



#BeAmazing



COD *to* CAREERS

August 2017

Social Media & Publicity
Campaign Report

August Social Media & Publicity Campaign Summary

- **COD to Careers' August Social Media was Programmed with Eight Posts**
 - Themes Focused on Energizing Career, Touching on Specific Career Pathway Examples and Keying In on the BESP Associates Degree.
- **Publicity Schedule was Focused and Impactful**
 - Effort was to Generate at Least 3 Interviews
 - Obtain Editorial
 - Increase Awareness of Program in the Coachella Valley Community

August Social Media Posts

August Themes Included Energizing Career, Touching on Specific Career Pathway Examples and Keying In on the BESP Associates Degree.

Post 1: Energize your career path...
Published by J. Alex Gomez (7) · August 8 at 12:43pm
Want to energize your career path? Everyone has unique skills, talents and interests. Did you know skilled jobs today pay far higher than an average income that require a 4 year university? Registration now open! <http://cod2careers.com> for more information. #BeAMazing #CareerUpgrade #BeAMazingCTE #COD2Careers

Post 2: Energize your career pathway for less, finish sooner and be career ready in less time...
Published by J. Alex Gomez (7) · August 10 at 5:00pm
Energize your career pathway for less, finish sooner and be career ready in less time... What more could you want? Check out <http://www.COD2Careers.Com> for more information and register yourself in an amazing future...

Post 3: Air Conditioning – the lifeline for desert living.
Published by J. Alex Gomez (7) · August 11
Air Conditioning – the lifeline for desert living. Are you interested in the skills to make this a lifeline for your life? How about a median income of over \$40,000? Check out <http://www.COD2Careers.Com> for more information and register yourself in an energized future.

Post 4: Here's a way to energize your career!
Published by J. Alex Gomez (7) · August 16 at 3:00pm
Here's a way to energize your career! Going to school can be a maze when choosing classes that will benefit your career. With 10 career pathways to select from, you too can move from the maze... to an amazing career and life. Visit <http://www.cod2careers.com> for more information. <https://youtu.be/qSSyqCUI8P4>


Post 5: Green – the color of life.
Published by J. Alex Gomez (7) · August 16
Green – the color of life. Are you looking to make a difference in your world? Are you looking to do something #AMAZING? Consider that in today's world consciousness, green is good. Consider that having a leg up on Green HVAC Technology, you could energize your career. Registration is open now at the Career Technical Education program in the School of Applied Sciences at College of the Desert. More info at <http://www.cod2careers.com/>
#CareerUpgrade
#BeAMazingCTE
#TechnicalEducation
#COD2Careers

Post 6: Did you know that 60% of the electrical power used in California is used for air conditioning?
Published by J. Alex Gomez (7) · August 23 at 4:12pm
Did you know that 60% of the electrical power used in California is used for air conditioning? Guess where the jobs of the future will be? How about green HVAC technology? New rules will soon require that AC units become more efficient and use less power. Now, guess where you can learn this technology and get a head start in the area of energy efficiency? That's right... right here at College of the Desert. Find out more at: <http://www.cod2careers.com>
#BEAMAZINGCTE
#TECHNICALEDUCATIONCOD
#COD2CAREERS
#BEAMAZING

Post 7: Solar Energy – The power of the sun...
Published by J. Alex Gomez (7) · August 25
Solar Energy – The power of the sun... can be the power for your life. Are you ready to tap into this power? There is still room in courses. Last day to add is Sept. 5, 2017. More info at <http://www.cod2careers.com/>
#CareerUpgrade
#BeAMazingCTE
#TechnicalEducation
#COD2Careers... See More

Post 8: REGISTER NOW! LAST DAY TO START IS SEPTEMBER 5*
Published by J. Alex Gomez (7) · August 25
REGISTER NOW!
LAST DAY TO START IS SEPTEMBER 5*
#COD2CAREERS
www.cod2careers.com
Partial Grants and other Financial Support Available for Qualified Individuals
BeAMazing - Sept. 5th
00:16

August Social Media Schedule

2017		August		Social Media Post Schedule			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
31	01	02	03	04	05	06	
07	08	09	10 Example: Energize your career pathway for less, finish sooner and be career ready in less time... What	11 Example: • Air Conditioning – visual of an AC unit; copy like – Air Conditioning – the lifeline for	12	13	
14	15	16 Example: • Solar Energy – cool visual of the sun/sky/panels; copy like – Solar Energy –	17	18 Example: • Green HVAC Commercial/Residential – visual of copy - Green – the color of	19	20	
PUBLICITY DEVELOPMENT							
21 Example: • Construction Management – visual of Legos; copy like – Remember the fun	22	23 Example: • Construction	24	25 Example: • Construction Management – visual of Legos; copy like – Remember the fun	26	27	
		INTERVIEW & STORY DEVELOPMENT					
28	29 Example: • Construction Management – visual of Legos; copy like – Remember the fun	30 Remember the fun	31	01	02	03	
				INTERVIEW & STORY DEVELOPMENT			

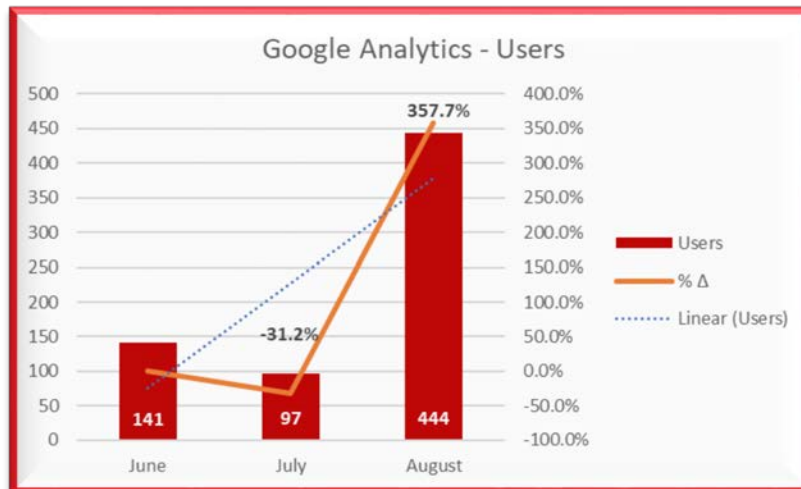
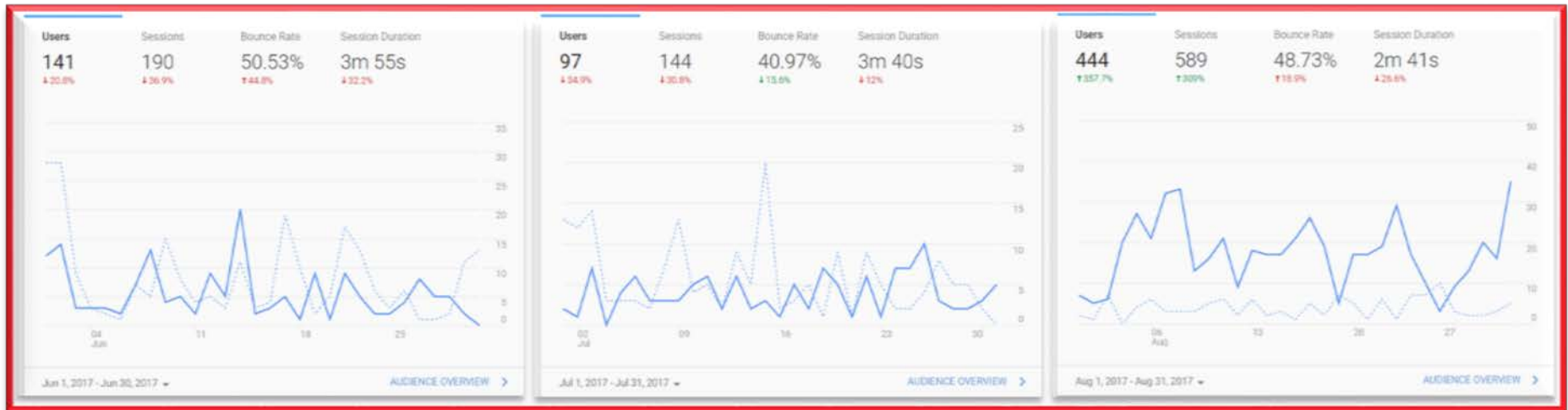
Social Media Post Results

Message Theme	Post Date	Reached Viewed	Likes or Reactions	% Likes	Post Clicks	% Clicks	Clicks to Site	% to Site	Cume Reach	Boost Budget
Want to Energize Career	8/5/2017	4,357	74	1.7%	164	3.8%	104	63.4%	4,357	\$50
Energize your Career Path	8/10/2017	3,289	72	2.2%	109	3.3%	81	74.3%	7,646	\$50
Air Conditioning Lifeline	8/11/2017	2,121	75	3.5%	52	2.5%	15	28.8%	9,767	\$50
Here's a way to Energize Green - Color of Life	8/16/2017	2,222	56	2.5%	71	3.2%	47	66.2%	11,989	\$50
Did you know...?	8/18/2017	2,187	61	2.8%	60	2.7%	32	53.3%	14,176	\$50
Be Amazing Video - Solar Energy	8/23/2017	1,951	104	5.3%	66	3.4%	22	33.3%	16,127	\$50
Did you play...? BESP	8/25/2017	4,754	2,807	59.0%	11	0.2%	5	45.5%	20,881	\$50
	8/30/2017	2,929	9	0.3%	80	2.7%	51	63.8%	23,810	\$50
	8	23,810	3,258	13.7%	613	2.6%	357	58.2%		
Average		2,976	407	13.7%	77	2.6%	45	58.2%		\$400
						CPC	\$1.12	CPM		\$16.80

- **Enhanced Social Media Posts Generated and Average of Nearly 3,000 views.**
 - The Top 4 Posts Generated More Than 15,000 Views Alone
- **Video Generated the Most Reactions/Engagements with Over 2,800**
- **Over 600 People Clicked on the Post and Over 350 Clicked to the Site**
- **The Boosting Budget Generated \$16.80 Cost-per-Thousand People Reached**
- **The Cost per Click Came in at \$1.12**

Google Analytics

- Viewing the Last Three Months for Perspective, Efforts Generated a 215% Increase in Users Since June.
- The COD2Careers.com Website Grew a Whopping 357% from July to August



While Growth Numbers Appear Strong, Challenge Will Be Maintaining Growth and Establishing User Number Stability

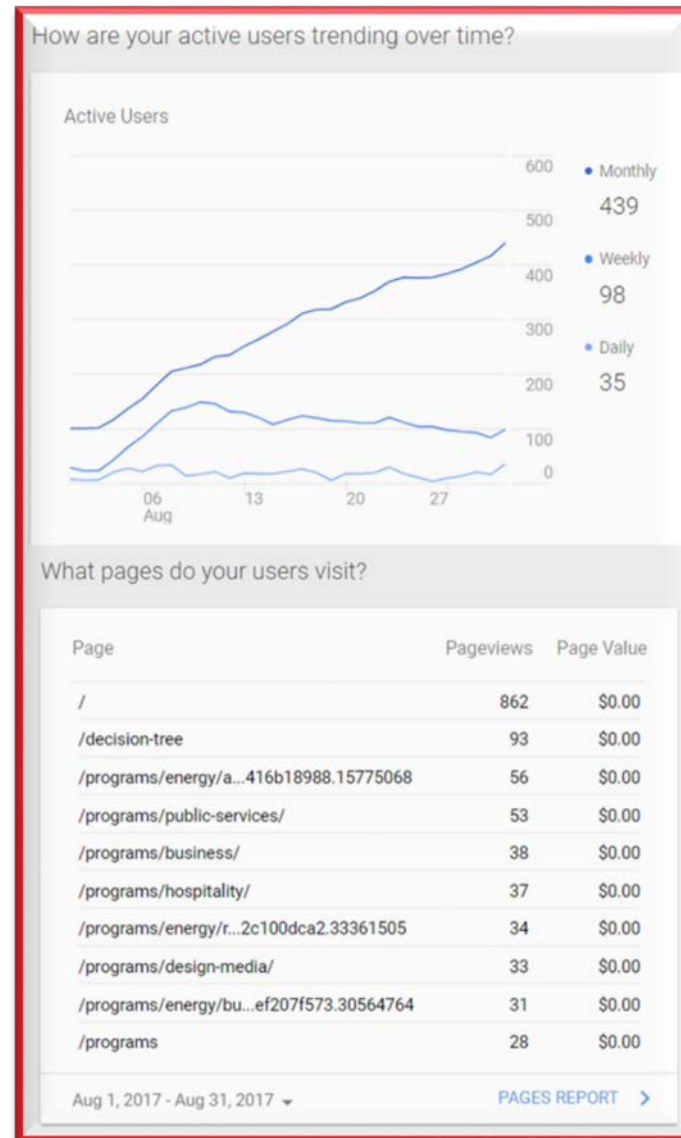
Google Analytics

- While the Month Started with a Majority of Traffic From Social Media, Organic Growth Driven by Social and Search Dominated in the 2nd Half of the Month.



Google Analytics

- **Impressive as The Numbers Appear, Our Active user Base is Now at 439 with a Trend Line Leading to Incremental Growth**
- **The Majority of Page Views Were to the Front Page:**
 - Indicative of the Mix of Messages Between Radio, Social, Print and Cinema Media Efforts
- **Key to Maintaining Will Be a Continued Push Message for Our Audience**



Publicity Results

- Media Advisory was sent out to local media.
- Advisory became basis for 800 word article that appeared the week of 8/31 in the *Coachella Valley Weekly*
- Radio interviews were done week of 8/21 with *KGX Real Talk Radio Personality Joey English* and *Gene Nichols of Alpha Media station KNWZ 94.3 FM*
 - Both Interviews aired the weekend of 8/26-27
- Television Interview was Held on Campus with *KMIR News Reporter Patrick Price* on 8/29/2017

- Due to breaking news, the story did not air either on 8/29 or 8/30. This was Hurricane Harvey Week



The Joey English Show
Wear Red and Eat Chocolate!

Joey

CV WEEKLY
coachellavalleyweekly.com

KGX REAL TALK
920AM | 99.1FM

K-NEWS 94.3
THE VOICE OF THE VALLEY




Learnings/Implications

- **Eight Social Media Posts with Combined Images and Video Helped Generate Nearly 24,000 Impression**
 - Maintain Boosting Budget with Same Frequency of Posts to Build Facebook Followers
- **Message Themes with Connection to Energizing One's Career Resonated Strongly**
 - Refocus Messages for Sustained Audience Exposure Heading into Winter Session
- **Video Results Demonstrated High Appeal for Viewing Among Our Audience**
 - Need to Add More Videos to Campaign
- **Publicity Worked to Generate Limited Interest Due to News Cycle**
 - However, Community Focused Radio Programs Helped to Inform the Public and Generate Awareness

Sept Social Media Campaign

- September tactics are to maintain/increase viewership and interest in Career Technical Education with Posts About the Future in Energy Career Possibilities
 - Secondary Themes will include Career Day and Winter Session Start Dates

2017		September		Social Media Post Schedule			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SA TURDAY	SUNDAY	
28	29	30	31	01 Future is Now! With Video	02	03	
04	05	06 FolDrz Event Post	07	08 Wish you were here?	09	10	
11	12	13 Fiestas Patrias Event	14	15 Leaming Energy for the Future	16	17	
18	19	20 FolDrz Event Post	21	22 Atemative Energy Careers	23	24	
25	26	27 Plan Your Future. Classes for Winter Start	28	29	30	01	

CV Weekly Article - 8/31 - 9/06/2017

August 31 to September 6, 2017

www.coachellavalleysweekly.com

www.coachellavalleysweekly.com

August 31 to September 6, 2017

CAREERS OF TODAY NOW AT COLLEGE OF THE DESERT

BY J. ALEX GOMEZ

COMMUNITY

California has some of the highest goals for cutting dependence on fossil fuels and high carbon producing energy and leads the country in sustainability efforts and energy efficiency regulation (Title 24). In support of advanced energy technologies today and meet the state mandated changes in building and energy efficiency in the next few years, skilled technicians will be needed to engineer and maintain everything from energy efficient building systems to renewable power generating facilities.

College of the Desert's recently unveiled multi-Career pathway focused on the Advanced Energy Economy with the Building and Energy Systems Professional (BESP), Associate of Science Degree that will cover fifteen job-focused specializations in cross-disciplinary careers. The goal is to provide students with "entry level skills, knowledge, and industry driven competencies to successfully enter and succeed in the Building Science and Advanced Energy Systems fields." Classes prepare and encourage students with the technical vocabulary, skills, and operational knowledge to be job-ready upon completion.

Completion of the BESP AS degree, is especially advantageous for those who pursue an advanced energy industry leadership position. Selected electives support a concentration on high demand industry specialties that are stackable with other credentials and certificates. Students have the option to focus on particular advanced energy sectors by choosing from various depths of study. Student chosen electives are based on immediate educational

needs and goals. They may also complete additional elective courses to combine other defined specialties within the BESP Degree program. Upon completion, students will have the technical background necessary to achieve multiple industry valued credentials and careers.

College of the Desert received a grant of \$1,499,805 (9.8% of total) awarded under the Trade Adjustment Assistance Community College Career Training or TAAACCCT program as implemented by the U.S. Department of Labor. A major investment, it's designed to increase the ability of community colleges to address the challenges of today's workforce and meet the emerging needs of industry for certified skilled individuals. Grants are designed to help workers eligible for training under the TAA for Workers program, as well as a broad range of other adults, disadvantaged students, and veterans.

These courses are ideal for working adults looking to excel if they are working in a covered industry or are looking to upgrade their career. They want to understand current state rules and mandates for energy conservation and learn what is mandatory under today's state laws for managing energy, like new Zero Net Energy regulations for all new residential construction by 2020 and commercial buildings by 2030.

Enrollment is open to students and working adults until September 31st for the fall semester at a fraction of the cost of commercial trade schools and for-profit colleges. General education credits and some CTE courses are transferable to colleges and universities if the student wishes to obtain a Bachelor of Science

BE AMAZING! REGISTRATION OPEN!



COD CAREERS www.cod2careers.com

TAAACCCT TRADE ADJUSTMENT ASSISTANCE COMMUNITY COLLEGE AND CAREER TRAINING GRANT PROGRAM

conservation technologies will find viable pathways that cost less and prepare them sooner than typical for-profit vocational schools. Adults looking for a new career pathway or to enhance their existing skills and knowledge can find greater income stability and demand in their job.

People can see the evidence of clean alternative power generation from solar farms, wind farms, residential solar, geo-thermal power plants and new energy efficient homes and commercial buildings. The Career and Technical Education program at College of the Desert provides exciting career pathways for those looking for direction. Academic skills are no longer enough on their own in the 21st century. A combination of academic, technical, employability and life skills are needed, and COD is uniquely suited to provide this education and hands-on training. More information at www.codcareers.com

EVENTS

TOTO PERFORMS THIS FRIDAY, SEPTEMBER 1 AT FANTASY SPRINGS

BY JASON HALL



This year marks the 40th anniversary of Toto. In 1977 after working together as session musicians on several albums, David Paich and Jeff Porcaro decided it was time to form a band of their own. With their plan in place, they recruited David Hungate, Steve Lukather, Steve Porcaro, and Bobby Kimball to round out the band and help record their first album, 1978's Toto. The album included their first hit, "Hold the Line," which hit number 5 on the Billboard Hot 100. After the next two releases, *Hydro* (1979) and *Turn Back* (1981) failed to have the commercial success their label had expected, they were sort of put into a "do or die" situation with their next album. Sure not to disappoint, Toto recorded their fourth album, appropriately titled *Toto IV*. This album proved to be their most successful album. It included Toto's most well-known singles, "Rosanna" (No. 2, Billboard Hot 100) and "Africa" (No. 1, Billboard Top 100). The commercial success of *Toto IV* put Toto on the radar of director David Lynch. In 1984, Lynch recruited Toto to score the soundtrack to cult movie *Dune*.

Forty years later, and many lineup changes, Toto still enjoy the success of their amazing talent and chart topping songs. This tour, marking 40 years since their formation, is a co-headlining tour with Pat Benatar & Neil Girardo. Being a co-headlining tour means they don't get to play their stacked 2 hour set list, but fear not, the set list is still a power house. The lineup features original members Steve Lukather, Steve Porcaro, and David Paich. Toto are slated to play Fantasy Springs this coming Friday, September 1. David Paich was kind enough to talk with us about the history and future of Toto.

David: "Yeah, I sure did. One of the first sessions I did was for Sonny Bono. My dad was the arranger. I got to work with Hal Blaine and Joe Osborn. It was fabulous. It was like sitting in a big musical hammock. It was great watching them play when I was younger and I always wanted to play with them. My first year in college in '73 I wrote a hit record "Houston I'm Coming To See You" coincidentally for Glen Campbell who just passed and who is a great American treasure. I got to play with Hal, Joe, and Glen who was also a part of the Wrecking Crew. I was very fortunate and blessed to be in the middle of that. There were no schools for that like there are now."

CWV: 1982 saw the release of *Toto IV*. How did the guys find time to record and tour for that album and do session work for Michael Jackson's *Thriller*? 1982 had to be very fulfilling.

David: "Here's the thing. Just because albums take forever to record, it doesn't mean session musicians take forever. We go in and out. We come in for a day and do two or three things and then leave. Or they'll hire us for one day during the week. So maybe we come in for a *Thriller* session on a Monday and record our album the next day. But *Toto IV* was recorded before *Thriller*. We took turns. We had time. If overdubs were being done, some of us could take session work. There was always ample time to do things for other people. Of course when *Toto IV* broke out, we knew it would be lasting, and we'd have to focus on Toto. It was a 'do or die' situation with Sony. They were kind of, 'let's see if you guys can still do hit records here.' Everybody thought we were a one hit wonder with "Hold The Line." We had a chance to redeem ourselves. We didn't really tour that much right after *Toto IV*. We had a little bit of time and took on a score for *Dune* during that period also. It's fascinating to look back on it now and see how busy we really were back then. It was 7 days a week you guys.

David: "I have mixed feelings about it. I like that there is so much music to give, but things have gotten a bit out of balance. It's on its way to something good, but the song writers are suffering. People make music and it's being given away for free. But, that makes everybody try harder, and find new things to do. People are jumping out there with live music and are trying to find venues to share their music. Like us, you have to actually show that you can play music. It's not just made on a computer and in the studio. Live music shows that people actually have talent. I like file sharing, but it needs to be tipped back a bit towards the artists."

CWV: Are there any special surprises in store for us next year to mark the 40th anniversary of the debut album?

David: "I think there are a bunch of cuts from albums we've never or rarely played live that we want to revise and refresh. I think we may do some more acoustic stuff. We want to change it up on stage visually. We have a new bass player and sax player who are incredible players, so it'll be little more muscular. Everybody is at the top of their game right now. We can finally get together and say, they've never played this before. Let's try it out." I think the crowd is in for some good music and they will see Toto at its best. We're having a bit of a resurgence here in America. Europe and Japan have always been strong, but Seth McFarland is going to have the song "Africa" in *Family Guy* again. I think he's going to animate us. We love laughing at ourselves."

Tickets for the 8pm Toto and Pat Benatar & Neil Girardo performance on Friday, September 1, 2017 are on sale for \$89, \$69, and \$49 at the Fantasy Springs Box Office, via telephone (800) 827-2946 or online at www.FantasySpringsResort.com.

CWV: I know it's not what you guys are known most for, but for me it really struck a chord. I love soundtracks and scores. What type of music are you listening to most right now?

David: "I'm actually listening to a lot of soundtracks right now... a lot of Jerry Goldsmith and John Williams. I'm constantly a student of what they're doing. I'm trying to learn and dissect it. As far as bands, I like Sharky Puppy and their sax player Chris Bullock. There are plenty of great up and coming musicians who are sitting right now. This guy named Jacob Coolier who Quincy Jones is managing. He's kinda a young Steve Wonder. I like Bruno Mars a lot. He has Michael Jackson's energy. I like Adele too. There's a lot going on right now."

CWV: How did the opportunity to score *Dune* come about, and did you enjoy scoring a movie as a band?

David: "We did. It's interesting. I was raised around composers and arrangers. Jeff Porcaro's dad played on a whole bunch of movies. I think after *Toto IV* our name got thrown into a stable. Somebody said Ridley Scott was originally going to do *Dune* and wanted to submit something for that. We were very excited about it. We thought the director of *Alien* was going to do it. Then we found out he bailed and David Lynch was going to do it. We figured we'd try to do it anyway. He had a big hit with *Elephant Man* and we were fans. I wrote what I thought would be a good theme - which ended up being the theme. I flew down to Mexico and played it for Raffaella de Laurentis, Dino's daughter, and David Lynch. I hit play during the Dino de Laurentis presents and the music played with the desert scene and it kinda wowed them. We thought it would be a challenge for us. I sat down with David Lynch and worked on some of the cues and Jeff and his father did some of the other cues which would be on the symphonic arrangement. We may revise that and do snipers for our 40th anniversary tour coming up next year."

CWV: Dune is my favorite piece of work by Toto.

David: "Is it really? We were just talking about this. Billy Idol came up to me in an airport. I said, 'Hey Billy...how good to see you again.' He goes, 'Oh Toto. My favorite album is the *Dune* album.' I cracked up because for some people, that's their cup of tea. I can see why. If I was following a band, and all of a sudden they took a left turn and did something like this, I think it would make me smile as well. It was very interesting. I thought David would want it sort like John Williams, but he wanted it super low and slow and dark. It had a 40 piece choir. I think it was one of the first scores like that. It took us by surprise. We worked with him very closely. We're still good friends with him. I'm glad that you like it."

CWV: I know it's not what you guys are known most for, but for me it really struck a chord. I love soundtracks and scores. What type of music are you listening to most right now?

David: "I'm actually listening to a lot

SAFARI NIGHTS: EXPERIENCE OUR WILD SIDE AT THE LIVING DESERT ZOO AND GARDENS

EVENTS

Explore the sights and sounds of the desert - at night! Participate in the nightly activities and see many of the zoo's favorite animals including zebra, cheetah, porcupine, leopard and more! All ages are welcome - join us for fun and exciting ways to experience the nighttime at the zoo!

- Nightly Activities include:
 - Scorpion Hunt
 - Extinction Station
 - Bat Detector Station
 - Live Entertainment
 - Food and Drink Specials available for purchase

* Nocturnal Safari Walking Tour (\$20 per person) - Limited to the first twenty registrants, tour guests will truly be able to experience the life of the desert at night - listening to the rustles in the bushes, watching owls and bats fly through the night sky through a guided walking tour. Admission is 56 members; \$12 adults; \$8 children 3-12; Under 3 Free

WHEN: Saturday, September 2 & Every Saturday Night in September from 7 p.m. to 10 p.m.

Sept 2: Tacos & Tequila
Sept 9 & 23: Family Movie Night
Sept 16: Nocturnal Animals night
Oct 30: Oktoberfest

WHERE: The Living Desert - 47900 Portola Avenue, Palm Desert



SAFARI NIGHTS

WHEN: Saturday, September 2 & Every Saturday Night in September from 7 p.m. to 10 p.m.

JEANNETTE ROCKEFELLER ANGEL PROGRAM KICKOFF CELEBRATION FEATURING A SPECIAL PERFORMANCE BY ARIANA SAVALAS

6 PM Sunday, October 8, 2017 at Private Estate in Palm Springs (address provided upon RSVP). No admission fee; however, attendance implies intention to participate in the Angel Program. RSVP is REQUIRED! Guests are asked to RSVP by September 29 by calling 760-325-8481.

AAP - Food Samaritans opens its 2017-2018 season with its annual Jeannette Rockefeller Angel Program Kickoff Celebration at a private estate in Palm Springs. Attendees will enjoy the company of those who believe in AAP's mission of providing nutritional support to low-income Coachella Valley residents living with HIV/AIDS and other chronic illnesses.

Calling All Angels
featuring a special performance by Ariana Savalas
Sunday October 8