



# INTRODUCTIONS



**TRAVIS JORDAN**

Director, Integrated Marketing



**AYANNA YOUNG**

Media Relations Specialist



**SELINA STARLING**

Social Media & Digital Content Specialist

# what you can expect

---



strategy



the launch



a typical week



digital marketing



website



results (so far)



#1 Transfer School in the State

80% of our Students Transfer

4,000 Transfer to FSU

1,000 Transfer to FAMU

Campaigns Launched in 2014 and have seen double digit increases each year.



**TCC2WORK.COM**

MORE THAN 160,000 TRAINED AND EMPLOYED | YOU'RE NEXT

52 PROGRAMS  
52 WEEKS

# PLANNING

---



**goals**



**perception survey**



**connectors**

## **PLANNING**

- 1. Increase awareness in workforce programs**
- 2. Educate community that TCC is more than a transfer school**
- 3. Increase website traffic to program pages**
- 4. Ultimately increase enrollment**

# PLANNING

---



goals



perception survey

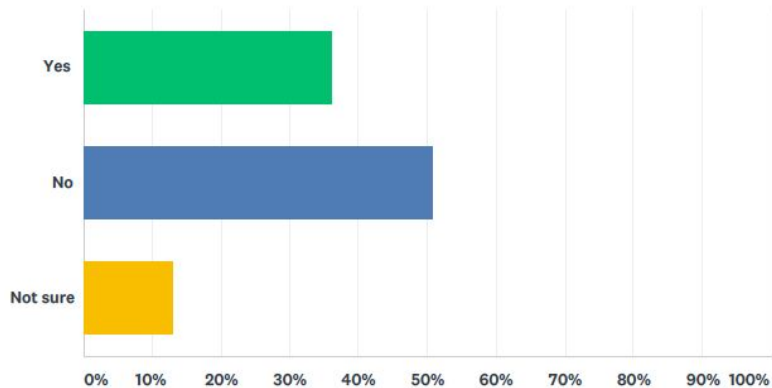


connectors

# INTERNAL

## Q5 Have you heard of TCC2WORK?

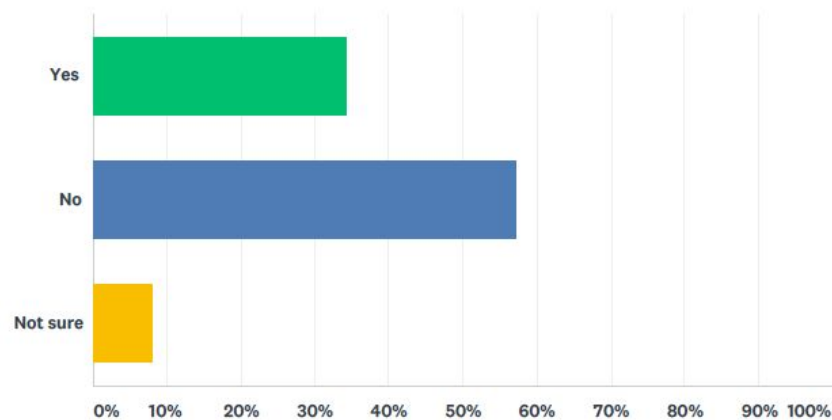
Answered: 116 Skipped: 3



# EXTERNAL

## Q5 Have you heard of TCC2WORK?

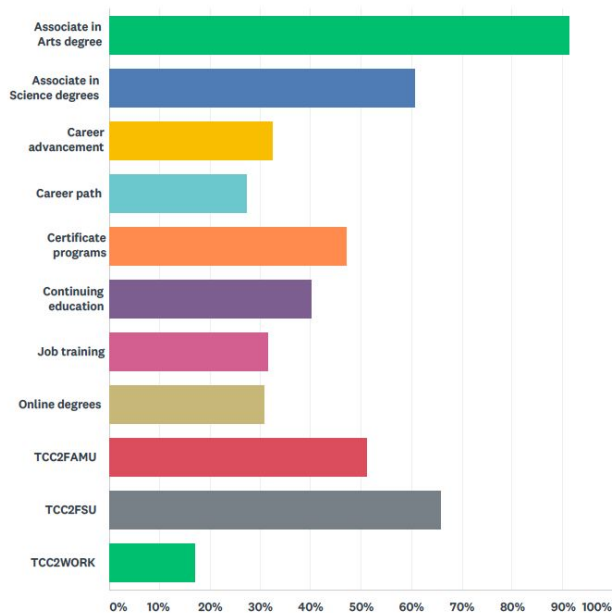
Answered: 218 Skipped: 5



# INTERNAL

Q1 When you think of Tallahassee Community College, what comes to mind? Check all that apply.

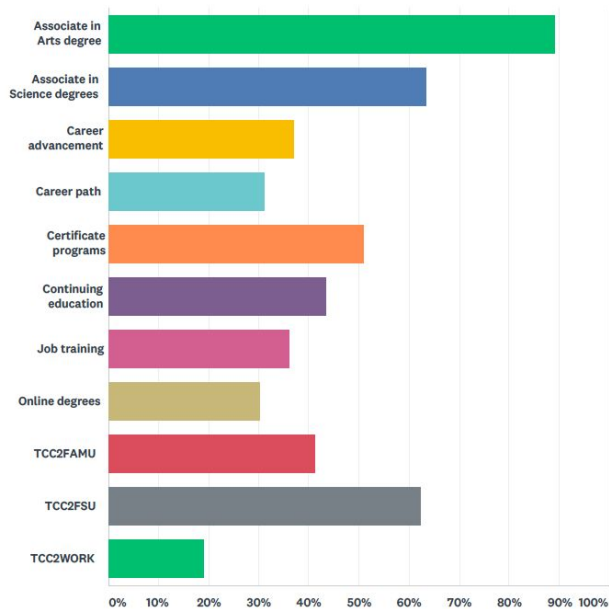
Answered: 117 Skipped: 2



# EXTERNAL

Q1 When you think of Tallahassee Community College, what comes to mind? Check all that apply.

Answered: 221 Skipped: 2



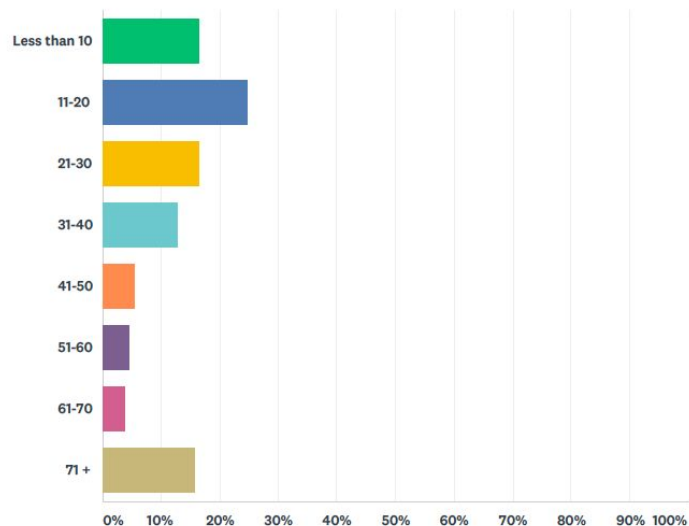
# INTERNAL



# EXTERNAL

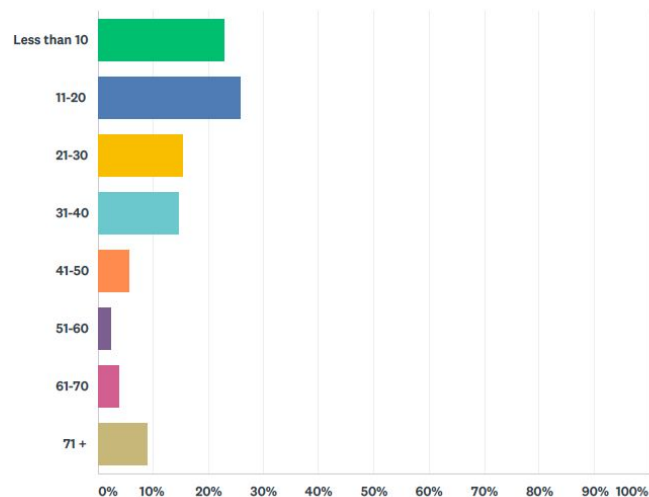
Q4 Do you know how many job-training and career-enhancement programs Tallahassee Community College offers?

Answered: 109 Skipped: 10



Q4 Do you know how many job-training and career-enhancement programs Tallahassee Community College offers?

Answered: 212 Skipped: 11

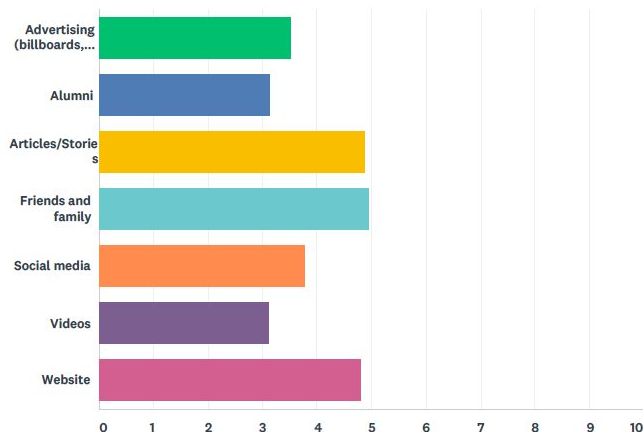




# INTERNAL

Q6 When selecting a job-training program, I am most influenced by the following (Rank them in order from most influential with, 1 being the most influential to 7 being the least influential):

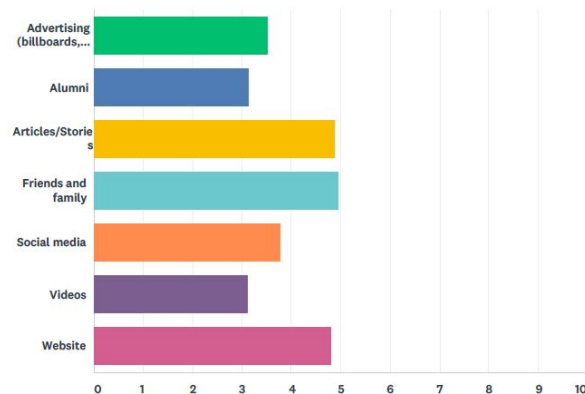
Answered: 108 Skipped: 11



# EXTERNAL

Q6 When selecting a job-training program, I am most influenced by the following (Rank them in order from most influential with, 1 being the most influential to 7 being the least influential):

Answered: 108 Skipped: 11



# PLANNING

---



**goals**



**perception survey**

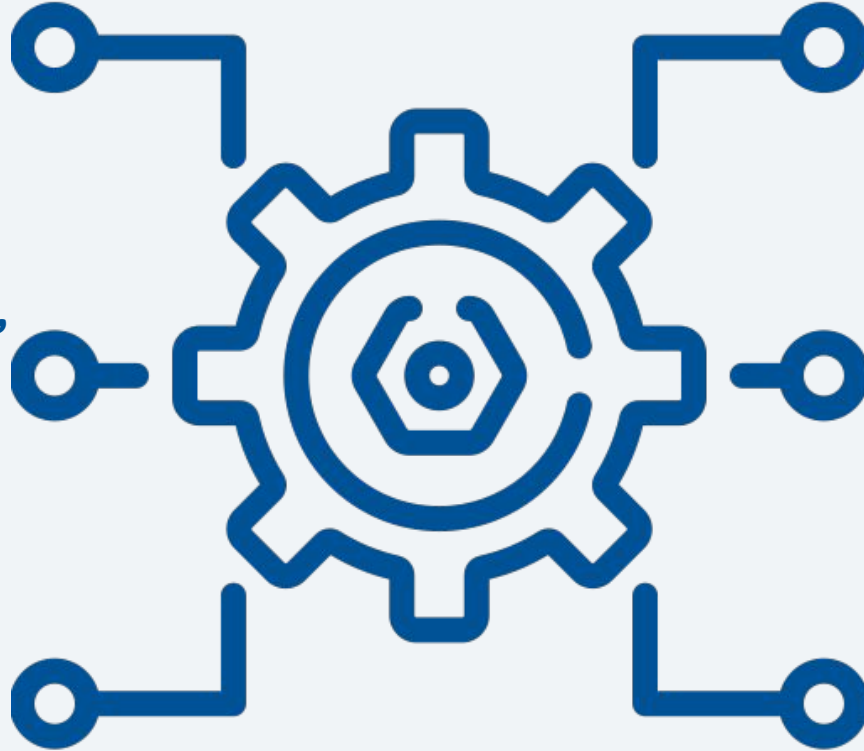


**connectors**

**Network of contacts**  
*(VPs, Deans,  
Faculty, Alumni)*

**Quarterly “Connector”  
meetings for calendar  
review**

**Area experts to direct  
calls or inquiries**



**Identifying  
Students to be  
highlighted**

**Institutional  
Effectiveness  
(demographic  
data)**

**Local Businesses**

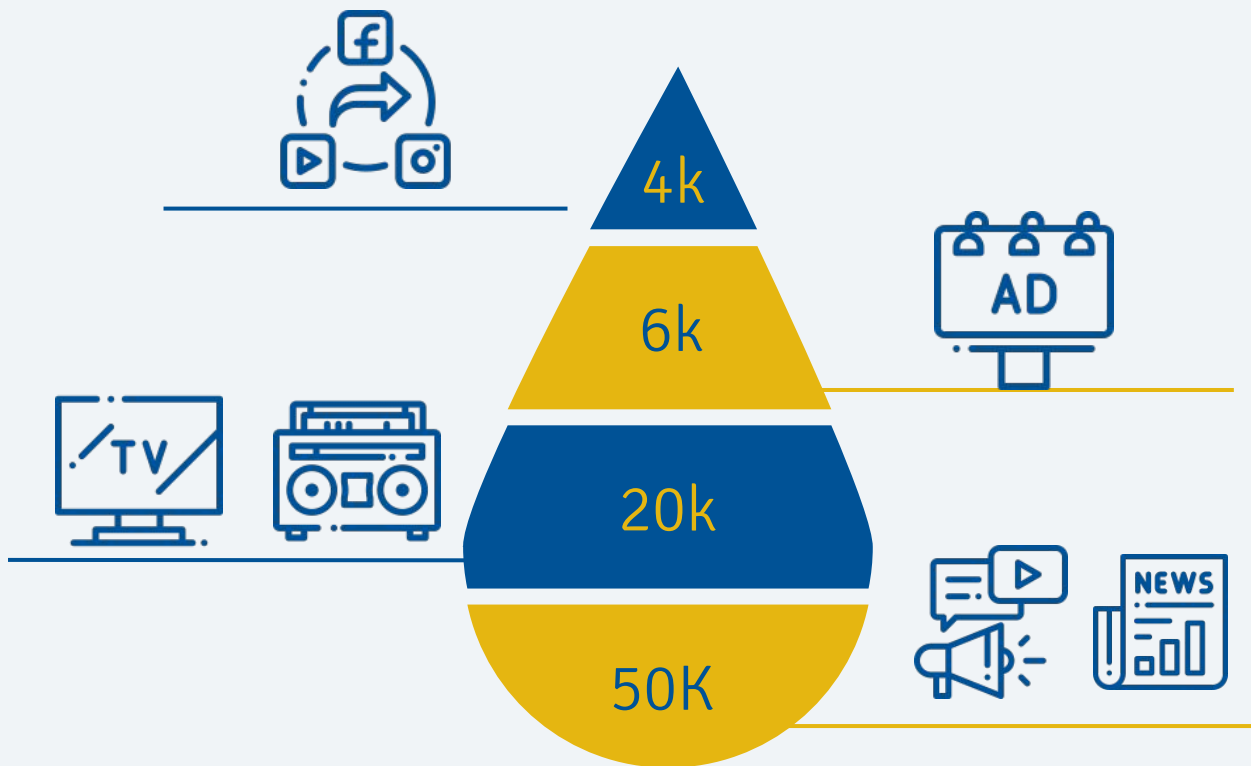


# BUDGET

---

80k +/-

BUDGET



# THE ROLLOUT

## CUSTOM CONTACT INFO

833-TCC-JOBS 📞  
tcc2work@tcc.fl.edu ✉️



## TRUCK WRAPS



## SIGNAGE



## BILLBOARDS





## GIVEAWAYS



## DIGITAL SCREENS



## OUTDOOR FLAGS



# A TYPICAL WEEK



## A WEEK OF DELIVERABLES

### Democrat Story

For Sunday Print Edition

Post to Newsroom (Story and 15 sec)

---

---

### TV Spot

#### 15 second

Landing Page (TCC2Work)

WCTV

WTVL

LIVE IN TALLY

DEMOCRAT (Pre-Roll Ad)

SOCIAL MEDIA (Selina)

---

---

---

---

---

---

#### 60 second (Provided on June 10th for Entire Year)

WCTV

WTVL

LIVE IN TALLY

SOCIAL MEDIA

---

---

---

---

### Social Media Paid

Democrat - 30 day run (four programs)

#### In-House

Linkedin and Twitter

---

---

### Social Media Organic (linkedin, twitter, facebook)

Marketing and Communications

Workforce Development (Send to)

Foundation (Send to)

---

---

---

### CaptiveEyes

Animation (Provided Once for Year)

Static Image (Weekly Program)

---

---

### Marquee

Animation (Once for Year)

Static Image (Weekly Program)

---

---

### Radio

Adams Radio (Weekly 30 Sec)

iHeart Media (Weekly 30 Sec)

General Spot (Once for year)

---

---

---

### Newsletters

TCC Monday (Static logo for more info)

Alumni and Friends

---

---

### Website (TCC2Work)

Job of the week copy and video to landing page (weekly)

---

Add previous job of the week video to carousel

---



## Surgical Technology Career Forms at TCC

by Ayanna Young, Special to the Democrat

Tallahassee native, Chelsea Countess said it took some time to actually find her niche in the medical field. She started taking classes in physical therapy but quickly realized it wasn't for her. That's when her father told her about Tallahassee Community College's Surgical Technology program and she's been hooked ever since. "If you would have asked my parents, I never would've ended up in the medical field," Countess said. "Growing up I was so scared of needles, shots and getting blood drawn."

After learning more about the program at an interest meeting and seeing the class sizes offered at the College Countess said she knew TCC was the best decision. "A university is not for everybody," Countess said. "They're bigger but I needed a much smaller fit and the class sizes at TCC fit me perfectly."



After earning her associate's degree, Countess currently works at Capital Regional Medical Center. She plans to go back to school for additional training. "I love my job and I love being able to help patients and be there for the surgeons," Countess said. "I am a firm believer in treating every patient like they are a family member."

Certified surgical technologist can work in a number of settings where invasive procedures are performed including operating rooms, labor and delivery areas and private physician offices. The College accepts 24 students annually to the program.

# TCC2WORK.COM

To learn more about TCC2WORK opportunities that have trained and employed more than 160,000 people, visit [TCC2WORK.com](http://TCC2WORK.com) or call 1-833-TCC-JOBS.

## EMT career begins at TCC

by Ayanna Young, Special to the Democrat

For Ja'el Dawson, enrolling into Tallahassee Community College's Emergency Medical Services program was another certification that was required in order for him to begin his career at the Tallahassee Fire Department. His parents' medical issues also led him to wanting to learn more about providing them with better care. However, TCC's state accredited emergency medical technician program taught him more than anticipated.

There have been some memorable moments for Dawson during the program including his labor and delivery clinical. "A lot of people don't realize there are a lot of deliveries that we do in the field," Dawson said. "You are trained on how to do that and you have to go and perform the necessary clinical hours to be well-

*What I gained from the EMS program was a sense of responsibility. A lot of people getting into this career aren't well-versed on the level and the gravity that this kind of job impacts. You're literally in control of whether someone dies or doesn't die. Even as an entry-level EMT... it's you until they get to the hospital.*

EMS program to register. "It allows you to pursue careers in the medical field beyond just the entry-level EMT," Dawson said.



versed," he said. "For me that was most interesting, I was able to actually witness a C-section, that was my first time."

TCC's EMS program has a 91% first-time pass rate and a 100% overall pass rate on the licensure exam. Dawson said he urges people who are interested in the

**TCC2WORK.COM**

To learn more about TCC2WORK opportunities that have trained and employed more than 160,000 people, visit [TCC2WORK.com](http://TCC2WORK.com) or call 1-833-TCC-JOBS.

## TCC Provides Gateway to Early Childhood Career

by Ayanna Young, Special to the Democrat

Starting a career in childcare was not in Lisa Owens' initial plan. But after having her first child, Owens decided to leave her job in sales to become a preschool teacher. "I thought about the things that I could do while being a full-time mom and still being employed," Owens said. "I enrolled in TCC's Early Childhood program and I befriended Program Chair Dr. Maureen O'Neil who helped me through the process. Now 10 years later, I'm still good friends with her and she helps me help my staff obtain their degrees."

Owens' daughter is now 12 years old, but Owens said she couldn't see herself leaving a profession she has grown to love. Owens has been promoted several times within her career, and currently serves as the Chief Operating Officer at a childcare facility. "I've stayed in this career field because it keeps me fulfilled," Owens said. "I love the relationships I make with our families, with our staff and with the community. That's just what keeps me happy."



After earning her associate's degree at TCC, Owens said she gained the skills and professionalism to advance in her career. "You learn a lot throughout the courses and that's what I see happen with my staff who go through the courses," Owens said. "They gain a confidence knowing that they have the training and they have the knowledge to continue their career in childcare."

The Early Childhood program can be completed totally online. The program also offers the T.E.A.C.H. scholarship for students to earn their A.S. degree then earn a bachelor's degree at many of the Florida 4-year colleges and universities.

**TCC2WORK.COM**

To learn more about TCC2WORK opportunities that have trained and employed more than 160,000 people, visit [TCC2WORK.com](http://TCC2WORK.com) or call 1-833-TCC-JOBS.

## TCC Manufactures Welding Professions

Special to the Democrat by Ayanna Young

The ability for students to work with their hands and build a variety of objects is why people enroll into the welding program at the Tallahassee Community College Kim B. Williams Advanced Manufacturing Training Center (AMTC). Dylan Sutton, the Welding Lab Assistant at the College said the small class sizes offered at TCC also attracts students who are looking for one-on-one training.

"Our class sizes are generally smaller and we intentionally structure them that way so they get better teacher-to-student ratios," Sutton said. "We also have night classes for almost all of our classes at AMTC. We purposefully schedule our classes later for working adults."

Sutton said the welding program allows for its graduates to excel in any environment. Some of the welding graduates currently work for welding unions and small businesses.

"With this trade you can go anywhere around the world with this skill set," Sutton said. "You can create



your own business and be completely independent. Students can attend the classes, excel and create their own future out of it."

For Sutton, he says it's really enjoyable to watch students have that 'light bulb' moment in class and finally grasp a concept. "At the Advanced Manufacturing Training Center, we're pushing the cutting edge," Sutton said. "We're trying to use the most up-to-date techniques and processes to give these people the best opportunity they have whenever they graduate."

The welding program ranges from nine months to a year depending on how quickly a student understands and progresses through each concept.

**TCC2WORK.COM**

To learn more about TCC2WORK opportunities that have trained and employed more than 160,000 people, visit [TCC2WORK.com](http://TCC2WORK.com) or call 1-833-TCC-JOBS.

July 1, 2019



Starting a career in firefighting was not a profession Gage Timmons thought was unattainable. In fact, his father was the person who guided him to protect and serve.

"My dad just recently retired after 30 years of firefighting," Timmons said. "I always wanted to follow in his footsteps and do what he did since I was a kid."

Tallahassee Community College seemed to be an obvious choice for Timmons after completing his associate's degree at the College and later transferring to a university to earn his bachelor's degree. "I went back to TCC," Timmons said. "It's close to home and I enjoyed it and all the instructors."

Timmons said hands down TCC's fire academy is the best program in the state for people to attend. "If they want to get any job in North Florida it's by far the best fire college to go too," Timmons said. "Even people from South Florida come up here to go through TCC then they go back down south. It's just a really competitive and great program to go through."

With an average pass rate of 90 percent on the State exam, the Tallahassee Fire Academy is one of the top academies in the state of Florida. TCC's Firefighter Certificate Program holds two classes a year—one in January and one in July. The Program teaches basic firefighting skills—such as climbing ladders, pulling hose, working with rope, extricating victims from wrecked vehicles, fighting fire and maintaining equipment.

To learn more about the firefighting program or other TCC2WORK opportunities that have trained and employed more than 160,000 people, visit [TCC2WORK.com](http://TCC2WORK.com) or call 1-833-TCC-JOBS.



July 8, 2019



After graduating from Lincoln High School, Austin Bentz took a traditional route when beginning his college experience at TCC. He enrolled in basic introductory courses such as English and Mathematics, but he found himself wanting more. As a result, he switched his focus to TCC's HVAC program.

"TCC was the only HVAC School that would allow me to work during the day in the field, come back and learn the science behind it," said Bentz.

For Bentz, enrolling in the HVAC program was the best decision he ever made—a decision that instantly led to a career. Six months into the program, he landed a job at Parker Services. He attributes this to his hands-on training and the connections he's made at TCC, especially his former teachers.

"The instructors have been in the field pretty much their whole life," said Bentz. "We have instructors that own their own company or used to work at big corporations, so you get the best of both worlds."

Bentz hopes to have his own HVAC company or become a service manager someday.

He encourages students coming out of high school who are unsure about their future to consider enrolling in the HVAC program. "It's a very lucrative field," said Bentz. "You can get in and out within a year and a half and it really puts you ahead of the game."

Projected employment for HVACR technicians is expected to increase 15 percent by 2026, reports the U.S. Bureau of Labor Statistics.

"With all the skills you learn from [HVAC], you can pretty much work on every piece of equipment," said Bentz. "You can get a job anywhere."

To learn more about the HVAC program or other TCC2WORK opportunities that have trained and employed more than 160,000 people, visit [TCC2WORK.com](http://TCC2WORK.com) or call 1-833-TCC-JOBS.



July 22, 2019



The ability for students to work with their hands and build a variety of objects is why people enroll into the welding program at the Tallahassee Community College Kim B. Williams Advanced Manufacturing Training Center (AMTC). Dylan Sutton, the Welding Lab Assistant at the College said the small class sizes offered at TCC also attracts students who are looking for one-on-one training.

"Our class sizes are generally smaller and we intentionally structure them that way so they get better teacher-to-student ratios," Sutton said. "We also have night classes for almost all of our classes at AMTC. We purposefully schedule our classes later for working adults."

Sutton said the welding program allows for its graduates to excel in any environment. Some of the welding graduates currently work for welding unions and small businesses.

"With this trade you can go anywhere around the world with this skill set," Sutton said. "You can create your own business and be completely independent. Students can attend the classes, excel and create their own future out of it."

For Sutton, he says it's really enjoyable to watch students have that "light bulb" moment in class and finally grasp a concept. "At the Advanced Manufacturing Training Center, we're pushing the cutting edge," Sutton said. "We're trying to use the most up-to-date techniques and processes to give these people the best opportunity they have whenever they graduate."

The welding program ranges from nine months to a year depending on how quickly a student understands and progresses through each concept.

To learn more about the welding program or other TCC2WORK opportunities that have trained and employed more than 160,000 people, visit [TCC2WORK.com](http://TCC2WORK.com) or call 1-833-TCC-JOBS.





## EARNED MEDIA

---



# CHAMPIONS

Locals react to USWNT's World Cup victory

SPORTS 18

TALLAHASSEE

"They really take the time to care and make sure everyone succeeds"



Chloe Courten is a proud supporter of Capital Region's United States Women's National Team. She also supported the USWNT's victory in the World Cup.

## County set to consider plastic straw ban

Many items on agenda for commission meeting

By Bill  
Tallahassee Democrat

The Leon County Commission will discuss the possibility of a plastic straw ban at its next meeting. The commission is also expected to discuss a ban on single-use plastic water bottles.

Plastic straw ban is on agenda

Leon County's commission will discuss the possibility of a plastic straw ban at its next meeting. The commission is also expected to discuss a ban on single-use plastic water bottles.

See COMMERCIAL, Page 8A

## TCC initiative aims to match people with jobs

By Bill  
Tallahassee Democrat

Chloe Courten thought she had her post-high school path mapped out.

Following graduation from Lincoln High in 2010, she attended Tallahassee Community College, where she was part of a program that provided her with a job at the college.

"I am going to do whatever I can," she said. "I want to be a nurse, but I don't know if I can afford it."

"This was an eye-opener," she said. "I had no idea I could do this."

Courtena earned her associate's degree in nursing from TCC in August 2012.

The TCC2Work initiative is a partnership between Tallahassee Community College and the local business community.

The program is designed to help students find jobs that match their skills and interests.

After earning her associate's degree, Courtena was hired by a local business.

"I am going to do whatever I can," she said. "I want to be a nurse, but I don't know if I can afford it."

"This was an eye-opener," she said. "I had no idea I could do this."

## Some upset beaches have gone to the dogs

Franklin Commission will take up the issue

By Bill  
Tallahassee Democrat

The Leon County Commission will discuss the possibility of a plastic straw ban at its next meeting.

The commission is also expected to discuss a ban on single-use plastic water bottles.

Plastic straw ban is on agenda

Leon County's commission will discuss the possibility of a plastic straw ban at its next meeting.

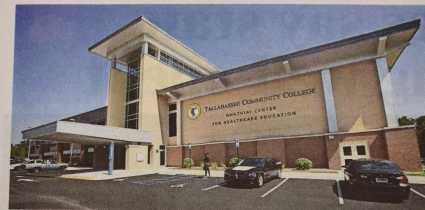
The commission is also expected to discuss a ban on single-use plastic water bottles.

Plastic straw ban is on agenda

Leon County's commission will discuss the possibility of a plastic straw ban at its next meeting.

The commission is also expected to discuss a ban on single-use plastic water bottles.

Plastic straw ban is on agenda



Tallahassee Community College's Ghazvini Center for Medical Education was launched in August 2011. TALLAHASSEE DEMOCRAT FILES

## Work

Continued from Page 1A

A need for additional skilled workers in the region and state has also been recently stressed by the Florida Chamber of Commerce and the Tallahassee Chamber of Commerce.

## Pathway to careers

Last month, the college unveiled its TCC2Work initiative designed to remind the community of the college's track record in training for careers, either through its more than 74 workforce programs or its academic track.

Kimberly Moore, vice president for Workforce Innovation, says TCC2Work is not a re-branding of the college's mission but a renewed focus on its multi-faceted approach to putting people to work.

It pairs with the TCC2FAMU program which has increased in students transferring directly to FAMU from 266 in Fall 2017 to 709 this spring.

The TCC2FSU program has increased in the number of participants from 1,844 in fall 2017 to 3,345 this spring.

"It takes into account a commitment the college always has had and that's making sure we are taking care of the needs of



Kimberly Moore is vice president for Workforce Innovation at TCC. TALLAHASSEE DEMOCRAT FILES

website. "It's not about what TCC wants to offer, it's about what our employers are looking for," Moore said.

"You are always going to see nursing at the top of that list," Moore said, adding that truck driving, information technology, retail, hospitality and customer service training also are popular.

The college's RN program ranks seventh in the state. For those who want to progress beyond the two-year program, the college now offers a Bachelor's of Science in nursing.

In addition, several healthcare-related programs are offered.

"Many TCC graduates choose to apply for career opportunities at TMH and go on to become colleagues within our organization," said Steven Haynes, vice president

of Technology certification program is offered in the evening at TCC's Gadsden Center.

It has had a 100-percent placement rate for graduates since its inception two years ago. Kendall Jones, executive director of plant operations and maintenance at Florida A&M University, has hired two graduates of the program.

"It's hard to find these types of specialists," Jones said. "We are always looking for people with different skill sets. We are impressed with the curriculum that's been taught to their students. The environment is very hands-on in addition to the information taught from textbooks."

James Tomlinson is one of those employees. Having a background in construction, he en-

**ABC**

**FOX**

**COMCAST**

**PRE-ROLL**

**STREAMING**

**CBS**

**YOUTUBE ADS**

**SPONSORSHIPS**

BROADCAST MEDIA





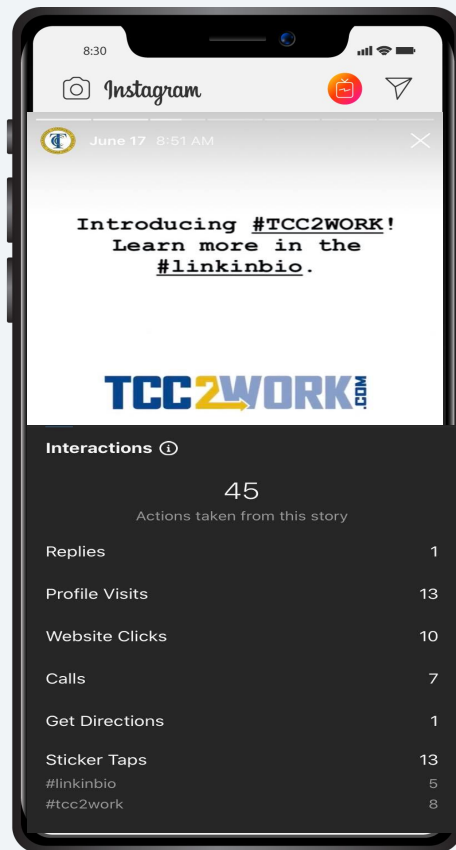
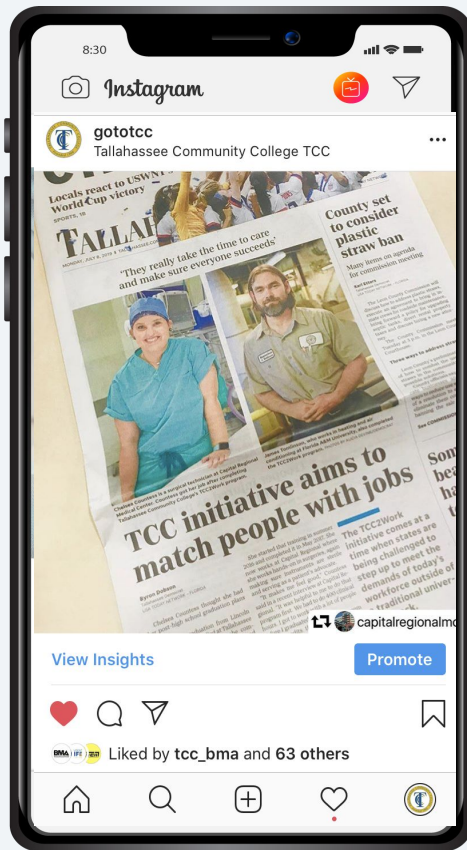
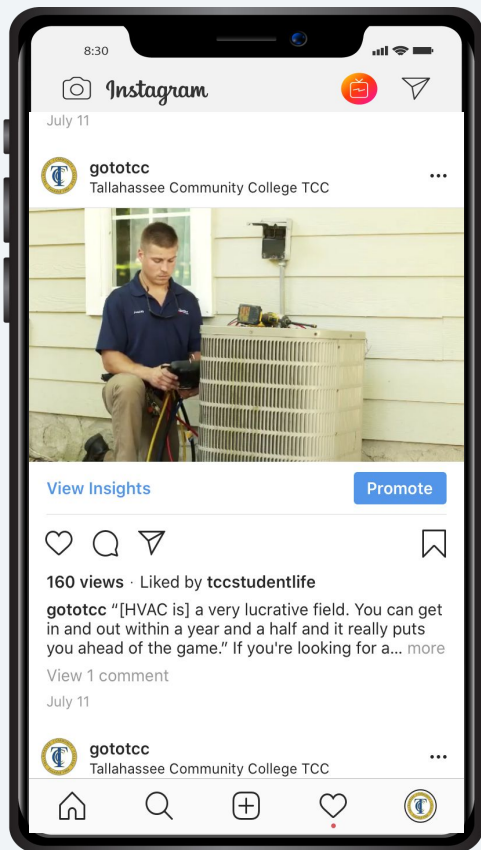




## COHESIVE SKINS



# INSTAGRAM



## Interactions ⓘ

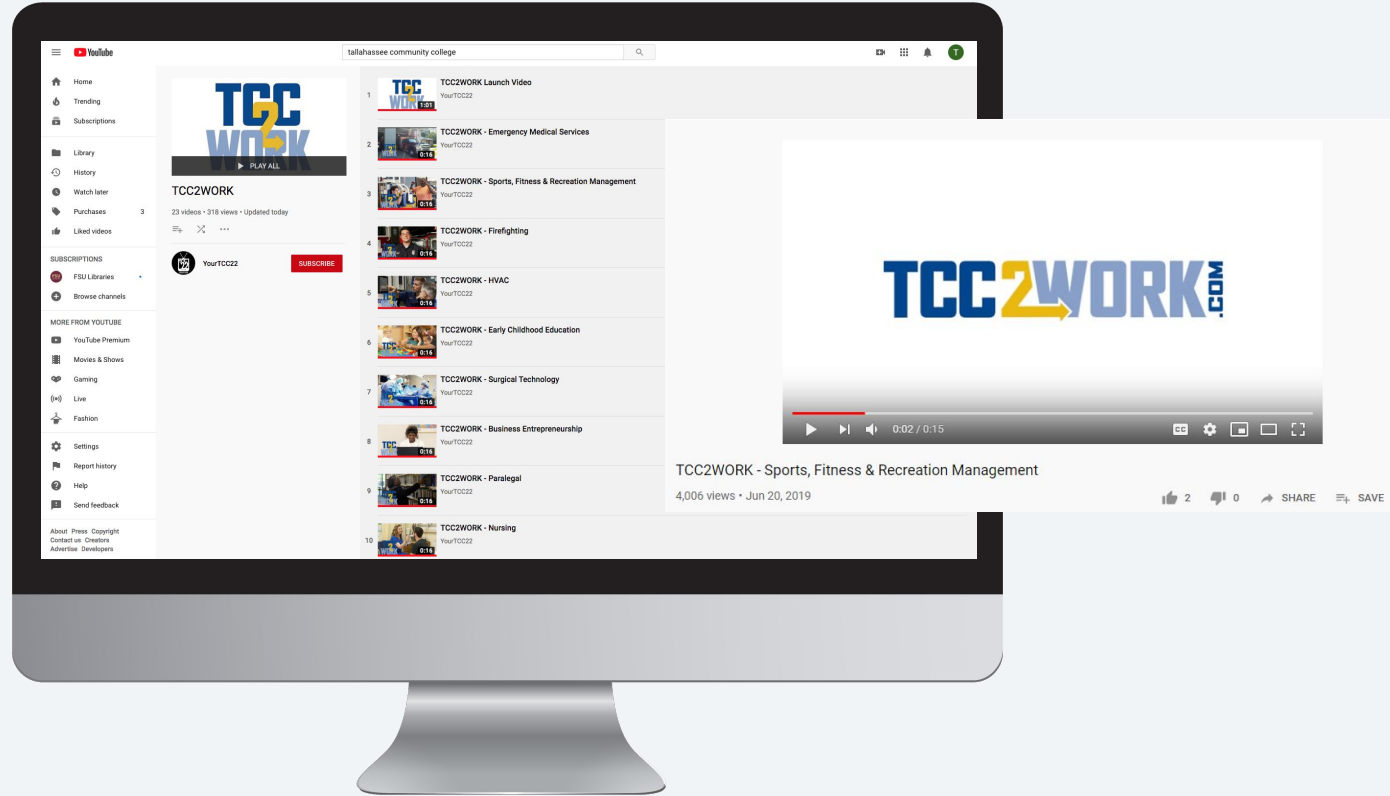
45

Actions taken from this story

Replies	1
Profile Visits	13
Website Clicks	10
Calls	7
Get Directions	1
Sticker Taps	13
#linkinbio	5
#tcc2work	8

# YOUTUBE

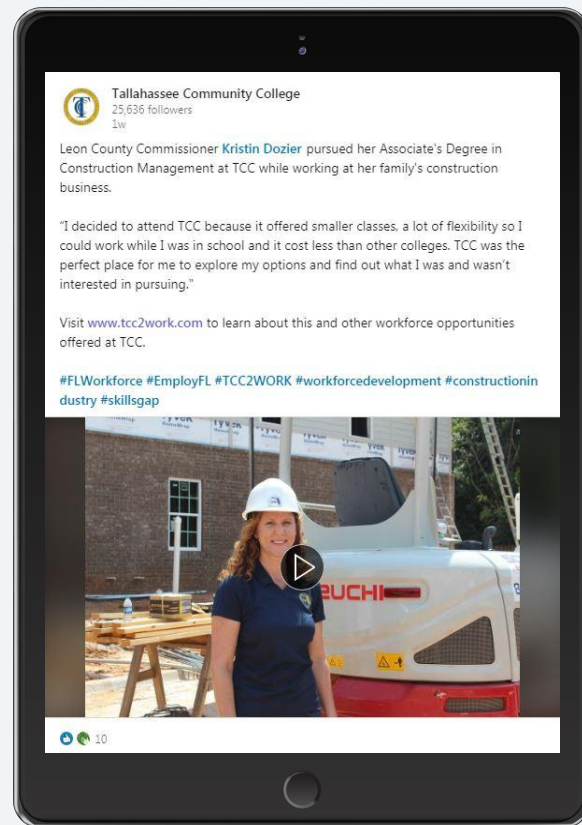
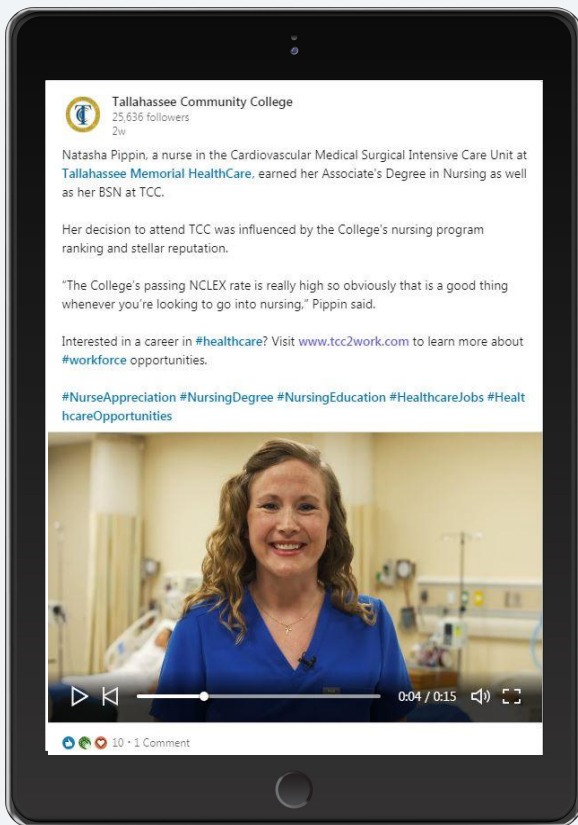
SOCIAL MEDIA



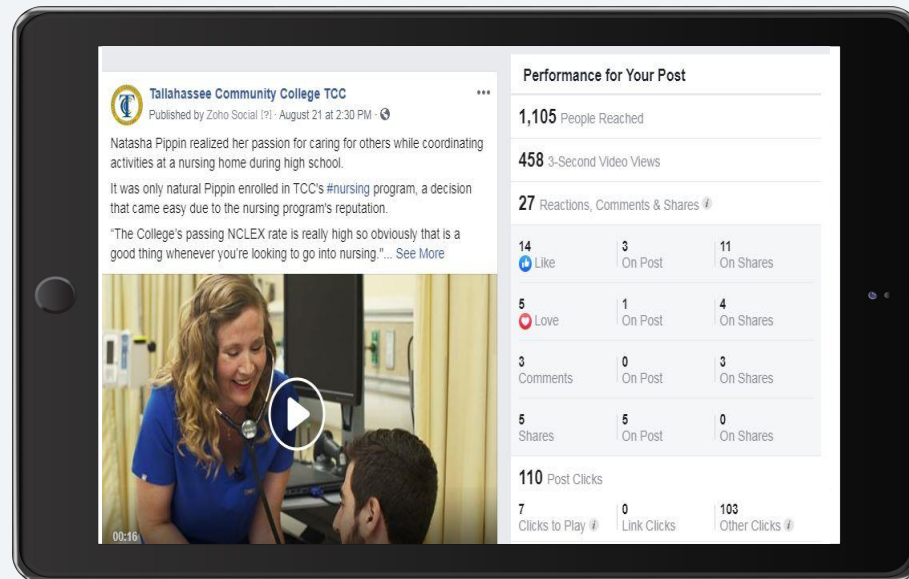
# TWITTER



## LINKEDIN



# FACEBOOK





# DIGITAL MARKETING

**Tallahassee Community College TCC**  
Sponsored (demo) · 🌐

Find your passion with TCC2WORK. Enroll in exciting, fulfilling career programs like paralegal studies, entrepreneurship and nursing.



Learn More Paralegal Learn More Construction

👍❤️ 55 2 Comments 4 Shares

👍 Like 💬 Comment ➦ Share 🌐

**Tallahassee Community College...**  
Sponsored




**Computer Programming & Web Development**  
Tech-savvy? TCC's Computer Programming degree can lead to successful careers in computer...

[Learn More](#)

**Tallahassee Community College TCC**  
Sponsored · 🌐

Tech-savvy? TCC's Computer Programming degree can lead to successful careers in computer programming, web design and more.



**COMPUTER PROGRAMMING**

TCC2WORK.COM  
**Computer Programming & Web Development** [LEARN MORE](#)

**Tallahassee Community...**  
Sponsored




**Computer Programming & Web Development**  
Tech-savvy? TCC's Computer Programming degree can lead to successful careers in computer...

[Learn More](#)

Instagram

**gototcc**  
Sponsored




**COMPUTER PROGRAMMING**

[Learn More](#)

👍💬🌐

gototcc Tech-savvy? TCC's Computer Programming degree can lead to successful careers in ... more

**gototcc**  
Sponsored



**COMPUTER PROGRAMMING**

Tech-savvy? TCC's Computer Programming degree can lead to successful careers in computer programming, web design and more.

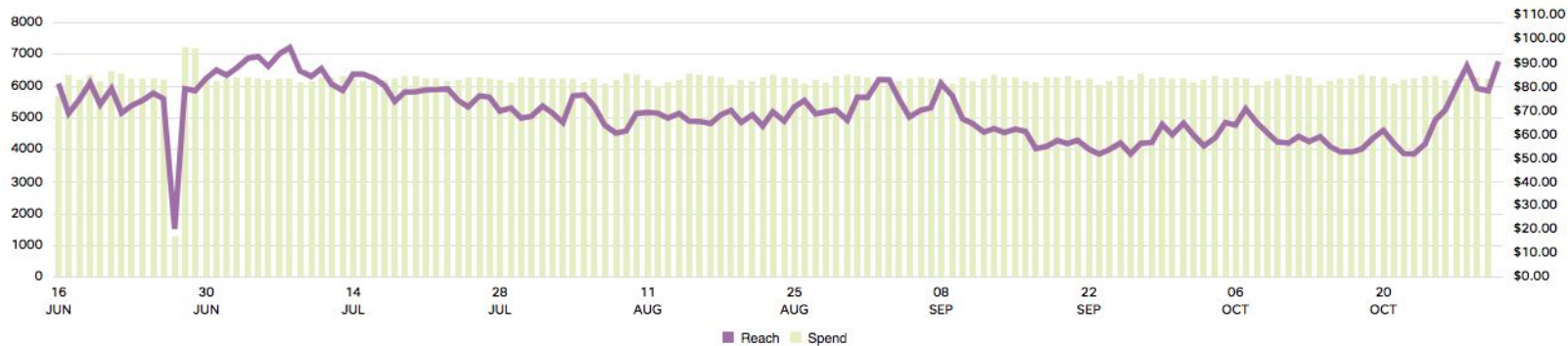
[Learn More](#)

# DIGITAL MARKETING - June 14th - Nov 1

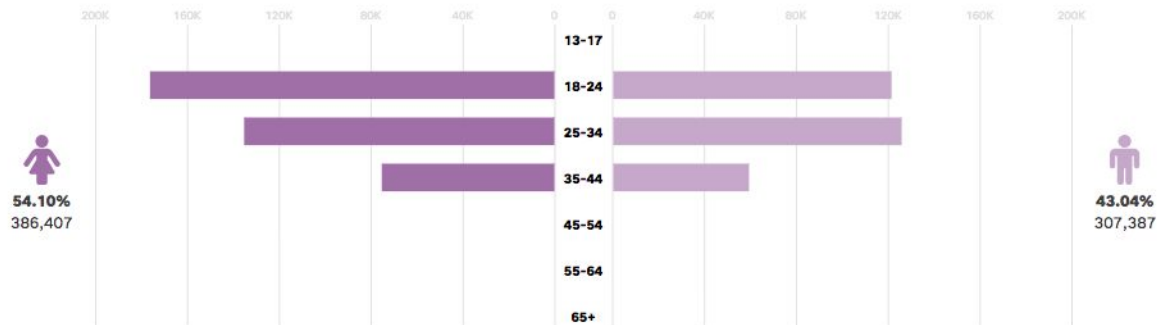
Reach ①  
714,262

Impressions ①  
1,184,973

Clicks ①  
10,007



Age & Gender ①

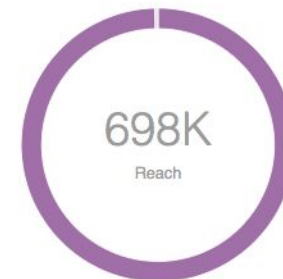


54.10%  
386,407

43.04%  
307,387

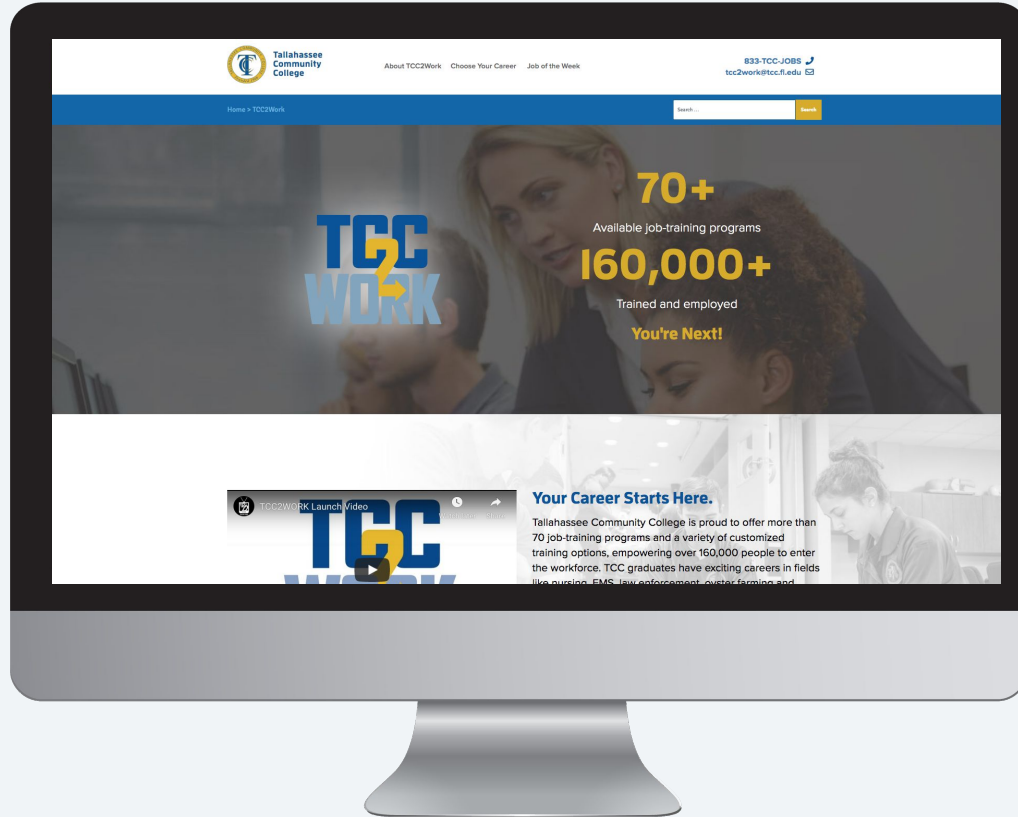
0.27% did not specify gender

Mobile v. Desktop ①



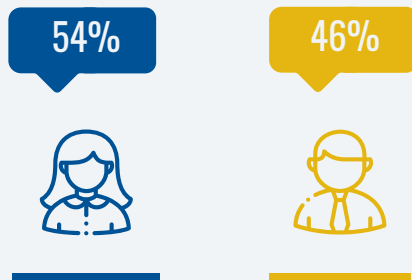
Mobile 99.65%  
Other 0.20%

## THE LANDING PAGE

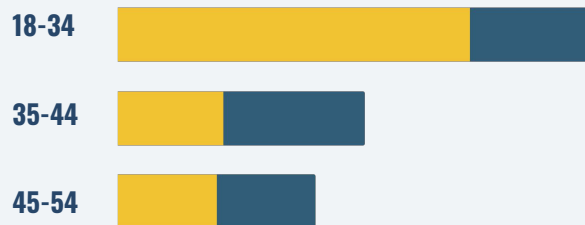


## OVERALL RESULTS

### GENDER



### Most Engaged By AGE



**COMBINED EFFORTS**  
(social, digital, traditional)

23 Million Impressions

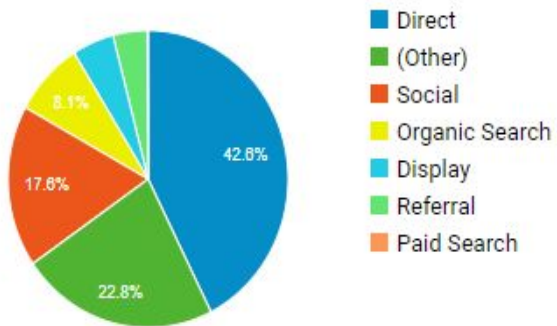
1,053,384 Video Views

## WEBSITE RESULTS

### WEB RESULTS

- 5,000+ unique visitors
- 13,830+ pageviews

### HOW USERS FOUND US:



### GENDER

56%



43%



### PRIMARY LOCATION:



# WEBSITE TRAFFIC

PROGRAM	UNIQUE PAGE VISITS	INCREASE	PERCENTAGE
EMS	1275	INCREASED	19%
Firefighting	354	INCREASED	28%
Sports Fitness	977	INCREASED	3%
HVAC	583	INCREASED	7%
Early Childhood	1319	INCREASED	13%
Surg Tech	1165	INCREASED	21%
Nursing	11,021	INCREASED	12%
Paralegal	1127	INCREASED	13%
Entrepreneurship	518	INCREASED	34%
Welding	1107	INCREASED	177%

Construction Mgmt.	889	INCREASED	37%
Drafting	603	INCREASED	27%
Oyster	504	INCREASED	43%
Engineering	1021	INCREASED	25%
Network Systems	787	INCREASED	13%
Cybersecurity	559	INCREASED	46%
Accounting	288	INCREASED	16%

# QUESTIONS?



**TCC2WORK**.COM  
MORE THAN 160,000 TRAINED AND EMPLOYED | YOU'RE NEXT

**Travis Jordan**

[jordantr@tcc.fl.edu](mailto:jordantr@tcc.fl.edu)

**Ayanna Young**

[youngay@tcc.fl.edu](mailto:youngay@tcc.fl.edu)

**Selina Starling**

[starlins@tcc.fl.edu](mailto:starlins@tcc.fl.edu)