

## FALL 2020 Late-Start / Mid-Term Classes Marketing Campaign

Publication/Platform/Channel	Run Date(s)	Messaging
<b>FREE Marketing:</b>		
Homepage & Portal	9/10 - 10/18	Promote 12-week classes 9/10-9/20 and mid-term classes 9/10-10/18.
College Social Media		
Canvas		
Marquee		
News Release	10/5/2020	
Email(s) to Current Students	Sent 9/17 and 10/12	
<b>Online Ads:</b>		
Compton Herald	10/1/-10/14	Mid-Term Classes Available; Register Online
Press Telegram	10/1/-10/14	
<b>Postcard</b> to all in-District Residents (128,751 addresses)		
<i>In mailboxes by Wednesday 10/14</i>		Mid-Term Classes Available, CTE Programs, Register Online
<b>Radio Ads</b>		
iheart	10/1 - 10/14	Create your Success Story! Apply & Register Today!
KJLH	10/1 - 10/14	Create your Success Story! Apply & Register Today!
<b>Letter from the President/CEO</b>		
Sent to <b>6,215</b> fall 2019 students who did NOT enroll in fall 2020 classes	in mailboxes by October 3	mid-term classes, student resouces and CARES Act Grant \$\$