



**Your Path.
Your Future.**



**Raising Awareness & Increasing Enrollments
ICCB: Adult Ed & Literacy Statewide Outreach Campaign**

Kickoff Webinar: 12/9/21

Team Members

Led by ICCB in collaboration with...

- **Full Capacity Marketing, Inc.** - a national marketing & communications agency who specializes in workforce and education student and adult learner campaigns; responsible for marketing strategies, toolkits, campaign deployment and ROI, and development of webinars that align with desired learning outcomes.
- **(ALRC) Adult Learning Resource Center** - will be working directly with FCM and coordinating feedback from stakeholders about the campaign elements and professional development learning outcomes and evaluation.
- **(ICSPS) Illinois Center for Specialized Professional Support in Partnership with the Adult Education Professional Development Network** - ICSPS and SIPDC will provide direct technical assistance and hands on support to identified programs. ICSPS/SIPDC will work in coordination with FCM to build capacity and sustainability as well as research and recommend strategies for an integrated comprehensive referral system.
- **Statewide Outreach Advisory Committee** – comprised of local representation from the programs and the professional development network to advise on key milestones and ensure the “voice of the field” is heard and incorporated.



full capacity marketing, inc.
communications experts in **workforce & education**



Celina Shands, M.S.
CEO/Founder
Full Capacity Marketing, Inc.

- ✓ 25+ Years Dedicated to Workforce & Education Missions
- ✓ 2021 Stevie in Business Award: Campaign of the Year
- ✓ 75 Global Awards for Student & Employer Campaigns



Maryanne Conlin, MBA
VP, Marketing & Communications
Full Capacity Marketing, Inc.

- ✓ Shorty Award: Twitter Content
- ✓ Former MarComm Instructor: UC Berkeley & University of Hong Kong
- ✓ Published: Huffington Post & Newsweek

Webinar Agenda



Welcome

Cecilia Elhaddad – ICCB Director, Adult Ed & Literacy

Sue Barauski - ALRC Director

Campaign Overview – Full Capacity Marketing, Inc.

Components & Benefits of Statewide Campaign
Data-Driven Approach – Campaign Brand Unveil
Media Plan – Getting your Program Leads!
Campaign Toolkit Components
Measuring Success

Technical Assistance – ICSPS

Closing - ALRC

Communication Tools
Future Webinars
Evaluation

Q&A - All

Campaign Overview...

- Create a **statewide campaign brand with an inspirational message** that is easily tailored for local outreach efforts while simultaneously **building awareness across the state** about the value of adult education in rebuilding lives amid the pandemic.
- Increase student enrollments statewide by helping local practitioners **build their capacity** to achieve the necessary touchpoints required to enroll students.
- **Integrate Illinois existing adult education outreach networks and resources** (e.g., Illinois Adult Learning Hotline, ICCB's provider locator, excellenceinadulthood.org) to develop a **coordinated, sustainable system** for ongoing campaigns that address enrollment declines.

MESSAGES

MEDIUMS

CAPACITY



Benefits of a Statewide Outreach Campaign

Increasing Awareness through Strategic Touchpoints

touchpoints

Research shows that it takes between 5-12 touchpoints to get a student to enroll *



Data-driven Approach

To develop a plan that identifies those segments of students likely to enroll in adult education; the best messaging that will resonate with them; and the most cost-effective mediums to reach them requires a **data-driven approach**.

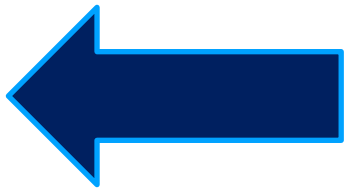
COVID-19 has forever changed the way that we conduct outreach to recruit adult learners.



Components of the Campaign



Enrollments!



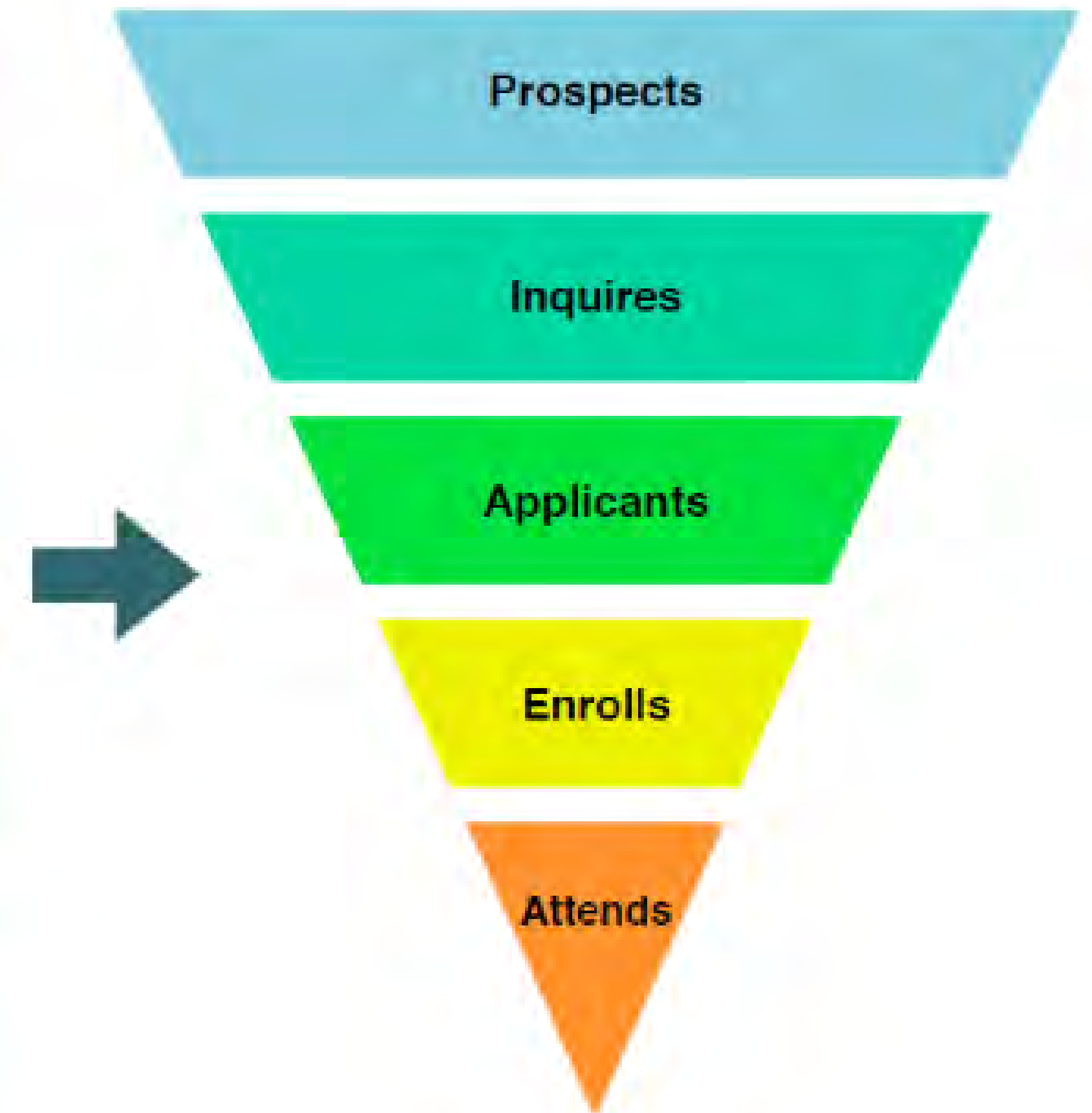
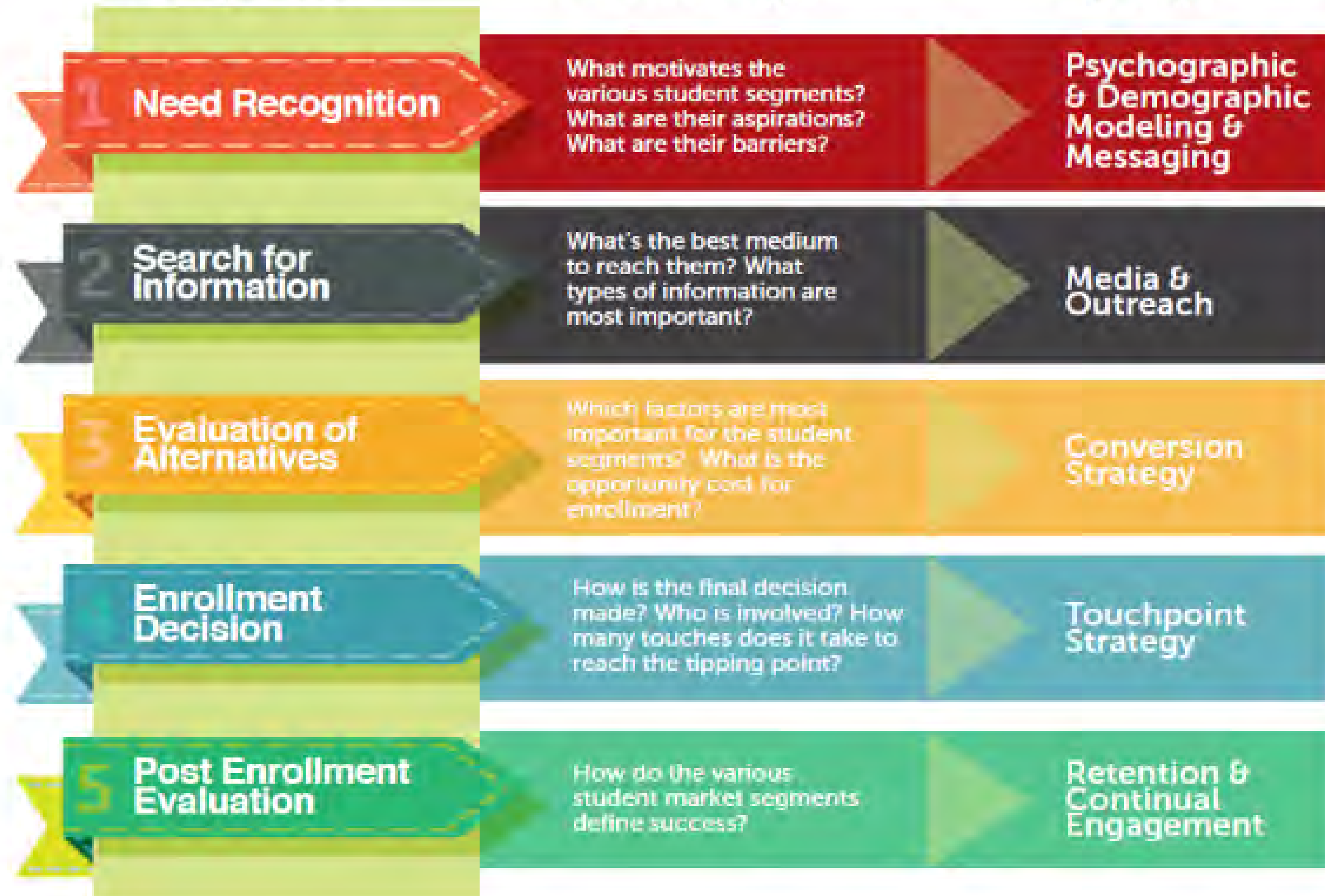
The Student Journey

Student Decision Making Process

Research Questions At Each Stage

FCM Strategy by Stage

Student Enrollment Funnel



Recruiting Adult Learners using Adult Learning Theory



Outreach will be most successful when we reach those most likely to enroll. Those who have:

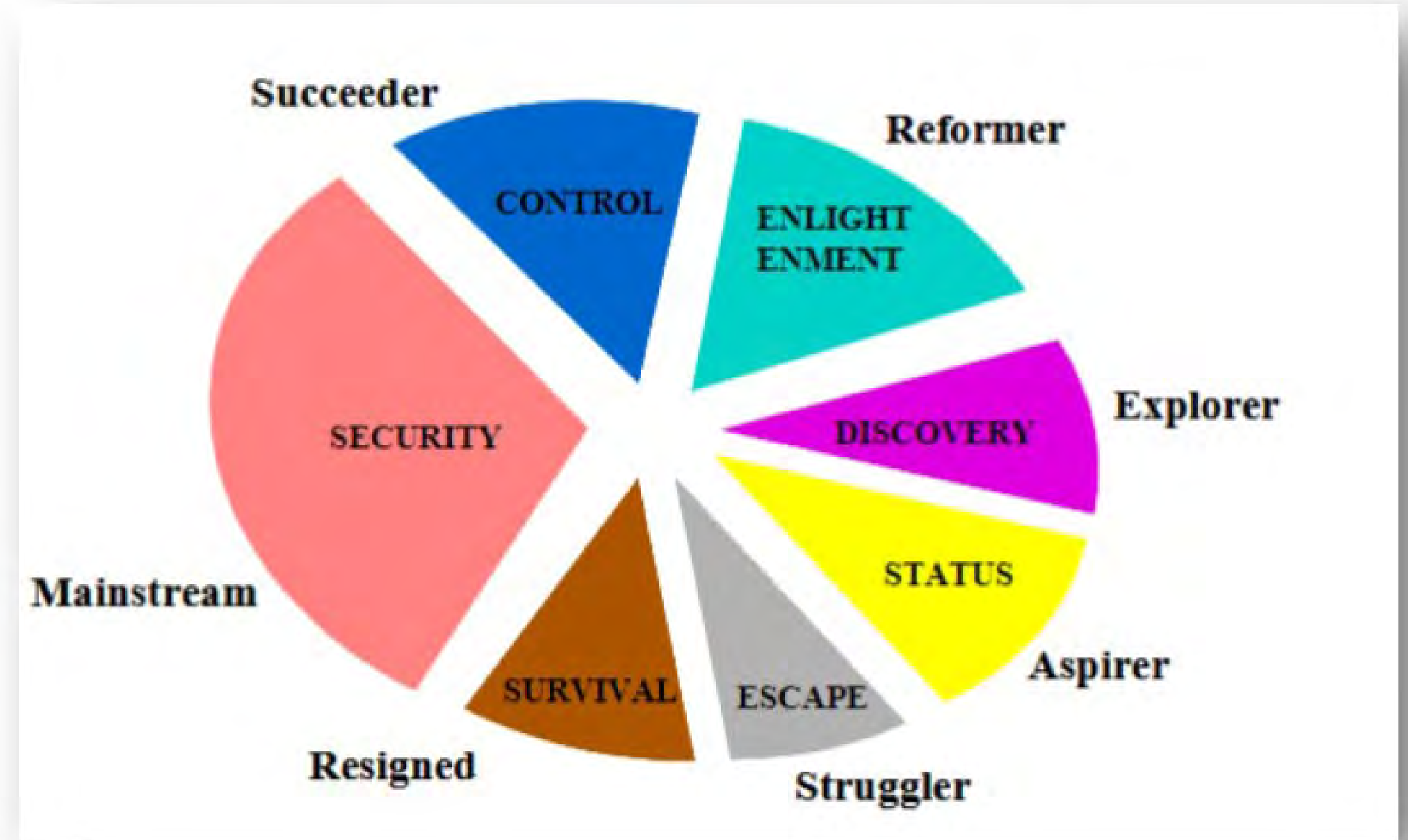
- **A Robust** motivation to build a better life,
- A **clear understanding** of pathways to that better life
- **Strong** efficacy beliefs

Psychographic Research: FCM's Analysis Highlights

- Adult students are more likely to have had a **defining event** that motivates them to return to school – COVID has acted as **both** a disrupter and a defining event.
- Students who **feel confident in their ability to succeed** and understand the **connection between education and attaining their goals** are more likely to enroll.
- The pandemic introduced **new technological challenges for students**, but also improved their technological skills in many cases.
- Post pandemic students still face health related challenges in their community. This impacts not only their physical, but also their **emotional ability to choose to attend and succeed in educational programs**.
- The pandemic has played a role as a **natural inflection point** creating that situation where potential students are questioning their life choices, current situation and hopes for their future and the future for their families.

Prospective Adult Learner: Psychographic Profile

The target student is a **struggler** with nascent characteristics of a **succeeder**. The pandemic was a transition point in the **struggler's** life where they are willing to explore new alternatives beyond their experience. Like **succeeders**, they have established a goal, though likely it may be somewhat abstract like “something better.”



The Young and Rubicam Cross Cultural Consumer Characterization Model

Campaign Target Segments

Demographic & Psychographic Characteristics

English for Career

- Male/Female, age 18-54
- Interested in improving English to get a better job.
- Primarily H.S. or less.
- Varied immigration status.
- Either single or part of the family group.
- Sees better job opportunities available post-pandemic with improved English.
- Seeking quick skill improvement to capitalize on job opportunities.
- May be open to pathways to H.S. completion down the road.

English for Personal

- Primarily Female, age 18-54
- Interested in improving English to better help children with schoolwork or improve personal life.
- Primarily H.S. or less.
- As part of a tight knit community, she has always been able to navigate well enough in her native language.
- Her English skills impacted her ability to handle health & school challenges during the pandemic.
- She believes improving her English can improve her life.

H/S Completion/ College Prep

- Male/Female age 18-35
- Studies impacted by pandemic or worked through pandemic in lower-wage job.
- Interested in **exploring** benefit of education as a pathway to a better job.
- Had not, in the past, seen finishing high school or starting college as needed for a good job.
- Sees jobs now with much better wages for those with a high school diploma.
- May have children for whom they wish to set a good example.
- Overtime has improved financial situation but worries about time commitment of school.

Career Exploration & Readiness

- Male/Female, age 18-54
- Employed in low-wage job or unemployed.
- Interested in adult education as a pathway to a better job.
- Little to some understanding of career opportunities, but unclear on how to achieve them.
- May have looked into traditional college, but time commitment is a stumbling block.
- Programs offered by adult providers seem like something at which they could succeed.

From Segments to Potential Brand Names & Taglines

Short-list for Market Testing


New Future Illinois Your Path. Your Future.	New Future Illinois Adult Education: Building Better Futures
Illinois Adult Education Your Path. Your Future.	Illinois Adult Education Building Better Futures

And the winner is.....




The crest shape containing the IL symbolizes the academic nature of the brand. The modernist yet timeless approach to the design communicates a sense of being academically and technologically in the now.

Campaign Landing Page: Purpose & Look-and-Feel



Illinois Adult Education
YOUR PATH. YOUR FUTURE.

**Questions?** Call or Text (800)-321-9511

Your Path. Your Future.

There is a path to getting a new job or getting a better job, helping your children with their schoolwork, or preparing for college through adult education in Illinois.

I am interested in:


Select a Path

Learning or improving my English

Improving math & reading

Getting my GED or equivalency

Learning new skills



Get Started Now!

It's Your Path. It's Your Future

Fill out the form below and one of our members will follow up with more information or answer your questions.

First Name

Fernando

Last Name

Gutierrez

Email

Phone

Interested In:

Learning or improving my English

SUBMIT

Testing Methodology

The ads were run on Facebook and Instagram between October 29, 2021 and November 8, 2021 with a goal of reaching 5,000 potential students. Ads were targeted to the market segments as outlined in FCM's marketing plan and ran in Illinois' regional areas.



Media Plan Recommendations

By focusing strategically on reaching **new students** in the **early months of the campaign** and **matching the ad spend to calendar events**, we will create a **database of audiences** that can be targeted **over and over throughout the year.**

ADVERTISING IN:	FOR CLASSES STARTING:
Q1 (Jan-March 2022)	February - May 2022
Q2 (April-June 2022)	May - August 2022
Q3 (July-Sept 2022)	August - October 2022
Q4 (Oct.-Dec 2022)	October - January 2022

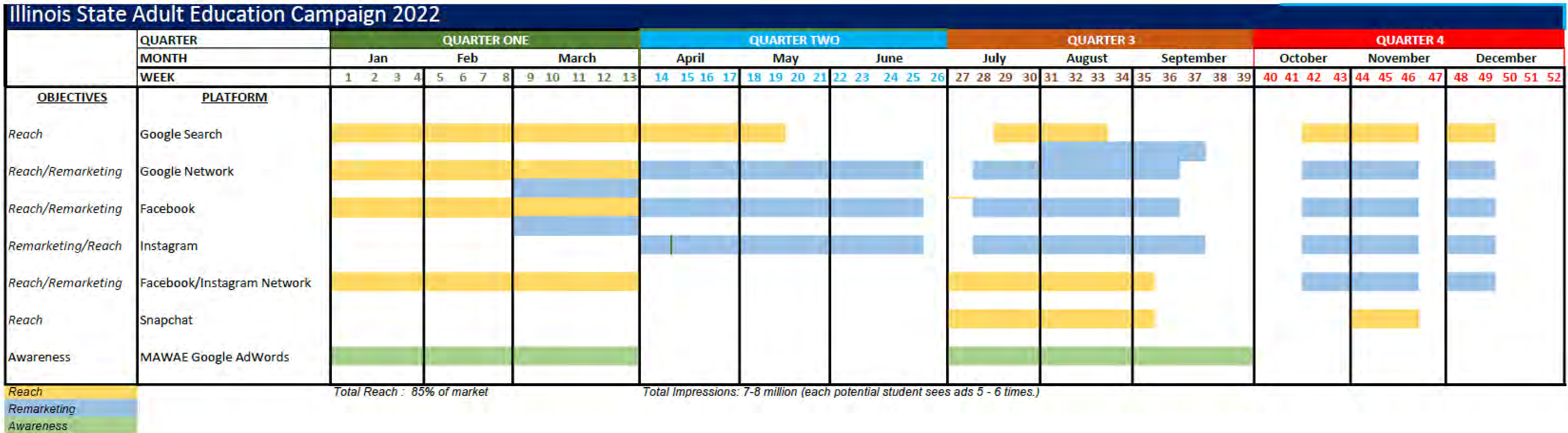
Media Plan Recommendations

Strategy:

- Fully digital campaign to optimize leads.
- Supporting tools for colleges including radio spots, fact sheets, flyers, etc.
- Schedule designed to optimize “touches” by reaching 85% of potential students 7-8 times during the year.



Media Plan Recommendations



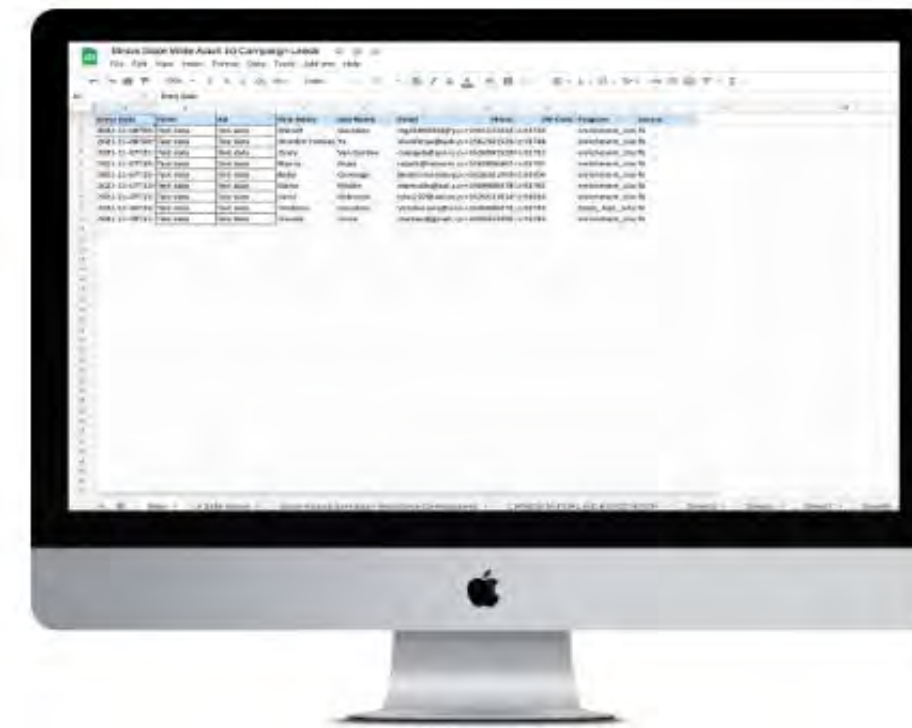
Leads

How do you **get leads** from the campaign?

1 Leads will come to FCM from various advertising platforms.



2 FCM will upload leads into each programs' individual spreadsheet on the web.



3 Program can check leads daily (more frequently is better) and follow up with potential students.



Email will be sent each time a lead is uploaded

Each program will be provided with a unique link to check their leads.

Measuring Success

- FCM will **report leads** that were sent to each program.
- ICCB will cross reference **weekly enrollment reports** & examine the **leads conversion-to-enrollment rates** for programs.
- ICSPS will **follow up** with programs having **challenges with enrollment**.
- FCM will **report campaign analytics such as impressions and engagement weekly** and will provide **follow-up tools** (email templates, suggested scripts, professional development etc) throughout the campaign.

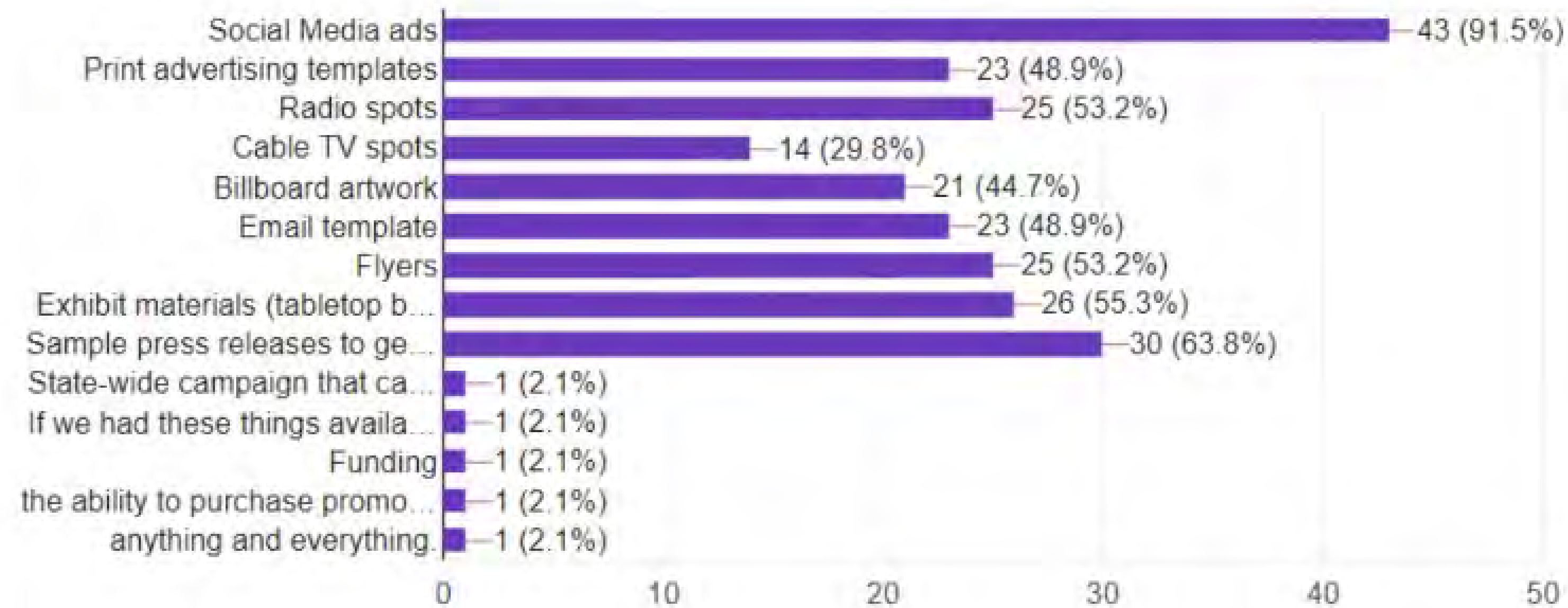
Toolkit to Support Local Lead Generation Survey Results

Statewide Campaign & Messaging


Based on your planned outreach efforts, what tools from the Illinois state outreach campaign would you consider most needed to support your efforts? Check all that apply. ***All tools will be customizable for your program.***




47 responses




Toolkit to Support Local Lead Generation


**Illinois Adult Education**
YOUR PATH. YOUR FUTURE.


 **Questions?** Call or Text (800)-321-9511


Campaign Toolkit


Find everything you need to help you in your outreach efforts! Explore the campaign materials from social media posts to print templates designed to support your recruitment efforts.





**Sample Press Release**
[DOWNLOAD](#)


**Billboard Artwork**
[DOWNLOAD](#)


**Radio Ads**
[DOWNLOAD](#)


**Social Media Posts**
[DOWNLOAD](#)

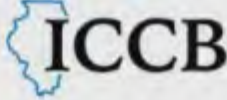
**Email Templates**
[DOWNLOAD](#)


**Flyers**
[DOWNLOAD](#)



**Print Advertising Templates**
[DOWNLOAD](#)

**Social Media Ads**
[DOWNLOAD](#)

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FCM Upcoming Webinars

JANUARY 13, 2022: How to Create Systems to Increase Enrollments: Breaking Out of your Campus Silos

Purpose: to ensure that local providers understand how to create a coordinated approach on campus to student enrollments and best practices for lead conversions from the statewide campaign. **(Processes)**

JANUARY 20, 2022: Measuring Campaign Results: What You Should Know about Campaign KPIs

Purpose: to inform providers about determining if their local outreach efforts are successful to course correct if necessary **(KPI Scorecard)**

JANUARY 27, 2022: Campaign Toolkit: Deploying Local Lead Generation Ads

Purpose: to support those schools that have the budget to conduct localized digital ad campaigns **(Ad Toolkit Items – print, broadcast and digital)**

FEBRUARY 3, 2022: PR & Advocacy: Engaging Key Stakeholder Groups to Advance your Mission

Purpose: to leverage the National Adult Education and Family Literacy Week and other year-round newsworthy opportunities to elevate the value of adult education to reporters and key influencers **(Press Release Template, Media Fact Sheet)**

FEBRUARY 10, 2022: Campaign Toolkit: Grassroots Efforts to Recruit Adult Learners

Purpose: to support those schools that have limited budgets to conduct outreach **(Fact Sheet Templates, eMail Templates)**



Home / AEL Outreach Campaign

AEL Outreach Campaign

Illinois Community College Board (ICCB)
Adult Education & Literacy Statewide Outreach Project



The ICCB is leading a statewide campaign and capacity building initiative to support adult programs, community colleges, school districts and community organizations with student recruitment. A collaborative effort between Full Capacity Marketing and the Adult Learning Resource Center, the initiative includes a highly strategic digital campaign to raise awareness about the value of adult education coupled with communication tools and assets to support enrollment efforts at the local level. Additional program support will be provided by SIPDC and ICSPS.

In addition to the statewide campaign, the outreach project has several other components to support Adult Education & Literacy programs in Illinois, including:

Stay in the Know!

ExcellenceinAdultEd Web Page

- Project Fact Sheet
- PDN Pulse
- PD Webinars & Handouts
- Toolkit Items

http://www2.iccb.org/excellence/ael-outreach-campaign/





“

*Coming together is a beginning, staying together
is progress, and working together is success."*
Henry Ford

”

Thank you!

