



Marketing Collaboration & Strategies Action Planning Team

First Planning Meeting

November 4, 2022

Facilitated Virtually by Becky Foreman

Marketing Action Planning Team Agenda

The Givens (review
APT Area of Focus
document)

Victory

Current Reality

Commitment

Key Actions

Timeline

Coordination

Next Steps

Closing

1. The Givens



Project Name?

Marketing Campaign

What is the goal of the project?

By June 2023, a highly engaging one-pager will be created along with matching digital marketing campaign materials.

What have we accomplished to date?

- Determined a need and included this in our new three-year plan.
- Engaged a marketing consultant to help with messaging

What is the timeframe?

By June 30, 2023

What else do we know?

- By June 2023, At least one collateral item for Spanish speakers, job seekers, and HSD will be created.

2. Victory

Reflect back on the completed project or the day after the event... What do we see in place that indicates our success?

See? Hear? Touch? Smell? Taste?



- Building lifelong partnerships and momentum
- More people enrolling and attending
- More community awareness
- Marketing efforts bring in additional people from the community
- Enrollment, attainment and completion
- Seeing students achieve their goals and transitioning

3. Our Current Reality - TEAM:



Strengths: What are our strengths as a team?

- Perfect balance and support among team
- Collective experience
- Experience in other sectors
- Creative and open to new ideas
- Supportive administration
- Experience with a very diverse student body and their needs



Weaknesses: What are our weaknesses as a team?

- Schedule and time
- Understanding market needs
- Patience is a struggle
- Process is difficult
- Motivating students (and staff) and keeping them motivated
- Figuring out how to measure impact

3. Our Current Reality - SUCCESS



Benefits: What benefits will our success bring?

- Open students for different information such as career and college
- Generational – pass along to siblings, children, grandchildren
- Building confidence among students
- Inform students with current market trends and needs
- Help us learn best marketing strategies
- Understanding how the learner population finds and engages with our programs
- Allow us to align our goals and efforts



Dangers: What obstacles or dangers do we anticipate confronting when we are highly successful?

- Not having enough staff to support the demand
- Impact students' experience in a negative way if there are not enough resources
- Might not have proper infrastructure
- May not be able to meet students' expectations

4. Our Commitment

What are we REALLY committed to accomplishing as a team? *



We are committed to creating marketing materials that . . .

- Allow students to obtain gainful employment and/or continue education
- Promote and celebrate student success
- Are meaningful and open doors for students and community members alike
- Are welcoming and inviting to the community
- Have been tested with the market

* Concrete accomplishment at the end of the project...



What are all the actions our team will need to take to reach the commitment?



Audience appeal

Explore our ideas with our target audience

Brainstorm items for each target audience

Include call to action links or way to engage – maybe tailored for each school

Work with consultant to create messaging for each group

Delegate, estab. clear communication

Build clarity around roles and responsibility

Clear goals and objectives

Clear roles to establish an efficient marketing procedure as a division

Team Expectations

Being Present

Being proactive

Consistency (communication, efforts)

Market research

Data collection

Identify target populations

Implementation and Distribution

Create a central library of marketing materials that is easily accessible

Translate one-pagers to fit community

Connections

Networking

Design

Create a common look and feel for the materials

Consistency (communication, efforts)

Work with graphic designer to polish ideas

Identify common language to describe partner programs

Make them easy to edit for school sites

Create companion social media messaging and posts

Offer a variety of choices/flexible

Create complimentary digital assets for social media

Training to end users

Training related to how to best utilize the one-pager in various programs and communities

Perhaps consider training on landing pages and capturing leads

Having the resources/funding to carry out the plan

MARKETING CAMPAIGN CALENDAR

Task Group	First Step	Nov. - Dec.	Jan. - Feb.	Mar. - April	May - June	Victory	Resources
Design	Offer a variety of choices, flexible	Create a common look and feel for the materials	Work with graphic designer to polish ideas	Create complimentary digital assets for social media		Seeing product at sites and in campaigns	Having the resources, funding to carry out the plan
	Consistency (throughout)			Make them easy to edit for school sites			
Audience Appeal	Work with consultant to create messaging for each group	Brainstorm items for each target audience	Explore our ideas with our target audience		Include call to action links or way to engage – maybe tailored for each school	Recognized in the community by visuals Hearing success stories Students persist and complete resulting in good advertising	Having the resources, funding to carry out the plan
Delegate, Establish Clear Communication	Clear goals and objectives	Clear roles to establish an efficient marketing procedure as a division				Meet deadlines and feel content with how we managed tasks Completing objectives Established our base, ensuring everything that follows will be strong	Having the resources, funding to carry out the plan
Market Research & end user training ----- Connections	Review data from 3-year plan		Identify common language to describe partner programs	Networking	Training on landing pages and capturing leads	Student enrollment increase Response from schools Practical, feasible, actionable	Having the resources, funding to carry out the plan

7. Coordination. After calendar completion reports quickly review and resolve any unanswered questions

7a. Check the destination:

What, if anything, has been omitted?

What events on the timeline call for a second look at timing?

If the Success Indicators are achieved, will they satisfy the Commitment noted above? If not, what adjustments need to be made?

7b. Ensure Resources:

What resources needed to pull off the project?
(human, financial)

How will these resources be obtained?

What, if any, initial budget projections or adjustments are needed?

7c. Communicate to Key People:

Who needs to be informed about the project?

How will aspects of the project be communicated to those who need information?



7. Coordination (Continued)

7d. Establish Responsibilities:

What roles are needed to ensure the on-going maintenance and completion of the project?

Who is assigned to these roles?

Clear roles to establish an efficient marketing procedure as a division	Build clarity around roles and responsibility	Ensure clear goals and objectives
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7e. Manage the Project:

How will activities be coordinated? (Chairs, project managers, co-managers)



Who will manage the activities?

7f. Schedule Progress Meetings:

When and how will the whole team meet again? Who will serve as host?

What is the meeting schedule?

Who will schedule and notify participants?



Next Steps

<u>What Next?</u>	<u>Who?</u>	<u>When?</u>
1. Select Co-Chairs	<ul style="list-style-type: none">• Maritza Medina• Firoozeh Matin	Today
2.		
3.		
4.		
5.		

Project:

Team:

1. What happened?



2. High Points



3. Low Points

4. What focus is needed now?



5. Plan for moving forward

6. Assignments

7. Next Meeting

Resolve: (annotate in Zoom using the text tool)

What is one thing we accomplished together today? (and/or) What is one thing you could do between now and December?

Collect consensus as a division on target populations

covered a wide range of topics
made the schedule

**We were able to establish a
working team to move forward
with clear guidelines**

**Consensus!
Teamwork!**

We were able to build a time line
for the marketing campaign
calendar.

Established ideas and objectives

We have accomplished how we
are going to work as a team.

We accomplished a lot today. We outlined a really
strong set of objectives and concepts. We also created
a good preliminary calendar.