

San Diego and Imperial Counties Community College Association Outreach Campaign Wins International Award

“Learn More. Earn More.” campaign wins platinum MarCom Award for Integrated Marketing

SAN DIEGO (December 5, 2019)—The [MarCom Awards](#), an international program honoring excellence in marketing and communications, has recognized the San Diego and Imperial Counties Community Colleges’ “Learn More. Earn More” [Career Education](#) campaign with a platinum award. The colleges’ work promoting [middle-skill](#) degree and certificate education programs took top honors in the Integrated Marketing Category. Now in its fifteenth year, the prestigious awards program chose winners from more than 6,000 entries from around the world.

“We work closely with employers to design hands-on educational programs that meet real-world needs. It’s estimated that 38 percent of job openings in the region are for middle-skills employees with education beyond high school but less than what’s required by a four year university,” said Dr. Kindred Murillo, superintendent/president of Southwestern College and president of the San Diego and Imperial County Community Colleges Association. “The ‘Learn More. Earn More.’ campaign highlights all the opportunities students have to get a great education and start a rewarding career in a rapidly-growing field—in less time and with a much lower cost than you would imagine.”



The “Learn More. Earn More.” campaign, developed in partnership with [Civilian Agency](#), includes website development, social outreach, digital, traditional and out of home advertising, and earned media outreach. The advertising campaign features images of students getting hands-on instruction in multiple fields, from biotech and healthcare to business and engineering. The campaign also includes a series of student success story videos that bring the quality of the educational experience offered to life.

“Learn More. Earn More.” is part of a [statewide effort](#) by community colleges across California to help close the growing middle-skills jobs gap. The San Diego and Imperial County region’s institutions are particularly focused on preparing students for jobs in [nine priority sectors](#) where qualified workers are needed the most.

"Our goal is to provide anyone in San Diego and Imperial County area an opportunity to gain skills that will lead to employment opportunities that result in a better future for them and their families," said Dr. Martha Garcia, superintendent/president of Imperial Valley College. "Community college Career Education students learn by doing from professors who work in the field and help them get great jobs when they graduate."

Research indicates 71 percent of Career Education graduates are employed within a year of graduation. Students interested in learning more should visit [CareerEd.org](https://www.careered.org) for career paths and financial aid information.

About Career Education in San Diego and Imperial Counties

San Diego and Imperial Counties' community colleges and continuing education centers have united to fill the growing regional middle-skill labor gap by promoting Career Education programs to target these well-paying, in-demand jobs. Whether learning new skills, completing short-term free career training, or earning a certificate or an associate degree, Career Education students gain real-world experience that prepares them for in-demand, well-paying jobs. With more than 200 programs to choose from, students learn by exploring, collaborating and doing, with hands-on training taught by instructors and professionals in their field of study.

The community colleges and continuing education centers in San Diego and Imperial Counties offering students the opportunity to "Learn More. Earn More." are: Cuyamaca College, Grossmont College, Imperial Valley College, MiraCosta College, Palomar College, San Diego City College, San Diego Continuing Education, San Diego Mesa College, San Diego Miramar College, and Southwestern College. To learn more, visit [CareerEd.org](https://www.careered.org)

About Civilian

Civilian is a full-service marketing communications agency and Certified B Corporation dedicated to creating social change for the common good. We work with government agencies, not-for-profits, and purpose-driven businesses to promote public health, transportation, conservation, disaster preparedness, education, and workforce development. Our mantra—from our headquarters in San Diego to our offices in Los Angeles and Sacramento—is "Where there's a we, there's a way." Learn more at www.civilian.agency

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