



NORTH ORANGE COUNTY
COMMUNITY COLLEGE DISTRICT

The Destination District

“The Destination District” Rebranding NOCCCD

Wednesday, September 30, 2026

ACHRO Presentation

By Mylene Daniels, District Director, HR Operations

Dr. Flavio Medina-Martin, District Director, Culture, Inclusion & Engagement

Origins of “The Destination District” Tagline

- When Chancellor Byron D. Clift Breland joined NOCCCD in 2022, he wanted to focus on the unique value proposition that the District holds in Orange County and CA.
- He coined the phrase “The Destination District” to encompass the three pillars of our brand purpose—students, community, and employees.
- We are a place for learning, belonging, excellence, and innovation.
We are “The Destination District.”

Employee Focus: Employee Outreach & Recruitment

- State Chancellor's Grant Opportunity
- "Equal Employment Opportunity: Innovative Best Practices Grant (2023-25) "
- 14 CC Districts throughout the State were awarded this grant

Re-Branding Committee Composition

- Human Resources
- Culture, Inclusion & Engagement
 - Public Information Office
- Educational Svcs & Institutional Effectiveness
 - Fiscal Services
 - Purchasing Dept

Employee Focus: Employee Outreach & Recruitment

EEO-IBP Grant Title:

Boosting Recruitment & Applicants with NOCCCD's DEIAA (BRAND) Intervention

The intervention includes strategies that support an equitable and inclusive environment that helps to attract and retain candidates from minoritized and marginalized groups such as Black/African American, Hispanic/Latin@X, Native American/Indigenous American, Asian-American, Pacific Islanders, and the LGBTQIA+ community.

Grant Goals:

- 1) Identify branding and marketing firm
- 2) Create marketing and branding materials
3. Produce Digital Media Advertising campaign
- 4) Host Campus Recruitment Events

Employee Focus: Employee Outreach & Recruitment

- Vendors explored: Pacific Sky, 25th Hour, Substance Media, Graduate Communications
- Selected Vendor: 25th Hour Communication
- Campaign - “Find Your Career. Find Your Community. Find Your Destination.”
- Transit Shelter Bulletin; Poster Billboards
- Social Media Outlets: Google, Meta, YouTube, LinkedIn
- Other Strategies: Geofencing, OTT (Over the Top) – Live, SMART Mailer, Print, Radio



Employee Focus: Employee Outreach & Recruitment

25th Hour Campaign

“Find Your Career. Find Your Community. Find Your Destination.”



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FIND YOUR CAREER



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FIND YOUR CAREER



Dr. Byron D. Clift Breland
Chancellor, NOCCCD



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FIND YOUR CAREER. FIND YOUR DESTINATION.

Now hiring educators, leaders, and change-makers.
We support the people who support  students.

Whether you're a classroom leader, a student support champion, or a behind-the-scenes pro, there's a place for you here. Our District includes Cypress College, Fullerton College, and North Orange Continuing Education – each offering a diverse and inclusive environment where you can thrive.

Why Choose NOCCCD?
Purpose-Driven Mission: Help shape lives and communities through education.
Competitive Pay & Benefits: Comprehensive packages that support you and your family.
Growth Opportunities: We believe in promoting from within and offering room to advance.
Inclusive Culture: Our team reflects the rich diversity of the communities we serve.
Supportive Environment: Join colleagues who champion collaboration, inclusion, and equity.

You Belong Here If You Are:

- An educator ready to inspire
- A professional seeking a meaningful path
- A leader with a heart for service
- Someone who wants to grow in an environment that cares

Make your next move your best one.
Explore open roles in faculty, classified, leadership,
and student services across our three campuses.

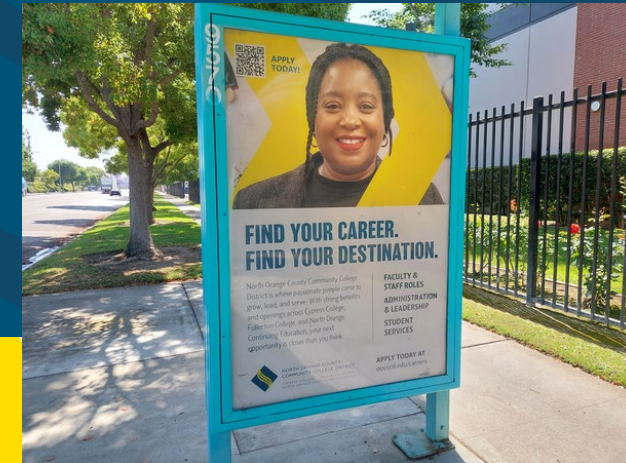
Visit www.nocccd.edu/careers



Employee Focus: Employee Outreach & Recruitment

25th Hour Campaign

“Find Your Career. Find Your Community. Find Your Destination.”



**FIND YOUR CAREER.
FIND YOUR DESTINATION.**

North Orange County Community College District is where passionate people come to grow, lead, and serve. With strong benefits and openings across Cypress College, Fullerton College, and North Orange Continuing Education, your next opportunity is closer than you think.

**FACULTY &
STAFF ROLES
ADMINISTRATION
& LEADERSHIP
STUDENT
SERVICES**



APPLY TODAY AT
nocccd.edu/careers

Employee Focus: Employee Outreach & Recruitment



NORTH ORANGE COUNTY
COMMUNITY COLLEGE DISTRICT

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[Frequently Asked Questions \(FAQs\)](#)

[Finalist User Guide](#)

Join the North Orange County Community College District team!

If you are committed to excellence and passionate about preparing students for success in an increasingly competitive global workforce, we invite you to apply for a position with the District. The application process is conducted entirely online. For detailed instructions and assistance with submitting your application, please refer to the Frequently Asked Questions link on the left.

**Exciting News — Job Alerts Are Now Live!**

We're thrilled to share that our Job Alerts feature is officially live!

You can now select a category to receive automated notifications whenever new positions that match your interests become available.

To explore available positions, click the [Search Jobs](#) link or choose from the categories below:

Classified & Confidential	Administrative & Management	Faculty	Temporary & Part Time Hourly
 EXPLORE THE NOCCCD COMMUNITY	 HUMAN RESOURCES		
 BENEFITS		 COMMITMENT TO DIVERSITY AND INCLUSION	

New Users

To search positions, click the [Search Jobs](#) at the left.

To complete a profile, click the [Create Account](#) link at the left and then follow the directions. A profile may be created at any time. An application will be created and required when you click "Apply to this Job" link on the posting.

Returning Users

- Click [Log in](#), and enter your username and password
- This enables you to:
 - Edit your existing application
 - Apply to new jobs without re-entering your application information
 - Review the status of positions to which you have applied

- **Modernize Our Careers Website**

- Clean, intuitive, and modern design
- Mobile Responsive
- Launched Job Alerts
- Launched Google Analytics
- New Email: Careers@nocccd.edu

- **Strengthen Employer Branding**

- Increased Participation in Career Fairs
 - FY25/26 participated in 9 fairs
- Procured Brand New Swag
- Designed Creative Visual Assets for Social Media
 - Recruitment Spotlight Ad



NOCCCD Recruitment **EEO-IBP Grant Project Impact**

Fiscal Year 2025–2026

Overall Performance — Year-over-Year

Ads and applicant engagement, measured against our own FY 2024–2025 baseline.

CLICKS PER AD RATIO (JobElephant)

20.4

FY 2024–25

30.1

FY 2025–26

+48%

YoY Growth

APPLICANT ENGAGEMENT

45.1

FY 2024–25
Applicants / Recruitment

58.0

FY 2025–26
Applicants / Recruitment

+29%

YoY Growth

Takeaway

Average clicks-per-ad grew **47.7%** year-over-year, from 20.4 in FY 2024–25 to 30.1 in FY 2025–26 driven largely by standout gains at a few key publications. LinkedIn, Indeed, Edjoin, and HigherEd Jobs drive the gain.

Applicant engagement also improved year-over-year: applicants per full-time recruitment rose 28.7%, from an average of 45.1 in FY 2024–25 to 58.0 in FY 2025–26. Even as the number of full-time recruitments ran lower in FY 2025-26, total applicant engagement held steady and grew — meaning each individual posting is now attracting a notably deeper pool of candidates.

New Feature: Job Alerts

Launched August 2025 to keep candidates engaged with NOCCCD past their first visit.



700+

Active Job Alert Subscribers

and growing since launch

Launched August 2025

Rolled out as a direct extension of the rebrand, giving candidates a reason to return beyond a single ad click.

Automated, saved-search matching

Subscribers are notified automatically as new roles matching their interests are posted.

A new engagement channel

700+ subscribers in the first year is an early signal that the refreshed brand and site experience are building lasting candidate relationships, not just one-time clicks.

Website Engagement: Google Analytics

GA tracking went live Summer 2025 alongside the rebrand, giving a first baseline read on Applicant Portal engagement.

Page	Views	Active Users	Views / Active User	Avg. Engagement Time
Total (all pages)	1,577,970 100% of total	215,997 100% of total	7.31	3m 34s
Applicant Portal Search Jobs	250,117 15.85% of total	56,068 25.96% of total	4.46	1m 20s
Applicant Portal Home	214,661 13.6% of total	60,277 27.91% of total	3.56	22s

What stands out: Search Jobs and Home together account for under 30% of total views but over 50% of active users. These two pages are the primary engagement hubs on the portal. Search Jobs also holds the deepest engagement, with the most views per active user (4.46) and the longest average session (1m 20s), while Home functions as a fast landing point (22s) before candidates move on to browse roles.



Employee Focus: Employee Outreach & Recruitment

- HR team attending a total of three (3) campus-led recruitment events:
 - Cypress College
 - Fullerton College
 - North Orange Continuing Education (NOCE)
 - In addition, we attended three (3) conference-level recruitment fairs:
 - CCC Career Connect Job Fair
 - Colegas Conference
 - A2MEND
 - Additional NOCCCD outreach/recruitment:
 - APAHE job fair – NOCCCD flyers/job openings shared
 - NOCCCD District-wide Latinx Summit
 - New Employee Orientation Experience
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Employee Focus: Employee Outreach & Recruitment



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Find Your Community.
Find Your Destination.



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The Destination District

District Manager, Benefits

ANAHEIM, CA

\$137k - \$173k / yr

BENEFITS INCLUDE

- ✓ 20 paid holidays + Paid vacation
- ✓ CalPERS/CalSTRS retirement plans
- ✓ Flexible/hybrid work schedule
- ✓ 100% employee medical premium coverage
- ✓ \$50,000 life insurance benefit
- ✓ and more!

OVERVIEW

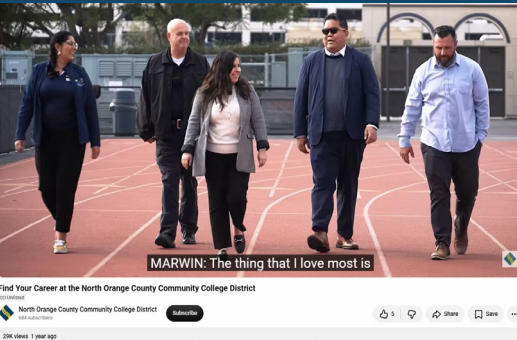


The District Manager, Benefits manages employee leave and workplace accommodation programs, ensuring legal and policy compliance. Serving as the Subject Matter Expert on complex cases, the position collaborates with Payroll and Human Resources and advises supervisors and leadership. This position requires discretion, sound judgment, and expertise in California employment law and unionized workplaces.

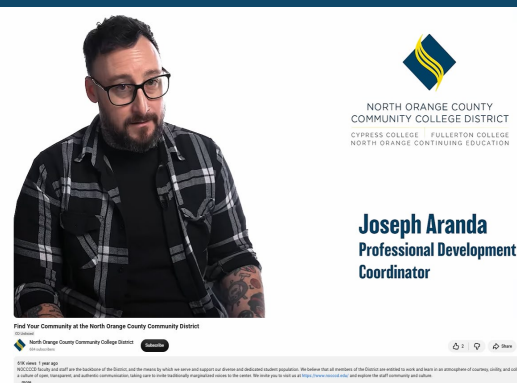
WWW.NOCCCD.EDU/CAREERS



Employee Focus: Employee Outreach & Recruitment



Video 1 – 29K Views



Video 2 – 61K Views



Video 3 – 68K Views

Questions?

Flavio Medina-Martin: fmedina@nocccd.edu

Mylene Daniels: mdaniels@nocccd.edu