

# Marketing to Students: Effective Information Campaigns

## Fostering the College-Going Culture: A Meeting of the College Access Challenge Grant Culture

Las Vegas, Nevada

April 14, 2009

# SREB *Alliance*

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

SREB



*Member States*

Alabama	Mississippi
Arkansas	North Carolina
Delaware	Oklahoma
Florida	South Carolina
Georgia	Tennessee
Kentucky	Texas
Louisiana	Virginia
Maryland	West Virginia

# SREB **G** *Alliance*

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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](http://www.goallianceonline.org)



# Social Marketing

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Principles and techniques to influence a target audience to change behavior voluntarily for the benefit of individuals, groups, or society.



# College Access Marketing

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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;
- return to college



# College Access Marketing Core Principles



Education...Go for more!

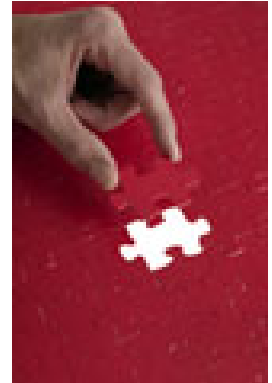


Education. Go Get It.



# Have a Big Picture

- Have a single overarching goal
- A campaign is policy, programs, and communications
- Find your niche
- Work together



# Know Your Audience

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- Look at everything from audience point of view

Sender

Message

Channel

Receiver

- College access marketing needs to be *relentlessly* audience-focused.
- Start from the point of view of your target.

Receiver

Channel

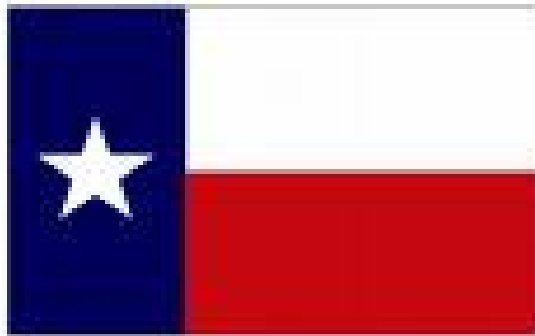
Message

Sender

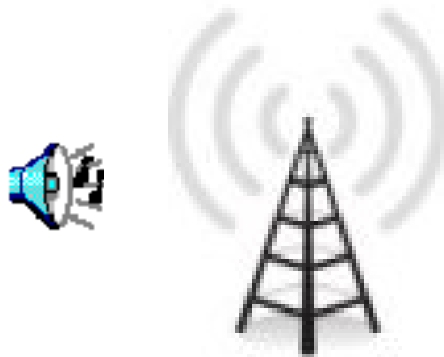
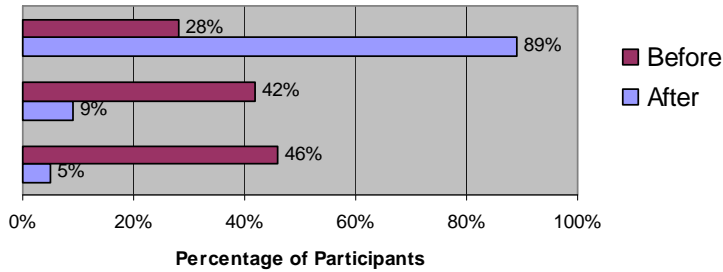
# Know Your Audience

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# Use Research



**Enter the  
"What Would You Say?"  
Contest.**

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

<p><b>How:</b> Visit <a href="http://www.georgiaGO.org">www.georgiaGO.org</a> Or call 1.866.464.GRAD Ask your teacher</p>	<p><b>Who Can Enter:</b> 6th - 12th grade students in Georgia</p>	<p><b>Winners:</b> 24 regional prize winners; 1 grand prize winner</p>
<p><b>Deadline:</b> December 1, 2005</p>		

Education. Go Get It.  
 To enter go to [www.georgiaGO.org](http://www.georgiaGO.org), call 1.866.464.GRAD or ask your teacher.  
Prize funded by GEORGIA GOV.

# 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*.

**COLLEGE PAYS**  
We can get you there.

HOME ABOUT TSAC NEWSROOM CONTACT US LIVE CHAT

Welcome to **CollegePaysTN.com**, your source for information about financing your college education in the state of Tennessee! Feel free to click on a link to the right for more information.

**COLLEGE GOAL SUNDAY**  
Click here to learn more about College Goal Sunday  
February 22, 2009

**AFFECTED BY THE STORM?**  
CLICK HERE

**CLICK ON A LINK BELOW FOR MORE INFORMATION:**

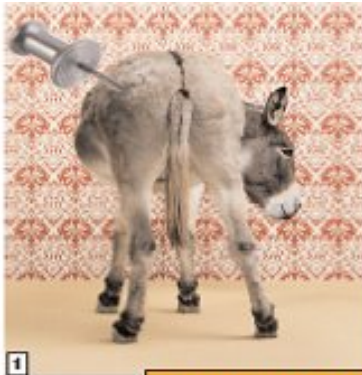
**MONEY FOR COLLEGE**  
Click here for information on the different types of financial aid available for college, links to applications, aid requirements and more!  
[Click Here](#)

**STUDENTS & PARENTS**  
If you are a student preparing for college or a parent interested in learning about financing your child's education, click here!  
[Click Here](#)

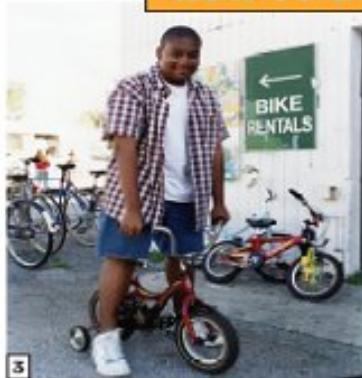
**SCHOOLS & LENDERS**  
Click here to find out information about the TSAC organization and much more!  
[Click Here](#)



# State Action Steps Clearly



HOW TO GO TO COLLEGE



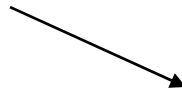
KnowHow2GO.org



# Combine “In the Air” with “On the Ground”

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Adult Education Center

# Use Professionals When Necessary

- Professionals can save a campaign time and money in the long run.



# Work with Your State Broadcasting or Cable Association

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- **Non-commercial sustaining announcement program**
- **The Kentucky PEP program provided approximately \$1.2 million in advertising for \$150,000.**



# Sharing Works!

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- 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.**

education. go get it.



[www.collegeforwv.com](http://www.collegeforwv.com)



**Education...Go for more!**





# Does College Access Marketing Work?

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**YES!**



## Kentucky's High School Graduation rate

- 2000: 65%
- 2001: Campaign launch
- 2005: 72%
- 57% increase in GEDs earned in 2001
- Record enrollments in adult and postsecondary education in 2001 and 2002

# Resources to Help:

## www.CollegeAccessMarketing.org



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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



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## How to Create a Campaign

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

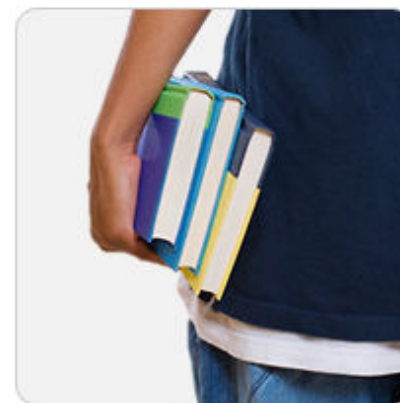
The Step-by-Step Guide includes tips on how to identify your audience, the best ways to reach them, and build a strong marketing plan.


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





## STEP BY STEP GUIDE

### Stay on Track When You're Not Online

**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.

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](#)





## 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](#)



[WHAT IS CAM?](#)[HOW TO CREATE A CAMPAIGN](#)[CAMPAIGN EXAMPLES](#)

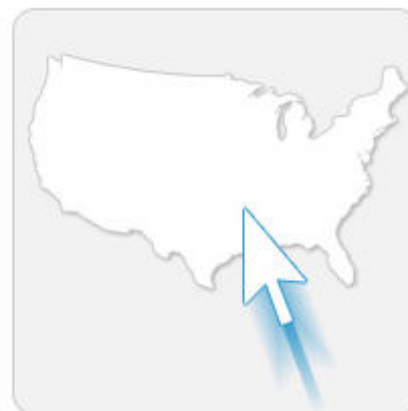
Campaign Examples N

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## 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.

### SEARCH FOR A CAMPAIGN



### CASE STUDIES



Education. Go Get It.

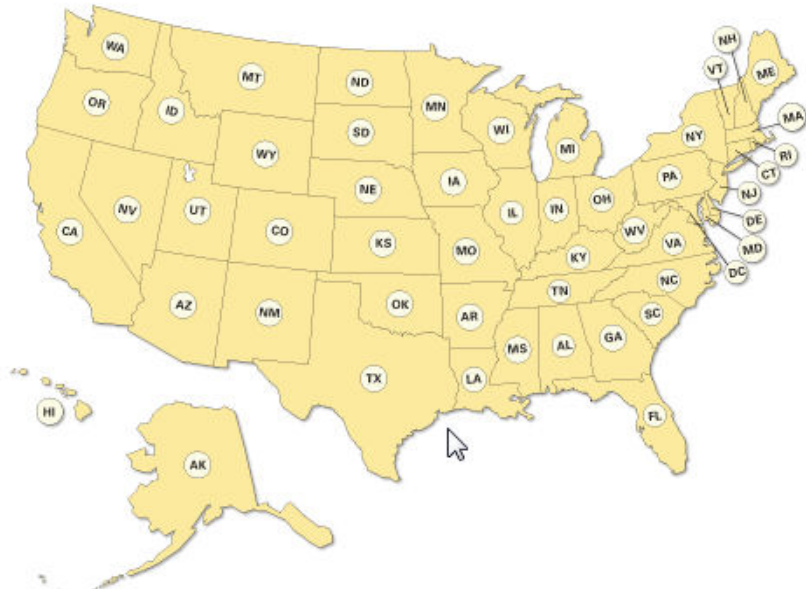


SEARCH FOR A CAMPAIGN



Browse Campaigns by State

--- Select a state ---



Search Campaign Products

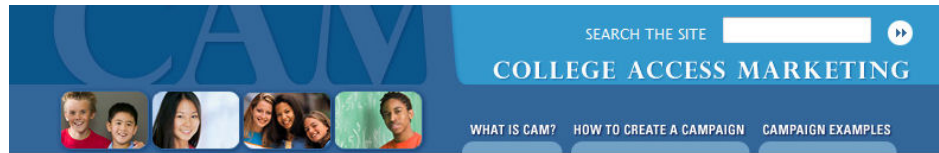
SEARCH ▶

SEARCH TEXT	<input type="text"/>
CAMPAIGN	--- Any ---
TARGET AUDIENCE	--- Any ---
DEMOGRAPHY	--- Any ---
LOCATION	--- Any ---
LANGUAGE	--- Any ---
ETHNICITY	--- Any ---
MEDIA TYPE (Campaign Product)	--- Any ---
DOCUMENT TYPE (finds campaign supporting documents)	--- Any ---
OWNED BY	--- Any ---

# For more information:

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[www.CollegeAccessMarketing.org](http://www.CollegeAccessMarketing.org)



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