



Campaign Toolkit Part 1: Deploying Local Ad Campaign
ICCB: Adult Ed & Literacy Statewide Outreach Campaign

Professional Development Webinar: January 27, 2022

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.



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 & Communication
Full Capacity Marketing, Inc.

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



Ivan Frenner
Creative Director
Full Capacity Marketing, Inc.

- ✓ 25+ Years of Award Winning Creative
- ✓ Experienced in multiple design disciplines
- ✓ Faculty at NYU Masters of Digital Publishing Program

Webinar Agenda



**Welcome - Kathy Olesen-Tracey, Senior Director
ICCB Adult Education & Literacy**

Toolkit Part 1: Deploying Local Ad Campaigns Full Capacity Marketing, Inc.

Quick Review: Campaign Overview
Getting to Know Your Advertising Toolkit
The Power of Cooperative Advertising
Local Lead Generation Toolkit Items
Live Demo: Modification of Assets

Closing - ALRC

Communication Tools
Future Webinars
Evaluation

Q&A - All



QUICK REVIEW

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





Campaign Landing Page


<https://YourPathYourFuture.org/>



Illinois Adult Education
YOUR PATH. YOUR FUTURE.

Questions?


 Call or  Text (800)-321-9511

Select Language 

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 


Select a Path


Learning or improving my English

Improving math & reading

High School Equivalency or Spanish HSE

Learning new skills





Get Started Now!

It's Your Path. It's Your Future.

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

First Name


Last Name

Email

Phone

Zip Code

Interested In

Learning or improving my English 

SUBMIT

Statewide Digital Media Plan



Illinois State Adult Education Campaign 2022

	QUARTER	QUARTER ONE												QUARTER TWO												QUARTER 3												QUARTER 4																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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Reach
Remarketing
Awareness

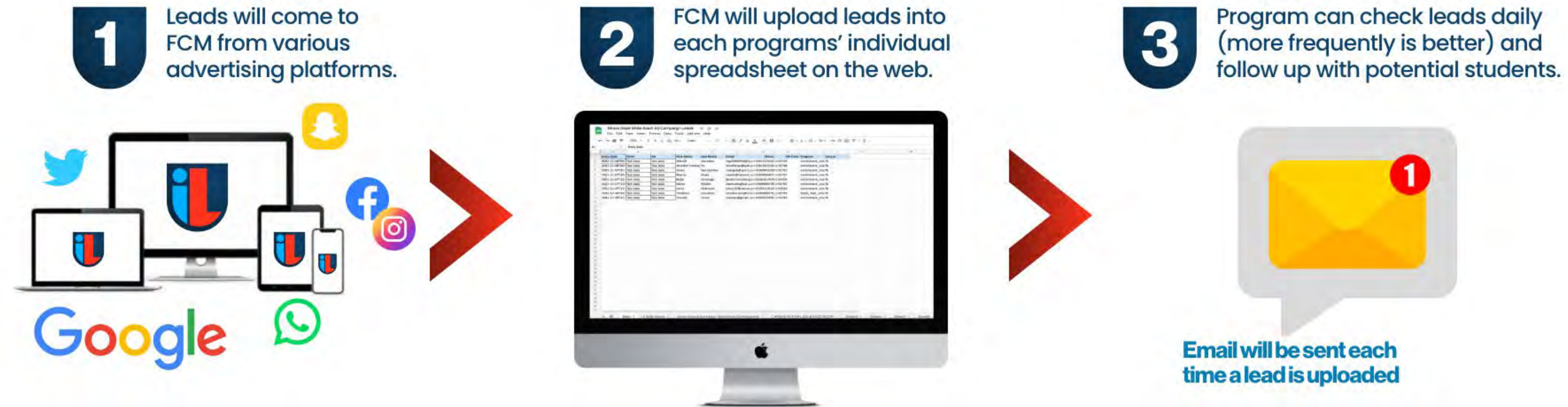
Total Reach : 85% of market

Total Impressions: 7-8 million (each potential student sees ads 5 - 6 times.)



Leads

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



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

**Be sure to
update your
Provider Locator
program data!**

Leads Follow- Up Sheet

4-BlackHawkCollege_Q1

File Edit View Insert Format Data Tools Extensions Help


Last edit was made yesterday at 6:45 PM by Iris Saint Jean

100%

B I A

Y = Σ

C1

	C	D	E	F	G	H	I	J	K	L	M	N	
1										These Columns for Programs			
2	Black Hawk College												
	Enrollment Date	Ad set	Ad	1st Name	Last Name	Email	Phone	Zip	Source	Staff Calling	Date and Time	Live Contact Y= Spoke with Lead N= Left Voice Message O= Left Message with Person Other Than Lead	Notes about call with lead
3	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
4	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
5	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
6	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
7	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
8	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
9	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
10	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
11	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
12	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
13	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
14	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
15	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
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18	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				
19	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A				

Use these columns to track your leads

Toolkit to Support Local Lead Generation

Live End of January 2022!



Logos

DOWNLOAD



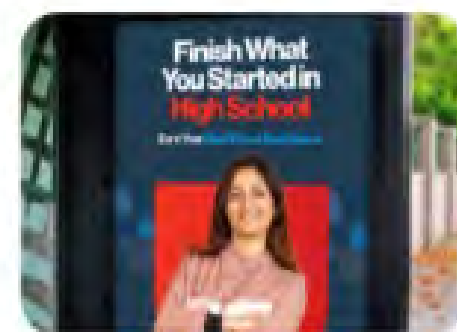
Brand Guidelines

DOWNLOAD

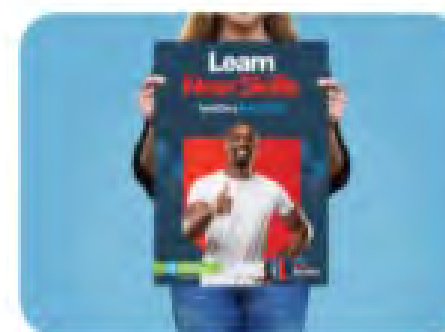


Billboard Artwork

DOWNLOAD



Bus Shelter And Mall Signs



Posters



Print Ads

Why This Toolkit? Cooperative Advertising!

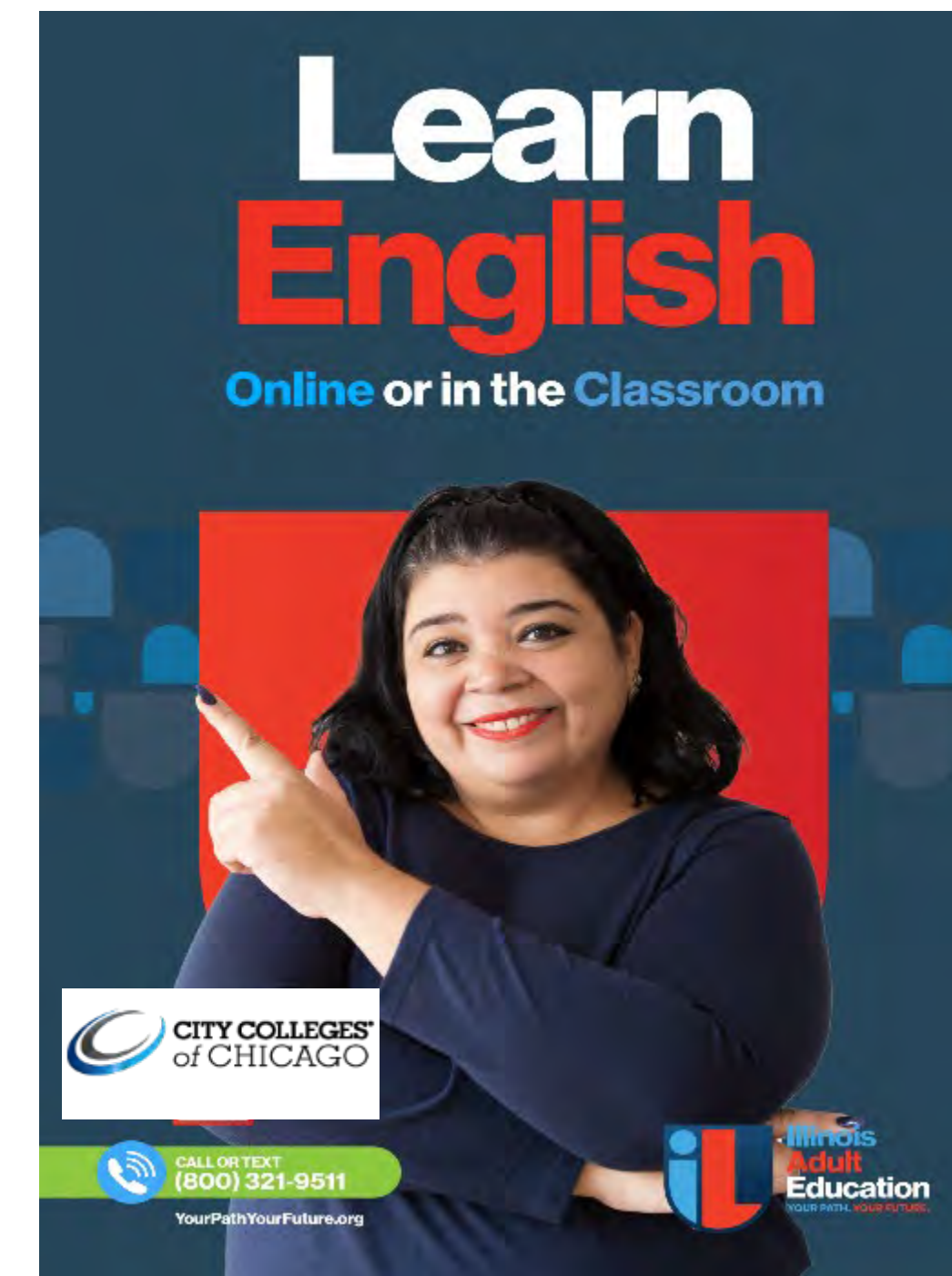


Basics of Co-Op Media Planning

State Campaign Objectives: What & Why



Program Campaign Objectives: How & Where



Basics of Co-Op Media Planning

- Advertise around events - - times when a potential student can take immediate action: 4 weeks prior to class – through add/drop period.
- Be strategic! Use demographic, zip, and interest targeting **(See Webinar #3)**
- Consider your objectives:
 - **Awareness** – reaching as many potential students as possible to build a list of students to nurture.
 - **Lead generation** – reaching those potential students most likely to enroll now.

Toolkit Items For Local Lead Generation



**Radio
Script**

DOWNLOAD



**Digital Ads and
Website Banner**

DOWNLOAD



**Billboard
Artwork**

DOWNLOAD



**Bus Shelter
And Mall Signs**

DOWNLOAD



Print Ads

DOWNLOAD

Billboards, Bus Shelters and Mall Signs

- Out of Home (OOH) artwork is in the toolkit in both horizontal and vertical formats to use in a variety of different places!
- When buying space on a billboard/mall sign etc – ask for demographics and “traffic” numbers to help you make an informed decisions.
- Think about your students - Do they take mass transit? Do they drive?
- Select spaces close to your school.
- Run your OOH ads for a minimum of 6 weeks.



**Bus Shelter
And Mall Signs**

DOWNLOAD



**Billboard
Artwork**

DOWNLOAD

Billboards, Bus Shelters and Mall Signs

- Each of the 4 ads shown here are available in horizontal, square and vertical formats.
- Each ad is available as an InDesign file (if your vendor is adding your logo) and as an editable PDF for use with Photoshop.
- A gray box on each piece of art indicates where your vendor can add your logo.



Broadcast: Radio


- Radio ads can be very effective, in particular for English Language Learners.
- In the toolkit, there is a script as opposed to a recorded ad, as most if not all stations have talent that will record the spot for you.
- By providing a script, you will be able to have it recorded in students' native languages.
- When buying radio, it is best to think about when your students listen to radio. Many adult students listen during the day at work – a much cheaper options than “drive time.”
- When buying radio it is important to negotiate – many stations will provide discounts for schools.

Radio Basics at <https://www.rab.com/.html>



Broadcast: Radio

- The radio script includes complete instructions for on-air talent at the station.
- Timed at :30 seconds, with pauses to allow for translation into languages that may require more time.



Illinois Adult Education
Your Path. Your Future.

Radio Script

Instructions:
Send this to the radio station once you have purchased your airtime/dates. Talent (staff on-air personality) will record it. Try to find out from the station if their management will also run some brief mentions of adult education at your program as a public service announcement (PSA).

Campaign: Illinois Adult Education Your Path. Your Future.	Duration: 30
Title:	
SFX:	
COPY:	

*At [INSERT PROGRAM NAME] you can learn or improve your English,
Earn your high school equivalency or learn a new skill.*

*Don't have a lot of time? You can take classes on campus or online –
even on your phone!*

Print Ads

- Print ads are available in the toolkit for 3 different types of classes and to promote adult ed overall.
- All of the ads can be modified to change the text to the language of your target students.
- When buying print ads, it is important to consider who the ad reaches who is **NOT** a potential student. (You pay for those people too!)
- Stay local! Small magazines and newspapers serving specific interests and areas can be your most effective tool, including church bulletins, community newsletters and high school yearbooks!



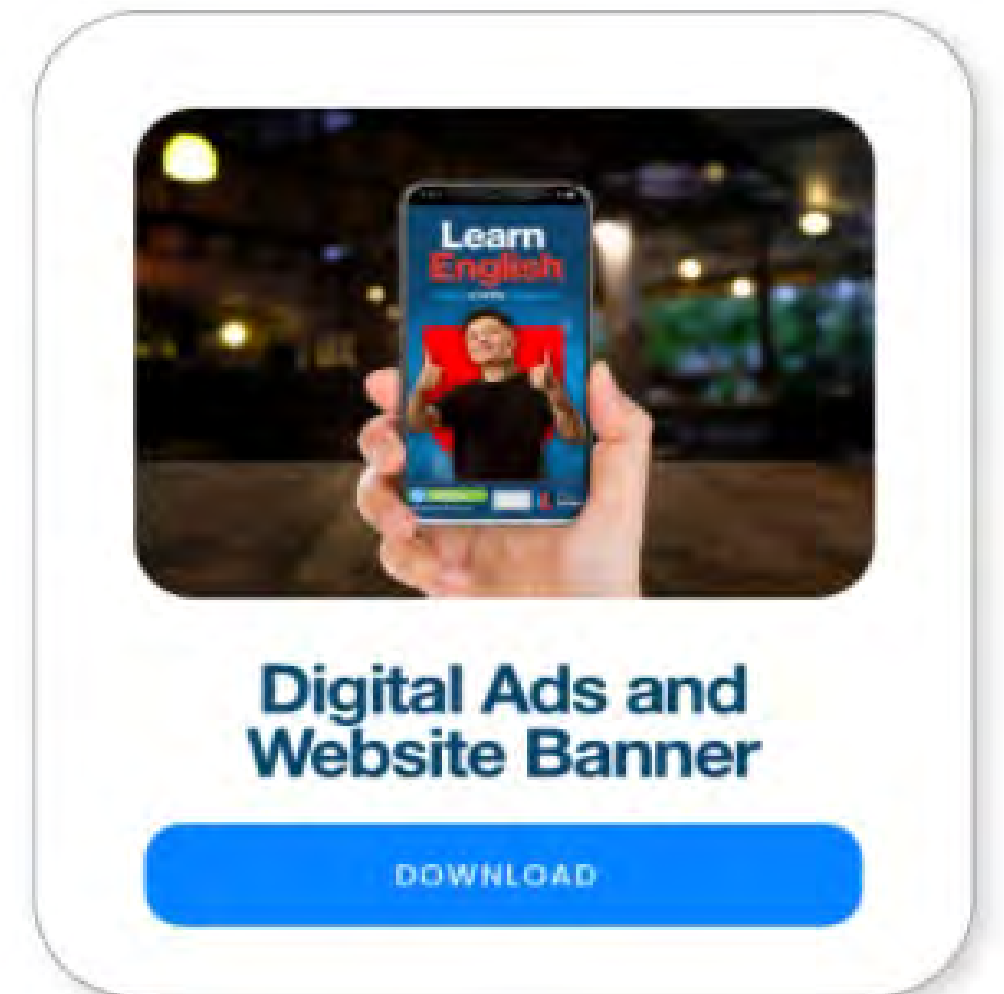
Print Ads

- Print ads are available in the toolkit in horizontal, vertical, and square formats both as an InDesign file and as an editable PDF.
- All of the tools in this toolkit are editable and can be resized. So if you want to advertise your registration dates in an ad- there is room at the bottom.



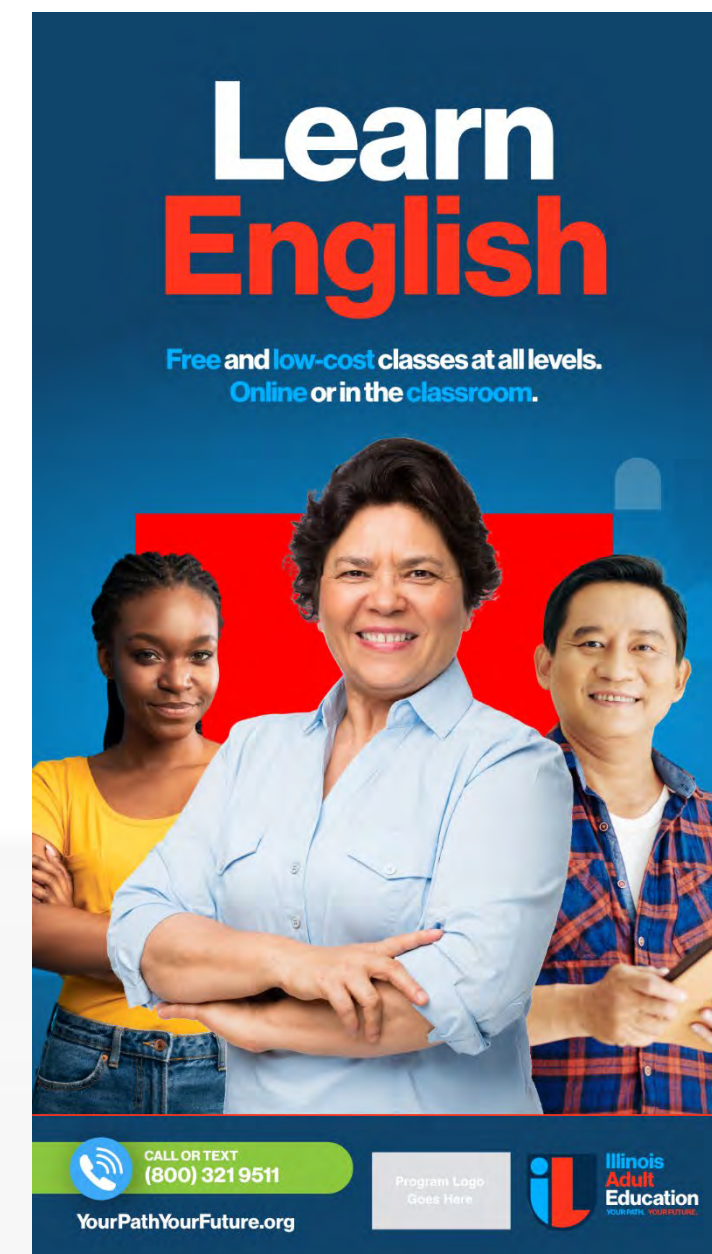
Digital Ads

- Digital ads are available in the toolkit in 3 different sizes that will work on most social media channels. (Facebook, Instagram, Snapchat, etc.)
- Digital ads are available in the toolkit for ESL, High School equivalency and a “general” ad promoting adult education – all in png format.
- The text on the ads has been crafted based on the best performing ads across the adult education campaigns we have run in Illinois for #MoveAheadWithAdultEd campaign
- When running digital ads, as with all ads, it is important to clearly define who trying to reach – this is much easier with digital ads as there are extensive targeting options. **(Please view Webinar #3 for specific ideas.)**



Digital Ads

- Select which of the ads to use based on specific classes you are trying to promote. For ESL classes, it is helpful to segment and run different ads targeting beginners and those coming in at a more advanced level.
- The text that you use WITH the ad is important too! You can get ideas for text to use with your ads by following the [Illinois Adult Ed Facebook page](#), where you will see the types of text we are using in the state-wide campaign (Hint: the text we use has been tested and proven to drive leads.)
- You can also view proven text that works on the national [Move Ahead with Adult Ed Facebook Page](#).





Modifying Assets!

Statewide Advertising: Supporting Local Efforts

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 2022 - January 2023



FCM Upcoming Webinars

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

Purpose: to help engage key stakeholder groups like reporters, policy makers and community influencers can be highly effective to elevate the value of adult education ([Press Release Template](#), [Media Fact Sheet](#))

FEBRUARY 10, 2022: Campaign Toolkit Part 2: Grassroots Efforts to Recruit Adult Learners

Purpose: to support those programs that have limited budgets to conduct highly effective outreach ([Flyer](#), [Posters](#), [Social Media Posts](#), [eMail Templates](#), [texting campaigns](#))



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/>



Thank you!

