

Marketing 2015 Projects
Uyen "Yen" Mai, Director of Marketing and Communication

WINTER

2015 Campus Directory
2015 Summer Schedule
Registration 101
Foundation golf event
Athletics Hall of Fame
Annual Report for 2014-15
Website Phase 1 Research
Spring Community Ed Brochure
International Students Handbook
Ad Taxi Campaign for Spring
Debbie Boroch Day flyer, invite
Employee Handbook
WTC Banner
Professional Development Letterhead/Banner
STEM Teacher Prep Grant brochure, flyer
International Students Application
International Students Banner

SPRING

Performing Arts posters and programs (~20 events)
Summer Bridge program
Website Redesign (colors/look/feel)
2015-16 Student Handbook
2015 Fall Schedule of Classes
2015-16 Catalog
Connect 4 HSO Materials
Ad Taxi Campaign for Summer
Commencement Program
GED Commencement Program
Fire Academy Program
Fall Convocation covers
Website Phase 1 Strategy/Content
General campus brochure
General campus folder
Website About Us content update

SUMMER

Ad Taxi Campaign for Fall
2016 Winter Schedule of Classes
Website Phase 1 Development
Measure RR Annual Report
Fall Community Education Brochure
2015-16 Performing Arts Overview Brochure

FALL

Class Pass program
Alumni Day marketing
Emergency Preparedness Week marketing
Ad Taxi Campaign for Winter
Annual Report for 2015-16
2016 Spring Schedule of Classes
Website Phase 1 Launch/Training
Performing arts programs and posters (~20 events)

ONGOING

Daily - signage, marquees, monitors
Daily - social media monitoring and updates on Facebook, Twitter, Google+, LinkedIn, Instagram
Daily - media monitoring and outreach
Daily - photography
Daily - Mt. SAC home page, news site content
Daily - external web monitoring
As needed - Public Records Act requests
As needed - Graphic design requests
As needed - Special events planning, invitations and programs
As needed - Editing for departments (ex. Annual Fund mail pieces)
As needed - Emergency communication (Blackboard, website, media, emails, etc.)
As needed - consultation for marketing, branding, print, social media and web
As needed - eBrochure updates and additions