

“I AM COLLEGE OF THE CANYONS”

PUTTING INDIVIDUAL FACES TO COC’S IDENTITY
AND UNDERSTANDING THE MILLENNIALS
& OTHER STUDENTS

Leap Spring 2016

Team Members

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Overview of Campaign

The “I am College of the Canyons” Campaign is founded on the belief that putting individual faces to COC’s identity will significantly enhance our institution’s ability to serve and support the diverse student population (which includes a great number of millennials) we serve by first and foremost understanding who they are. Everyone has a unique story and getting to know each student personally through these video spotlights will promote dialogue, encourage empathy, and allow the college to engage with its students and the communities they represent more effectively.

The three primary components of the campaign are:

- To produce individual spotlight videos featuring current COC students
- To partner with the foundation and their alumni program to create a mentor program for our spotlight participants
- To develop and implement a robust “I Am College of the Canyons” presence on campus through banners, the COC website, and social media.

Criteria and Process for Student Spotlight Selection

- Candidates should represent our diverse student body through age, gender, ethnicity, or background/experience.
- Students should reflect the many different programs available on campus, both transfer and CTE, and identify themselves with one Institutional Learning Outcome (ILO) in their spotlight.
- The campaign will work with faculty, counsellors, and staff to solicit recommendations of students who are fully engaged and committed to their college experience.

Projection

The “I Am College of the Canyons” campaign will produce 12 student video/spotlights for a 12 month pilot program.

- These videos will be featured on the COC website and social media where photos of each student profiled and their success story will be a click away.
- By producing these video spotlights, students, faculty, and staff will be working together to achieve a creative final product.

- In House Staff (10% time)
 - Editor/Camera: (IT department)
 - Camera: (Media Department)
 - Producer/ Writer

- Student involvement
 - Media
 - Workshops
 - Students have the opportunity for hands-on experience with camera equipment as they assist in filming our student spotlights.
 - Graphic Arts
 - Students design banners and logo for campaign.
 - Photography students
 - Students will submit their work to be considered for the student spotlight campaign to showcase their talent on a bigger platform.

Status and Timeline:

One Year Pilot Program.

- Publish videos on COC website with 12 completed spotlights.
- Build awareness and excitement of the campaign using social media, the COC website, and outdoor media blitz using pole banners and signs.
- Feature pole banners throughout campus with the students (completed spotlight) and logo “I am College of the Canyons.”
- Gather student photos for the “I am College of the Canyons” banner
- End of year one unveil the wraparound Banner in front of Bonelli Hall with hundreds of student photos included as potential spotlights

Year Two through Five

- 12 spotlights per year
- Branch out to include Faculty and Administration

Economic Impact:

- In house staff allocated for 10% of campaign production time
- Potential grants available through the COC Foundation
- Banners and website development and maintenance