



PCC

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# High School Recruitment Campaign April 2014



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# Targeted to HS Students

- Pandora radio ads
- Social Media: Facebook ads, Twitter
- Direct mail to graduating seniors and parents
- New Admissions web page
- HS visits and recruitment events



# Broader Public Image

- TV commercial: KATU, KGW, KPTV, KOIN
- Trimet: 10 busses, shelters, Michaelangelos
- Radio commercial: KOPB, 105.1 "The Buzz", KINK, K-Jammin'
- "Wall Scape": 2nd and Yamhill
- Media pitches
- Communities magazine



# #thinkPCCfirst



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#thinkPCCfirst

I'm blazing new paths.  
Nothing will stand in my way.  
When I think of where I'm headed,  
**I think PCC first.**

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Portland  
Community  
College



#thinkPCCfirst

I'm always planning ahead.  
Nothing will slow me down.  
When I think about my future,  
**I think PCC first.**

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#thinkPCCfirst

My eyes are on the future.  
Nothing will hold me back.  
When I think of how to reach my goals,  
**I think PCC first.**

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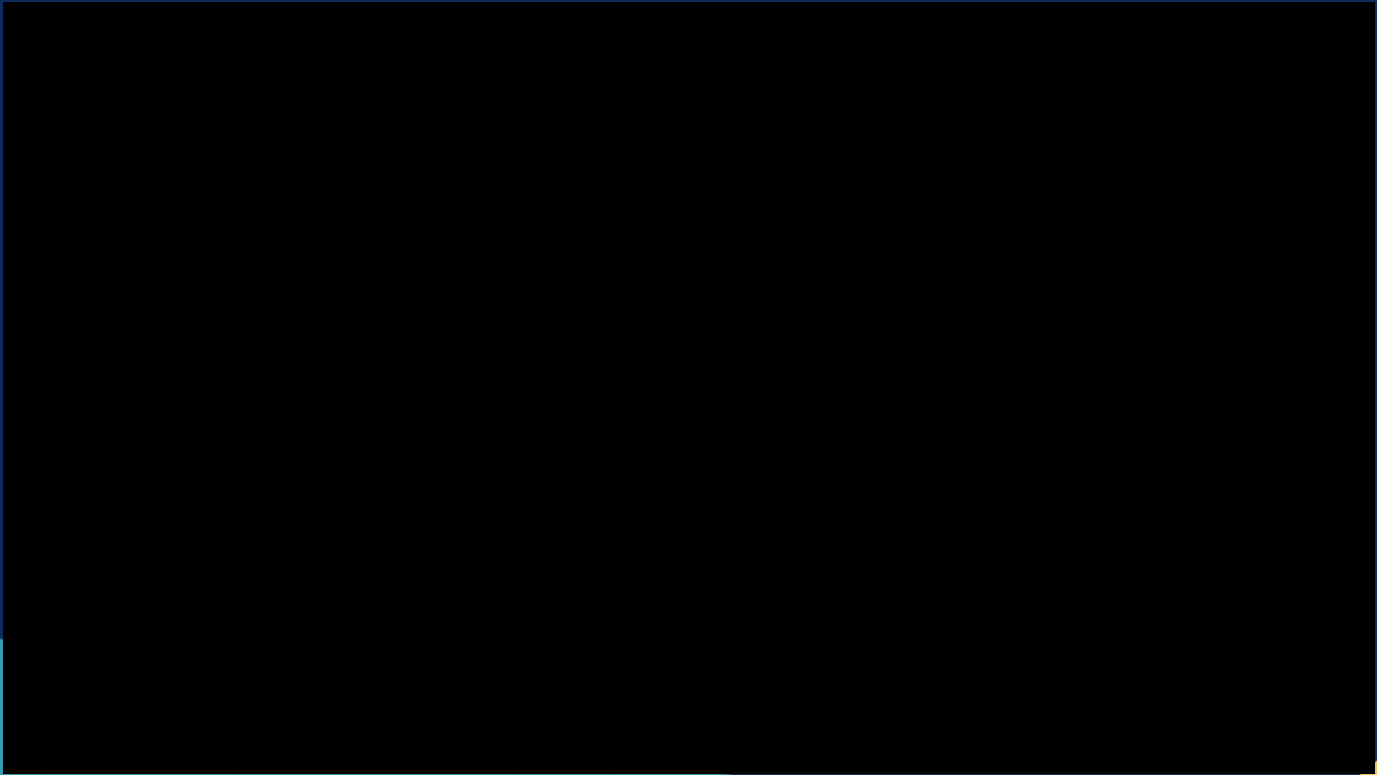
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