



March 1, 2019

Dear PBC members and guests: Please find below two of our latest qualitative research projects presented at last Friday's PBC meeting, but also used the data to inform our upcoming marketing strategy.

I'm happy to answer any questions, or attend meetings to provide more in-depth information.

Online Focus Groups Fall 2018 (tested out specific collateral, messaging, and also gathered information specifically to financial aid and student success barriers/preferred messaging)

https://www.dropbox.com/s/7haal4atemvkes5/Chabot%20Research%20Findings_Final_010819%20%281%29.pdf?dl=0

<https://www.dropbox.com/s/n956odxzl2oixy1/CLPCCD%202018%20Student%20Survey%20Report%20%2011%2006%2018.pdf?dl=0>

**slide 31 tells us "The percentage of students who found out about the school via ads or U.S. mail is steady since a big increase between 2016 and 2017"*

***Additionally in our last report from our CCApply questions we ask how the student heard of the college, and the number one communication has come up as "mail."*

Thank you for your continued support in our efforts to support the colleges/district with our marketing and communications strategies.

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