



Career Focus is delivered to 445,000 households in Suffolk County and to every Suffolk County high school, BOCES facility and public library. Another publication, *The Pipeline*, was also produced for the second time and distributed to area companies and other strategic partners in order promote training options found at the College. *The Learning Lines* newsletter, and the fall and spring external course schedules, as well as numerous enrollment management and departmental publications were also produced.

From a public relations perspective, more than 275 press releases, media alerts, and College Briefs were created and distributed. Staff was responsible for managing numerous press events, coordinating interview requests and pitching feature stories, all in an effort to ensure a continuous positive College presence in all forms of media.

Other significant accomplishments include:

- Produced an op-ed piece on remediation that was published in Newsday
- Managed the development and launch of the branding/communications campaign for our NJCAA Division III intercollegiate sports team: the SCCC Sharks
- Developed and produced the College's first holiday greeting video





