



PCC Community Ed

Instructor Marketing Guide

2023-2024

Promotional resources for part-time,
non-credit PCC Community Ed instructors.

Revised 09/2023

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**Enriching
lives
through
lifelong
learning.**

Introduction

Community Ed instructors have a lot in common. They are passionate about their courses and their students. They are creative. They bring unique life experience into each lesson plan, and are rooted in the desire to share their expertise with fellow community members. From beekeeping to dance, drones to dressmaking, Arabic to Chinese – PCC instructors offer a mosaic of knowledge spanning subjects harvested locally and from across the globe.

The marketing vision seeks to acquire and demonstrate these stories using our communication channels. We see the unique commonality and mission of Community Ed instructors as an opportunity to build community and collaboration within our internal college community, but also amongst the greater community, too.

Marketing strategy for Community Ed combines traditional print marketing (*Communities* catalog, flyers, brochures) with digital content marketing (website, blogs, photography, video). Our content is amplified by advertisements in digital media and supported with social media platforms (Facebook, Threads, Instagram), events and in-person networking. The content is curated to highlight our unique courses and remarkable instructors. We use our owned communication channels (website, blog, social media, print) to demonstrate value, accessibility and expertise to current and potential PCC stakeholders, including prospective, current and former students and PCC employees, media, regional business leaders, politicians and community members. Our content marketing integrates with technological efforts to achieve prominent search engine rankings, a practice referred to as *Search Engine Optimization* (SEO).

Oregon Ethics Law.

It is important that you're aware of Oregon Ethics Law. ORS 244.040(1) prohibits every public official from using or attempting to use the position held as a public official to obtain a financial benefit or to avoid a financial detriment if such opportunity for the financial benefit would not otherwise be available but for the position held by the public official. The financial benefit prohibited can be either an opportunity for gain or to avoid an expense.

In practical terms, this means you cannot entangle the promotion of any side projects with anything related to your work at PCC. When promoting your courses online, do not use that communication to sell your book, workshops, artistic performances, service, product, rideshare or anything else that may offer a financial benefit or avoid an expense.

Community Education is not a forum for selling products or services, promoting businesses, or making solicitations. Any instructor soliciting students or using PCC facilities or off-site classrooms for those purposes may be terminated. For more information, see the Ethics Guide on the [Community Ed Instructor website](#).

From PCC Ethics Guide:

A recent Ethics Advisory Opinion by the Oregon Government Ethics Commission sets forth five straightforward guidelines regarding outside employment or other non-employment activities of public employees:

- 1 Public officials are not to engage in private business interests or other employment activities on their governmental agency's time.
- 2 A governmental agency's supplies, facilities, equipment, employees, records or any other public resources are not to be used to engage in private business interests.
- 3 The position as a public official is not to be used to take official action that could have a financial impact on a private business with which you, a relative or member of your household are associated.
- 4 Confidential information gained as a public official is not to be used to obtain a financial benefit for the public official, a relative or member of the public official's household or a business with "which any are associated."
- 5 When participating in an official capacity and met with a potential or actual conflict of interest related to a business associated with the public official, relative or household member, the public official must disclose the nature of the conflict of interest using one of the this method: Employees of governmental agencies must give written notice to their appointing authority.

Marketing Overview.

Print Marketing.

PCC Communities (our print catalog) is a promotional tool for the department and college, and a comprehensive schedule of all of Community Ed classes. It includes information about registration and answers common questions regarding administration procedures, deadlines and rules. It is mailed quarterly to approximately 300,000 PCC-district residents. It is distributed based on targeted carrier routes (our most popular carrier routes for past students), students who have taken a class in the past four terms, and those that request a copy online or through our information line. From the time you provide class information to your coordinator, to the day Communities goes to print, it usually takes about four months to create the publication.

Special Class/Instructor Promotion in Catalog.

The catalog offers several opportunities to promote courses or instructors.

Opportunities include:

A Instructor Spotlights. Includes a short bio and photo of the instructor. 1-5 per term per subject.

B Front of Section Class Spotlight. Large photo and bio of instructor/class on the front spread of every subject.

C Class Spotlight. Includes an additional description/ instructor bio, plus color call-out. 1-5 per term per subject.

D New Class/New Instructor/New Location/Updated Class. Icons that can be placed above classes signifying a new or updated class. No limit.

E Cross-listed/cross-promoted classes. Classes that direct students to other related classes they may be interested in. 5 per term per subject.

If you want to submit an idea for the catalog, inquire with your program coordinator.

Paid Advertising.

Advertising includes social media ads (Facebook, Instagram). Marketing, in collaboration with the CED director, program coordinators and instructors, drafts strategy and creates content for these advertisements.

Community Ed Newsletters.

Newsletters are sent at different intervals throughout the year. At a minimum, the Community Ed newsletter is sent at the beginning of each term. To suggest a course for inclusion in a newsletter, contact program coordinators approximately 3-months in advance of the beginning of a new term. Priority

PCC Communities



Catalog Promotions

Instructor Spotlight: Steve Roberts
Steve uses technology regularly in his career teaching students all around the world. He has a passion for introducing students of all ages to a variety of digital tools and projects for sharing their learning and stories of personal interest. Steve is impressed by the innovative and creative media they often produce. In his spare time, he volunteers to create on community TV shows, streams live local high school sports, and co-produces nature documentaries.

Introduction to Dog Ownership

Home, G and Self

Do it Yourself (DIY)

PLAN 611N Swedish Conversation: Level 1
Learn about Sweden, its language, traditions and culture. Get a solid introduction to the language and focus on basic conversation for practical use. Plus, learn about celebrations and traditions taking place during the months of the class.

12545 CLM8 0v CLM8 301 11:30am-1:20pm
Tue 1:19-2:14 Robyn Skiby 1825
No class 2/7. Text: Myojarsvenska, textbook and workbook

Class Spotlight:
Gunilla loves to teach each and everyone who wants to learn the Swedish language as well as learn about the country and its culture. Sweden is a country in motion and there are always new things to discover and explore. Gunilla believes that every moment is a teachable moment. So, wherever your agenda is taking you, Gunilla will be there to help you. Välkommen! Welcome!

NEW CLASS NEW INSTRUCTOR

SCOM 613Y Introduction to Augmented, Virtual and Mixed Reality
Paves the future, evolution and future of these.

D

to Print
Explore the basics of 3D printing technology. Learn about the different types of 3D printers, materials and software. Hands-on instruction will teach you how to design and print your own 3D objects.

3282B Cascade TEB 116 6pm-7:50pm
Wed 6/9-6/6 Berg 185 + \$30 fee

► You may also like 3D Printing and Laser Cutting for Teens on page 49

Social Media Advertising

River Paddleboarding
Clackamette Park, 1 May 6

Sign up

Must Love Dog!
Dog Training with Teens

Sign up

Backtracking a Secure Retirement
Jul 12 | Online Course

Sign up

may be given to courses that are new, represent a trend, offer a great story, or are highly visual and may translate across different mediums. Don't hesitate to offer your course for consideration!

Flyers and Brochures.

Instructors must request flyers and/or brochures promoting courses at least three-weeks in advance of each term. They do this through their program coordinators, who then coordinate with the graphic designer. Once the form is submitted, the designer will create the flyers and/or brochures and distribute a proof. Instructors may request print (25 per term) or digital flyers.

Marketing Tips for Instructors.

The following tips are designed for Community Ed instructors to help promote courses and encourage participation with content marketing efforts from the marketing team. If you want to submit materials, please contact your program coordinator at least one month prior to the beginning of a term.

Here are suggestions for instructors seeking to contribute with our collective marketing efforts, and how the marketing team may support each effort.

Website and Blogs.

Instructor bio. Do we have your instructor bio? Bios help us to generate content marketing ideas and are useful tools to include on web pages and blogs. Bios should be approximately 200 words and include information about your education, areas of expertise, educational passions and interests and social media profiles. Send completed bios, with links to the courses you teach, to your program coordinator. Please include a .jpeg file of your professional headshot (a minimum of 512x512 pixels for web, 2MB in size for print). Images must be in landscape orientation. Full body shots and close-up headshots are not preferred, but action shots may be appropriate.

Suggest a blog post or website landing page. Contact your program coordinator if you have an idea for a guest blog post on a subject matter related to a course you're instructing. To generate ideas, you may consider the following: a course description, how students may benefit or apply the coursework, a trend related to the course, how student's careers will be improved from your course, a question and answer piece with a thought leader, etc. Blogs should be 300-400 words, include an image that is a minimum of 512x512 pixels wide, and be presented to your program coordinator at least one month in advance of the first day of your class to enable production and marketing support. Marketing may

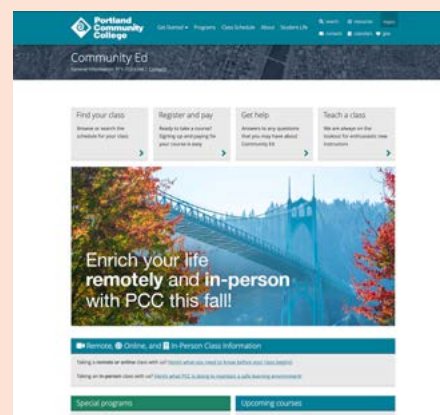
Newsletter Email



Flyers



Community Ed Homepage



distribute via the website, targeted newsletters or emails and social media profiles. Courses deemed to have a news element may be pitched to news media.

Help us capture the student experience. If you expect to have a highly visual course, or are inviting a well-known guest speaker, instruct your program coordinator to contact the marketing team to schedule a photographer or acquire testimonials from participants. Note: instructors must acquire a media release form from each student before photographing students with the intent to distribute through PCC marketing channels. Release forms must be returned to marketing.

You can access media release forms at: pcc.edu/marketing-communications/communication-guidelines/media-release/

Share our blog posts. We have a blog located at pcc.edu/communityed that is updated regularly with great content. We develop blog posts based on the types of courses we provide. We encourage instructors to share posts through your own social media channels to help drive traffic to our website and interest in programming.

WebEasy. WebEasy is used by PCC staff and faculty to create customized web pages for individual use. You can have simple contact information, course syllabus, handouts, assignments, links to web resources, and images. If you are faculty teaching a course listed in the current course schedules, the courses you are teaching and a link to the schedule is automatically included on your WebEasy home page. To create your WebEasy page visit: www.pcc.edu/staff

Social Media.

Engage with us on social media. The marketing team may choose to share and promote your social media posts – but we can't do it if we don't know about them! Like us, follow us, mention us, share our posts. Our current social media channels include:

- Facebook - [@PCCcommunityed](https://www.facebook.com/PCCcommunityed)
- Threads - [@PCCcommunityed](https://www.threads.net/@PCCcommunityed)
- Instagram - [@PCCcommunityed](https://www.instagram.com/PCCcommunityed)

How to 'tag' a page. The easiest way to alert us about your post is to 'tag' PCC Community Ed in your post. Using each social platform, simply refer to our department as '@PCCcommunityed' and – that's it – we're tagged. We will receive a notification that you have tagged our account, and we will like and/or share your post.

Check your settings. Many people restrict their privacy

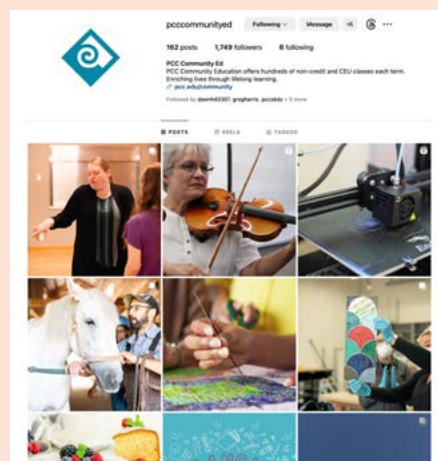
Community Ed Blog



Instructor WebEasy Site



Community Ed Instagram Profile



settings when using social media. Facebook enables flexibility so some posts may be public, while others are shared privately. When sharing information related to your work at PCC on Facebook, consider temporarily transitioning your setting to “public.” This can be done manually, and reset after your post. Selecting the Public setting ensures that others can share your post to their networks, and is the best setting for promotion. If your Instagram or Twitter profile is set to private, your posts cannot be shared publicly.

Announce that you are teaching with Community Ed. Post an announcement to your social media channels and link to the Community Ed website or its social media channels. Add a blurb to your newsletter. Post on your blog. Provide links to our social media channels and invite your contacts to follow Community Ed.

Hashtags. The ‘#’ symbol, when combined with a word, creates a hashtag. Hashtags combine related information to easily categorize related content and make it easier for social media users to follow a topic of interest. Hashtags are also a great way to network with other users interested in similar content. Hashtags are most commonly used on Twitter and Instagram. Examples used by the college include ‘#portlandcc’ and ‘#MyPCC’ for general topics related to the college. It’s important to use hashtags relevant to place and subject.

Influentials. The best way to amplify your voice is to engage with more influential profiles. These influencers often have content relevant to your interest area. When you share this content it takes the pressure off of you to continually create your own. These influencers also help to keep up to date with trends.

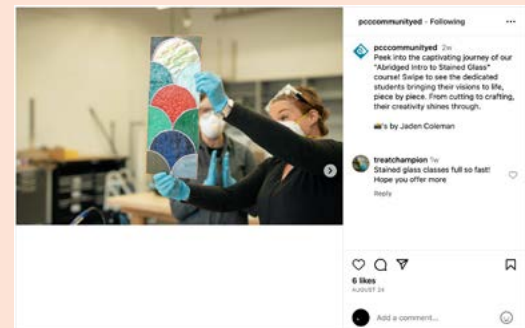
Visuals versus writing. Each social media account has a different predominant feature, and a different culture develops as a result. For example, Instagram is predominantly centered around images and reaches a younger audience. Twitter is centered around writing-in-short-bursts and has its own unique audience. In recent years, young people have reduced their time with Facebook and it’s currently a great platform to reach older audiences. Pay attention to the type of content popular with each platform. Contact your program coordinator if you’d like assistance creating a branded image to promote your class on social media.

Encourage students to use social media. Students can be great advocates for PCC and visual courses can provide wonderful opportunities for personal advocacy. Ensure students are aware of our social media channels, and encourage them to tag our page when sharing a post.

Facebook Post



Instagram Post



Threads Post

