



Summer 2016 Marketing Plan



A new districtwide marketing campaign to promote the summer classes being offered at Grossmont and Cuyamaca colleges will begin in May. The campaign, with the theme of “We’re Here For You” will include:

- A bus wrap ad (see above) featuring Grossmont and Cuyamaca students that will be displayed on busses on East County routes, along with ads prominently displayed on the sides of other busses.
- A postcard that will be sent to about 25,000 students who attended Grossmont or Cuyamaca College within the last three semesters, but did not re-enroll. This campaign is based on a successful Grossmont College campaign targeting former students who did not continue their studies.
- Emails to East County high school seniors
- Emails to 100,000 East County residents
- Ads in the Daily Aztec, San Diego State University’s student newspaper
- Ads on Facebook and Instagram
- Google AdWords
- Press release and media coverage

Status of Technology Projects

District Information Systems provides an on-going status of current technology projects on the intranet. The current report lists 43 short- and long-range projects that are prioritized to maintain and enhance student and administrative systems.

The report can be found on the District intranet pages. Go to District Services, click on Information Systems, then Status of Projects.

Grossmont Union High School District Employee Giving Campaign



To promote the Higher Edge scholarship, the Foundation for Grossmont & Cuyamaca Colleges is leading an effort to encourage Grossmont Union High School District employees to make payroll deductions. The campaign is similar to the employee giving promotion for District employees, with prizes and giveaways for employees who participate.

The Higher Edge scholarship offers up to 30 free credit units at Grossmont or Cuyamaca College for East County high school students, beginning with the class of 2019, who meet the scholarship criteria. Planned programs for students include orientation classes that will prepare them for college and career opportunities starting in high school.