



# Marketing Action Planning Team

Planning Meeting

November 3, 2023

Facilitated Virtually by Becky Foreman

# Marketing Action Planning Team Agenda

The Givens

Victory

Current  
Reality

Commitment

Key Actions

Timeline

Coordination

Next Steps

Closing

## 1. The Givens



Project Name?

### Marketing Plan

What is the goal of the project?

By June 2024, a highly engaging one-pager will be created along with matching digital marketing campaign materials

By June 2024, a flyer will be created for at least two additional targeted populations

By June 2024, the LARAEC website will have at least 3 student testimonials added, which may include targeted special populations

What have we accomplished to date?

- (Already presented)

What is the timeframe?

November 2023 - June 2024

## 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?



Everybody more excited about marketing efforts and willing to participate more

Increased enrollment in additional targeted population

Community knows who we are and what we do

Have a brand that will be part of everything

More students from different diverse backgrounds reached through marketing efforts

New data that shows the effectiveness of our marketing campaigns

Have reached out to Korean and Chinese students

Reached international students

More data collected from what was done last year

Students will share their accomplishments on website-testimonials-inspire other students

Community-based referrals from family and friends

All support each other-Adult Ed first

## 3. Our Current Reality - TEAM:



**Strengths:** What are our strengths as a team?

- All heart
- Different experiences
- Different backgrounds, all teach different topics
- All achievers
- Care for communities beyond the job
- Diversity
- Able to reach a wide area
- Partnership



**Weaknesses:** What are our weaknesses as a team?

- Work schedule times
- Communication- in different spaces, can be difficult to communicate
- Large team – accountability
- Focus and expectations can be too broad
- conflict with individual district campaigns

### 3. Our Current Reality - SUCCESS



**Benefits:** What benefits will our success bring?

- Full classes
- Growth in the dept.
- Larger outreach to communities
- Increased enrollment and more ftes
- Better understanding of programs
- Increased student outcomes
- Resources for the community
- The community can find our programs
- Increased participation, student success and college transitions
- Community gains, highly qualified workers
- Greater success and opportunities for students
- Student retention



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

- Not enough staff
- Not enough space for students or teachers
- Not enough faculty
- Not able to provide support we promise
- Students frustration when not enrolled
- Not enough funding
- Long time waiting to be enrolled
- Not enough supplies or materials
- Students become dissuaded if they cannot enroll
- Overcrowded classes
- Discouraged students

### 4. Our Commitment

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



We are committed to

- Accomplishing the goals
- We are committed to make and provide a one-pager that will reach a wide range of people from our communities.
- Reaching a large audience through a comprehensible outline using digital and print mediums.
- Everyone will come up with one to two additional target populations

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

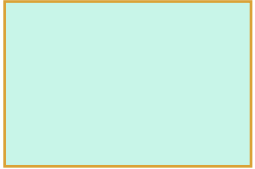




# What are all the actions our team will need to take to reach the commitment?

One action per sticky – 3 to 7 words – don't resize sticky notes

Make more stickies if needed



Review Website

Commitment to Students

Understand student goals

Remove barriers for students

Take the marketing campaign to Student Council at school site

Identify students for testimonials

Survey our current students to find new populations

Identify changes in our communities

Social emotional interventions

LARAEC family communication

Communication and consistency

Keep leadership teams at sites informed

Participation

Collaborate effectively together

Determine how we communicate with different student populations

Making the flyer

Work with a translator

Support students in their language

Create information in students' first language

Create messaging for the new populations

Target Armenian population

Identify different communities

Identify effective ways to reach students in our different programs (Academic, CTE, ESL)

Roll Out

Figure out how to track data for the campaigns

Figure out how to roll out the campaigns to the field

Figure out how to marry existing students to the campaign

Figure out how to get the flyers into the community

Collaboration with our community partners

Connect our programs to employment outcomes

## CALENDAR

Task Group	First Step	Nov. - Dec.	Jan. - Feb.	Mar. - April	May - June	Behaviors
Commitment to Students	Gain knowledge of student goals (ask students)	<div style="border: 1px solid #ffc107; padding: 5px; margin-bottom: 5px;">Identify barriers for students</div> <div style="border: 1px solid #ffc107; padding: 5px;">Identify changes in our communities</div>	<div style="border: 1px solid #ffc107; padding: 5px; text-align: center;">Survey our current students to find new populations</div>	<div style="border: 1px solid #ffc107; padding: 5px; text-align: center;">Identify students for testimonials</div>	<div style="border: 1px solid #ffc107; padding: 5px; text-align: center;">Take the marketing campaign to Student Council at school site</div>	Collaborate effectively together
LARAEC family communication	Keep leadership teams at sites informed (ongoing)		<div style="border: 1px solid #ffc107; padding: 5px; text-align: center;">Determine how we communicate with different student populations</div>			Participation
Making the flyer	Identify different communities	<div style="border: 1px solid #ffc107; padding: 5px; margin-bottom: 5px;">Identify effective ways to reach students in our different programs</div> <div style="border: 1px solid #ffc107; padding: 5px;">Create messaging for the new populations</div>	<div style="border: 1px solid #ffc107; padding: 5px; text-align: center;">Support students in their language</div>	<div style="border: 1px solid #ffc107; padding: 5px; text-align: center;">Work with a translator</div> <div style="border: 1px solid #ffc107; padding: 5px; text-align: center; margin-top: 10px;">Create information in students' first language</div>	<div style="border: 1px solid #ffc107; padding: 5px; text-align: center;">Target Armenian population</div>	Communication and consistency
Roll Out	track data for the campaigns	<div style="border: 1px solid #ffc107; padding: 5px; text-align: center;">Connect our programs to employment outcomes</div>		<div style="border: 1px solid #ffc107; padding: 5px; text-align: center; margin-bottom: 5px;">Marry existing students to the campaign</div> <div style="border: 1px solid #ffc107; padding: 5px; text-align: center;">Collaborate with our community partners</div>	<div style="border: 1px solid #ffc107; padding: 5px; text-align: center; margin-bottom: 5px;">Roll out the campaigns to the field</div> <div style="border: 1px solid #ffc107; padding: 5px; text-align: center;">Get the flyers into the community</div>	



# Next Steps

<u>What Next?</u>	<u>Who?</u>	<u>When?</u>
1. Select Co-Chairs	<ul style="list-style-type: none"><li>• Sherry Jimenez</li><li>• Eunice Vines</li></ul>	Today
2.		
3.		
4.		
5.		

**Resolve:** What is one thing we accomplished together today?

We made a calendar

brainstorming

We nominated 2  
great co-chairs

Marketing and a great  
long to-do list

A GREAT ACTION  
PLAN

Made a group  
calendar and goals

Created a  
compartmentalized  
plan

timeline



**Project:**

**Team:**

1. What happened?



4. What focus is needed now?



2. High Points



3. Low Points



5. Plan for moving forward

6. Assignments

7. Next Meeting