

Channel Your Success Student Outreach Campaign

Social Media 1

Great Things Are Coming



Picture 1

[Picture #1:
Picture of Graduate Girl]

“Great Things” (in white) fades in
from left

“Are Coming” (in white) fades in from
right

“Stay On Course” (in white) fades in

“Summer Courses Available Now” (in
white) fades in

“Register now at:
go.csuci.edu/Summer2020” (in white)

“BELIEVE / BELONG / BECOME” (in
white)

[Picture of Graduate Girl]
Channel Your Success logo in grey at
bottom right

[Picture #1 and white lettering fade
out]

Channel Your Success Student Outreach Campaign

Social Media 2

You Dream For Them



Picture 1

[Picture #1:
Picture of Graduate Girl]
“You dream for them”
(in white)
(slides in from left)

[Picture #1 and white lettering fade out]



Picture 2

[Picture #2:
2 Graduate men pointing fades in]
“At CSUCI”
(in white)
(slides in from left)
“we believe in your dreams”
(in white, slides in from left)

Fade out “At CSUCI we believe in your dreams”
Fade in: “We believe in you.”
(in white)

[Picture #2, white lettering fade out]

Picture 2 Fade out

“Summer Courses still available”
(in yellow)

“Register now at:
go.csuci.edu/Summer2020” (in white)

“BELIEVE / BELONG / BECOME” (in white)

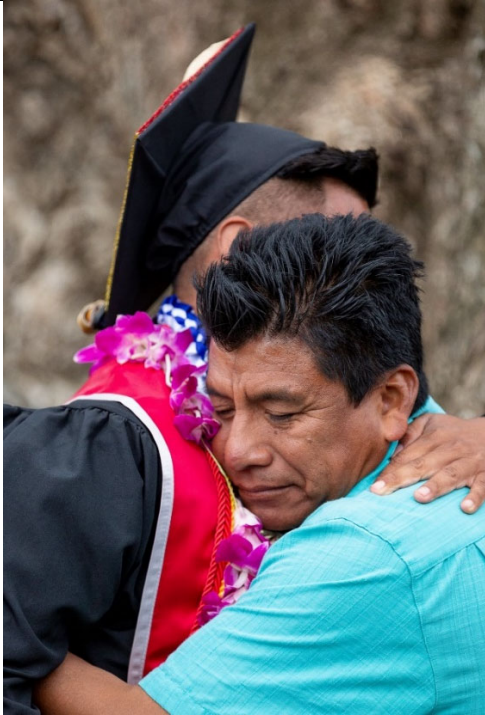
[Picture #2]

Channel Your Success logo in grey at bottom right

Channel Your Success Student Outreach Campaign

Session B – Social Media 1

You Do It For Them



Picture 1

[Picture #1: Picture of Hugging Father]

“YOU DO IT” (font: Ferghaus Sans)
#

(in white, fades in)

[Picture #1 fades out. Text remains]



Picture 2

[Picture #2: Kissing Mom fades in]

“FOR THEM” (font: Ferghaus Sans)

(in white, fades in)

[Picture #2 and white lettering fade out]

[Picture #3: Handshake photo]

“WE WOULD LIKE TO DO IT”

(font: Ferghaus Sans)

(in white, fades in)



Picture 3

“FOR YOU” (font: Ferghaus Sans)
(in white, fades in)

[Picture #3 and white lettering fade out]



Picture 4

[Picture #4: Group smile photo fades in]

“FUNDS NOW AVAILABLE TO
COVER **COST OF** SUMMER
CLASSES” (font: Ferghaus Sans)

(in white, fades in)

“**REGISTER NOW** – FUNDS ARE
LIMITED” (font: Ferghaus Sans)
(in white, fades in)

[White lettering fades out]

“For more information **on the**
CARES Summer Grant Program,
visit:” (font: Ferghaus Sans)

“**go.csuci.edu/Summer**” (Font:
Bebas Neue)
(in yellow, fades in)

“**BELIEVE / BELONG /**
BECOME” (Font: Bebas Neue, caps
white)

[Channel Your Success logo in grey at
bottom right]

Channel Your Success Student Outreach Campaign

Session B – Social Media 3

Re-set, Re-new, Re-do



Picture 1

[Picture #1: Eye Gaze photo]

“This summer”
(in white, fades in)

[Picture #1 fades out and text
fades out.]



Picture 2

[Picture #2: Soccer player photo
fades in]

“Re-set”
(in white, fades in)
“Re-focus”
(in white, fades in)
“Re-adjust”
(in white, fades in)

[Picture #2 fades out. Text
remains.]

[Picture #3: Reflect photo fades
in]

“Re-flect”
(in white, fades in)
“Re-new”
(in white, fades in)
“Re-do”
(in white, fades in)



Picture 3

[Picture #3 fade out]



Picture 4

[Picture #4: Group huddle photo fades in]

“But don’t resign”
(in white, fades in)

“Funds now available to cover
summer classes”
(in white, fades in)

[White lettering fades out]

“For more information, visit:
go.csuci.edu/Summer” (in
yellow, fades in)

“BELIEVE / BELONG / BECOME”
(in bold, caps white)

Channel Your Success logo in
grey at bottom right

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Session B – Social Media 4

Seize the Finish



Picture 1

[Picture #1: V Grad photo]

“SEIZE”

(in white, block letters fades in from the right side at top)

[Picture #1 fades out. Text remains]



Picture 2

[Picture #2: Thumbs Grad photo fades in]

“THE”

(in white, block letters fades in from the left side at the top)

[Picture #2 fades out. Text remains]



Picture 3

[Picture #3: K Grad photo fades in]

“FINISH”

(in white, block letter fades in from the right side at the top)

“CROSS THE LINE.”

(in white, block letter fades in and out all at once; text centered, below graduate)

[Picture #3 and white lettering fade out]



Picture 4

[Picture #4: Hugging Grad fades in]

“IT’S NOT TOO LATE”

(in yellow, fades in/out)

“FUNDS STILL AVAILABLE TO HELP YOU CROSS THE LINE”

(in yellow, fades in/out)

“REGISTER FOR A SUMMER CLASS NOW”

(in yellow, fades in/out)

“For more information on available funds and the CARES Summer Grant Program, visit:

	go.csuci.edu/Summer " (in yellow, fades in/out)
	"BELIEVE / BELONG / BECOME" (in bold, caps white fades in/out)
	Channel Your Success logo in grey at bottom right

Channel Your Success Student Outreach Campaign

Session B – Social Media 5

Dreamer – Thinker– Doer

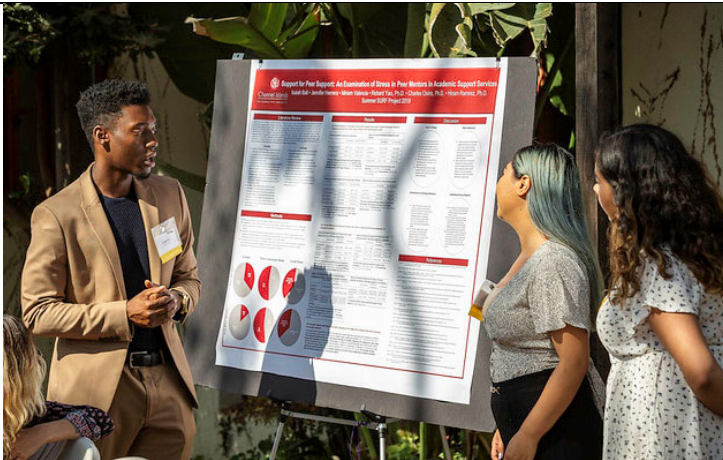


Picture 1

[Picture #1: Grad with sunglasses photo]

“Dreamer”
(in white, fades in)

[Picture #1 and white lettering
fade out]



2019Picture 2

[Picture #2: Student
Concentrating photo fades in]


“Thinker”
(in white, fades in)

[Picture #2 and white lettering
fade out]



[Picture #3: Double Hands
photo fades in]

“Doer”
(in white, fades in)

Picture 3	[Picture #3 and white lettering fade out]
	[Picture #4: Trio pointing photo fades in]
	<p>“Summer courses still available</p> <p>FUNDS NOW AVAILABLE TO COVER COST OF SUMMER CLASSES”</p> <p>(in white, fades in/out)</p>
	<p>“CLASSES START SOON — FUNDS ARE LIMITED - REGISTER NOW,” (font: Ferghaus Sans)</p> <p>(in white, fades in)</p>
	<p>“For more information on the CARES Summer Grant Program, visit: go.csuci.edu/Summer” (in yellow, fades in/out)</p>
	<p>“BELIEVE / BELONG / BECOME” (in bold, caps white fades in/out)</p>
	Channel Your Success logo in grey at bottom right