Creating and Launching Your Statewide Marketing Campaign

Non-traditional No More: Policy Solutions for Adult Learners

State Leaders Meeting

Denver, Colorado
October 17, 2008
SREB GO Alliance

- Interstate compact
- Data and research services
- Resource-sharing agreements
- Cooperative programs
SREB Go Alliance

- A Network of state representatives that
- Use marketing and communications strategies to promote
  - academic achievement
  - high school completion
  - student readiness for college and work.
- www.goallianceonline.org
Social Marketing

The use of marketing principles and techniques to influence a target audience to voluntarily change a behavior for the benefit of individuals, groups, or society as a whole.

College Access Marketing

The use of marketing strategies to encourage youth and adults to:

- go further in school;
- graduate from high school;
- apply for financial aid
- apply to college;
- enroll in college; and
- return to college
College Access Marketing
Core Principles
Have a Big Picture

- Have a single overarching goal
- A campaign is policy, programs, and communications
- Find your niche
- Work together
LIFE, WITHOUT YOUR G.E.D.

THE DEADLINE IS APPROACHING!

The G.E.D. is changing. If you don’t finish all tests by January 2, 2002, you’ll have to take a new set of tests. Call 1-877-740-HELP to learn about free classes that can help you meet the deadline.
Develop Recognizable Brands and Logos
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.
Use Research

Before
- 28%
- 9%
- 5%

After
- 89%
- 42%
- 46%

Percentage of Participants

Enter the "What Would You Say?" Contest.

Your idea for a TV commercial could make you a winner!

How:
- Visit go.georgialist.org
- Text GO to 69468
- Ask your teacher

Who Can Enter:
- 6th-12th grade students
- in Georgia

Winners:
- 5 grand prizes
- 1 grand prize winner

Deadline:
- December 2, 2016

To enter go to go.georgialist.org, call 1.866.464.3994 or ask your teacher.
Have a Clear Call to Action

- Messages should include a call to action that is **clear and realistic**.
- The action should be **immediate and measurable**.
State Action Steps Clearly

How to Go to College

Take the Tough Classes Now!

You Need Them for College

KnowHow2G0.org
Combine “In the Air” with “On the Ground”
Use Professionals When Necessary

- Professionals can save a campaign time and money in the long run.
Work with Your State Broadcasting or Cable Association

- Non-commercial sustaining announcement program
- The Kentucky program was able to provide approximately $1.2 million in advertising for $150,000.
Sharing Works!

- Reduces time and cost.
  - Be sure it fits your goals, messages, and target audience
  - Pre-test with your target audience first.

- Education. Go Get It.
- gforce
  - www.collegefortexans.com
- georgiaGO.org
- education. go get it.
- Education...Go for more!
Does it Work? YES!

Georgia’s High School Graduation rate
- 2003: 63%
- 2005: Campaign launch
- 2007: 72.3%

Kentucky’s High School Graduation rate
- 2000: 65.3%
- 2001: Campaign launch
- 2005: 71.5%
Does it Work? YES!

- Kentucky GED Campaign launched in 2001
  - 57% increase in number of GEDs earned in 2001
  - 6 new test centers opened to accommodate growth
  - Record high enrollments in adult education and postsecondary education in 2001 and 2002

[Logo: Go Higher KY]
Results – The Big Payoff

GEAR UP has had an influence in low-income households

- Income is not as strong an indicator of intention to attend college among 9th-12th students or parents.
- Applications for financial aid have increased
- Highest number of college-entrance exams taken in 2008
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.

**STEP BY STEP GUIDE**

**RESOURCES**
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
CAMPAIGN 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.
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www.goallianceonline.org