



case study

# Turning Awareness into Opportunity: How LAVC Supercharged Adult Education Visibility

## The opportunity

**Los Angeles Valley College (LAVC)** offers a powerful portfolio of free, flexible Adult Education programs, including ESL/Civics, Parenting, Basic Skills, and Career Education. But like many community colleges, LAVC faced a critical awareness gap: local residents didn't know these programs existed, or how they could change their lives.

## The partnership

LAVC partnered with GradComm to tackle this challenge head-on with a unified, high-impact campaign. The goal: build brand awareness across the region and drive traffic to Adult Ed web pages to bolster enrollment.

We developed a marketing plan, including a *multilingual, multichannel strategy* blending broad awareness with audience-specific outreach:

- **Digital media** across Facebook, Instagram, YouTube, and search, tailored to each program's audience.
- **Print and direct mail** to reach households offline, with culturally relevant messaging.
- **Multilingual Ads and Postcards** in Spanish, Russian and Armenian
- **Email campaigns** timed to drive traffic before key registration periods.
- **On-Campus Photography and Videography:** For future campaign use
- **Viewbook** content development for future use to extend impact beyond the campaign window.



Looking for a better job, a new skill, or a fresh start? LAVC's **FREE Vocational Education programs** make it easy to prepare for today's job market. With flexible schedules, bilingual support, and hands-on training, you'll gain the skills and confidence to move into a new career or level up where you are.

### Are our programs right for you?

- **Friendly, bilingual faculty and staff** who support your success
- **Tuition-free classes**
- **Flexible schedules** that fit your life
- **Online and in-person** options for convenience
- **Real-world skills** that employers value





Check out all the ways we can help you!



# The result

In just a few weeks, this campaign generated:

- **Over 1.8 million impressions:** putting Adult Ed in front of thousands of new eyes.
- **More than 41,000 website visits:** a dramatic lift in interest and digital engagement.
- Anecdotal reports of increased program inquiries: a strong signal of growing demand.

This scale of awareness would be impossible through internal channels alone.

## The strategic win

This wasn't just a marketing boost; it was a mindset shift. For the first time, LAVC positioned Adult Education as a cohesive, community-serving brand. Each tactic was tailored to adult learners' real needs: flexibility, affordability, and practical outcomes.

## The long-term play

This campaign proved that strategic, community-centered marketing works. But awareness isn't one-and-done. GradComm recommends an annual media strategy to sustain momentum, reinforce visibility, and meet the steady demand for adult learning. Community colleges thrive when their community knows what's available, and that requires ongoing presence.



*“Working with GradComm brought both strategy and momentum to our Adult Education outreach. Their expertise helped us quickly elevate awareness and engagement, while also providing thoughtful guidance on how ongoing, intentional marketing can strengthen long-term enrollment efforts.”*

*- Brandon Hildreth  
Academic Dean (Adult Education, Workforce Development and Dual Enrollment)  
Los Angeles Valley College*