



COLORADO

COMMUNITY COLLEGE SYSTEM

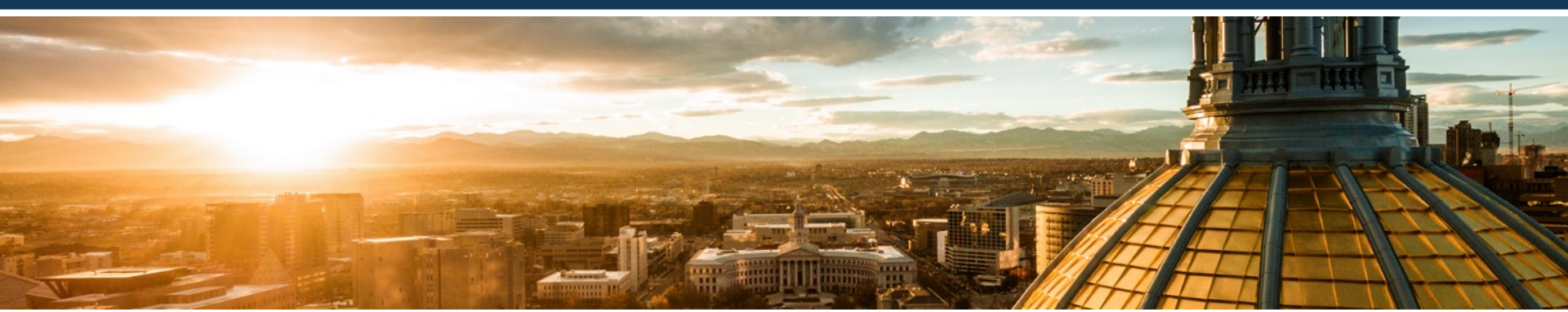
Get to know your

Public & Legislative Affairs Team

Fiona Lytle

*Chief Communications Officer
Legislative Liaison*

December 9, 2021



Illuminating CCCS's Impact on Colorado and Beyond

CCCS Public & Legislative Affairs is charged with strengthening the system's positive reputation and increasing awareness of its statewide impact and accomplishments.

To accomplish this, we:

DEVELOP strategic communications, content, and marketing design that supports system priorities.

SHARE our system's story with key audiences through various platforms.

ADVOCATE the system's interests to leaders and policy makers.

BOLSTER the system's reputation by leading effective and proactive campaigns.

What We Do

Externally, we engage with state agencies, elected officials, community partners, and many more to effectively advocate and communicate CCCS's strengths as a state and national leader in providing high-quality, accessible, affordable post-secondary education and workforce training.

Internally, our team works collaboratively with System Office leadership and departments, and the presidents and staff at each of our 13 Colleges.

Functional Areas



➤ **Legislative Affairs: Advocacy, State & Federal Government Relations**

Represent CCCS's interests to state leaders and policy makers through comprehensive advocacy and outreach initiatives.

Track and engage with bills introduced by Colorado's General Assembly during the legislative session.

Work to advance the interests of the System by serving as a resource to Washington-based policymakers, including Colorado's Congressional delegation and educational associations.

Functional Areas... cont.



➤ **Public Affairs: Strategic Communications & Media Relations**

Oversee the System Office's brand and messaging strategies through print, digital, and visual campaigns.

Build communications to articulate System-wide initiatives across various media.

Serve as the primary point of contact for media and the public, and share information about CCCS and its colleges with state and national news outlets.



➤ **Marketing: Design & Digital Media**

Designs visually enticing artwork for digital and print media that brings CCCS's story to life!

Responsible for the System Office's visual brand identity, website, and digital presence.

Manage CCCS's social media channels, including Twitter, Facebook, YouTube and LinkedIn

The Team

SMALL BUT MIGHTY!



FIONA LYTLE (The Strategist)

Chief Communications Officer & Legislative Liaison

- Determines and oversees department initiatives
- Leads public, media, and government relations; oversees lobbying team
- Provides executive support to the Chancellor, Presidents, Colleges, and serves as System PIO and CORA Custodian



ANDREA ELLIOTT (The Design Diva)

Marketing Manager

- Oversees System Office digital presence, including website and social media platforms
- Executes visual development and digital content
- Manages marketing data and analytics: SEO, UX, and ROI



LAUREN JABLONSKI (The Master Multi-Tasker)

Executive Assistant & Office Manager

- Direct support to the CCO and department operations
- Provides coordination for projects, meetings, and events
- Organizes and maintains office records, department budget, equipment, and manages staff logistics.

Lauren



- Started at CCCS just before the pandemic hit (oy!).
- Loves summer outdoors activities, including camping, kayaking, hiking, and especially sunbathing while reading a good book.
- Most memorable concert: Rascal Flatts.

What Lauren loves most about her job:

- The creativity that come with event planning.

Andrea



- If she could travel anywhere it would be to: 38.752657,-27.0630622 – I would sit on these cliffs for hours when I was a kid. I would do anything to go back.
- If she could be a superhero it would be: She-Ra Princess of Power: 1985 edition. She fought for freedom and rode a talking unicorn.

What Andrea loves most about her job:

- No two days are ever the same. There is always a new project, problem, or idea she gets to work on.

Fiona

My late
night
work
buddy



- Proud mama of two littles.... Genessa age 6 and Max age 5 months.
- Loves to play tennis and hopes to attend a Wimbledon match.
- Loves sushi, hates cow tongue.

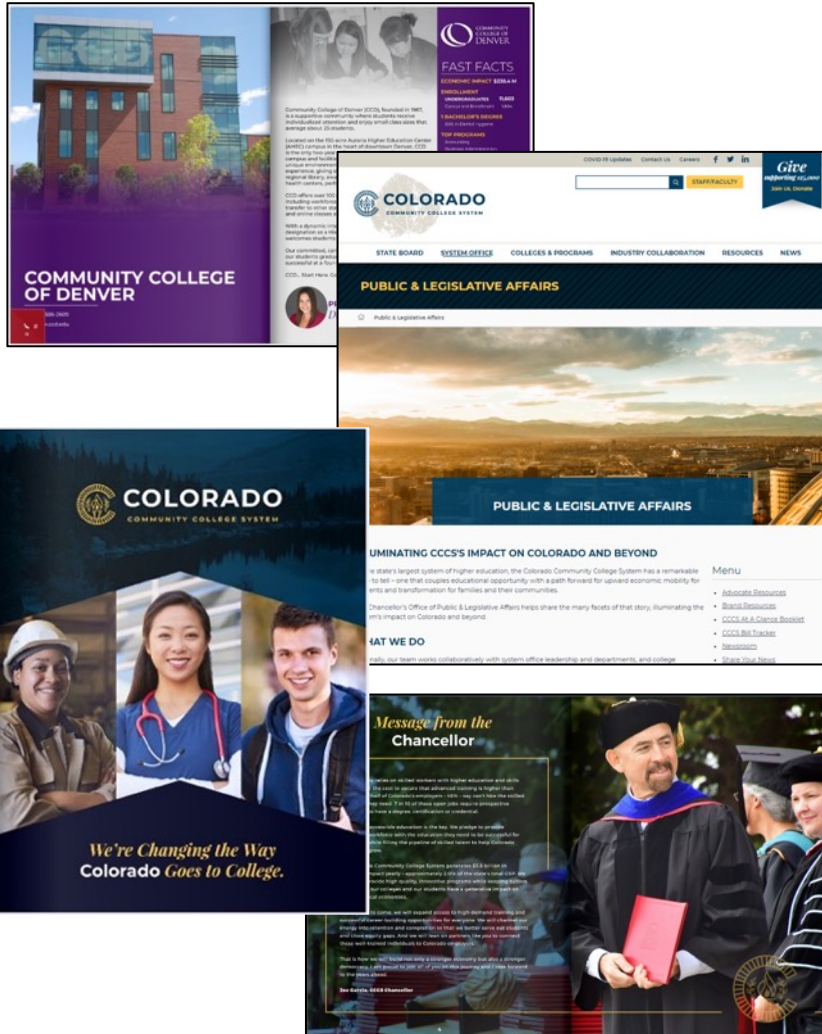
What Fiona loves most about her job:

- The fast-paced, always interesting environment, her colleagues, and being a part of transformational work.



RESOURCES

cccs.edu/public-legislative-affairs



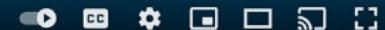
- CCCS At-A-Glance Booklet for use with external audiences.
- CCCS Pledge Booklet to showcase the foundation of our mission and shared goals across our 13 colleges.
- New Department microsite on website to showcase and provide resources – advocate resources, brand and media resources, logos and templates, legislative bill tracker and representatives by college, and much more!

Become a CCCS Ambassador

If affordable, high quality education that is open to all Coloradans resonates with you, please be our ambassador and spread the word.

**WHO GETS
TO GO TO
COLLEGE?**

▶ ⏮ 🔊 0:27 / 1:23



CCCS: Accessible, Affordable, Supportive, Transformative



COLORADO
COMMUNITY COLLEGE SYSTEM

We're Changing The Way Colorado Sees Its Community Colleges.

Join us in changing the way Colorado goes to college.

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school/colorado-community-college-system