

COASTLINE REGIONAL OCCUPATIONAL PROGRAM

Paul E. Snyder Administrative Center, 1001 Presidio Square, Costa Mesa 92626-1584

BOARD OF TRUSTEES

Special Meeting/Study Session

October 11, 2022

10:00 a.m.

PUBLIC COMMUNICATION TO THE BOARD - Anyone desiring to address the Board on any item will be granted three minutes to make a presentation to the Board. If the topic relates to a particular agenda item, you have the option of requesting to be called upon to make your remarks at the time the item is discussed by the Board. (Education Code §35145.5, Government Code §5495.3)

Meetings are recorded for use in the official minutes.

AGENDA

1. BOARD MEETING CALLED TO ORDER

Meeting is called to order by _____ at _____ a.m.

2. PLEDGE OF ALLEGIANCE

- 3. ROLL CALL:**
- Lynn Davis, President _____
 - Michelle Barto, Vice President _____
 - Suzie Swartz, Clerk _____
 - Diana Carey, Member _____
 - Lauren Brooks, Member _____

4. ADOPTION OF AGENDA – Recommend the agenda be adopted as submitted.

Motion by _____ Seconded by _____ Vote _____

5. PUBLIC COMMENTS – Anyone desiring to address the Board on any item not on the agenda will be granted three minutes to make a presentation to the Board.

DISCUSSION/ACTION ITEMS

6. STUDY SESSION - Coastline ROP Marketing Plan Discussion

7. ADJOURNMENT

Motion by _____ Seconded by _____ Vote _____ at _____

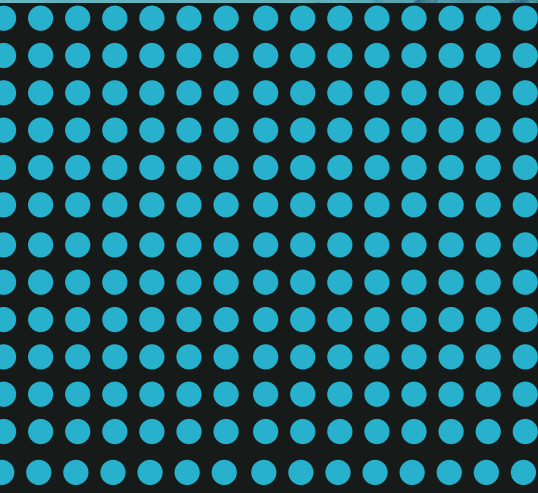
Next Scheduled Meeting: Thursday, October 20, 2022

Public Records related to the public session agenda that is distributed to the Governing Board less than 72 hours before a regular meeting may be inspected by the public at 1001 Presidio Square, Costa Mesa, during regular business hours (7:30 a.m. to 4:30 p.m.)



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COASTLINE ROP MARKETING PLAN



2022-2023

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Prepared by Sonychelle Media and Communications LLC and Coastline ROP Marketing Task Force in consultation with Coastline ROP partner districts.



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have access to important information related to Coastline ROP, such as student achievements, work-based learning opportunities, ROP programming and class offerings, special events, and partnership opportunities.

Families have increasing numbers of choices when it comes to where their children attend school. Not only are there private and voucher school options, but programs like open enrollment can also allow families to enroll their children in neighboring public school districts. Additionally, California's legislature has made changes to funding models that impact CTE. In this environment, effective school district marketing is critical. As a leader in CTE, Coastline ROP must position its programs as a premier provider of CTE.

1 WHO WE ARE AND WHAT WE DO

Coastline ROP is a state-funded public education program providing career technical education and guidance that meets identified educational standards and industry needs. All programs are accredited by the Western Association of Schools and Colleges and include a rigorous, work-based learning curriculum to prepare students for college and career opportunities. Coastline ROP relies on a network of industry and educational partners as well as labor-market trends to determine student coursework and curriculum. Courses combine classroom instruction with hands-on learning; ROP teachers are credentialed and experienced in their related industries.

Currently, Coastline ROP serves thousands of students throughout Orange County in partnership with five school districts—22 comprehensive high schools, 5 continuation schools, and 7 alternative schools—to strengthen and broaden students' educational experience.

Throughout the years, Coastline ROP has effectively created unique learning opportunities for students, but it can be difficult to share those stories without first determining effective marketing and communication strategies. Through this marketing plan, Coastline ROP seeks to fully realize its branding position through strategic, targeted marketing campaigns. In doing so, Coastline ROP will ensure that its stakeholders

2 OUR MISSION

Coastline ROP prepares students to be contributing members of their community by providing an innovative career technical education focused on college and career readiness.

3 STUDENT LEARNING OUTCOMES

Upon successful completion, students will:

- **Integrate academic and technical skills**
- **Practice problem solving and critical thinking skills**
- **Communicate and collaborate with diverse audiences**
- **Demonstrate creativity and innovation**
- **Act as responsible, ethical citizens**
- **Develop personal, educational, and career goals**

4 SCHOOL DISTRICT PARTNERS

Coastline ROP partners with the following school districts to provide high-quality career technical education.



Huntington Beach Union

Edison, Fountain Valley, Huntington Beach, Marina, Ocean View, Valley Vista, Coast, Westminster



Irvine Unified

Creekside / San Joaquin, Irvine, Irvine Virtual Academy, Northwood, Portola, University, Woodbridge



Newport-Mesa Unified

Back Bay / Monte Vista, Corona del Mar, Costa Mesa, CLOUD Campus, Early College, Estancia, Newport Harbor



Saddleback Valley Unified

El Toro, Laguna Hills, Mission Viejo, Silverado, SVUSD Virtual Academy, Trabuco Hills



Tustin Unified

Beckman, Foothill, Hillview, Legacy Magnet Academy, Tustin, Tustin Connect

5 STAKEHOLDERS

Students

Students are the most important stakeholders. Not only are students the stakeholder group that will most benefit from Coastline ROP programs, students are the ones who will tell their friends about the programs.

Parents / PTAs /ELACs

Since high school students make up the majority of Coastline ROP current students, parents are important partners in student success. Parent engagement

is a critical component of building lasting and impactful programs. While reaching parents through social media channels is important, we must also engage them through parent associations such as PTAs (Parent Teacher Associations) and ELACs (English Learner Advisory Committees). PTAs are and ELACs are key stakeholder groups due to their high level of involvement with school sites and school district activities. PTAs and ELACs can also help spread the word about program success through their established networks of parents, students, and teachers.

Businesses

Local businesses play a key role in vetting curriculum and determining course offerings. Additionally, many classes include internships at local business and industry sites where ROP students improve their critical thinking skills, communication skills, and work attitudes. As such, it is important for Coastline ROP to stay connected to business partners from each industry sector.

Counselors

Counselors are a key stakeholder group because they play a vital role helping students make informed decisions about which programs to enroll in. Oftentimes, counselors are the first point of contact for a student and act as program ambassadors. It is important that counselors understand the value of CTE programs and opportunities available through Coastline ROP.

Legislators and Community Organizations

Given the large turnover in state legislators, due to redistricting and other factors, Coastline ROP must work diligently with our elected representatives to keep Coastline ROP and CTE top of mind. Additionally, it is important that we work with other organizations (nonprofits, chambers of commerce, trade groups, unions, etc.) to build alliances and collaboration across the broader community.



4 STRATEGIC MARKETING GOALS AND KEY MESSAGES

In an effort to improve brand awareness and reach more stakeholders, Coastline ROP has identified five strategic marketing goals and key messages.

1. Define and convey importance of CTE

CTE provides students with real world 21st century skills that make them career and college ready. It is an essential part of the California education system as it helps satisfy the California Education Code (Ed Code) language encouraging districts to provide all pupils with a rigorous academic curriculum that integrates academic and career skills, incorporates applied learning in all disciplines, and prepares all pupils for high school graduation and career entry. The State offers more than 10,000 CTE courses that meet a-g requirements necessary for entrance into the UC

college system. Coastline ROP desires to convey the importance of CTE and correct misconceptions related to delivery, such as CTE is for some students, not all.

2. CTE is for EVERY student

Coastline ROP hopes to correct the false narrative that CTE programs are for a specific track of students. To the contrary, CTE is at the forefront of preparing all students to be "college-and career-ready" by equipping them with:

- Core academic skills and the ability to apply those skills to concrete situations in order to function in the workplace and in routine daily activities;

- Employability skills (such as critical thinking and decision-making skills) that are essential in any career area;
- Job-specific, technical skills related to specific career pathways.

CTE provides students with not only career and academic skills, but employability skills that are needed for the modern workplace, such as: critical thinking; communication; team work; citizenship, integrity, and ethical leadership; research tools; creativity; and innovation. Research shows that students who take ROP courses improve their grade point averages, feel a greater connection to learning, and are more successful in college and careers once they graduate.

Coastline ROP will utilize its social media platforms to showcase the diverse student body that takes ROP courses and the various career paths and post-secondary opportunities available to program completers.

3. Show relevance

Coastline ROP has established a network of more than 300 local business partners who support Coastline ROP students, instructors and administration. Coastline ROP relies on this network to stay up-to-date with industry trends and ensure that course curriculum remains rigorous and relevant. By utilizing current communication channels, such as Facebook, Instagram, Twitter, and LinkedIn, Coastline ROP can remain relevant within various industries and execute modern marketing and communication strategies to showcase its state-of-the-art programs.

4. Show value

CTE programs improve success in college and career. Students who complete programs are more likely to go to college or pursue a postsecondary program. Career readiness is a component of each class and students go on to enter a workforce where about one-third of jobs require an associate's degree or certificate and nearly all require real world skills that can be mastered through CTE. As the funding model has changed for ROPs, it has become increasingly critical for Coastline ROP to find consistent methods to communicate its value. By telling student stories and showcasing achievements, Coastline ROP will demonstrate its value to students, parents, district partners, and community stakeholders.

5. "Find your passion"

According to new statistics released by Allaboutcareers.com, a leading careers exploration website, 44% of college undergraduates are unable to define the industry that they would like to work in once they graduate. Through career exploration, Coastline ROP supports middle and high school students, as well as adult students, by providing explorative first-hand opportunities. Coastline ROP will use its platforms to highlight student engagement and pathway completion, as well as share resources to further support student career exploration, such as career videos, aptitude tests, and assessment tools.

5 CHANNELS AND WHO THEY TARGET

Coastline ROP has identified that it will use the following four social media platforms to communicate with stakeholders: Facebook, Instagram, Twitter, and LinkedIn. This decision was made after an analysis of each channels' demographics and Coastline ROP's stakeholders.



1. Facebook

Target Stakeholder Groups: Parents, businesses, counselors, PTAs

Facebook is the most popular social media platform in the United States. It is used by millions of people every day to connect with friends, post pictures and videos, shop online, and share opinions on news stories. As of 2022, 41% of all Facebook users are ages 45 and older and 31% of all Facebook users are ages 25 to 34. Out of all major social networks, Facebook has the smallest age gap in users (the difference between the youngest and oldest users is about 20 years on average). As such, it is an ideal place for Coastline ROP to share student success, course information, community resources, partnership opportunities with parents, businesses, counselors, Parent Teacher Associations (PTAs) and other community organizations. It also presents a great opportunity for Coastline ROP to engage with these groups, gain valuable insights, and learn more about each audience.



2. Instagram

Target Stakeholder Groups: Students, parents

Instagram is another great channel for Coastline ROP. As the world's fourth most-used social media platform, its user base continues to grow with the more recent additions of reels, shops, and Live. This platform is a favorite of younger users (millennials and younger), and allows content creators to share photos and videos easily without a need for users to scroll through long posts like they would on Facebook or Twitter (which both have character limits). Since

Instagram is a visual platform, it will be essential that Coastline ROP create an account that is visually appealing, utilizing Coastline ROP's unique branding, such as colors, logos, and fonts. Since Instagram is especially great for posting visually-oriented activities, such as hands-on training and student success, Coastline ROP will use Instagram to share photos of students' achievements and activities at sites as well as program information for students and parents.



3. LinkedIn

Target Stakeholder Groups: Businesses, parents

LinkedIn is a business-oriented social media platform that allows users to create professional profiles, network with other professionals and search for jobs. LinkedIn is known as a good tool for job seekers and recruiters because it allows them to connect with potential employers. It is also useful for businesses to market their products and services, as well as educators who want to connect with students and parents.

The platform's users tend to be older. In fact, US Internet users over the age of 35 are more likely to use the platform than younger users and users that are 46-55 years old are highly likely to use the platform. However, millennials are rapidly growing their presence on LinkedIn. Given the demographics of LinkedIn and marketing opportunities available through their algorithm, Coastline ROP will engage businesses and parents in an effort to showcase programs, build partnerships, and recruit staff.



4. Twitter

Target Stakeholder Groups: Students, parents, counselors, PTAs, businesses

Twitter is another popular channel among millennials—the age group that makes up a large portion of Coastline ROP's supporters. Additionally, Twitter users include various age groups, often seeking real-time updates, such as current events or the latest trends. Twitter provides an effective way to promote classes, events, services and more.

6

BROAD CALENDAR OVERVIEW

MONTH	ACTIVITIES
January	Legislative Issues Impacting CTE
February	CTE Month; School Counselors; District Partners
March	Enrollment/Recruitment
April	Showcase of Success
May	Staff Appreciation; Health Science and Medical Technology
June	Building and Construction Trades; Engineering and Architecture; Marketing, Sales, and Service
July	Enrollment; Public Services; Transportation
August	Back to School, Child Development, and Family Services
September	Business and Finance; Information and Communication Technologies
October	Agriculture and Natural Resources; Arts, Media, and Entertainment; Manufacturing and Production Development
November	Business Partners
December	Hospitality, Tourism, and Recreation



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7

THREE MAJOR CAMPAIGNS/ THEMES

Throughout the calendar year, Coastline ROP will focus on three major marketing campaigns/themes. These campaigns will allow Coastline ROP to target key issues and activities through a comprehensive, multi-phased approach. Following each campaign, a review will be completed to provide valuable insights and analytics that will drive future campaign efforts.

CTE Month (February)

The state of California and the United States have declared February as Career Technical Education month. CTE Month is an important opportunity to connect with other CTE organizations as well as equip stakeholders and program ambassadors with key information and data-points that communicate the value of CTE programs through Coastline ROP.

Suggested Activities:

- Ask each city within the service area of Coastline ROP to issue a proclamation declaring the month of February as CTE month.
- Request to present at each District’s Board meeting and ask that each District issue a proclamation.
- Design a targeted social media campaign that tags partners.
- Highlight student outcomes and showcase former students.
- Create infographics that share key CTE data points.
- Connect with high school ASB and CTSO programs to host lunchtime events.

Coastline ROP Showcase of Success (April)

Each April Coastline ROP recognizes outstanding students from each of its industry sectors. This is a great time to highlight student success and encourage others to “tell the ROP story”.

Suggested Activities:

- Capture student testimonials and interview parents
- Share photos and videos of students in-action
- Highlight award winners on social media and tag district partners
- Create a social media contest to solicit student success stories
- Brand a hashtag for the Showcase of Success event.

Back to School (August-September)

The beginning of a new school year presents a great opportunity to educate and acclimate new stakeholders.

Suggested Activities

- Create infographics to provide snapshots of programs and information about career pathways
- Publish explainer videos and/or informational clips
- Disseminate course fliers
- Provide updates regarding staff changes and/or new administrators
- Invite people from the community to tour classrooms

8 WEBSITE DEVELOPMENT

Coastline ROP’s website is a critical component of its marketing position. As such, Coastline ROP will undergo a full website redesign in 2022-2023. The new design and platform will support Coastline ROP in making information more accessible to stakeholders. Fully responsive to a variety of device

formats, displaying information with high-quality images and videos and a thought-out presentation will be an instrumental part of making information more accessible. All content will be reviewed by the Coastline ROP Marketing Task Force and designated stakeholders prior to publication.

9 VIDEO PRODUCTION

Coastline ROP classes are active spaces where learning occurs in and outside of the traditional classroom setting. Students use cutting-edge equipment and engage in technical, hands-on activities that are rarely seen unless documented. Through the creation of video collateral, stakeholders will be able to view learning activities first-hand. Creation of video content will also answer the increased demand for digital content that has resulted in this current, modern era of technologies and promote content being shared by social media platforms that favor video content.



Projects:

- Coastline ROP overview
- One per district
- One per high school