



COMMUNICATION PLAN

Meta-Majors: Careers and Academic Communities (CAC)

WHAT ARE CAREER & ACADEMIC COMMUNITIES?

Career & Academic Communities is a collection of degree or certificate programs that lead to related occupations, courses, or have similar learning objectives or outcomes. Career & Academic Communities may be called different things at different colleges (i.e., “Area of Interest” at ARC, “Meta-Majors” at FLC). Here, at CRC, the meta-majors are known as Careers and Academic Communities (CAC or Communities). The CAC are designed to help students find a program of study that aligns with their educational and career goals.

The eight CAC are:

- Agriculture, Food, & Natural Resources
- Arts, Media, & Entertainment
- Automotive, Construction, & Design Technology
- Business & Computer Science
- English & Language Studies
- Health & Human Services
- Sciences, Math, & Engineering
- Social & Behavioral Sciences

GOALS

- To assist students who enter college not ready to decide on a particular major by exploring the related programs in a CAC.
- To help the student select a major/program.
- To help identify and provide the structured support services specific to a CAC.
- To allow for career exploration within a CAC.
- To minimize unnecessary units for students who are undeclared but have an expressed interest or skill.
- To connect the student to a community
- To help students navigating the College website and catalog in a more meaningful way and become aware of all the programs we offer that may be within the same interest area.

KEY COMMUNICATORS

- Classified Professionals – will be responsible for marketing the various programs, workshops, and career information within a CAC to the students.
- Faculty/Counselors – will be responsible for marketing the various programs, workshops, and career information within a CAC to the students.
- President/VP/AVP – will be responsible for ensuring messages regarding CAC are appropriate, thorough and reach appropriate audiences.
- Deans – will be responsible for taking those messages and delivering to Career & Academic Communities (CAC) faculty and staff, delivering these messages in the best method for their CAC, regardless of existing messaging.
- Supervisors/Directors – will be responsible for delivering messages to their staff, in the best method for their department, regardless of existing messaging.
- PIO/Communications Team – will be responsible for delivering messages, when appropriate to students or campus population as needed.

COLLATERAL MATERIALS

- Website updates
- Catalog
- Convocation
- Marketing publications
- Event planning (for workshops)

OUTREACH PLAN/TIMELINE

- Website redesign [Spring 2019]
- Catalog redesign [Spring 2020]
- Campus forum/conversation/convocation [Fall 2019, Spring 2020, etc.]
- Catalog (with the suggested program course sequence) [Fall 2019-Spring 2020]
- 2 minute informational (instructional) video for students (on CAC) – post on our website [Fall 2019]