

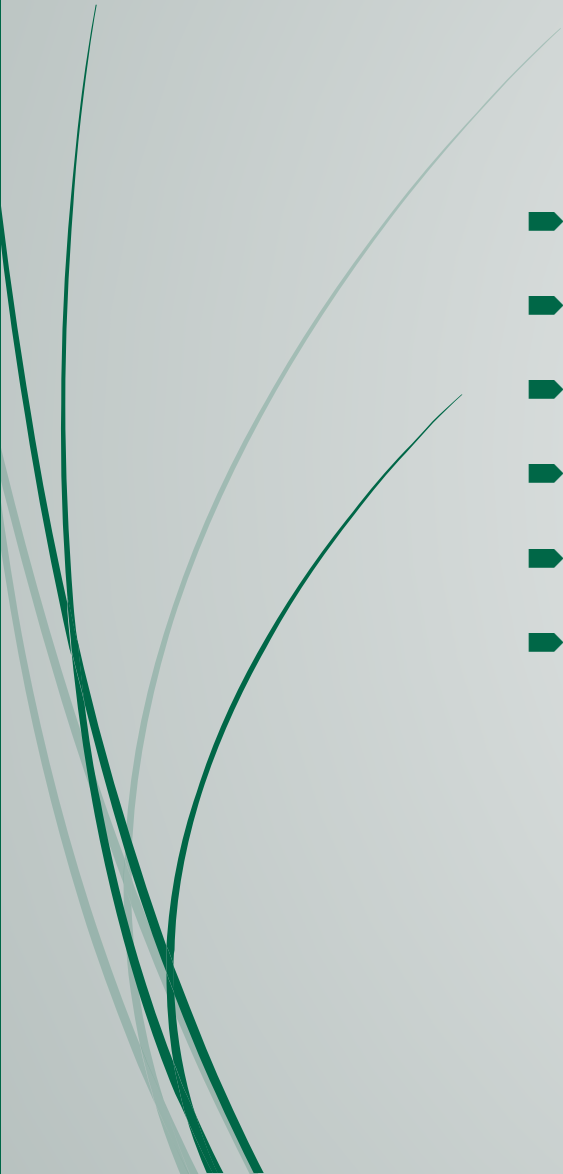


Marketing CCC

How we reach our potential
students.



Understanding Our Target Audiences

- 
- Traditional Aged Credit Students
 - Non-Traditional Aged Credit Students
 - Guidance Counselors and Early College Students
 - Leisure Seekers/Lifelong Learners (Non-Credit Students)
 - Workforce Training (Non-Credit Students)
 - Our Entire 25 County Service Area (General Awareness)

Media Marketing Channels

Direct Mail (Come from Admissions Team, Community Education, and Foundation)

Radio (Both local stations and streaming services)

TV Ads (Broadcast, Streaming Services, YouTube, Cable TV)

Digital Display Ads (Search Engine Ad words, Banner Display, Geofencing)

Newspapers (Special Sections and Community Education)

Social Media (Official CCC accounts plus departmental accounts)

Career/College Fairs (Attended by Admissions, and Faculty)

Internal Communications (Central Connection, Department Newsletters, Campus TVs)

Publications (Community Connection, Viewbook, Program Flyers, Brochures, Campus Annual Reports.)

Direct Mailers

Central Community College

NEW STUDENT

ORIENTATION





SAVE
THE DATE

www.cccneb.edu/nso

Affirmative Action/Equal Opportunity Institution

New Student Orientation

HASTINGS CAMPUS



Thursday, July 28 1–4 p.m.
Tuesday, August 9 1–4 p.m.
Friday, August 12 1–4 p.m.



To register, visit
<https://www.cccneb.edu/nso>

Questions, contact:
Kimberly Milovac
(402) 461-2486 | kimberlymilovac@cccneb.edu

*All new, incoming fall 2022 students should attend a
Registration Day prior to New Student Orientation.*



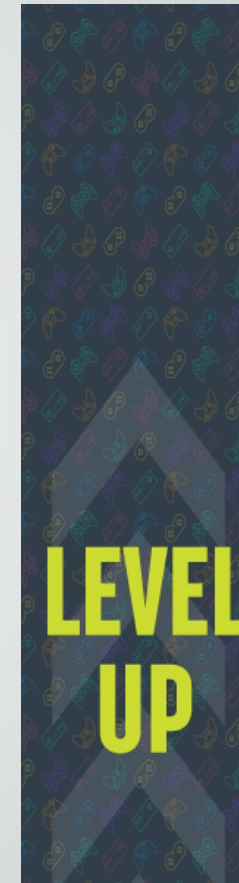
550 S. Technical Blvd
Post Office Box 1024
Hastings, NE 68902-1024



2022 Summer/Fall TV and Radio Ads

- [Summer/Fall 2022 Radio](#)
- [Summer/Fall 2022 :30 Sec TV Spot](#)

2022 Summer/Fall Digital Displays



Newspaper Ads



If you want to prepare for an exciting career, Central Community College is a great place to start. Check out the career and technical education courses that we offer and ask about diploma and degree programs.

- Accounting
- Agricultural Science
- Advanced Manufacturing
- Auto Body Technology
- Automotive Technology
- Business Administration
- Business Technology
- Chemistry
- Construction Technology
- Criminal Justice
- Dental Assisting
- Dental Hygiene
- Diesel Technology
- Drafting and Design Technology
- Early Childhood Education
- Electrical Technology
- Energy Technology
- Environmental Health and Safety Technician
- Health Information Management Services
- Health Services and Safety
- Heating, Air Conditioning and Refrigeration
- Heavy Equipment Operator Technology
- Hospitality Management and Culinary Arts
- Human Services
- Information Technology and Systems
- Library and Information Services
- Logistics
- Mechatronics
- Media Arts
- Medical Assisting
- Medical Laboratory Technician
- Nursing
- Occupational Therapy Assistant
- Paramedicine
- Pharmacy Technology
- Quality Technology
- Truck Driving
- Visual Communications
- Welding Technology




Columbus | Grand Island | Hastings
Holdrege | Kearney | Lexington

Alternative Action/Equal Opportunity Institution

 **CALL**
877-CCC-0780

 **VISIT US**
www.cccneb.edu

 **FOLLOW US**
CentralCommunityCollege

 **TWEET US**
@cccnebedu

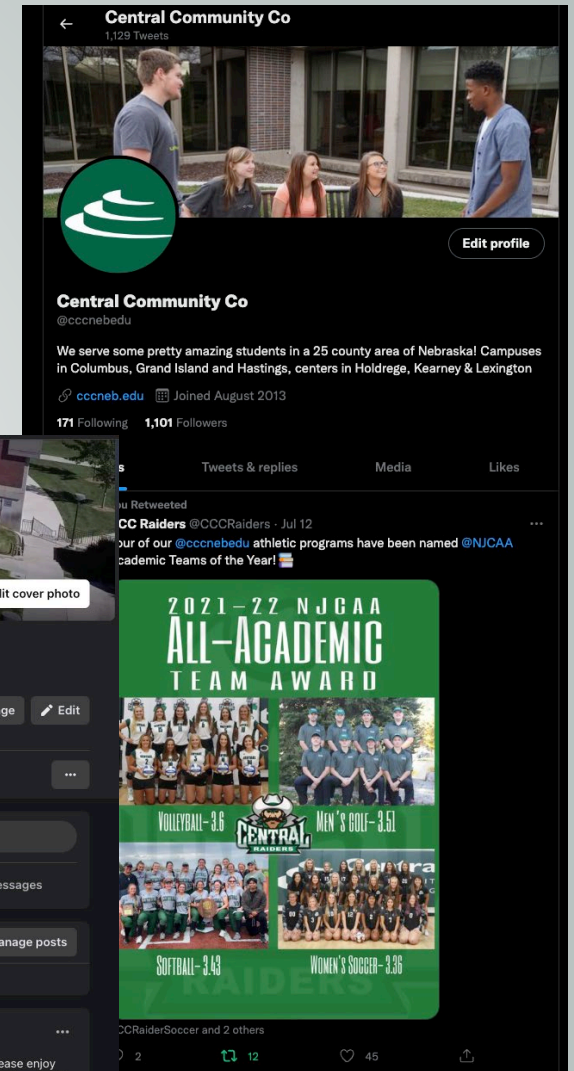
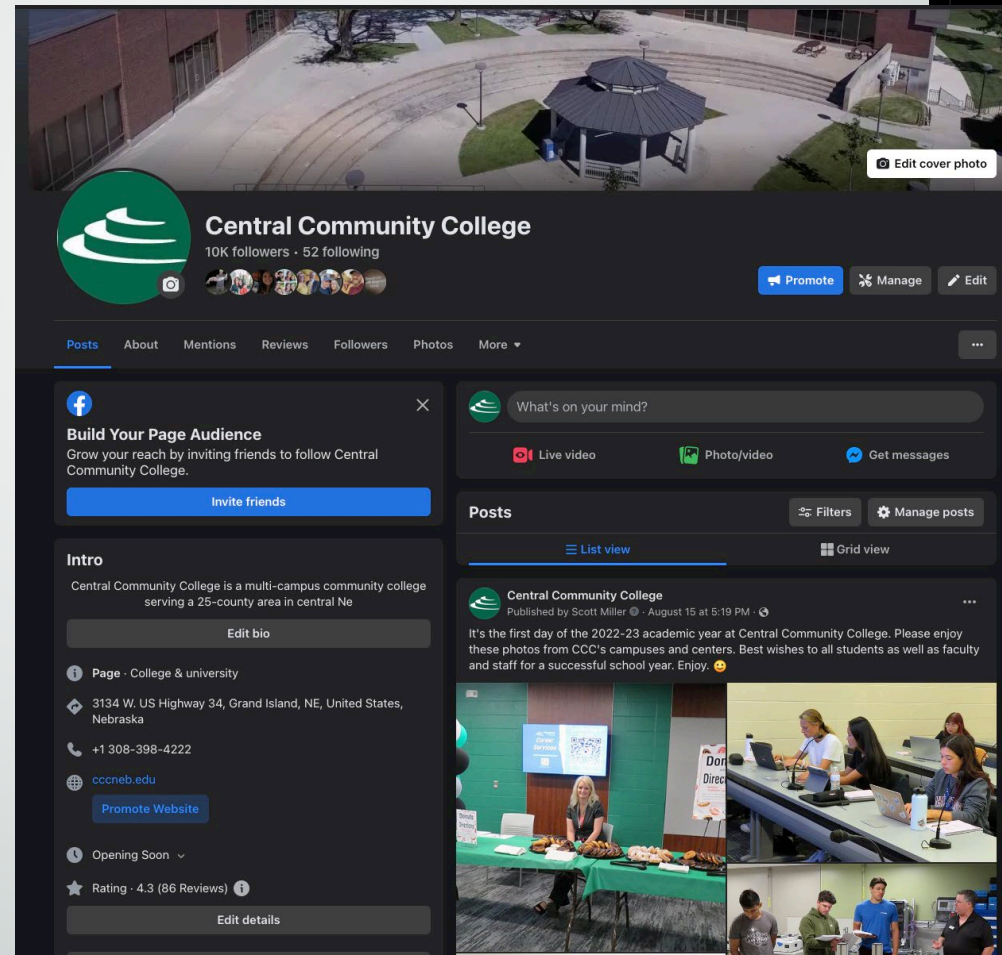
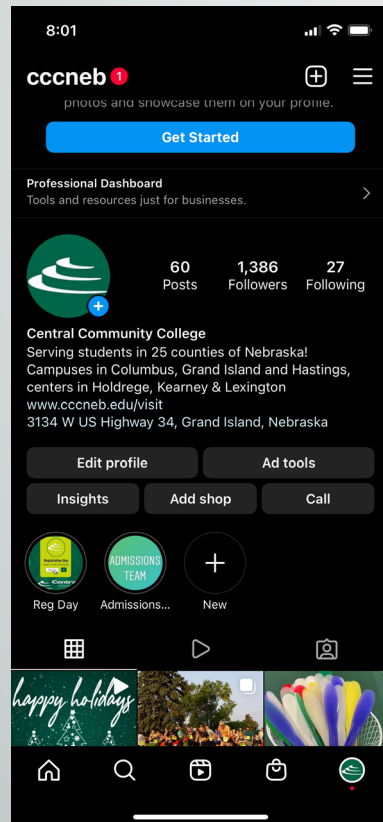
 **SNAP US**
cccneb

 **WATCH US**
Central Community College Nebraska

 **TAG US**
cccneb

Social Media Accounts

- Facebook
- Twitter
- Instagram
- Snapchat
- YouTube

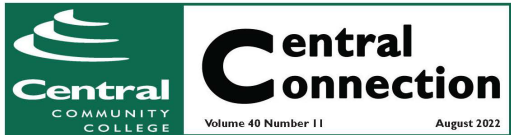


Career/College Fairs and Booths

- Includes State Fair and Husker Harvest Days Booths



Internal Communications



College receives \$4 million labor grant

Central Community College has received a \$4 million U.S. Department of Labor Apprenticeship Building America grant. CCC was one of 30 organizations nationwide receiving \$121 million in grants to strengthen and modernize existing registered apprenticeship programs. CCC will use the funds to work with Northeast and Southeast community colleges and other partners to create a multi-network registered apprenticeship hub that will serve 59 Nebraska counties.

"This grant will allow us to reach more individuals seeking to improve their workforce skills while actively working

and earning a wage with area employers," College President Dr. Matt Gotschall said. Project ELEVATE, as it's known, will expand registered apprenticeships in rural central and eastern Nebraska through promotion and outreach, education and employer support. The colleges will develop apprenticeship occupations that use their educational programs and courses for the required related training, in collaboration with industry advisers.

"Since CCC started its Registered Apprenticeship program in 2021, participation has grown to 15 apprentices and eight companies," said Catrina Gray, CCC appren-

ticeship coordinator. "I am looking forward to an even greater number of Nebraska apprentices and companies taking part." Outreach and education efforts will help employers better understand what registered apprenticeships are and how they can be implemented in their businesses by partnering with Project ELEVATE. "Chief Industries is very excited to be working with Central Community College in developing a strong apprenticeship program," said Lori Schappan, Chief Industries human resources director. "The Registered Apprenticeship Program is one strategy used to build our teams for the future."

Metallica continues with CCC

Central Community College will receive \$50,000 for a second year as part of the Metallica Scholar program to transform students' futures. Since establishing the Metallica Scholars Initiative in 2019, All Within My Hands (AWMH) has worked with the American Association of Community Colleges (AACC) to directly support students while elevating the importance of career and technical education. "Our goal for the Metallica Scholars Initiative is to shine a light on workforce education and support the next generation of tradespeople," said Pete Delgrosso, AWMH executive director. "With the addition of the 2022-23 Metallica Scholars program, our grants will reach over 2,000 men and women in 32 community colleges across 27 states. We are honored to support these students of all ages and backgrounds and look forward to growing the program even further in the future."

CCV is focusing its efforts on providing more than 50 criminal justice students with scholarships, forensic kits, field trips and subject matter experts. "The mission of All Within My Hands scholarships is to create sustainable communities by supporting workforce education has found the perfect fit right here in Grand Island," said Capt. Jim Doring with the Grand Island Police Department. "There is arguably no job more imperative to sustainable communities or in higher demand than criminal justice graduates in the police field." "The Metallica Scholars program has proven to provide significant resources for community college students looking to learn the skills needed for today's workforce," said Walter G. Bumpus, AACC's president and CEO. "We are honored to partner with the All Within My Hands Foundation to continue to expand this opportunity for community colleges and their students."

Valderaz retires

Lupe Valderaz of Grand Island has retired as an accounts payable specialist at Central Community College. She joined the staff in November 1974 as a receptionist for the CCC administrative offices which were located in the First Federal building in downtown Grand Island at the time. Several current employees also worked there: Sherry Diesel and Deb Varley in the computer department as well as Laura Ende, who came into the office after school to work. She helped in the purchasing office and was a personnel secretary for the personnel office for a couple of years before filling in for an accounts payable employee on medical leave. When the woman didn't return to work, Valderaz moved into



Valderaz (See "Retirement," page 5)

Board of Governors gains female majority

By Joni Ranson, Chief of Staff

A sea change came to the 11-member Central Community College Board of Governors in 2021 when Michelle Broekemier of Central City and Linda Heiden of Bertrand were sworn in as new members, making females a majority on the board for the first time in its history. They joined Linda Aerni of Columbus, Sandra Borden of Gibbon, Diane Keller of Harvard and Rita Skiles of Hamilton.

The CCC board was formed in 1966 when the Hastings Campus opened, and the Platte College Board of Governors followed in 1967. The two boards merged in 1971 after legislation created the state's community college areas. From its inception to today, these boards have included 72 men and 12 women.

Heiden, Keller and Skiles were first appointed to fill open board positions in 2020, 2020 and 2020, respectively, and then went on to get elected in their own right. Aerni ran for office in 2022 and Borden in 2028.

Aerni, Borden and Keller have held all board officer positions. Current office holders are Skiles, vice chair, and Heiden, treasurer.

Borden and Keller also have been active on the Nebraska Community College Association board with Borden serving once as secretary and president and Keller serving twice in all board offices. Keller and Skiles are the current NCCA representatives.

All six women bring a wealth of professional experience to the board.

Aerni has owned or co-owned three corporations and was appointed by three governors to the Nebraska and National commissions on women.

"I have learned many valuable lessons," she said of her 50 years of experience as an adult student, teacher, adviser, employee and employer. "The most powerful is that education is the sustainable mechanism for a better quality of life."

Borden worked as a nurse in Massachusetts, New Hampshire, Ohio and Nebraska in intensive care, critical care, neuro intensive care and burn units before coming to teach at CCC-Grand Island.



Aerni



Borden



Keller

Skiles

high school students develop career goals and providing training for teachers. "I had the opportunity to bring students to campus, and I worked with CCC instructors to provide staff development opportunities for ESU 11 area teachers," Skiles said. "That was the guiding light that led to my becoming a governing board member."

They believe CCC plays an essential role in Nebraska.

"Businesses are seeking employees with practical skills and experiences," Broekemier said. "CCC is accommodating this need by offering many types of certifications in many different trades as well as helping the nontraditional student meet their educational goals."

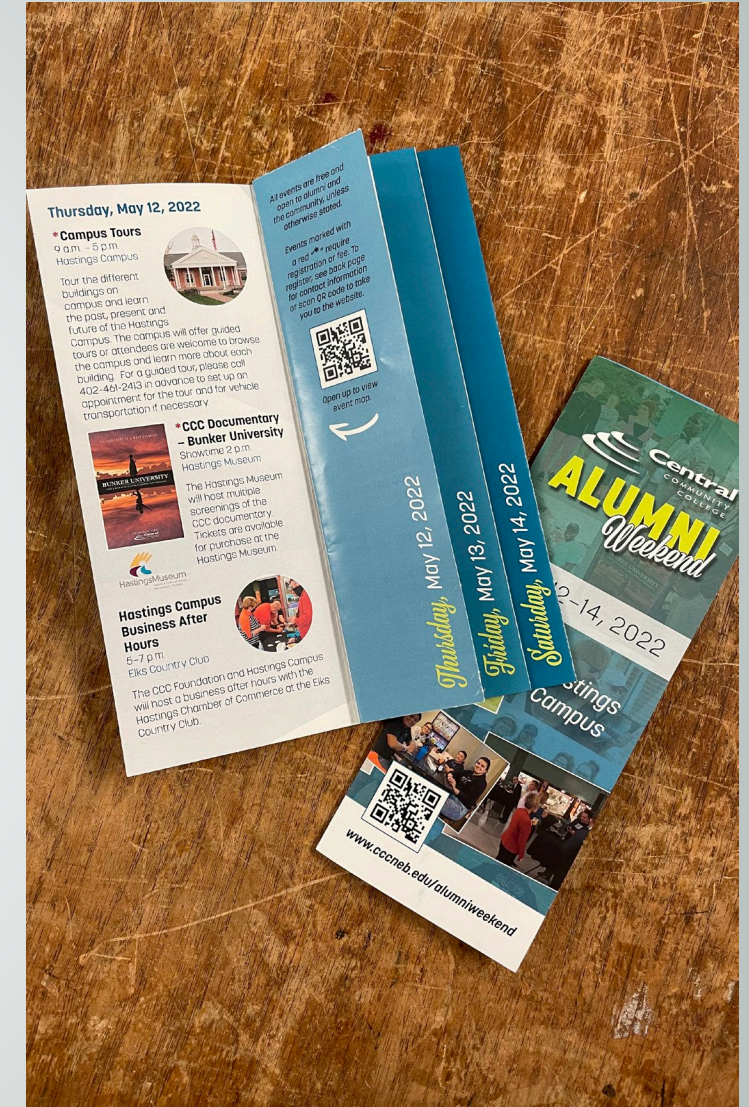
Heiden, who has served on her local school board for more than 20 years, has seen a deep split develop between students headed to four-year programs and those who go directly into the workforce.

"The earning potential is many times higher over a lifetime with education but not all of us are geared for a four-year college," she said. "Community colleges can bridge that gap and provide students with the skills necessary to get and keep a good-paying job."

Skiles served as director of transition services for ESU 11 for more than 20 years before retiring. Her duties including help-

(See "Board of Governors," back page)

Publications



How do we determine where advertising dollars go for awareness and For-Credit student marketing?

- [Student Media Preference Survey](#)
- Provides Qualitative and Quantitative data from CCC students on how and where they consume media
- Allows access to national qualitative data from accumulated from other participating community colleges



What's coming up

- Campaign based on empowering words that define our students.

Our Students Are ...

Courageous Intelligent
Tenacious Deliberate
Achievers Savvy



What questions can
I answer for you?