



Get Started Workshop Marketing Guide

This year, the 5 Big Ideas will focus on **Student Success** via the **CA CareerCafe.Com**.
These 5 workshops correspond to the 5 sections of the CA Career Cafe:

- Get Started** — Workshop: *Where Will You Be 5 Years from Today?*
- Get a Pathway** — Workshop: *Missing a Major?*
- Get Help** — Workshop: *Tips for Success*
- Get Experience** — Workshop: *Career Connections*
- Get Hired** — Workshop: *Put Your Education to Work*

This document describes the downloadable marketing materials you will receive for each of the 5 Big Idea Workshops. Your career center can customize these materials to better promote each workshop on your campus and in your community.



Workshop Flyer – click here

This Flyer (Word document) has a background graphic with text in front of it that you can customize. Add your specific workshop information and then save the file as a PDF. You can print and post flyers around campus and include them as attachments in faculty e-mails to advertise the workshop.



Press Release - click here

Customize this Press Release (Word document) and get it to your campus Marketing Department, District PIO (Public Information Officer) or send it to your local and campus papers to market the workshop.



Faculty Email - click here

This faculty email gives instructors information about this workshop and encourages instructors to announce the student success workshops in their classrooms. Student Learning Outcomes for each workshop are noted. Modify the email verbiage as appropriate to your campus and attach PDF of Workshop Flyer when sending to faculty.

Workshop Handouts

Be sure to print out enough copies of the **Student Activity** and the **CAP page** for your workshop attendees. The CAP page lists all the Student Activities found at the CA Career Café.

