

# Full Capacity Marketing Joins Foundation for California Community Colleges Procurement Program

## *Easy procurement process for strategic marketing and communications services*

ENCINITAS, California – Full Capacity Marketing (FCM), a national consultancy specializing in data-driven brand storytelling and strategic communications for the education and workforce sectors, today announced it has joined the Foundation for California Community Colleges (FoundationCCC)'s Enterprise and Procurement Services network of partners, which provides an easy procurement path for public and nonprofit organizations nationwide.

This new partnership means institutions seeking high-quality marketing and communications services can now bypass the typical time-consuming Request for Proposal (RFP) process for FoundationCCC's Enterprise and Procurement Services (EPS) agreements, which include the [CollegeBuys](#), [SchoolBuys](#), [CivicBuys](#), and [AICCUbuys](#) programs. As a fully vetted, industry-leading partner under Contract #0001-2598, FCM provides a swift, transparent procurement option compliant with the California Public Contract Code.

“For organizations in the workforce and education sectors, the need for effective, data-driven marketing to recruit students, engage employers, and secure funding has never been more urgent,” said FCM Founder and CEO, Celina Shands. “The FoundationCCC programs eliminate the guesswork and instantly connect the public sector with proven partners. We are honored to be a part of this high-performing network that provides this easy procurement option to help institutions rapidly elevate their brand visibility and achieve their mission.”

FCM's award-winning services, which have earned the firm's clients more than 75 global awards, are now available for easy contracting across these programs. FCM will offer a 20% discount on hourly pricing (including audits, research, graphic design, and web design) and special projects (including brand sentiment analysis, marketing plans, public relations (PR) plans, and brand toolkits).

FCM provides a comprehensive, full-service approach, including:

- **Market Research and Brand Sentiment Analysis:** Robust research, including focus groups, quantitative research, market scans, key opinion leader audits, and psychographic modeling.
- **Integrated Marketing and Communications:** Comprehensive plans, earned media, public relations, social media management, websites, graphic design, and content creation (videos, copywriting).
- **Cross-Collaboration Expertise:** Specializing in complex projects that require collaboration between the community college system, workforce development boards, economic development, private sector partners, and individual colleges.
- **eFCM Learning Hub:** Capacity-building training and resources, including webinars, e-books, case studies, and free and paid courses on topics like brand strategy, artificial intelligence (AI) and automation, integrated marketing, and psychographic modeling.

To learn more about contracting with Full Capacity Marketing through CollegeBuys, SchoolBuys, CivicBuys, or AICCU, visit FCM's [Easy Procurement Page](#) or [contact FCM for a consultation](#) to determine your needs. There are no additional fees or charges to an organization to contract with FCM through these programs.

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### **About Full Capacity Marketing, Inc.**

Full Capacity Marketing (FCM) is a national consultancy specializing in data-driven brand storytelling and strategic communications for the K-16 education ecosystem and WIOA-funded workforce programs. The firm is committed to empowering clients with sustainable skills and systems through its eFCM Learning Hub, helping to build organizations' capacity to streamline efforts and achieve higher returns on their marketing investments. FCM's customer-centric approach has earned more than 75 global awards. For more information, visit [www.FullCapacityMarketing.com](http://www.FullCapacityMarketing.com).

### **About the Foundation for California Community Colleges**

The Foundation for California Community Colleges is the official nonprofit auxiliary to the California Community Colleges Board of Governors and Chancellor's Office. The Foundation's mission is to benefit, support, and enhance the missions of the California Community Colleges system, the largest higher education system in the nation. Incorporated in 1998, the Foundation works to benefit all California Community College students, colleges, college foundations, and the system as a whole by accelerating paths to economic and social mobility, strengthening communities, and reducing barriers to opportunities for all Californians. The Foundation is a 501(c)(3) tax-exempt nonprofit corporation and receives no direct state or public support. For more information, visit [www.foundationccc.org](http://www.foundationccc.org).