

Together, *WE WILL.*

Spring 2025 Campaign Overview

Total Marketing Budget: \$120,000

- \$40k: Creative, booklet (including printing), microsite, video, and display materials.
- \$80k: Advertising

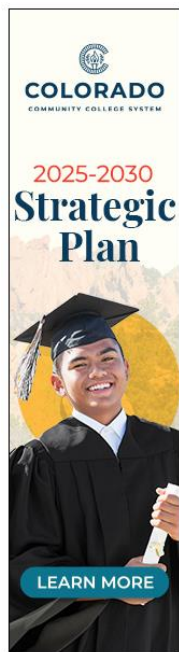
Media Organization	Tactic	Budget
9News	Colorado & Company Segments (x4)	\$10,500
Denver Business Journal	Sponsored Content Articles (x6)	\$22,500
	Digital Display Ads	
Colorado Public Radio	Radio Underwriting	\$7,265
	Newsletter Sponsorship	
KUNC	Radio Underwriting	\$6,450
	Newsletter Sponsorship	
KLMR	Radio Advertising	\$2,964
Paid Social Media Ads	Facebook/Instagram, X, LinkedIn, Digital Display/Geofencing, and OTT (streaming)	\$32,000
TOTAL		\$81,679



Colorado & Company TV Segments

Recording Date	Airdates	Talent	Focus
Tues, Jan 21 st	Wed, Jan 29 th	Landon Mascareñaz Saige Chapin	Unified Vision – "The Future of Education in Colorado"
Mon, Feb 3 rd	Tues, Feb 4 th	Marie DeSanctis CE Student, Jonathan	Legislative/Funders Focus – "Changing the Way Colorado Learns"
Thurs, Feb 13 th	Tues, Feb 18 th	Mordecai Brownlee Student (TBD)	Campus Community Focus – "A Proud Partner in Your Success"
Fri, Feb 24 th	Sat, Feb 25 th	Ross Dueber Tom Coakley	Business Focus – "Improving Colorado's Workforce"

Campaign Creative



Goals

- Build awareness with all key audiences of the future state of CCCS and the state's community college system.
- Encourage state legislators, funders, and business leaders to support/invest in CCCS and the state's community college system.

Audiences

- State Legislators/Funders
- Business/Industry Leaders
- College Communities

Key Messages

- **Legislative Audience: CCCS is changing the way Colorado learns.**
“CCCS is changing the way Colorado learns by making affordable, relevant, and life-changing education opportunities available to everyone. And you play a critically important part in that goal. Your support of our 13 connected campuses and 1000+ programs mean a more prosperous life for each of us—and a better Colorado for all of us.”
- **Business Leaders: CCCS is improving our workforce.**
“CCCS is improving our workforce in all the ways that matter most to your business. Colorado is proud to rank among the most educated adult populations in the nation, in part because we make affordable, relevant, and life-changing education available to all. Your continued support of our 13 connected campuses and 1000+ programs mean a more prosperous life for each of us—and a better Colorado for all of us.”
- **Campus Communities: CCCS is proud to offer affordable, relevant, and life-changing education.**
“CCCS is proud to offer affordable, relevant, and life-changing education that ensures economic mobility for all Coloradans. And we know the success of our students is the ultimate measure of our effectiveness—not only while they pursue 1000+ programs across our 13 colleges, but as they prepare for their chosen career. Your continued commitment to CCCS ensures a more prosperous life—and a better Colorado—for all.”



Outline: Colorado and Company Segments (x4)

Segment 1: Unified Vision – "The Future of Education in Colorado"

- Key Message: CCCS's connected system and 1000+ career-connected programs mean a more prosperous life for each of us—and a better Colorado for all of us.
- **Saige:** Share her story, showcasing transformational education.
- **Focuses for Lando:** Vision for CCCS's future. Reinforce the interconnectedness of government, business, and community support.
- **Call to Action**→ Encourage all audiences to invest in and advocate for CCCS's continued success.

Segment 2: Legislative/Funders/Partners Focus – "Changing the Way Colorado Learns"

- Key Message: "CCCS is changing the way Colorado learns by making affordable, relevant, and life-changing education opportunities available to everyone. Your support is critical to building a better Colorado."
- **Dr. DeSanctis:** Breaking down barriers, affordability, and the unique programs offered at CCD and across the system.
- **Johnathan, Student** – CE student who is going to matriculate to CCD.

Segment 3: Campus Community Focus – "A Proud Partner in Your Success"

- Key Message: "Your College, Your Community, Your Future!" "CCCS is proud to offer affordable, relevant, and life-changing education that ensures economic mobility for all Coloradans."
- **Dr. Brownlee:** Share two examples of how CCCS/CCA are directly impacting students' lives. Programs preparing students for real-world success.
- **Student (TBD):** Share a relatable, compelling success story. Reinforce message of the value of affordable and accessible education.

Segment 4: Business Focus – "Improving Colorado's Workforce"

- Key Message: "CCCS is improving our workforce in all the ways that matter most to your business."
- **Dr. Dueber:** Highlight collaborative initiatives with businesses to address workforce gaps.
- **Tom Coakley:** Highlight future-forward initiatives, such as aerospace and other new technology-driven training programs.
- **Call to Action**→ Invite businesses to partner with CCCS to shape tomorrow's workforce.