



# Your Path. Your Future.



**PR & Advocacy: Engaging Key Stakeholder Groups to Advance your Mission**  
**ICCB: Adult Ed & Literacy Statewide Outreach Campaign**

**Professional Development Webinar: February 3, 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.





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 & Communication  
Full Capacity Marketing, Inc.

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



**Michelle Jimenez**  
Public Relations Strategist  
Full Capacity Marketing, Inc.

- ✓ 11+ years reporting for metro daily newspapers, primarily in education
- ✓ Philadelphia Inquirer, Austin American-Statesman, San Antonio Express-News
- ✓ Former K-12 assistant director for communications in San Antonio, Texas



# Webinar Agenda



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

## **Campaign KPIs– Full Capacity Marketing, Inc.**

Quick Review: Campaign Overview  
Utilizing Toolkit for Key Stakeholders  
Additional Initiatives to Promote (Sarah Goldammer, ICSPS)  
Applying Social Media Strategies to Build Relationships with Influencers  
Leveraging Opportunities like National Adult Education and Family Literacy Week to raise awareness of your mission

## **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](http://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

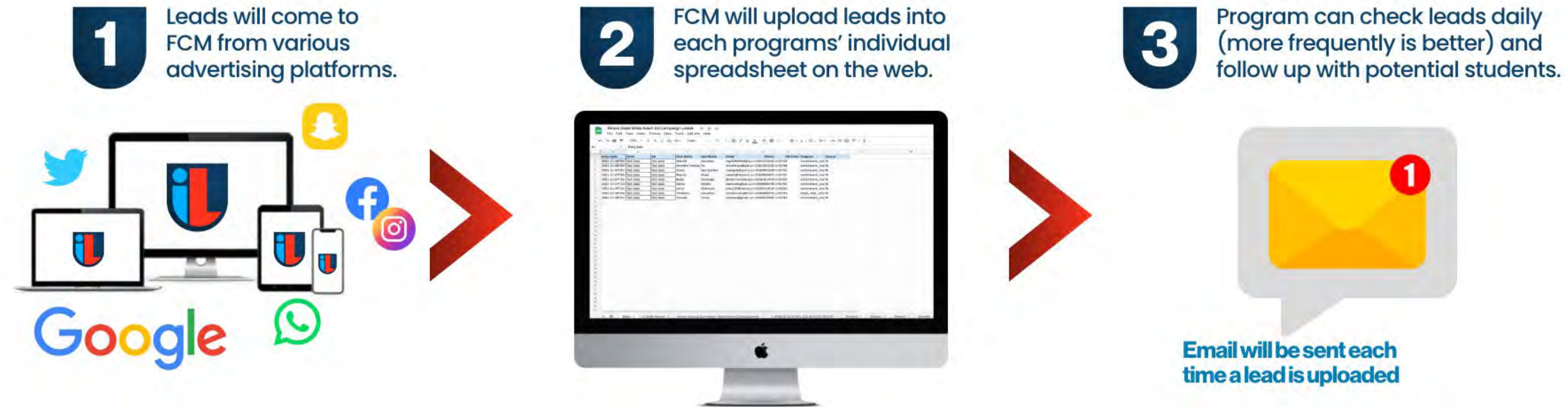
Learning or improving my English 

SUBMIT



# 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

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1										These Columns for Programs		
2	Black Hawk College											
	Entry 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
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			
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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 outreach efforts.



# Campaign Toolkit

## Fully Completed by 2/10/22



Logos

DOWNLOAD



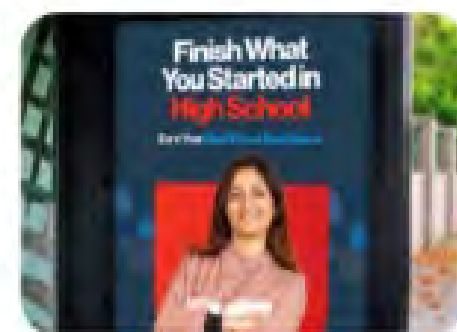
Brand Guidelines

DOWNLOAD

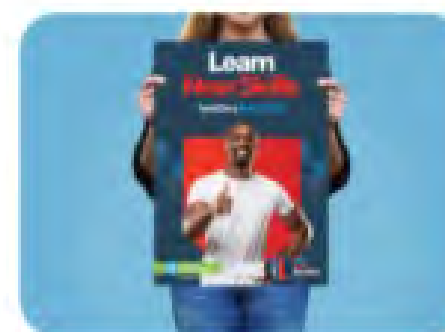


Billboard Artwork

DOWNLOAD



Bus Shelter And Mall Signs



Posters



Print Ads

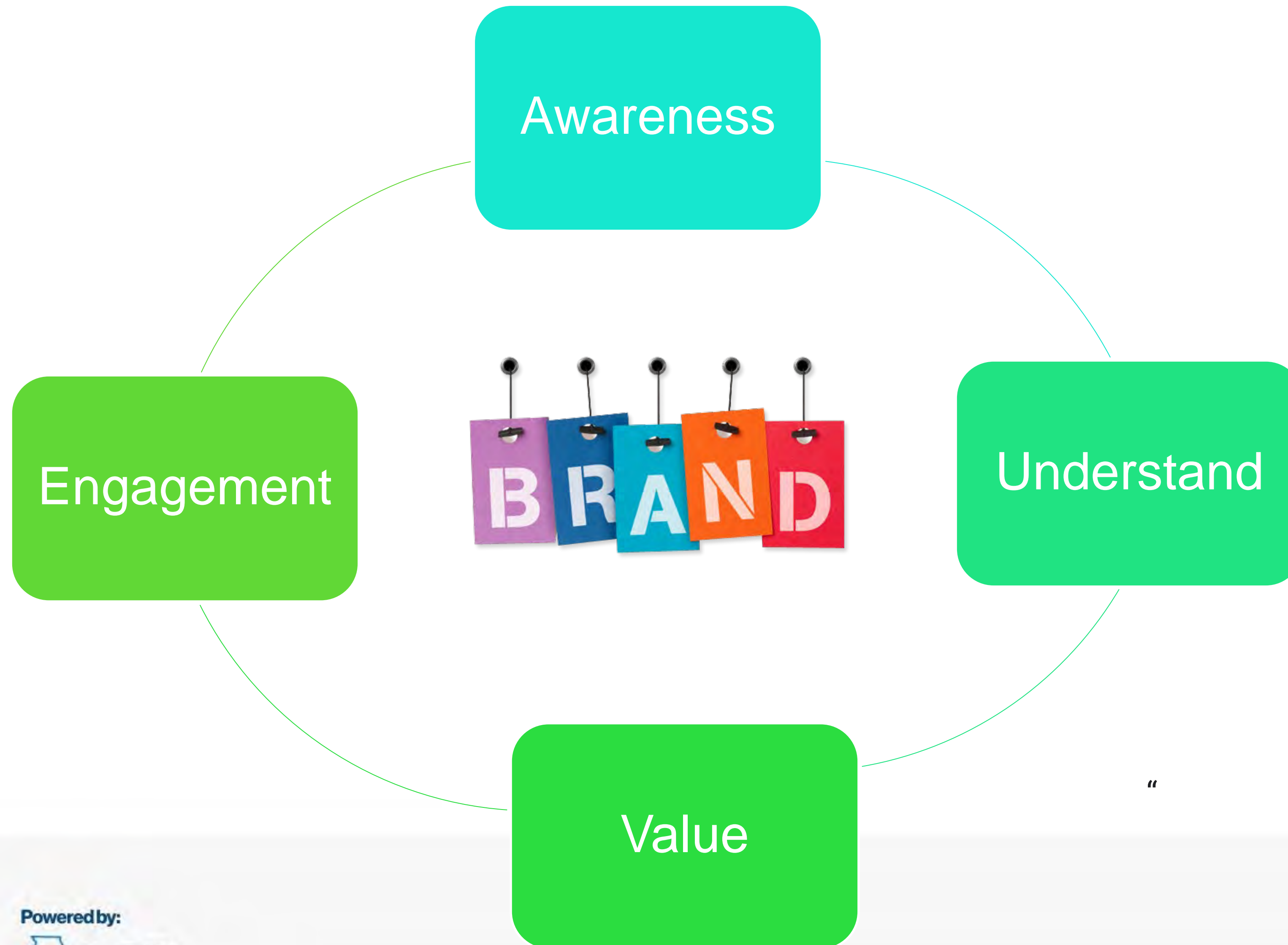


# What Is Public Relations (PR)?

Public Relations is the practice of increasing awareness around a company or brand among the public.

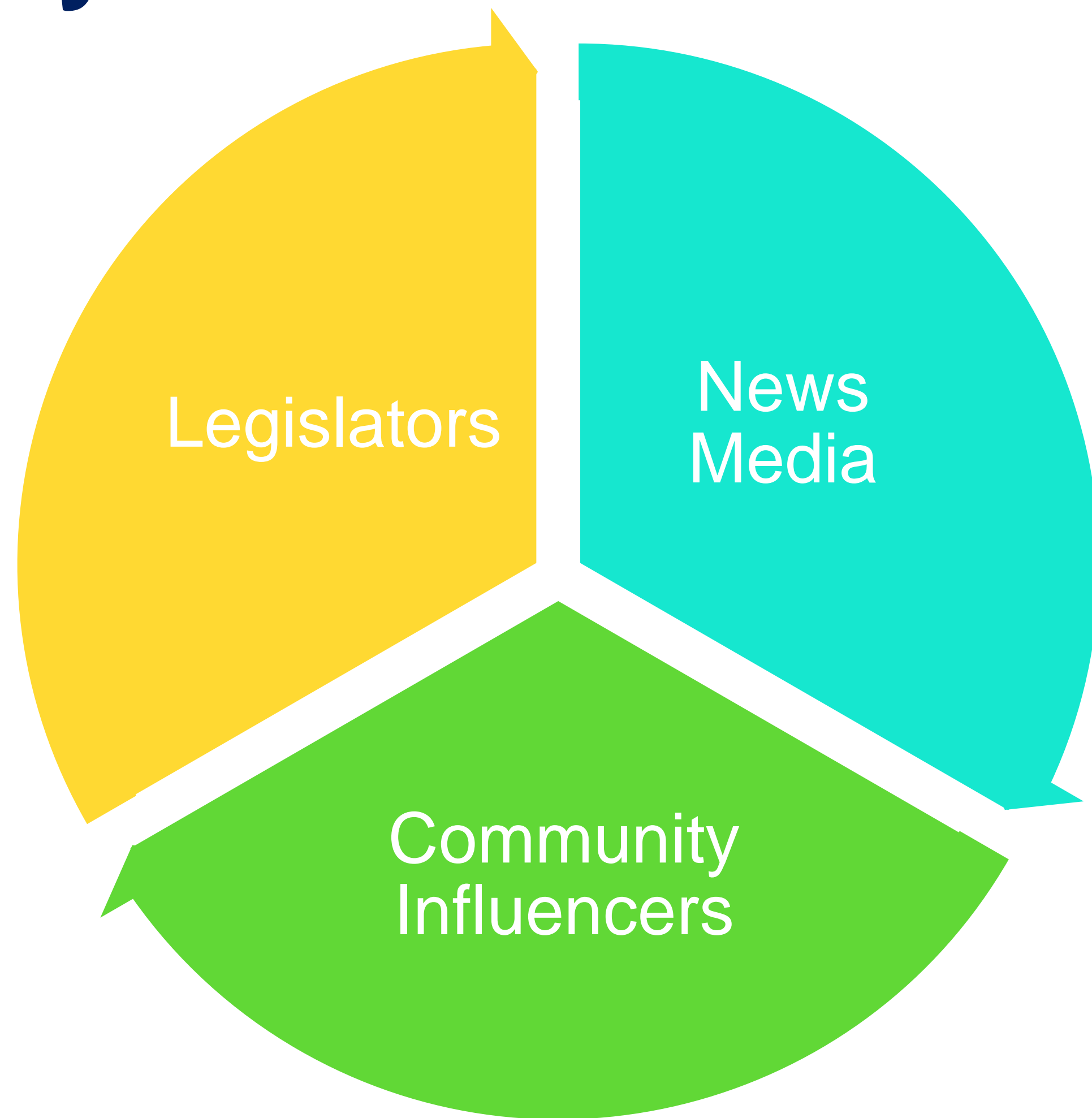


# Public Relations: Brand Building Efforts





# Key Stakeholders Who Can Advance Your Mission



## Engaged Stakeholders:

- Understand your mission
- Know your value
- Tell your story
- Advocate for your brand
- Follow your progress
- Share your impact

**Build a database of your key stakeholders as a starting place for proactive communications!**



# Basics of Public Relations: Reporters

## Know your local news outlets and reporters.

- 1.) Visit their websites and social media channels.
- 2.) Familiarize yourself with coverage and start to recognize beat writers.
- 3.) Contact the education writer (or other appropriate reporter) to request a phone call, virtual meeting, or in-person meeting.



<https://twitter.com/DearPR>



# Basics of Public Relations: Reporters

Research your local news outlets – print, digital and broadcast.

Resources:

United States Newspaper Listing:

<http://www.usnpl.com/>

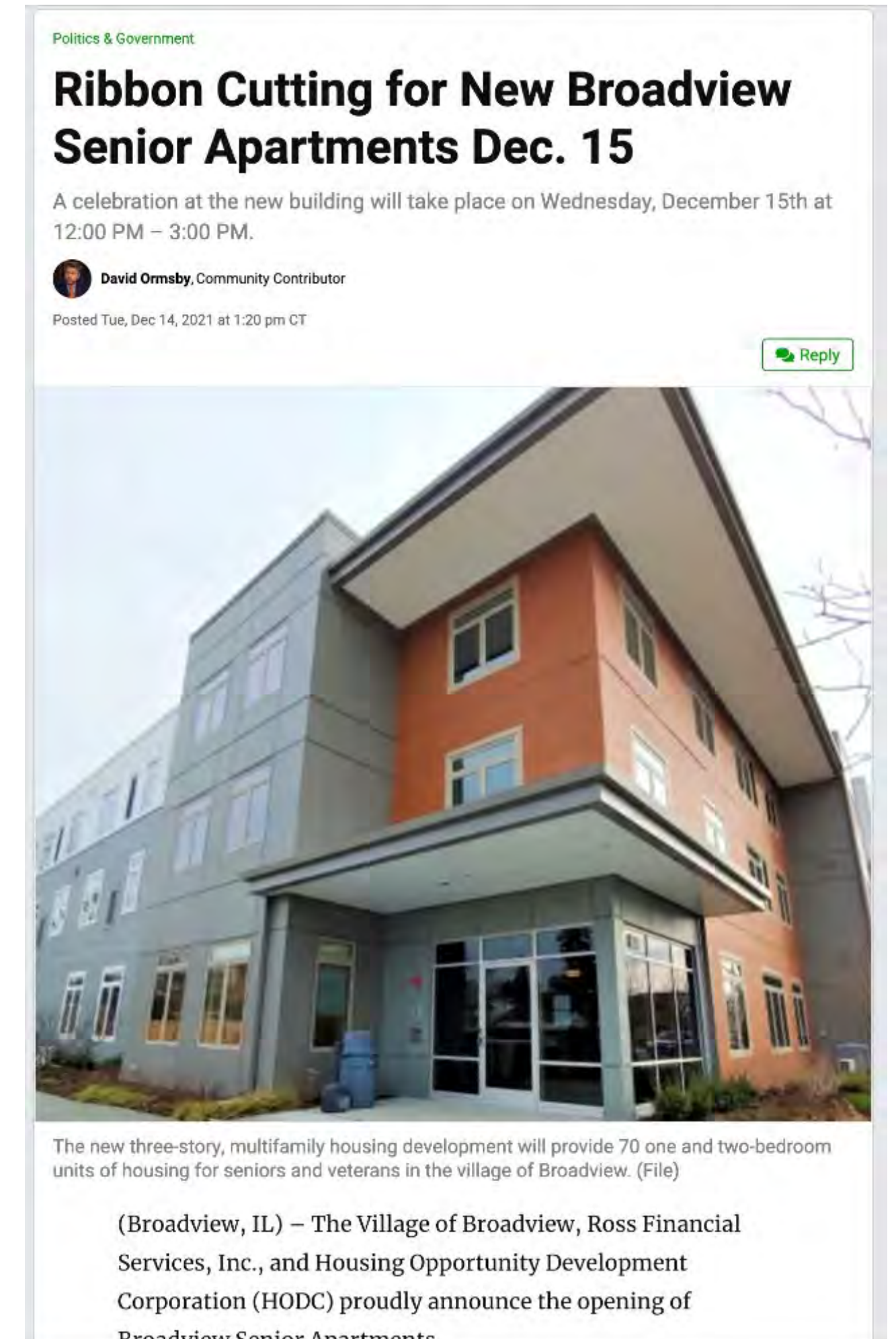
Radio Locator: <https://radio-locator.com/cgi-bin/page?page=states>

Online News Websites – Patch: <https://patch.com/>

**Television:** Simply conduct a Google search for TV stations in your city, and your local stations will display at the top of the search results.



*Patch.com (Illinois)*

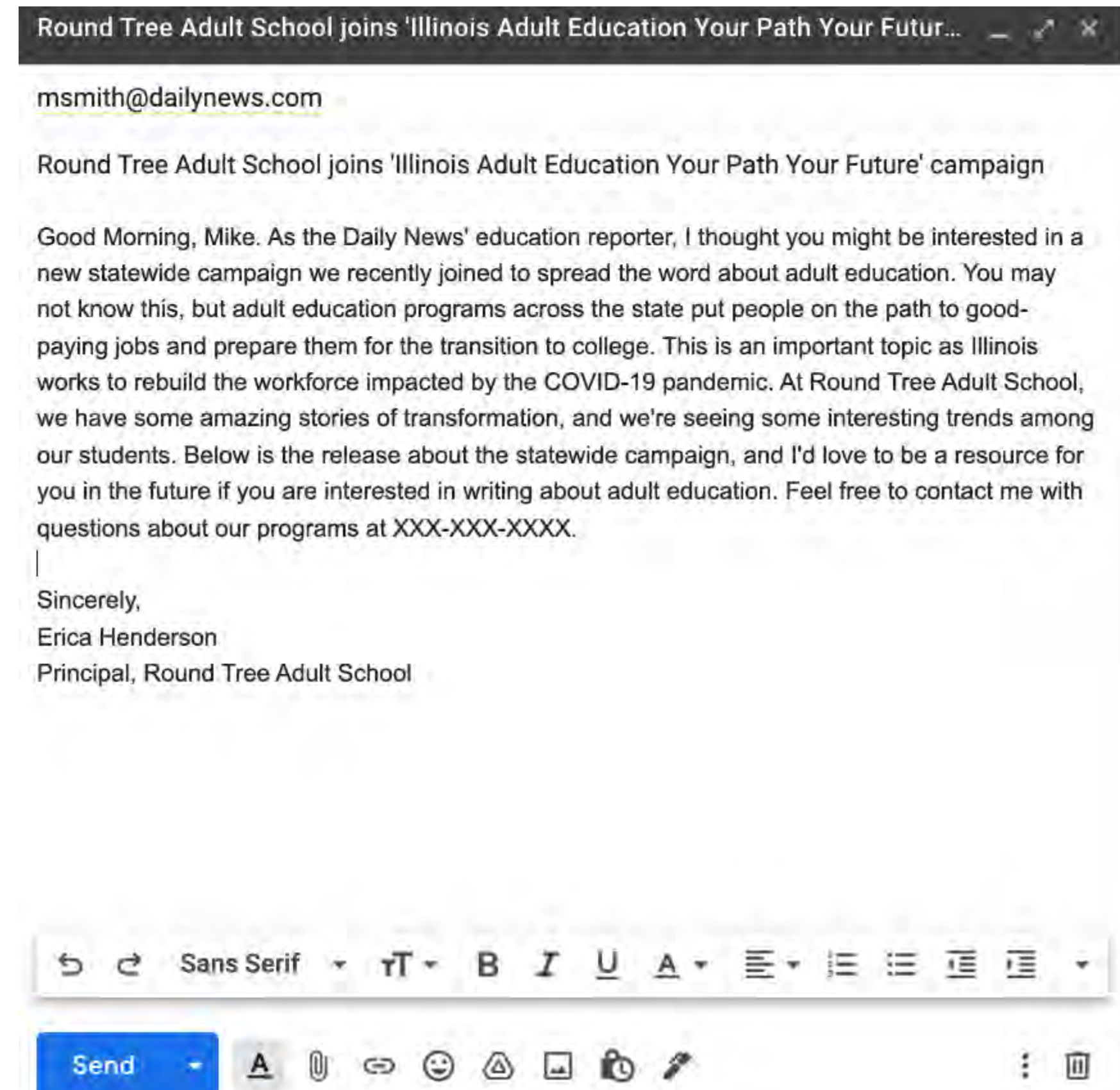




# Basics of Public Relations: Reporters

## Reach out to your local reporter(s).

- 1.) Send a short introductory email with your story pitch and let them know you are available to answer any questions.
- 2.) Vet students and staff before the release goes out to be sure you have the best representations of your program lined up for quick action should the reporter call and want interviews.
- 3.) Have all your talking points written and ready to go should a reporter call.

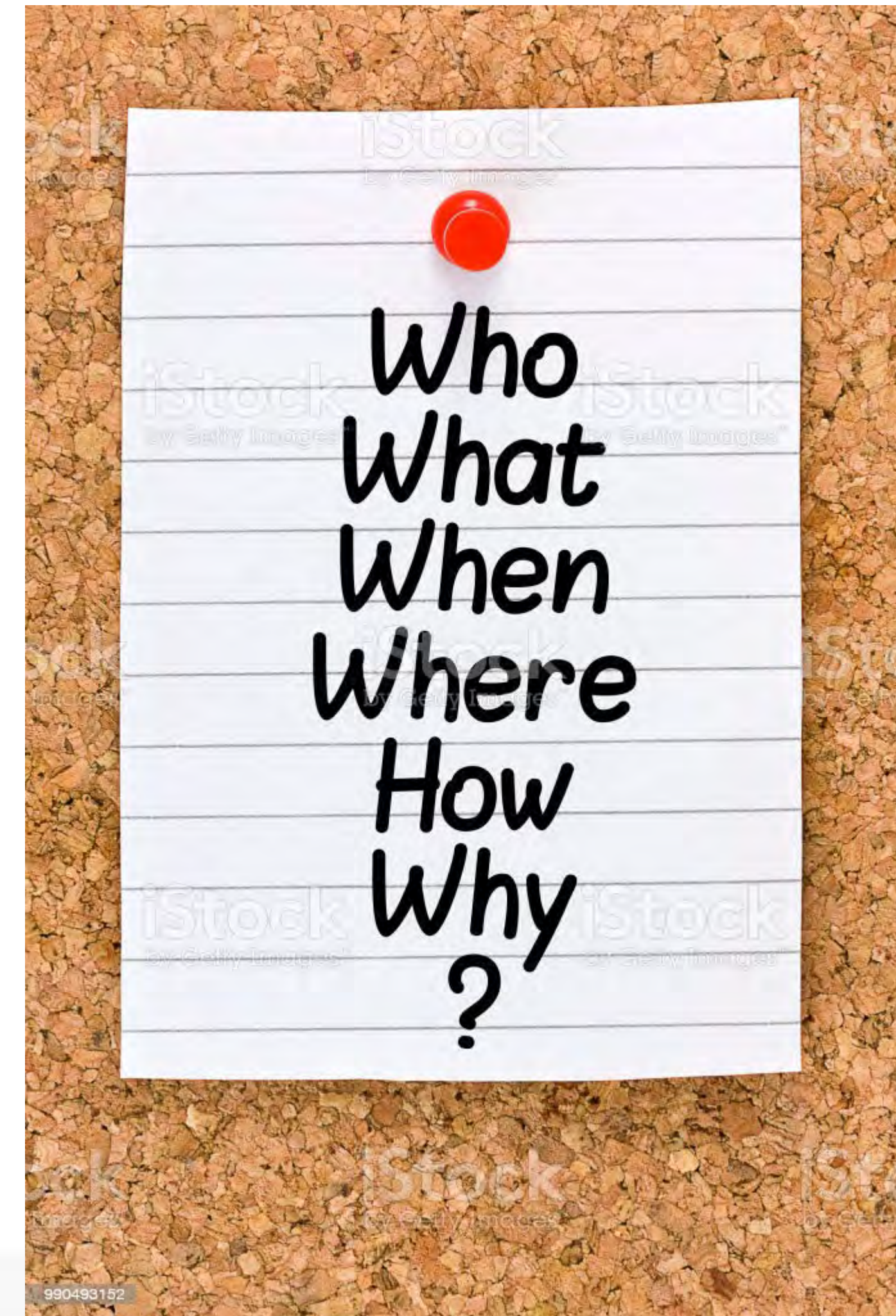




# Basics of Public Relations: Reporters

## Foster the Reporter Relationship.

- 1.) Respect their time and remember they are always on deadline.
- 2.) In making your pitch, remember to always includes the 5 Ws + the How:
  1. Who
  2. What
  3. When
  4. Where
  5. How
  6. Why
- 3.) In making your pitch, always connect the dots for the reporter, making it clear why something matters.
- 4.) Have human interest stories ready to share.





# Human Interest Stories

## Amanda Kline

ADULT LEARNER



### THE CHALLENGE

Due to a variety of circumstances, I became a single parent working low paying jobs and barely managing, even after obtaining government assistance. I was without a high school diploma and had no higher education. There are not many options at this point for elevating yourself except to work at obtaining the credentials needed to get a better job and outlook on life.

### THE SOLUTION

I first came to HCC in 2015 and started with their online GED® study course. This was easiest for me since I could do it from home. After passing my GED® test I set my sights on higher education. I decided on the CMAA certification, certified medical administrative assistant. This is a noncredit program for busy adults. I was approved for a scholarship for this course and started immediately. After obtaining my GED® credential and completing my CMAA program I am happy to say that I am looking forward to my internship at Upper Chesapeake Hospital. This is where I hope to land my first job and continue up the line of promotion thru higher education.

### THE OUTCOME

I am also looking forward to showing my daughter a stronger, more independent role model. None of this would be possible without the adult education programs offered by Harford Community College. Without them there would be no hope for everyone who finds themselves without proper education later in life. Education is the key!

## Zenaida Garcia

ADULT LEARNER



### THE CHALLENGE

When Zenaida first came to Genesis Center, she didn't know she had a gift. A talented writer, with a natural sense of rhythm and an imagistic mind, Z had gone 47 years without ever hearing anyone say, "You are intelligent," or "You are a good writer." But she is.

Through her writing, one discovers that there is quite a bit of depth to this woman—wisdom wrought from painful matters of having survived physical, sexual, and psychological abuse

### THE SOLUTION

Thanks to the flexible structure of the ESOL program for College and Career Readiness at Genesis Center, which affords the Learning Facilitator the freedom to tailor lessons to the individual needs of learners, as well as the time to offer office hours, Zenaida was able to listen to resources and to challenges her Zenaida



Examples At:  
<https://educateandelevate.org/adult-learner-success/>



# PR Toolkit Assets

## Announcing Campaign Participation





# Press Release Template



*Insert Your Logo*

FOR IMMEDIATE RELEASE

*[insert date here]*

*[insert contact information here]*

## ***[INSERT YOUR ORGANIZATION NAME]* JOINS 'ILLINOIS ADULT EDUCATION YOUR PATH, YOUR FUTURE' CAMPAIGN**

*Local efforts engage adults in free and low-cost classes to create a better future*

*[Insert city, IL]* – As the state of Illinois works to get more people back to work, adult education programs across the state serve as a pathway to good jobs through free and low-cost education that equips adult learners with the skills they need to enter a career or to transition to postsecondary education.

The skills offered through the state's 75 adult education programs can put Illinoisans on track to a well-paying and stable job, contributing to steady job growth and a [decline in the unemployment rate](#), as the state continues to recover from the impacts of COVID-19.

Adult education programs serve adults who want to learn a career skill, earn a high school equivalency, or learn and improve their English, among other courses. The programs provide adult learners with the foundational skills they need to transition to postsecondary education and training, which, according to a [recent study by Burning Glass](#), will be required by 70 percent of jobs in the U.S. by 2027. In Illinois, 10.9% of adults have not completed high school and more than half have no more than a high school diploma, according to the U.S. Census.

These statistics prompted *[insert your organization name]* to become a proud partner in a statewide campaign led by the Illinois Community College Board (ICCB) to enroll adult learners into programs that equip them with skills that lead to high school equivalency and jobs that pay a family-sustaining wage.

"The Illinois Adult Education Your Path Your Future campaign is a proactive effort to inform communities about the value that adult education programs bring and how they provide on-ramps to better jobs and to college," said Kathy Olesen-Tracey, ICCB Senior Director for Adult Education and Literacy. "The campaign website, ICCB locator tool, and a hotline will be used in our efforts to reach a diverse demographic pool of adults across Illinois."

The *[insert your organization's name]* adult education programs currently include *[insert types of classes offered]*. CDC guidelines and sanitation protocols are in place for in-person instruction to ensure a safe learning environment.

"Our community has been hit particularly hard by COVID-19 with unemployment at XX% and approximately XX adults who could benefit from adult education, said *[insert name and title of school/program director or other official authorized to be quoted]*.

Interested adult learners in *[insert your county]* can learn more about *[insert organization name]* programs and schedule, or speak with a counselor by going to *[insert your organization's website URL]*. The statewide campaign can be found at <https://yourpathyourfuture.org/>

###

*[Insert your organization's information]*



# Media Fact Sheet



**The return on investment in adult education is undeniable. Adult education provides a pathway to better jobs and higher income, so families can prosper without leaving their communities.**



**Contact Us**  
Tel: 555-555-1212  
Email: [info@yourpathyourfuture.org](mailto:info@yourpathyourfuture.org)

**The return on investment in adult education is undeniable. Adult education provides a pathway to better jobs and higher income, so families can prosper without leaving their communities.**

**What is the Illinois Adult Education campaign?**  
*Illinois Adult Education Your Path Your Future* is a statewide campaign led by the Illinois Community College Board (ICCB) to engage adult learners and inform them about the opportunities adult education programs offer. Now more than ever, there is a need for adult education as an economic catalyst to help low-skilled adults learn new skills to get a better job, improve their English, or complete a GED, helping their families and communities recover from the financial impacts of the COVID-19 pandemic.

**Who is involved in the campaign?**  
[Insert Your Organization Name] is a proud partner in the statewide campaign led by the ICCB and is one of 70+ organizations involved in the campaign.

**What does the campaign feature?**  
The campaign [website](#), a locator tool for finding participating adult education programs, and a hotline to call or text are the tools used to support prospective adult learners in getting information about adult education and literacy programs within their area.

**How many adult learning programs does [Insert Your Organization Name] offer?**  
[Insert Your Organization Name] serves [Insert Number of Students/Adults] in [Insert Number] adult learning programs: [List the Programs]

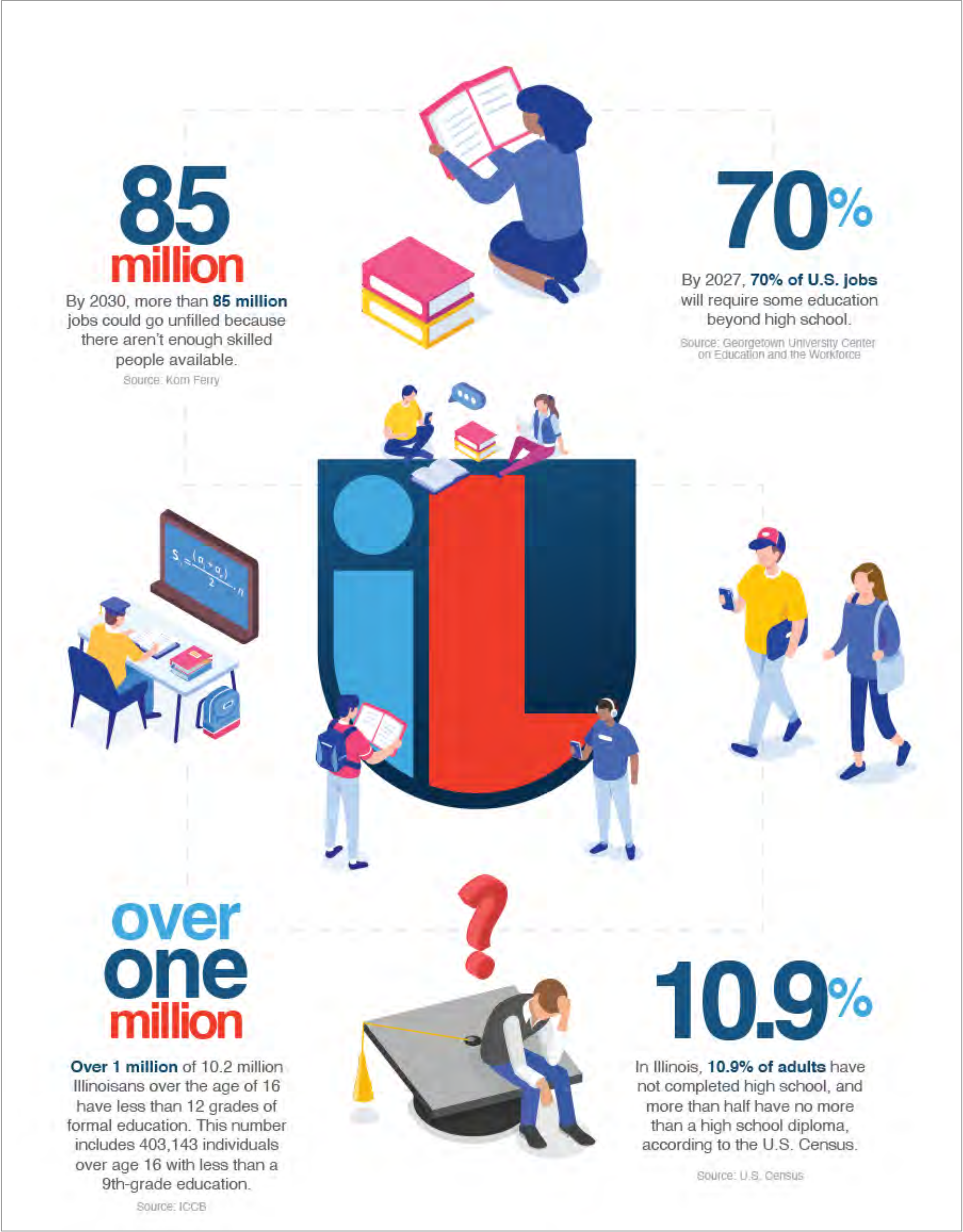
**What are the campaign goals?**  
The campaign's goals are to raise awareness about the value that adult education programs bring and how they provide on-ramps to better jobs and college, and to increase enrollments in adult education programs across the state of Illinois.

**Why is there a need for a campaign?**  
Like much of the nation, adult education programs in Illinois have experienced steep declines in student enrollments, although the need for education has increased. According to the ICCB, over 1 million of 10.2 million Illinoisans over the age of 16 have less than 12 grades of formal education. This number includes 403,143 individuals over age 16 with less than a 9th-grade education.

More than 2.7 million Illinois residents speak a language other than English as the primary language in their homes. Over 400,000 of these individuals are over 16 years old and lack the English literacy skills necessary for entry and advancement in the labor force.

The Illinois Adult Education Your Path Your Future campaign will help improve the lives of individuals - and their families - through education programs that provide the needed skills to enter in-demand jobs.

For more information about the campaign, visit:  
[yourpathyourfuture.org](http://yourpathyourfuture.org)





# Potential Partners for Success

Who needs Adult Ed to fulfill their vision?





# Offering What Potential Students Need

How can we help learners fulfill their vision?



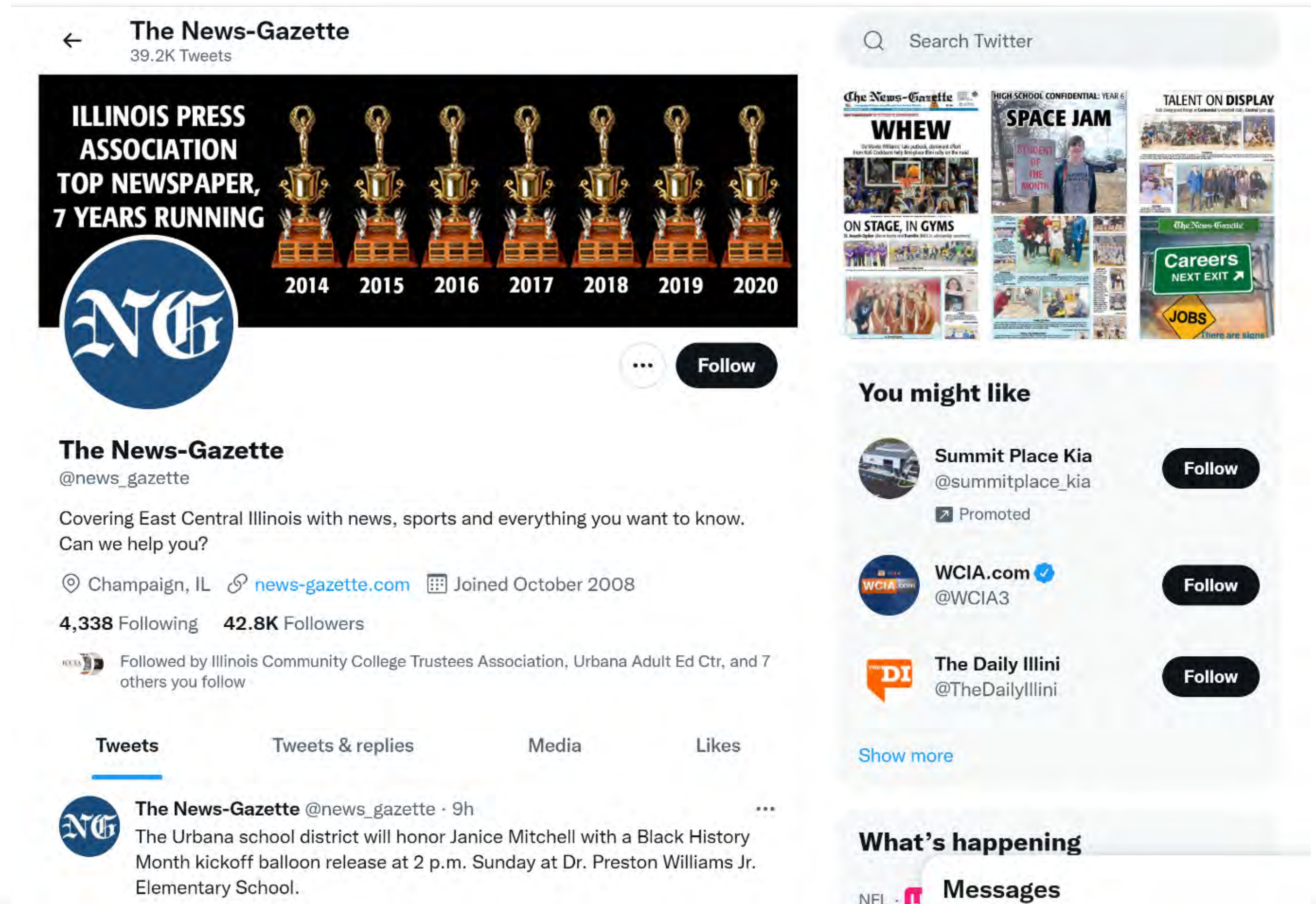
## Entrepreneurship Certificate

Prepare to start your own business. Students will learn the essentials of starting a business, develop a business and marketing plan, and identify potential funding options. Free membership to Innovation DuPage upon completion of program.



# Social Media as an Engagement Tool

- Search Your City/County/State on Twitter and Facebook
- Use outlet names in search to pull up individual reporter accounts on Twitter
- Retweet their stories
- Reach out by private message with stories idea






# Advocacy Opportunities



**ADULT EDUCATION  
& FAMILY LITERACY WEEK**  
SEPTEMBER 20-24, 2021  
**COLLECTIVE IMPACT**

			
OVER <b>14,000</b> IMPRESSIONS!	OVER <b>250,000</b> TWEETS!	OVER <b>44,000</b> REACHED!	OVER <b>36,000</b> EMAILS READ!

**CLICK HERE FOR MORE**



# Advocacy Opportunities

## Social Media Messaging Center

[AEFL HOME](#) | [SCHEDULE OF EVENTS](#) | [LEGISLATIVE AWARDS & RECOGNITION](#) | [LIVE DISCUSSION PANEL](#) | [MEMBERS](#) | [NATIONAL PARTNERS](#) | [STATE LEADERS](#) | [SOCIAL MEDIA MESSAGING CENTER](#)

Let's come together to raise our voice! COABE has created eye popping graphics that you can send out via social media.

### Download an image to share on social media

From your desktop/laptop, right-click on the image you want and select Save-As to save it to your computer.

From your mobile device, press and hold the image to save it to your device.

## Legislative Awards & Recognition

[AEFL HOME](#) | [SCHEDULE OF EVENTS](#) | [LEGISLATIVE AWARDS & RECOGNITION](#) | [LIVE DISCUSSION PANEL](#) | [MEMBERS](#) | [NATIONAL PARTNERS](#) | [STATE LEADERS](#) | [SOCIAL MEDIA MESSAGING CENTER](#)

### Recipients of Legislative Leadership Awards



AK Don Young

Congressman Don Young of Alaska

Recipient of the 2021 Adult Education Champion Award

[View Award](#)



Congressman Raul Grijalva of Arizona

Recipient of the 2021 Adult Education Champion Award

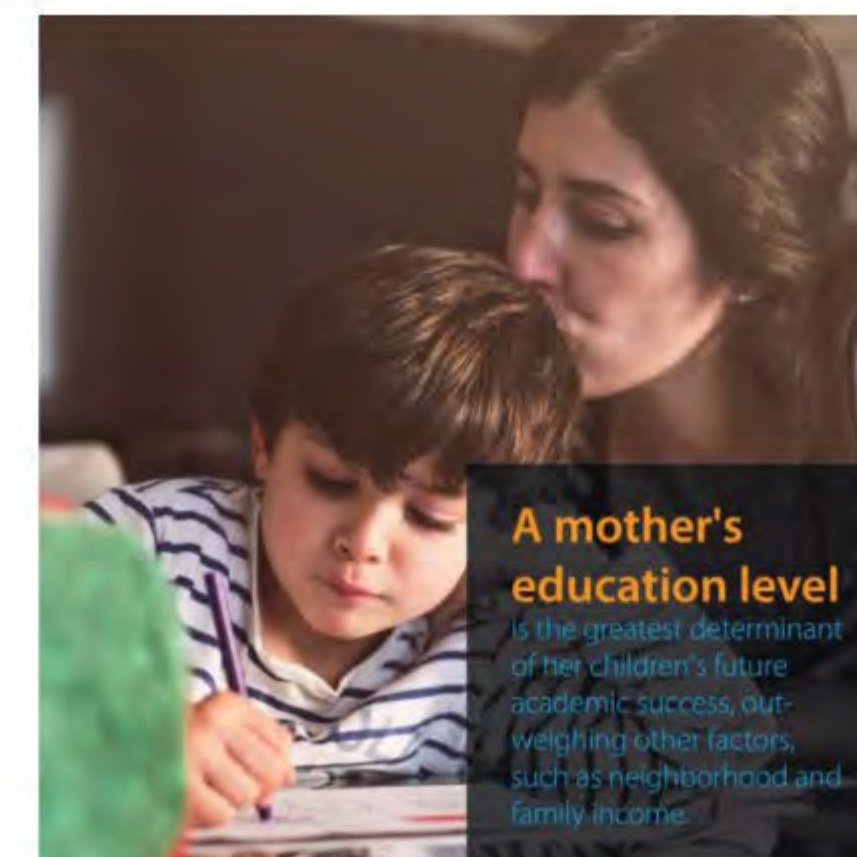
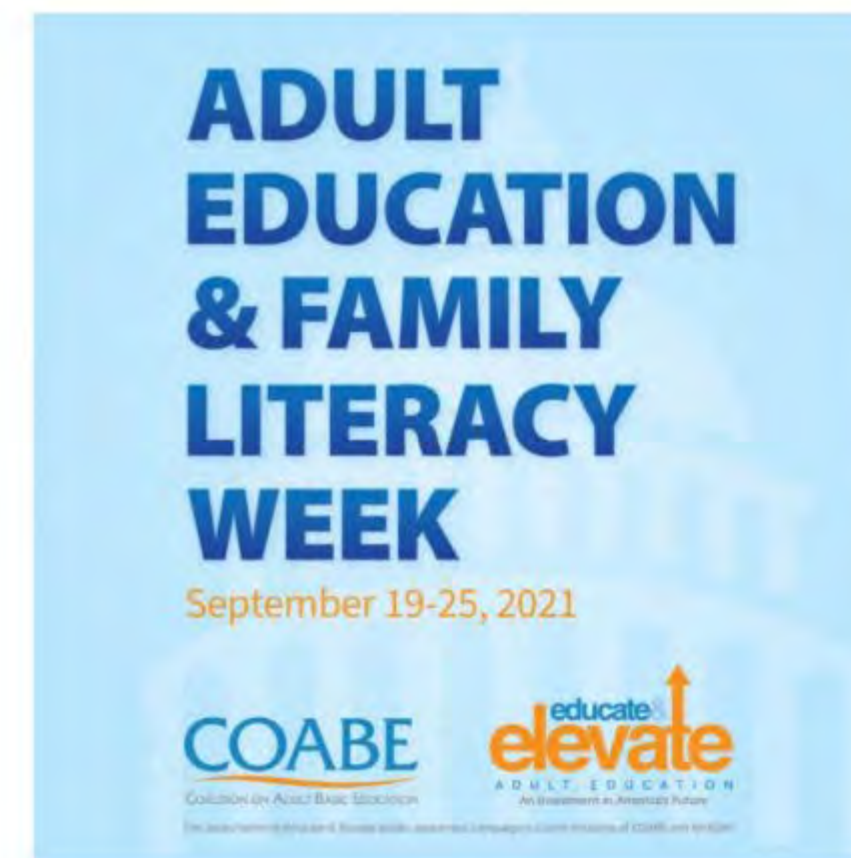
[View Award](#)



Senator Todd Young of Indiana

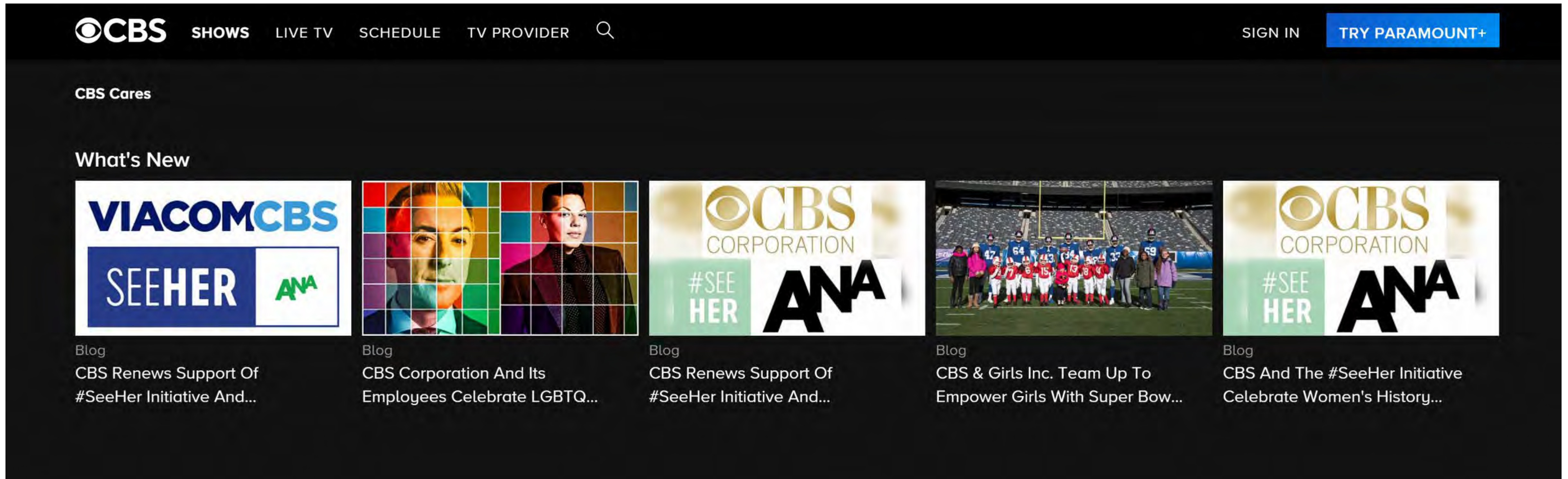
Recipient of the 2021 Adult Education Champion Award

[View Award](#)





# Cause-related Marketing & the News Media



## Porter Novelli Purpose Perception Study

- 78% of survey respondents indicated they are more likely to remember a company with a strong Purpose.



# Cause-marketing & News Media Negotiations

- Why is your cause (adult ed) critical/urgent?
- What issue is it solving for the community?
- What solutions does it bring?
- Why should the media champion the cause?



# FCM Upcoming Webinars

**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 (**Fact Sheet Templates, eMail Template, Flyer, Poster, Texting, social media engagement**)







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!

