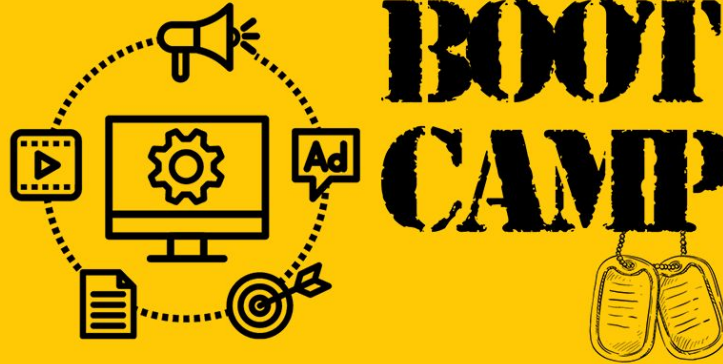


CONTENT CREATOR BOOT CAMP



WELCOME

ADRIANA BROGGER

PROFESSOR OF DIGITAL MEDIA
+ FIERCE MUSTANG MEDIA CO-ADVISER



TARA CUSLIDGE-STAIANO

PROFESSOR OF MCOM/JOURNALISM
+ FIERCE MUSTANG MEDIA CO-ADVISER

WELCOME



DR. LISA AGUILERA LAWRENSON

PRESIDENT/SUPERINTENDENT SAN JOAQUIN DELTA COLLEGE

WELCOME



PEDRO MENDEZ

ASSOCIATE VICE PRESIDENT OF CAREER + TECHNICAL EDUCATION (CTE)
AND WORKFORCE DEVELOPMENT

WHO WE ARE

Fierce Mustang Media is a student run marketing, content creation, media production, and public relations laboratory where San Joaquin County small business owners and nonprofits can engage Multimedia students in portfolio work through campus internships.

This includes:

- Access for Stockton/San Joaquin County nonprofits and small business owners to engage in resources to accelerate recognition, branding, and knowledge
- Training and upskilling opportunities for Delta College students with potential for portfolio building, career connections, and mentor-building relationships
- Increased partnership and collaboration between Delta College and community

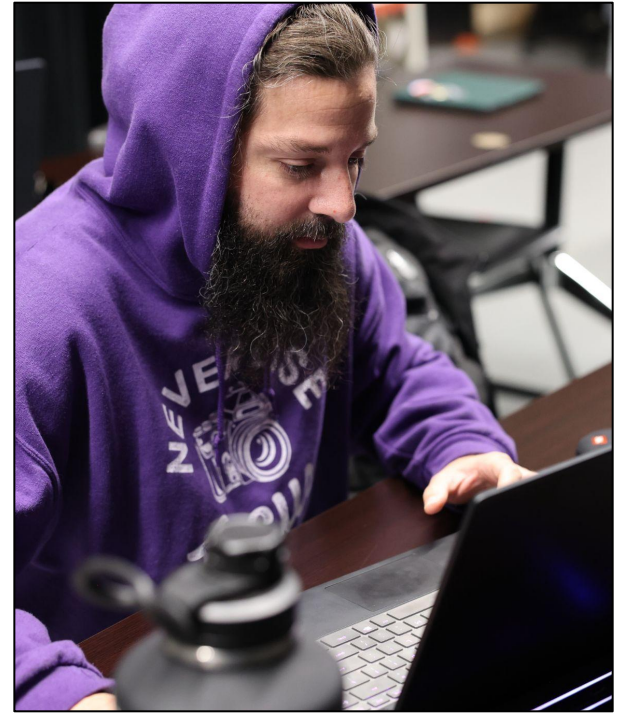


WHAT WE DO

Fierce Mustang Media is one-stop shop for modern content communications, including:

- **Video:** Brand storytelling, commercials
- **Audio:** Podcasts, radio spots
- **Social Media:** Strategy, content development
- **Graphic Design:** Fliers, social media content, logos
- **Photography:** Product photography, marketing images, headshots
- **Marketing:** Branding, strategy, outreach
- **Public Relations:** Strategic communication, crisis communication, partnership/relationship building

This student-run firm works to develop plans of action for on and off campus clients, with the intention of taking on a community-based non-profit organization each semester as a central client.



EXPECTED OUTCOMES

We see **Fierce Mustang Media** as a way to build student portfolios, but also as a way to prepare students to be competitive in the workforce.

At a broader level, we hope the project will:

- **Retain students in the Stockton and San Joaquin County workforce:** Connecting students to potential employers through project-based learning shows students that they don't have to leave the area to have good jobs or opportunities, we build the workforce through showcasing our area
- **Build community partnerships:** By working with small business and nonprofits, we work to promote them better in the community, which allows those organizations to better serve the area
- **Develop a more skilled workforce:** While the students will be doing the initial work, we hope the lessons and collaboration will be transferred to our community partners to build a more digital media savvy workforce across the county, specifically through noncredit courses and programs

We see **Fierce Mustang Media** as an incubator to community content creation.

NONCREDIT AT DELTA COLLEGE

Delta College offers noncredit courses tied to **FREE Certificates of Completion** aimed at providing just-in-time skills for direct application to industry.

The courses and certificates are no cost, which includes use of accessible class materials. Classes are graded on a Pass/No Pass basis. These courses represent a cost effective way to gain knowledge for immediate use.

Multimedia offers two non-credit programs, with courses included enrolling for the Summer 2024 semester:

- **Digital Media Content Entrepreneurship:** DMEDIA 111 Audio Production, DMEDIA 121 Video Production (*Summer 2024*), DMEDIA 131 Media Performance, BUS 194E Marketing and Advertising Strategies for Small Business
- **Social Media Strategy:** MCOM 105 Social Media and Society (*Summer 2024*), MCOM 108 Social Media Content, MCOM 109 Social Media Strategy (*Summer 2024*), BUS 194E Marketing and Advertising Strategies for Small Business



ADULT EDUCATION AT DELTA COLLEGE

Our **Directing Adults on the Right TrAC to Employment (DARTE)** learning community links adult learners with support from faculty, counselors, and resource specialists. The purpose is to provide just-in-time support to our students returning to school after a gap, or beginning college for the first time later in life.

DARTE was named a 2023 Model Program for Advancing Adult Education by the California Adult Education Program.



Dr. Heather Maloy
heather.maloy@deltacollege.edu



San Joaquin Delta College

DARTE

Directing Adults on the Right TrAC for Employment

AGENDA

10 a.m. to 10:30 a.m. Welcome + Introduction

10:40 a.m. to 11:30 a.m. Session #1 (3 choices)

11:50 a.m. to 12:40 p.m. Session #2 (3 choices)

12:50 to 1:50 p.m. Working Lunch in Danner Hall

- Guest speaker: Joaquin Rodriguez, 3King Media

2 p.m. to 2:50 p.m. Session #3 (2 choices)

3 p.m. to 4 p.m. Networking Dessert

Have questions? Stop by the **Shima 146** or our **Help Desk** in **Danner Hall** front desk for information.



OUR SPONSORS



CTE & WORKFORCE DEVELOPMENT



San Joaquin Delta College

DARTE

Directing Adults on the Right TrAC for Employment