



POWERED BY

California Community Colleges

Unit 1 – Quiz

1. In order for Contract Education’s strategic communication plan to succeed, people should understand (but are not limited to) (circle all that apply)
 - a. Contract Education’s purpose and methods of working
 - b. Contract Education’s array of services
 - c. Contact Education’s impacts on stakeholders — from individuals to regions
 - d. How to work and partner with Contract Education
 - e. The role they can play helping Contract Education be successful

2. The CCCCEC Collaborative Marketing Message Guidelines will have to customize its message for each of its ten intended audiences. The communication strategy should express its meaning in a way that (circle four)
 - a. Relates Contract Education to the audience’s own purpose
 - b. Tells how Contract Education is structurally related to the audience (separate from, a part of, etc.)
 - c. Tells how Contract Education could possibly fail
 - d. Relates Contract Education to the audience’s own goals and metrics of success
 - e. Tells how Contract Education is similar to, different from, or complementary to the audience’s role in achieving shared goals

3. A simple outreach implementation plan should at the least include (circle three)
 - a. The research behind it
 - b. Who will be responsible for completing the tasks
 - c. What the tasks are
 - d. How much growth there will be in students served two decades from now
 - e. What the timeline for implementation of tasks is

4. When telling a marketing story, it is made memorable by giving the story these attributes (circle four)
 - a. Simple and unexpected
 - b. Concrete
 - c. Tied to research
 - d. Emotional
 - e. Credible

5. For best results, in all integrated marketing campaigns, there needs to be consistency across channels of distribution.
 - a. True
 - b. False

6. These 'next steps' should be explored by Contract Education staff once marketing is having the desired effect (circle four)
 - a. Contract business and sales
 - b. Getting business cards made
 - c. Collaboration opportunities
 - d. Partner engagement – The more engaged they are, the more business you will get. Shared solutions are usually more productive and more widely talked-about.
 - e. Engagement in marketing by all of the ten audiences listed in the CCCCEC document

7. When generating testimonials as part of the campaign for Contract Education, the main purpose is to create (circle one)
 - a. Profit
 - b. Proof of value
 - c. Mailing addresses
 - d. News stories
 - e. Credit enrollments

8. When creating an effective process for strengthening future Contract Education business with partners and potential partners, the process should include (circle all that apply)
 - a. Identify what success would look like
 - b. Create ways to measure both effort and success
 - c. Create a strategy
 - d. Create a timeline
 - e. Assign tasks

9. A marketing message that stays in people's minds is sometimes called (circle one)

- a. Slimy
- b. Sticky
- c. Good news
- d. Gossip-worthy
- e. Facebook

10. CCCCEC stands for (circle one)

- a. California Counties College Contract Education Collaborative
- b. California Contract Education Community Collaborative
- c. California Community College Customized Education Collaborative
- d. California Community College Corporate Education Collaborative
- e. California Community College Contract Education Collaborative

Answers

Question 1: a, b, c, d & e

Question 2: a, b, d & e

Question 3: b, c & e

Question 4: a, b, d & e

Question 5: a

Question 6: a, c, d & e

Question 7: b

Question 8: a, b, c, d & e

Question 9: b

Question 10: e