



NEWS RELEASE

FOR IMMEDIATE RELEASE April 28, 2008

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COLLEGE DIVISION OFFERS NEW LOOK AND NEW OPTIONS *Center for Training and Development re-branding initiative provides community benefits*

“Making it more understandable with a constant customer feedback loop and easier access for our community,” responded Leslie Larrabee, Director of the College of the Desert’s Center for Training and Development (CTD), when asked why the division recently redesigned its Web site. Responsible for providing training and education options for businesses, workers and citizens, CTD plays a vital role in keeping the Coachella Valley learning and growing. As a unique division of the College of the Desert, its training and education services help businesses, workers and citizens make learning a way of life.

“We just point blank asked our citizens if they were even aware of our division and its many options for helping them reach their professional and personal goals,” said Leslie. “Surprisingly, only about 35 percent were aware of our division, with about 23 percent of those understanding that we provide training and education services. We learned that part of the reason for this disconnect is that we tend to talk in college lingo using such terms as contract education and workplace learning, which are terms not familiar to our external audiences and adds confusion when customers come to our Web site.”

The survey was an attempt to gather objective input from the community around their understanding of the division’s services, their training and education needs, and how best to deliver information in a timely manner. The results led to a re-branding strategy for the CTD and the re-packaging of several programs and services.

CTD CommunityConnect is the new name for the programs and services traditionally offered as “community education.” It serves adults, incumbent workers, students, and residents interested in taking just one class for personal interest, or a worker looking to enhance skills and

earn more money. *CTD BusinessConnect* is geared toward working with the Coachella Valley's high growth small, medium and large business sectors to customize cost-effective training solutions for grooming and retaining workforce talent. Part of *CTD BusinessConnect* is the Institute for Sales and Service Excellence (ISSE), a state-of-the art 6,000 square foot facility that offers basic and customized service skills training, skills assessments, staff certifications, English as a second language, and a host of customer service training sessions. The CTD's ISSE upholds the National Certification Standards curriculum set by the National Retail Federation Foundation in retail and customer service, as well as the American Hotel and Lodging Association in hospitality and tourism, ensuring that job seekers and those currently employed refine and develop their skills to high standards. This is critically important given the fact that the Coachella Valley's hospitality, tourism and retail businesses are an economic driver in the region. Lastly, *CTD Public AgencyConnect* serves as a valuable strategic partner for government, non-profit and community-based organizations for professional development with customized options that cover much needed topics such as unlawful harassment, working with difficult people, coaching for performance, and customer service for public agencies.

"The CTD needed a clearly defined brand architecture to better communicate their service offerings," said Project Consultant, Celina Shands Gradijan, Full Capacity Marketing, Inc. All of their services can be easily identified on the CTD's new Web site, which identifies its sub-brands and boasts online class schedules and registration, online classes, information about events and resources, and a new survey tool that allows citizens to voice their opinion about their personal and professional training and education needs."

The 24/7 resource can be accessed at www.CODTrainingCenter.com .



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