

Additional Information
March 14, 2023 Board Meeting

The following additional information was provided regarding the March 14 Board meeting agenda:

Item 3.g, NOCE Media Plan for Enrollment Growth: Is the media plan going to involve providing publicity in multiple languages? **Media buys would include Internet display, search, and retargeting advertising; social media advertising, including multilingual ads in Spanish, Chinese, Korean, and Vietnamese; digital video advertising; and digital audio advertising.**

In addition, the NOCE website has a "Translate" button at the top right corner, where community members can click and select their language of choice to translate and read the website. NOCE also has a "how-to" document focused on how to translate the NOCE website into a different language ([link](#)). The link is noted several times in the NOCE class schedule that is mailed to 360,000 North Orange County residents.