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JT started out at the College as the Data Analyst and then moved into the role of Interim Director of Planning, Assessment & Research in January of 2023. Prior to his time at the College, JT worked as an electronic engineer in the semiconductor industry for over a decade specializing in robotics and lasers powerful enough to burn a one-foot hole through a car. Seeking a career shift, JT pursued and obtained his MBA from the University of Portland, a strategic move that paved the way for his transition into the education sector. JT's work in the California Community College system has been rewarding for him because of the opportunities to make a difference in the lives of students with the transformative power of education and data.

Beyond his professional accomplishments, JT is a true lover of the outdoors and relishes the natural beauty of Siskiyou County. Living close to family, he enjoys the plethora of outdoor activities the region offers. His leisure time is well spent walking through forests with his beloved Corgi (Doc), indulging in home remodeling projects, tending to his garden, and embracing the joys of travel.



Public Relations & College Foundation Highlights: 2023-2024

#### MARKETING... WHAT WE ARE DOING?

- Produced and Distributed Printed Schedules of Classes (fall 2023 and winter/spring 2024)
- Promotional Postcards (registration open fall 2023 and winter/spring 2024)
- Display Advertisements
- Daily Radio Announcements (JPR/Z100 FM)
- Weekly Press Release Distribution
- Daily Social Media Posts
- Digital Media Outreach
- COS Connect Reminders & Announcements
- Direct (focused) Emails/Messages
- Flyer Design & Distribution (on & off campus)
- Special Publications (Programs, Look Book, Invites)
- Speaker Presentations (In Person)
- Coordination of Public Records Requests
- Liaison for Special Media Requests
- Special Events Coordination (Graduation, Public Forums, Receptions, etc.)
- Campus Photography (also Employee Name Badges)
- ...and more...



Always thinking... Always doing...

## PUBLIC RELATIONS... IS WORKING TOGETHER!

#### Campus Collaborations:

- COS College & Career Day (Fall), 8<sup>th</sup> Grade Day, Kindergarten Day, etc. (Spring)
- Holiday Meal for Students & Employees
- Holiday Party for Students & Family
- Promotion of Performing Arts Events (Music and Theater)
- Promotion of Special Events (Departmental Outreach/Recruitment, TRIO, Basecamp, etc.)
- Promotion of Important Dates to Remember: Registration, Events, Holidays, etc.
- Review and Update College website working with Weblinks
- Promote Athletic events and Alumni news
- COS Job announcements Open Positions, etc.
- CTE Webpages & Brochure updates
- COS View Book, WUE Flyer, and more...
- Prep for Graduation 2024
- Virtual Tour
- Still in the works... Electronic Display
- ...and more...

Let's give them a memory. It's about the experience!



### COLLEGE FOUNDATION

- Facilitated Community Flea Market event in Summer 23
- Hosted the 26<sup>th</sup> Annual Craft Fair in December 23
- Celebrated the 26<sup>th</sup> Anniversary of the Eagles Nest Shop in December 23
- Partnered with ASB to Host the Holiday Luncheon for Students & Employees in December 23
- Partnered with ASB to Host the Holiday Party for Students & Family in December 23
- Provides emergency aid grants for Siskiyous Students
- Awards Scholarships and Grants to Siskiyous Students (COS Foundation & Finish Line)
- Provided funding to support maintenance and technology needs and repairs in RHSI
- Fiscal sponsor for Cradle 2 Careers 4 Siskiyou and K-16 Grant
- Coming up in Spring/Summer 24...
  - Scholarship Dinner and Dessert / Coat of Many Colors Auction April 6, 2024
  - Community Flea Markets August 24, 2024
  - Foundation Mini Grants for COS Employees Spring 2024
  - Alumni Connections...

The COS Foundation supports the mission and values of the College of the Siskiyous by fostering community relationships and raising funds to enhance exceptional learning environments.









