

CREATING COMMUNITY

A campaign by



MEET THE TEAM



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THE CHALLENGE

Disrupt the norm .

Address “the new **abnormal**”of higher education.

SOLVING THE STIGMA

Community colleges aren't seen as sources of quality education.

Let's change that.

Many still view community college as a second-class institution, a last-ditch effort. However, the beauty of community college is that everyone can attend, no matter what stage of life they are in.

Especially now, with a pandemic, recession, and ever-increasing tuition cost - community college is a great option for students to stay safe, stay home, and receive a quality education.



THE CONTEXT

RESEARCH

- This year, the COVID-19 pandemic will draw more students to community college who don't want to travel or live in a dorm.
- 30 states have policies that guarantee students with an associate degree can then transfer to a four-year school as a junior.
- Almost half (49%) of all students who earn a bachelor's degree first enroll in a community college.
- About 80 percent of community college students work, with 39 percent working full-time.

<https://ccrc.tc.columbia.edu/Community-College-FAQs.html>



Community Colleges Are A Great Choice

Alexis Isabel @lexi4prez

I hate seeing people be ashamed to be going to community college. College is college. I'm proud of everyone who is trying their best.

12:42 PM · Jun 3, 2017 · Twitter for iPhone

2K Retweets and comments 6.1K Likes

Reply Share Heart Retweet

TATIANA KASH @TKVSH

Y'all shaming people for going to a community college instead of a university?? In this economy?????

8:14 AM · Jun 3, 2017 · Twitter for iPhone

4K Retweets and comments 7.7K Likes

Reply Share Heart Retweet

Matt: Black. Lives. Still. Matter. @inventmattt

Community college gave me three associates degrees with no debt.
Community college prepared me ten times better for higher academia than high school.
Community college is the fucking move.

FUCK IT @belikelauryn · May 2
COMMUNITY COLLEGE IS OKAY! Don't let anybody tell you different

1:01 PM · May 2, 2020 · Twitter for iPhone

23 Retweets and comments 201 Likes

Reply Share Heart Retweet

Lex @lexluthor_

Universities are transitioning to remote learning for fall 2020.

Freshman... please go to a community college to knock out your gen ed classes. I'm telling you, you're going to save thousands of dollars

12:57 PM · May 4, 2020 · Twitter for iPhone

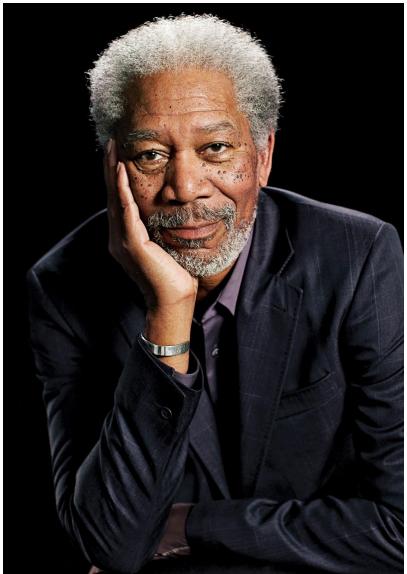
78.9K Retweets and comments 325.9K Likes

Reply Share Heart Retweet

Celebrities Who Attended Community College



Amy Tan



Morgan Freeman



Eddie Murphy



Queen Latifah

AUDIENCE

1

Primary Audience: *The Up-And-Comers*

This group is aged 16-24

2

Secondary Audience: *Non-Traditional Students*

These students are going back to school after some years in the workforce or other non-academic endeavors.

OUR STRATEGY

RATIONALE

Community college doesn't limit your chance at success.

- Community college students are 75% more likely to graduate upon transferring to a 4-year university.
- While community college is an alternative path, it's **not** inferior.

This campaign will harness the idea that *success is about the end goal - not the journey.*

MESSAGE

Community college doesn't limit your opportunity.

MEDIA

MEDIA PLACEMENTS

Facebook

The king of social, **Facebook**, carries the largest user base internationally and domestically and targets our “*Non-traditional Students*” audience. By nature, *Non-traditional Students* do not fit any age-specific demographic; therefore, Facebook’s unparalleled reach should be favored. Facebook also initiated plans in 2016 to launch a dial-in method of logging in that allows users to log in without the use of wifi or data plans.

Instagram Reels

Instagram Reels is a way for Instagram users to create fun, short-form video content. Similar to TikTok, which has hit mainstream youths by storm, Instagram Reels intend to capture the same viralness, and shareability TikTok has achieved. Additionally, Instagram Reels will appear on Explore pages to promote views and usage, ensuring accurate targeting, with an opportunity of high frequency towards our “Up-And-Comers” audience.

Snapchat Articles

Snapchat Articles is a rendition to these popular magazines that are provided within the Snapchat ecosystem. Promoting the opportunity of Community Colleges directly targets our “Up-And-Comers” demographic on a platform they are familiar with using. Snapchat also shares the general tone and design aesthetic of this campaign. Congruent to our audience, magazines like Teen Vogue, Cosmo, & Seventeen have high appeal to high schoolers and young adults (78% of all 18 to 24-year-old Americans actively use the platform).

TRACKING KPI's

Through **URL Tagging** we can accurately measure the progress and success of our campaign. The data provided should answer:

- *Is the demographic we are targeting interested in attending a Community College?*
- *Are they interacting with our campaign in the way we want?*
- *Does our campaign need to be augmented?*
- *Should we broaden or sharpen our reach/frequency?*

Bounce Rate

Tracking the Bounce Rate on each placement will indicate the success of our campaign and how well it retains users on the homepage.

Click-Through Rate

Tracking the Click-Through Rate on each placement provides information on whether or not our campaign is engaging to consumers within each platform.

PITCH FOR SELECT MEDIA OUTLETS

Students attending or graduating from community colleges face a disproportionate amount of stigma in this country. Whether it's because community colleges aren't seen as "reputable institutions" or "where dropouts end up," people attending these schools are delegitimize constantly.

Not just in public discourse does this discrimination arise, but it ultimately manifests during job interviews, applications to other institutions, social credibility, and network building. These folks are majority low income, parents, POC, disabled, veterans, or facing other boundaries that limit their ability to attend and afford four-year or private universities. And even if they are not, why should anyone face prejudice for simply educating themselves?

We must legitimize and destigmatize community college educations. And we need your help in our pursuit for equitable treatment. Attending community college doesn't limit your opportunities or lessen your chances of success. Our campaign will harness the idea that success is about the end goal - not the journey.

Let's highlight how versatile attending community college can be and put an end to the negative stigma. One can be in any stage of their life and attain a valuable educational experience.

Let's change the stigma. Together.

The CoLab Team

PRIME MEDIA OUTLETS for Primary Audience

1 Teen Vogue

“The young person’s guide to conquering (and saving) the world. Teen Vogue covers the latest in celebrity news, politics, fashion, beauty, wellness, lifestyle, and entertainment.”

2 Seventeen

“Seventeen is the ultimate content destination for Gen Z and young millennials celebrating real stories and experiences of a teenager's life.”

3 New York Times

“The New York Times is dedicated to helping people understand the world through on-the-ground, expert and deeply reported independent journalism.”

And many more...

PRIME MEDIA OUTLETS for Secondary Audience

1 Working Mother

“Discover work-life balance tips that help moms blend a career with family time.”

2 Military Times

“Military Times is your trusted, independent voice for news about service members at home and deployed around the world.”

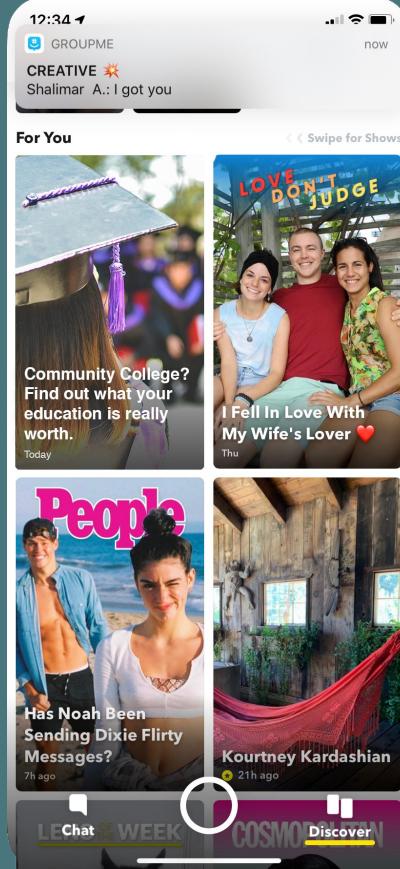
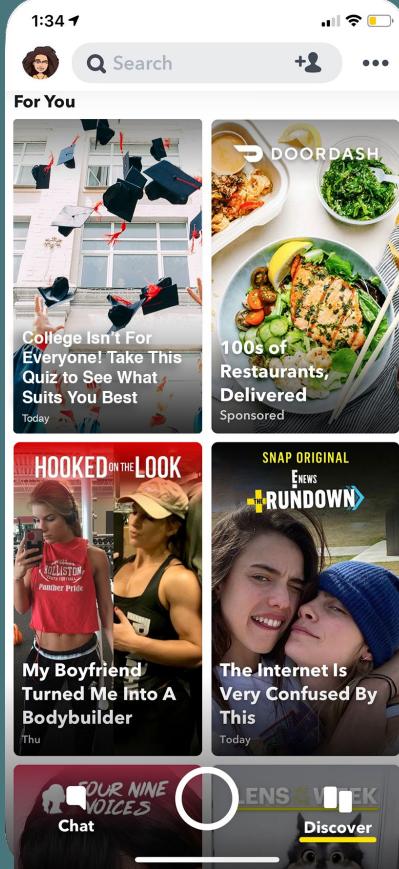
3 GMA

“GMA is your source for useful news and inspiration on how to live your best life. Your community and guide to relationship advice, the latest in celebrity.”

And many more...

CREATIVE

Snapchat Feature Mock-Up



News Article Mock-Up

People

EXPLORE News Entertainment Coronavirus Royals Lifestyle PeopleTV Shopping SUBSCRIBE 



President Trump Says Brother Robert Is 'Having a Hard Time' After Being Hospitalized Friday



Khloé Kardashian and Tristan Thompson Looking at Houses Together to 'Start Fresh': Source


12:12
Wed. 13 March
Dinner

Meal prep before going to campus?

► Go to flavortown and make a 5 course meal.
Just take a banana.

Is a 4-year degree really worth the money?

A new online game helps highschool graduates navigate if community college is right for them. Overcoming stigma, listing resources, and providing reassurance to uncertain recent grads.

Trending Now

- » Celebrities Who Have Tested Positive for Coronavirus
- » Birthday Girl Halle Berry's Most Empowering Quotes About Beauty and Aging
- » Who's Due Next? Chrissy Teigen, Bindi Irwin and More Celebs Who Are Expecting
- » Get to Know Kamala Harris' Husband Douglas Emhoff, America's Potential First 'Second Gentleman'

News Article Mock-Up

≡ **TIME**

CORONAVIRUS STATS PLAGUE ELECTION REIMAGINING POLICING ECONOMIC IMPACT NEWSLETTER 🔍



12:12
Wed, 13 March
Campus

CoLab - Powering Through, Together

/// IDEAS ///

Addressing the stigma around community college

Our latest article discusses the cost of a college degree in America, alternative options, and picking a career path right for you.

→

YOU SHOULD KNOW



Why the U.S. Is Losing the War On COVID-19

Failed leadership, a distrust of scientists, and cultural attitudes have combined to result in an inadequate response

Mayors Worry Operation Legend Is About Politics, Not the Law

Mayors say the rollout of Operation Legend has been hampered by politics and had little impact so far on the ground

News Article Mock-Up

≡ COSMOPOLITAN

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our most popular op-eds



Is a 4-year degree really worth the money?

by COLAB



Stop Asking “What I Learned About Myself” in Quar

by ERIKA W. SMITH



Stunning Living Room Sets

Furniture Clearance

[Open](#)

TECH INFUSION

To showcase the possibilities of attending community college, CoLab created ***Community***, an online game for prospective students.

Community

Our game highlights the different aspects of attending a community college such as:

1. Meal Prep
2. Housing
3. General Information and Visitation
4. To-Do List

Mock-Ups featured on the following slides.

14:20

Wed, 13 March

Dorm



Meal prep before going to campus?

- ▶ Go to flavor town and make a 5 course meal.
Just take a banana.

12:12

Wed, 13 March

Campus



Should I visit this community college?

- ▶ Hmm let's take a closer look and see.
I should just get a job.

12:12

Wed, 13 March

Campus



Status: Happy

-
-
-
-

To-do list

- Enroll
- Check Career Paths
- Meet Mentor
- Plan College Transfer

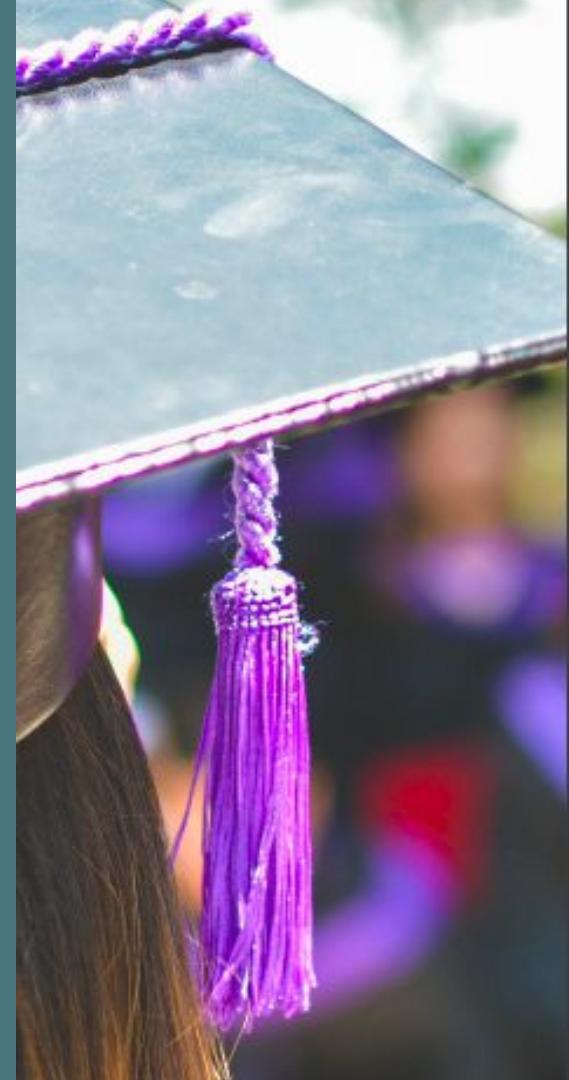
0/25

DISCOVER HIDDEN TALENT

There has been a significant increase in workers with an associate degree, showing that pursuing a two-year degree is increasing competitiveness in the workforce.

The advertising industry has been striving toward creating diverse and equitable workplaces however recent social uprisings have accelerated the demand to witness such progress in the ad agencies. Diversity in culture and in thought has been pursued through recruiting entry-level talent at top university and through programs such as MAIP.

However, the valuable talent pool of diverse students attending community colleges are far overlooked.



CLICK TO ACCESS THE FULL HR TOOLKIT



The image shows a collage of several HR toolkit pages and a graduation cap. The toolkit pages include sections on 'Discover Hidden Talent' (with a subtitle 'Created by CoLab'), 'Leadership schools', 'Student's office', and 'Recruiting'. One page features a large graphic of a graduation cap with a purple tassel. Another page contains two circular infographics showing growth projections: '24% of hispanic attendees are expected to grow by 2031' and '31% of asian pacific islanders are expected to grow by 2031'.

Discover Hidden Talent
Created by CoLab

Recent numbers from the Labor Department indicate there has been a significant increase in workers with an associate degree, showing that pursuing a two-year degree is more common than ever before in the workforce. The advertising industry has been strong in creating diverse and equitable workplaces however recent sociocultural uprisings have accelerated the demand to diversify such that it's no longer an addendum in culture and in thought has been pursued through recruiting entry-level talent at top university and through programs such as MAIP. However, the valuable talent pool of diverse students attending community colleges are far overlooked.

Community colleges are hotspots for diversity, intended to promote the academic and professional success of underserved talent; these colleges have a pool of students who are hungry for growth and equipped with real-life experience.

Whether your agency can offer an internship or part-time administrative position, your agency will have the advantage of being one of the first in the industry to hire and develop diverse talent and develop the talent that advertisers are desperately, and sometimes unknowingly, in need from.

Leadership schools

and award-winning community, university and nation-wide by the Association for Non-Profit Organizations. The Association recognizes quality, degree completion, equitable outcomes for diverse students. The Community Colleges also bring colleges as well as provides data on community colleges demographics.

Student's office

Appointed a school or set in engaging with, get involved in a place, the difficult to point the effect with as community relations with various divisions new communication can be made. However, have special initiatives. They have the leadership strategies and ability to college leaders and

Recruiting

about personalization
don't treat your audience through a one-size-fits-all approach, integrated marketing campaigns put targeted campaigns, especially targeted ones. Sending out template messages that predict the action and college/club name they go a long way.

24%
of hispanic attendees are expected to grow by 2031

31%
of asian pacific islanders are expected to grow by 2031

RECAP

With the creation of **Community** and strategic use of media outlets, we can **disrupt the norm** and address “the new abnormal” that solves the stigma that surrounds attending Community College. It is a **great choice** for any and everybody.

HR Recap

Community colleges are hotspots for diversity. Intended to promote the academic and professional success of underserved talent, these colleges have a pool of students who are hungry for growth and equipped with real-life experiences. **Disruptive ad work calls for unorthodox talent.**

Let's change the stigma.
Together.

