Cañada College

Presentation to EAPC
Student Equity and Achievement Program
Metric Check In and Discussion

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Anti-Racist Marketing Update

Showcase our Black/African American, LGBTQ+, AANHPI, First Gen student stories.

Include willing employees in marketing campaigns that showcase how we support these communities and the resources connected.







Anti-Racist Marketing Update

Year One Progress:

- **STAR Marketing Collateral:** Collaborated and supported design of informational pamphlets, developed photo and video content and updated website highlighting the STAR Learning Community with student support services and resources
- **Cultural Graduation Photography:** Captured photo coverage for AANHPI, Umoja and Promise Scholars graduations
- **Event Media Coverage:** Produced video and photography assets highlighting the campus-wide Umoja Open House
- **Student Video Testimonials:** Filmed impact testimonials featuring graduating students from diverse campus backgrounds
- **Graduation Recap Videos:** Created post-event video recaps celebrating the AANHPI graduation ceremony
- **Campus Event Highlights:** Shared photography and coverage of cultural events regularly on College Flickr page
- **Cultural Celebration Promos:** Produced promotional videos for upcoming Eid and Lunar New Year campus celebrations

Anti-Racist Marketing Update







LGBTQ+ Marketing Update

LGBTQ+ SPECIFIC MARKETING MATERIALS:

Create specific LGBTQ+ marketing materials that include resources and support.



LGBTQ+ Marketing Update

Year One Progress:

- **LGBTQ+ Marketing Collateral:** Collaborated and supported design of the Office of Equity postcard, name change brochure, updated all-gender restroom stickers, supported website and catalog updates and promotion highlighting Pride Center name change with student support services and resources
- **Event & Graduation Photography:** Captured photo assets during Lavender Graduation and LGBTQ+ community events for future marketing
- **Lavender Graduation Recap:** Produced a highlight video celebrating students and achievements during the Lavender Graduation ceremony







Baseline Metrics & Goals



- **Ongoing Content Creation:**
  Expand our digital marketing repository by capturing fresh stories across diverse campus communities.

- **Annual Video Commitments:**
  Produce at least one student spotlight video per year for Black/African American, LGBTQ+, AANHPI and First-Gen students.

- **Photo and Quote Campaign:**
  Launch a multi-platform marketing campaign featuring authentic student photos and personal testimonials.





Call for Support & Next Steps

Call for Support & Next Steps:

- **Campus Outreach Support:**
  Need help connecting with willing students and employees for video interviews and testimonials

- **Advance Planning Coordination:**
  Request early notice on upcoming events to schedule photo and video coverage, including coordinating testimonials.







Thank You