

UMPQUA COMMUNITY COLLEGE

Board of Education Work Session

Wednesday, October 11, 2017

Topic: Promoting UCC

Presenter: Tiffany Coleman
Director of Communications and Marketing

Work Session Outline:

1. Introduction
 - a. Background
2. Department functions
 - a. Goals and priorities
 - b. Projects
3. Marketing Channels
 - a. What we use
 - b. Resource maximization
4. Advocating
 - a. Marketing tools
5. Q&A Session