

Easy Procurement: Strategic Marketing & Communications Services

Bypassing the RFP process for California
Community Colleges & Public Agencies

Program Contract #0001-2598
(Effective through 11/5/2030)



The Partnership

Full Capacity Marketing (FCM) is an industry-leading partner with CollegeBuys, leveraging the buying power of the nation's largest higher education system.

The Advantage

Our services are fully vetted and compliant with the California Public Contract Code. Organizations can contract directly with FCM, saving months of administrative time.

Service Pillars

Market Research

Deep-dive focus groups, quantitative scans, and psychographic modeling to understand student and employer needs.

Brand Sentiment Analysis

Comprehensive communications audits, social listening, and rebranding strategies to strengthen your market position.

Marketing & Communications

High-fidelity storytelling via web development, graphic design, and award-winning video production.

Multi-Channel Advertising

Strategic media planning and buying across digital and traditional platforms, managed through our Leads Lab for maximum ROI.

Powerful Partnerships

Specialized support for regional collaborations, braided funding streams, and K-16/Adult Education initiatives.

eFCM Learning Hub

Capacity-building through webinars and courses to empower your internal teams with sustainable marketing skills.

The Procurement Network (Civic/School/College)

CollegeBuys

For Community Colleges and Universities.

SchoolBuys

For TK-12 Districts and County Offices of Education.

CivicBuys

For Municipalities, Workforce Boards, and State Agencies.

AICCUbuys

For Independent Colleges and Universities.

Pricing & Savings

Exclusive Discounts

Benefit from a 20% discount on hourly rates for research, audits, and special projects.

Value-Based Offerings

Access standardized toolkits and brand sentiment packages at fixed, discounted rates.

No Hidden Fees

There are no administrative fees charged to your organization for using these procurement contracts.

Featured Case Study: Success in the California Community College System

[See our work in action >](#)

Client: Saddleback College

Project: Strategic Video Production and Recruitment Campaign

Impact: This video series chronicles the launch campaign for the new Saddleback@ATEP facility, home to state-of-the-art Culinary Arts and Automotive Technology programs. Built around the powerful theme “Designed with You in Mind,” the campaign utilized market research and an integrated mix of paid, earned, shared and owned media to build broad community awareness and drive enrollment leads for the new campus.

Frequently Asked Questions

Q: Can non-California organizations use this?

A: Yes. These programs provide a national procurement path for public and nonprofit organizations nationwide.

Q: How do we initiate a project?

A: Simply contact FCM for a consultation. Once the scope is defined, we provide a quote referencing Contract #0001-2598 for immediate approval.

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FCM is a national consultancy specializing in data-driven brand storytelling & strategic communications for the education and workforce sectors. We build relevant, award-winning brands and campaigns that consistently exceed industry benchmarks, empowering clients with sustainable skills & systems.