A Shout Out to Getting the Word Out: College Access Marketing Revisited

College Access Challenge Grant Network Meeting

June 14, 2010
- Interstate compact
- Data and research services
- Resource-sharing agreements
- Cooperative programs
Social Marketing

Change behavior for the benefit of individuals, groups, or society as a whole.
College Access Marketing
College Access Marketing 101: Steps and Lessons Learned
CREATE A CAMPAIGN

1. Preliminary Research
2. Engagement of Key Stakeholders
3. Audience Research
4. Strategic and Tactical Planning
5. Implementation
6. Monitoring and Reporting
Have a Big Picture
Stake Your Claim
“What’s in Your Wallet?”

OR

?
Specific
Measurable
Attainable
Realistic
Time-Bound
CREATE A CAMPAIGN

1. Preliminary Research
2. Engagement of Key Stakeholders
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Combine “In the Air” with “On the Ground”
Use Experts When Necessary
CREATE A CAMPAIGN

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Know Your Audience

- Look at everything from audience point of view.
- College access marketing needs to be *relentlessly* audience-focused.
- Start from the point of view of your target.
Know Your Audience
How will you know?
Use research.
CREATE A CAMPAIGN

1. Preliminary Research
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Have a Clear Call to Action

TAKE THE TOUGH CLASSES NOW!
YOU NEED THEM FOR COLLEGE.
KnowHow2GO.org
State Action
Steps
Clearly
Know Your Audience
Messages That Resonate With Teens

Oh, you don’t always die from tobacco

www.thetruth.com
What is the highest level of education you have completed? | Percent
--- | ---
Less than a high school diploma or GED | 4%
High school diploma or GED | 11%
College certificate | 5%
Some college, no degree | 32%
Associate degree | 21%
Currently completing bachelor’s degree | 7%
Bachelor's degree | 13%
Some graduate work, no degree | 1%
Graduate or professional degree | 5%

KY Survey of Adults with Some College

- This question was asked as a screener, as the study focuses on the 1,610 individuals that have received some level of college education but have not yet obtained a bachelor’s degree. Groups terminated from progressing in the study are shown in red.

- These results indicate that a quarter of the sample (with implications for the database overall) provided by KCPE has completed or is currently completing a bachelor’s degree. A significant proportion of the records are not current regarding students’ education level. Note: This information is self-reported.
The top reasons respondents have not completed a bachelor’s degree relate to family responsibilities. Keep in mind that the majority of respondents are married with at least one child.

The larger the family, the greater the negative impact on their quest for a degree. Over one-third (39%) of those with one child said family obligation had a “great deal of influence” compared to those with two kids (52%), three children (56%), and so on.

Finances also play a significant role in respondents’ decision not to complete or continue their education. Either the financial hardship was too great or they had an opportunity to earn a decent living without the struggle of finishing their bachelor’s.
Reasons for Getting a Bachelor’s Degree  
*(Top 7 – Open-ended Responses)*

- All respondents were asked the primary reason they would consider getting a bachelor’s degree.
- For the most part, the primary reason to return would be to enhance career opportunities. Note that “more money” is specifically mentioned by very few respondents. Career advancement/change is a more relevant notion.
- These students, in particular, do not want to waste time on skills they already have. It is essential that college and universities offer credit for career-relevant experience.
- With nearly one-third of adults looking for a career change, KCPE could specifically promote the tools available at GoHigherKy.org that assist adults in selecting a career that matches their interests and values.
How likely are you to consider going back to college within the next three years?

- Unsatisfied with current job
- Satisfied with current job

- While not included in the tree-based model (because it is a subjective attribute), job satisfaction is a strong influencer in the likelihood to return to college.

- From a marketing perspective, messages focused on improving job quality, breaking out of the existing job rut, or moving on to something better may be very effective in spurring those in the “unsatisfied” population to identify themselves.
CREATE A CAMPAIGN

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Welcome to the College Access Marketing (CAM) website — a resource for anyone interested in using marketing techniques to help increase high school completion and college participation. Use this site to learn effective strategies, avoid common mistakes, and find creative ideas for your communications and outreach efforts.

Whether you’re thinking about starting a new education marketing campaign or expanding an existing one, and whether you’re working at the national, state, or local level, there’s something here for you.

**HOW TO CREATE A CAMPAIGN / Step by Step Guide**

1. Preliminary Research and Goal Setting
2. Engagement of Key Stakeholders
3. Audience Research
4. Strategic and Tactical Planning
5. Implementation
6. Monitoring and Reporting
How to Create a Campaign

Interested in creating a CAM campaign or fine-tuning one already underway?

The Step-by-Step Guide includes tips on how to identify your audience, the best ways to reach them, and build a strong marketing plan.

Our Resource Center contains tools such as research reports, planning documents, practitioner tips and guidance, worksheets and templates, and case studies to help support your efforts.
1. **Preliminary Research and Goal Setting**: Define the problem addressed, the target audience, the behavior change you are trying to influence, and the measurable outcomes the behavior change should create.
Read More

2. **Engagement of Key Stakeholders**: Make the case to potential partners and funders to get buy-in and support.
Read More

3. **Audience Research**: Learn everything you can about your audience – how they view the problem, the barriers they face, what arguments appeal to them, and what message channels they use.
Read More

4. **Strategic and Tactical Planning**: Plan the strategies, tactics, and messages for your campaign, then test your messages and ideas with the audience. Make sure an evaluation plan is built into your campaign plan.
Read More

5. **Implementation**: Implement your campaign plan.
Read More

6. **Monitoring and Reporting**: Monitor your progress, make changes as needed, and keep all stakeholders in the loop as the campaign rolls out. Document and report what you learn in the field.
Read More

Download a basic outline of the Create a Campaign guide on this web site. It's an easy, portable checklist for keeping yourself and others on track throughout the CAM process.

Not sure where to start? Visit the Resource Center.
Formative Research - Research to help define the problem to be addressed and the benefits of solving it.
Read More

Audience-Specific Tools and Research - Reports, Tips, and Guidance on communicating with different target audiences.
Read More

Planning Documents, Worksheets, and Templates - A growing collection of real planning materials from CAM campaigns around the country. Marketing plans, creative briefs from ad agencies, evaluations, and other documents can help you to learn from what others have done.
Read More

Making the Case - How to get funders, legislators, community-based organizations, and partner agencies to support your campaign.
Read More

Evaluation - Help with defining criteria, monitoring progress, and evaluating your campaign.
Read More

Intellectual Property - Issues to consider, tips, and guidance for developing media materials or re-licensing materials from other campaigns.
Read More
CAMPAIN EXAMPLES

Here you will find example media products, tools and resources, and lessons learned from actual CAM campaigns, both past and present. Use this section to learn from one another’s efforts. Browse the media products, including radio and TV spots, posters, billboards, brochures, and handouts, to see how others are communicating with their target audience.

SEARCH FOR A CAMPAIGN

CASE STUDIES

Go
Education. Go Get It.
Search Campaign Products

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