the community by **raising the visibility of the community colleges** in the district's service area, **reducing costs through media spending**, and **showing a wider variety of opportunities** to potential students.

Ernesto's goal: Get more money to market my college (and get one contract)

6

**Reasons Collaborating as
a District for Marketing is
a Win-Win.**

**Removes competition
among colleges.**

1

**Collaborating makes
fiscal sense.**

2

**Gives students the
permission to choose
both.**

3

Enables individual colleges to focus on program and current student marketing.

4

**Improves the district's
messaging.**

5

**Gave us an
opportunity for robust
research**



THE WORK



Grossmont | Cuyamaca
COLLEGES

APPLY HERE



Greater
CHOICES



GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT



Grossmont | Cuyamaca
COLLEGES

BRAND FEEL + COLORS



CORE COLORS



CTA COLORS



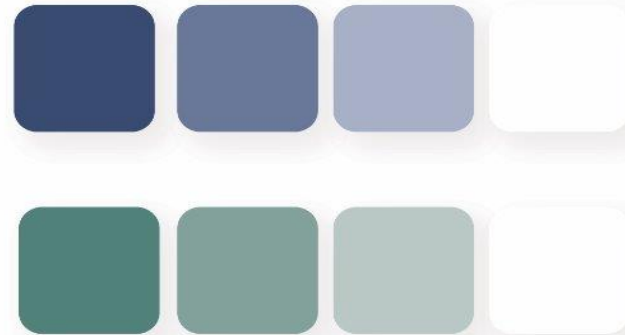
CORE GRADIENT



ACCENT ELEMENTS



CORE TINTS (ACCENT SHADES)





Grossmont | Cuyamaca
COLLEGES

Greater CHOICES

More classes =
more flexibility!

[LEARN MORE](#)



Grossmont | Cuyamaca
COLLEGES

Greater CAREERS

Choose from 20+
career-focused
programs in high-
demand fields.

[LEARN MORE](#)



Grossmont | Cuyamaca
COLLEGES

Greater COMMUNITY

More campuses
= more choices!

[LEARN MORE](#)

GREATER CHOICES





Our **student success** coaches are here for you!

[LEARN MORE](#)

GROSSMONT
COLLEGE



Build personal connections & community.

[LEARN MORE](#)



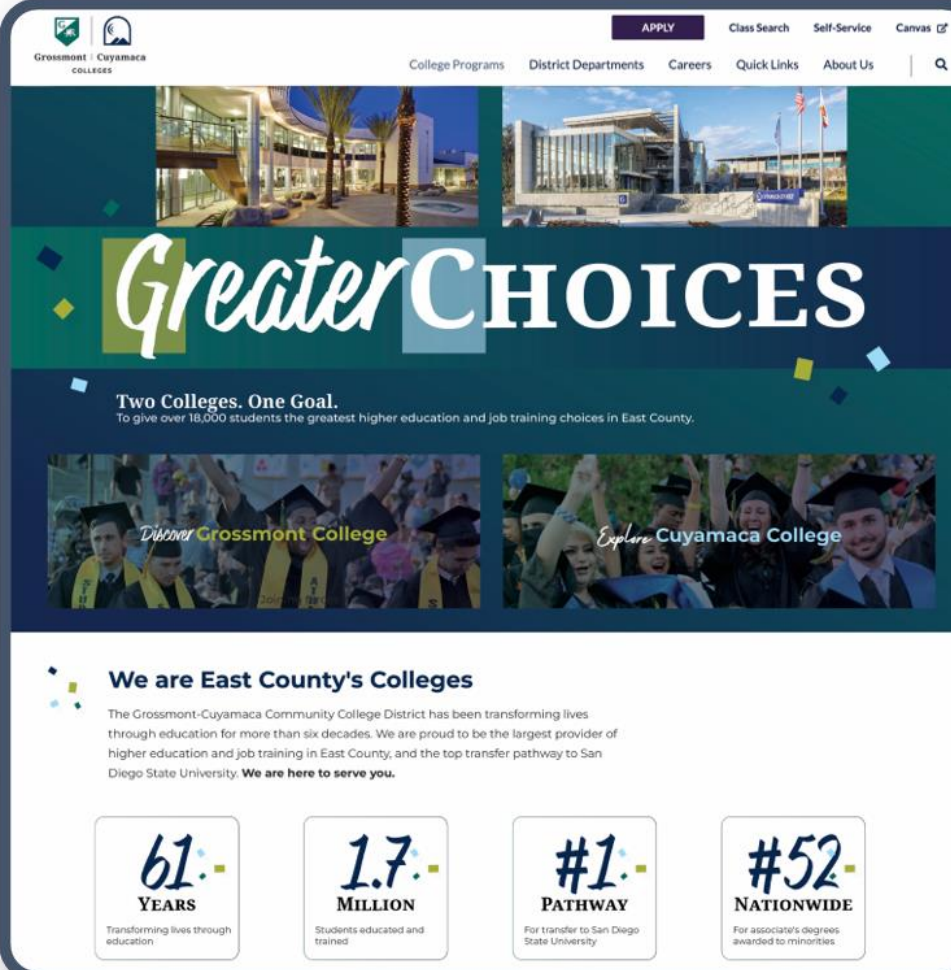
CUYAMACA
COLLEGE



TAKE
PRIDE
AT
Cuyamaca

Connect to resources and support at the new
Queer Student Center.

[LEARN MORE](#)

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COLLEGES

College Programs District Departments Careers Quick Links About Us

Greater CHOICES

Two Colleges. One Goal.
To give over 18,000 students the greatest higher education and job training choices in East County.

Discover Grossmont College

Explore Cuyamaca College

We are East County's Colleges

The Grossmont-Cuyamaca Community College District has been transforming lives through education for more than six decades. We are proud to be the largest provider of higher education and job training in East County, and the top transfer pathway to San Diego State University. **We are here to serve you.**

<p>61. YEARS</p> <p>Transforming lives through education</p>	<p>1.7. MILLION</p> <p>Students educated and trained</p>	<p>#1. PATHWAY</p> <p>For transfer to San Diego State University</p>	<p>#52. NATIONWIDE</p> <p>For associate's degrees awarded to minorities</p>
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Cook Up a
Great Career
AT
Grossmont


Our **Culinary Arts** program is fast and affordable!

[LEARN MORE](#)



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Challenges

- **Losing two of the three PIOs**
 - **Campus buy-in**
 - **Two college roadshows**
 - **Keeping the focus on individual college enrollment**
 - **Why is the Grossmont guy working on Cuyamaca stuff?**
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Thank You!
Questions?
Email: ernesto.rivera@gcccd.edu