

Division of Community Relations

Mission:

The Division of Community Relations serves Yavapai College by effectively connecting the College to the external community and maintaining the College's relationships with all external partnerships including YC Alumni, media outlets, elected officials, government and community offices, as well as civic leaders and representatives from community based organizations. In pursuit of our mission, we endeavor to conduct ourselves in a highly visible and ethical manner.

Department of Marketing & Communications

Mission:

To create and manage through different medias the mission, vision and information outlay of YC to both internal and external constituency groups.





Goals:

1. Support “Ownership Linkage”: Create and manage open communication opportunities with the College’s Owners.



Redesign
the DGB
Annual
Report



DISTRICT GOVERNING BOARD NEWS

ISSUE NO 1 | SEPTEMBER-2018 | VOLUME 1



Introduce DGB Member Newsletters



TOPIC 01

Give us a blurb about a story on page 2. Tell us what to expect and what the headline is.

TOPIC 02

Give us a blurb about a story on page 3. Put a quote from the story here to get the audience interested.

TOPIC 03

Give us a blurb about a story on page 4. Make this your own!

Give us a blurb about a story on page 4.

OUR SERVICES

To change any of the text in this document, just click on the text you want to update and start typing.

To change the colors, go to the Design tab and click on Colors. From the list of colors, choose a different color scheme. Hover over the different choices to see how the overall feel of the document will change with each option.

You can also update the fonts of the entire document easily! From the Design tab, choose a font combination that fits your taste.

Reset the theme to restore the template to its original state!

Launch a More Interactive DGB Web Page as part of the Website Redesign Project

Students Employees Community **Become a Student** Search and Register for Classes Academics A-Z Giving Campuses Quicklinks

[Yavapai College > District Governing Board Home Page](#)



District Governing Board Members 2017

Steve Irwin Dr. Patricia McCarver Ray Sigafos
Dr. Connie Harris Deb McCasland

Welcome to the Yavapai College District Governing Board

[View the Ends here](#)

Meeting Schedule Agenda & Minutes Board Members

NEWS

Contact Us

District Governing Board Home Page

- Click Here for DGB Home Page
- Meeting Schedule
- Agendas and Minutes
- Board Members
- Survey Results
- News & Information
- Annual Report
- Yavapai College Budget
- Public Record

The Brochure

[Click to view the flipbook version](#)
[Click to view the pdf version.](#)



YAVAPAI COLLEGE DISTRICT GOVERNING BOARD
HOW IT WORKS FOR YOU

Yavapai COLLEGE
life explored



Goals:

2. Increase awareness of the College—both its academic programs and its services.



Write &
Disseminate
More Inclusive
& Compelling
News Releases



Manage
Major
Website
Redesign
Project

The screenshot shows the Yavapai College website homepage. At the top left is the college logo with the tagline "life explored". A navigation bar includes links for "Students", "Employees", "Community", "Become a Student", "Search and Register for Classes", "Academics", "A-Z", "Giving", "Campuses", and "Quicklinks". A search bar and a "Login" button are in the top right. The main banner features a photo of a volleyball team with the mascot "Ruff" and the text "Welcome, Ruff!". Below this is a "50th Anniversary Celebration!" section with a 50th anniversary logo and a countdown timer. A sidebar on the left contains buttons for "Become a Student", "Search & Register for Classes", "Academic Advising", "Ways to Pay for School", "Connect", "News", "Upcoming Events", and "Academic Dates & Deadlines". The main content area has four tiles: "Prospective Students" (Tours | Visits | Information), "Current Students" (Advising | Financial Aid | Tools for School), "Areas of Study" (Catalog | Degrees & Certificates), and "Lifelong Learning" (Non-Credit | Comm Ed | College for Kids).



Goals:

3. Promote the College as a positive community asset.



Introduce
Newly
Designed
College
Magazine:
YC360



Launch
Presidential
Monthly
e-Newsletters

Summer Spirit



LEAD students from the Prescott and Verde Valley campuses are getting a jump start on their college experience this summer. The recent high school graduates are taking credit classes, going on adventures and preparing for full-time student life.



**Employers, job seekers
gather Aug. 14 in Sedona**

The Yavapai College Sedona Center is the site of an Aug. 14 event designed to bring employers and job seekers together face to face and facilitate the hiring process. Co-hosting the Sedona Job Fair are the YC Regional Economic Development Center, the City of Sedona, Goodwill of Central and Northern Arizona, the Arizona Department of Economic Security (Arizona @ Work), the U.S. Department of Veterans Affairs and the Sedona Chamber of Commerce and Tourism Bureau. For more information about the job fair, or to register as a sponsor or exhibitor, [click here](#).



**Internships are focus
of Camp Verde workshop**

The Yavapai College Regional Economic Development Center and partners want to help businesses create career paths for new employees by exploring internship strategies at a forthcoming workshop in Camp Verde. The Aug. 30 workshop at the Camp Verde Community Library will feature workforce speakers, presentations by prospective interns and internship program creation. For information about participating as an employer, or as a prospective intern, [click here](#).



Develop and
Design
Marketing Kits



The School of Career and Technical Education is where theory meets practice. Our state-of-the-art facilities allow students to practice hands-on, and refine the craft before entering the workforce.

As the workforce changes, students will need to be skilled in a variety of areas. We pride ourselves on preparing you for high demand jobs that allow you to choose where you want to live and work.

PROGRAMS OF STUDY

- Aerospace Science (Airplane / Helicopter Pilot, Drones, Technical Aviation)
- Animals (Canine, Equine, Zoo, Fish)
- Applied Pre-Engineering (Engineering, Integrated Systems Tech)
- Auto (Auto / Diesel Techs, Body & Paint)
- Computer Networking
- Computer Science
- Computer Systems
- Culinary
- Electrical (Electrical Instrumentation, Lineworker)
- Film & Media Arts
- Fire Science
- Gunsmithing
- Horticulture
- Hotel and Restaurant Management
- Machining (CNC, Industrial)
- Mechanical
- Welding
- Wine (Viticulture, Enology)



“
The mind cannot forget what the hands have learned.”

John Morgan, Dean
(928) 717-7721
john.morgan@yc.edu

For more information, visit yc.edu or call 928-776-2149 or 928-634-6520.





Goals:

4. Create a connection between student and place—foster inclusivity.



Increase
Social Media
Presence

Yavapai COLLEGE 2018
@YavapaiCollegePrescott

Home
Groups
Posts
Videos
Photos
About
Community
Info and Ads
Instagram
Twitter
YouTube
Events
Promote
Manage Promotions 1

Liked Following Share ... Contact Us

Create Post Photo Album Live Video

Write a post...

Photo/Video Feeling/Activ... Write Note ...

Share a recent photo from your Instagram account
Only you can see this

1 Co-Hosting Request
Accept co-host requests to add events to your Page's calendar See event

Boost an Instagram Post
Reach more people and get more reactions, comments and shares

Get More Online Sales
Show your products to people who are likely to buy them

ABOUT YAVAPAI COLLEGE

Our Story
Yavapai College, which welcomed its first students in 1968, provides quality higher learning, cultur...
See More

100% response rate, 10 hours response time
Respond faster to turn on the badge

6,640 likes +56 this week
Knau Jones and 2 other friends

6,467 follows

See Pages Feed
Posts from Pages you've liked as your Page

17K were here +120 this week
Helen Stephenson

Increase
Marketing
Support for
the schools
& programs

YAVAPAI COLLEGE

[ALL DEGREES & CERTIFICATES](#) [2017-2018 CATALOG](#) [UNIVERSITY TRANSFER](#)

The Schools @YC

are designed around areas of study which are groups of similar programs that can lead to a **certificate and/or degree** and a **career in a specific field.**

SCHOOL OF ARTS & HUMANITIES	SCHOOL OF BUSINESS & COMPUTER SYSTEMS	SCHOOL OF SOCIAL SCIENCES
SCHOOL OF HEALTH & WELLNESS	SCHOOL OF CAREER & TECHNICAL EDUCATION	SCHOOL OF SCIENCE & ENGINEERING



Attend More
Community &
Special
Events



Questions?

