



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**



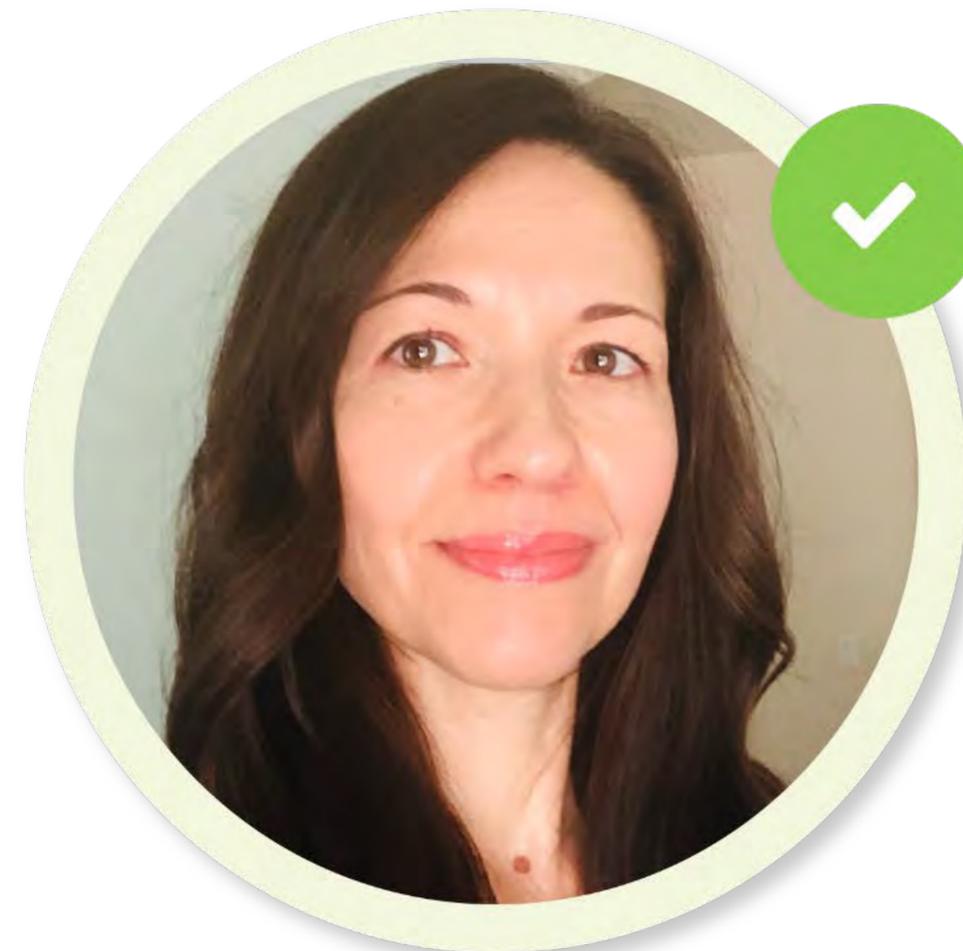
Celina Shands, M.S.
CEO/Founder
Full Capacity Marketing, Inc.

- ✓ 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) 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

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

SUBMIT

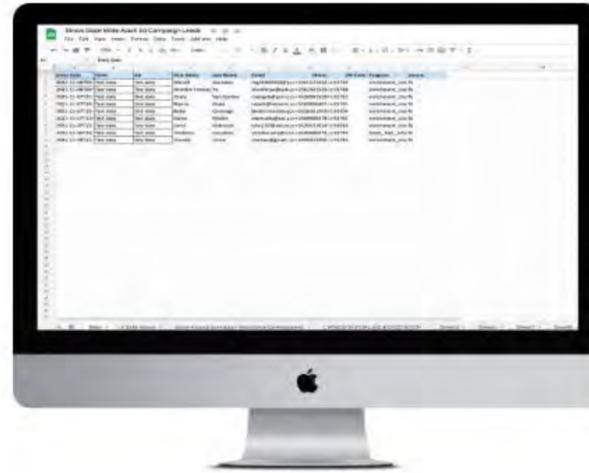
Leads

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.

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%

| | C | D | E | F | G | H | I | J | K | L | M | N | |
|----|---|--------|------|----------|-----------|-------|-------|------|--------|----------------------------|---------------|---|----------------------------|
| 1 |  | | | | | | | | | These Columns for Programs | | | |
| 2 | Black Hawk College | | | | | | | | | | | | |
| | Start 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 |
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| 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 | | | | |
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Names & Contact information will be here

Use these columns to track your follow-up



Campaign Toolkit

Fully Completed by 2/10/22



Logos

DOWNLOAD



Brand Guidelines

DOWNLOAD



Billboard Artwork

DOWNLOAD



**Bus Shelter
And Mall Signs**



Posters

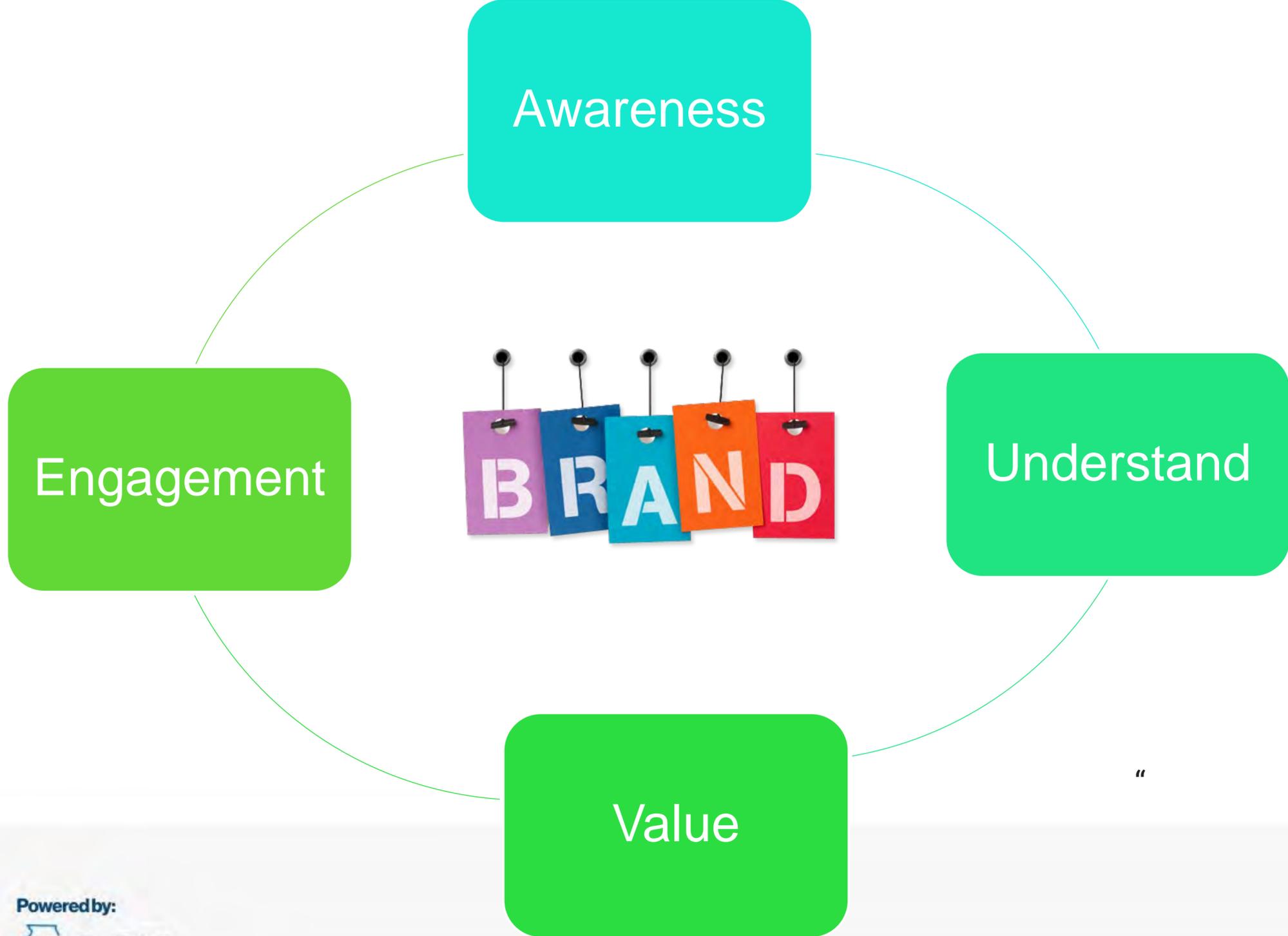


Print Ads

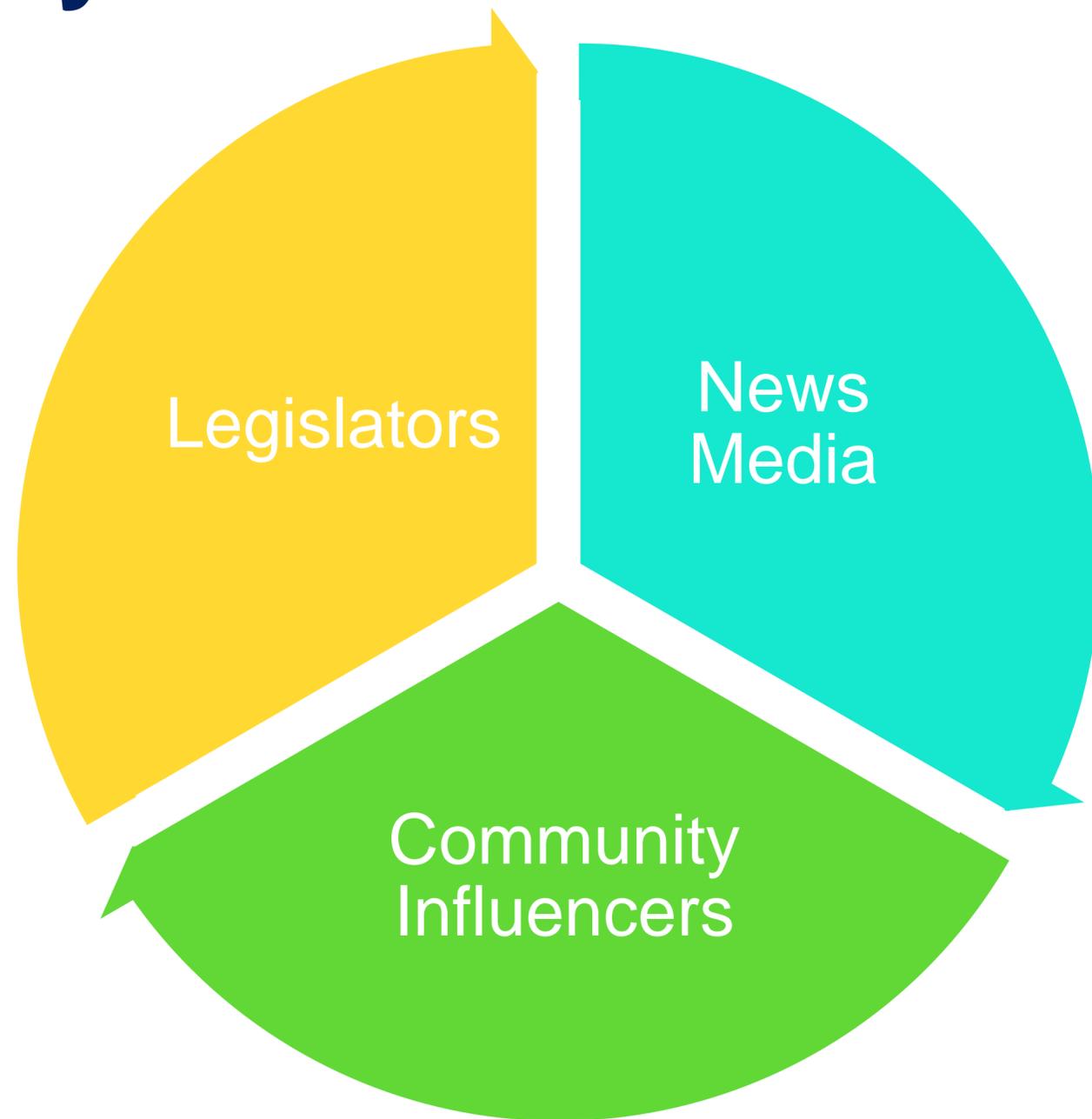
What Is Public Relations (PR)?

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/>

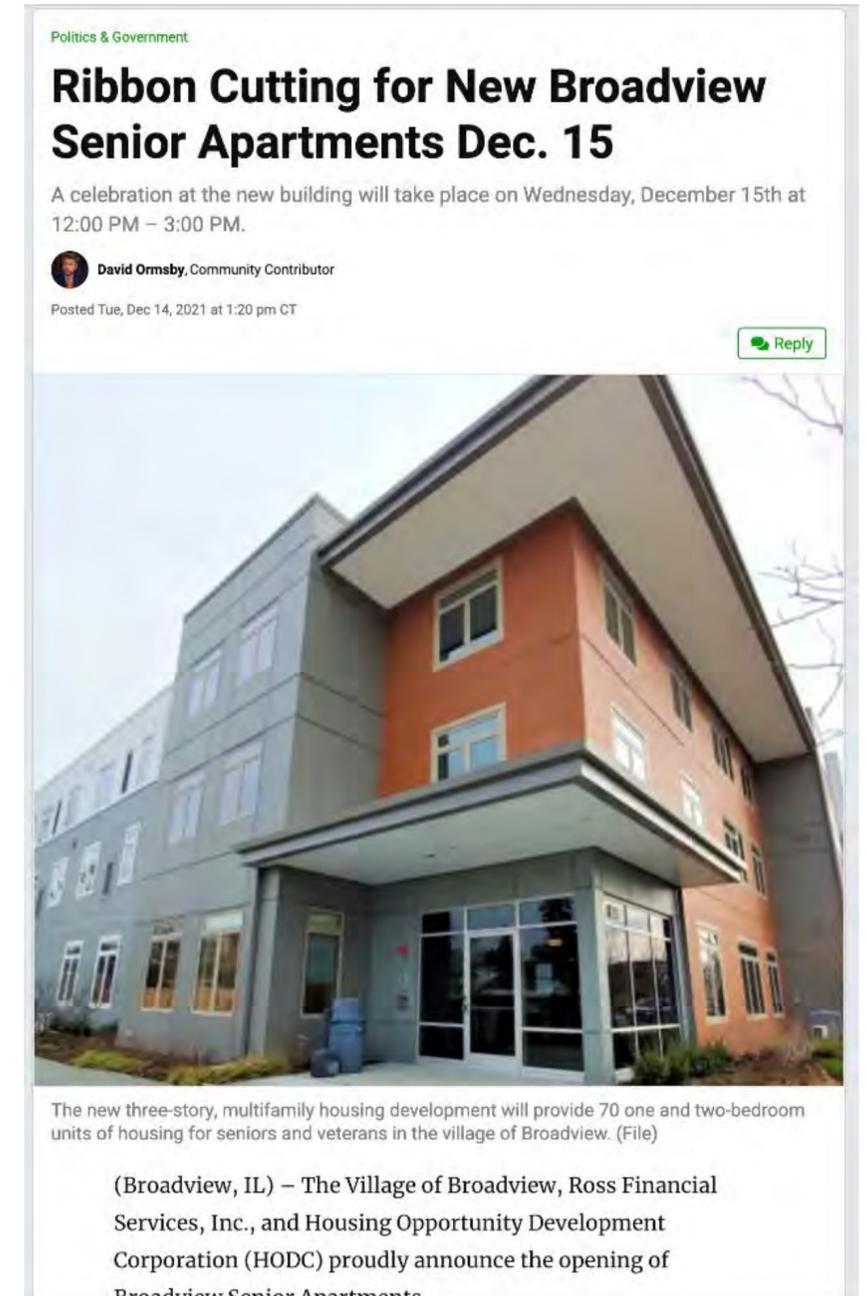
Radio Locator: <https://radio-locator.com/cgi-bin/page?page=states>

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.



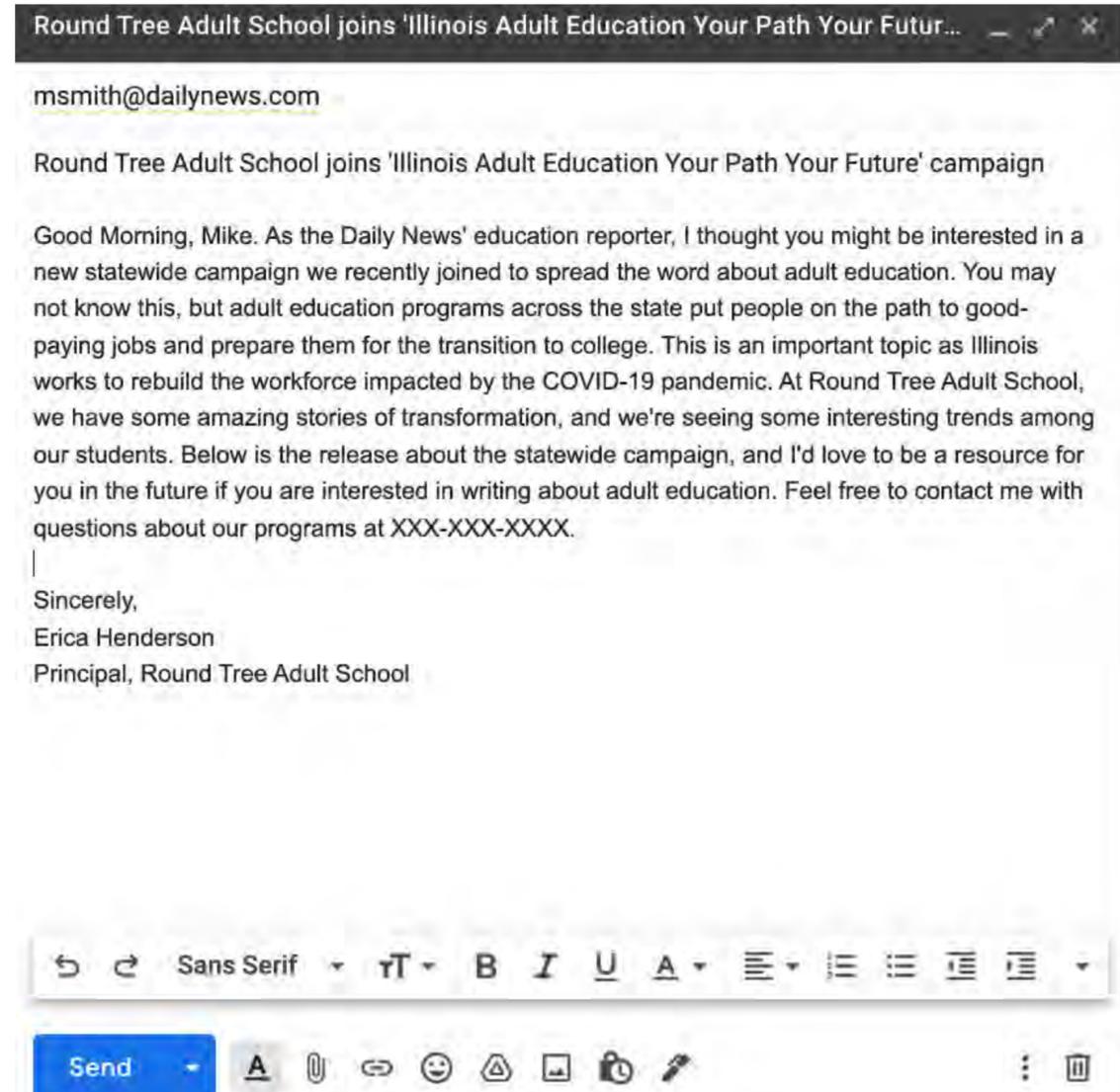
Patch.com (Illinois)



Basics of Public Relations: Reporters

Reach out to your local reporter(s).

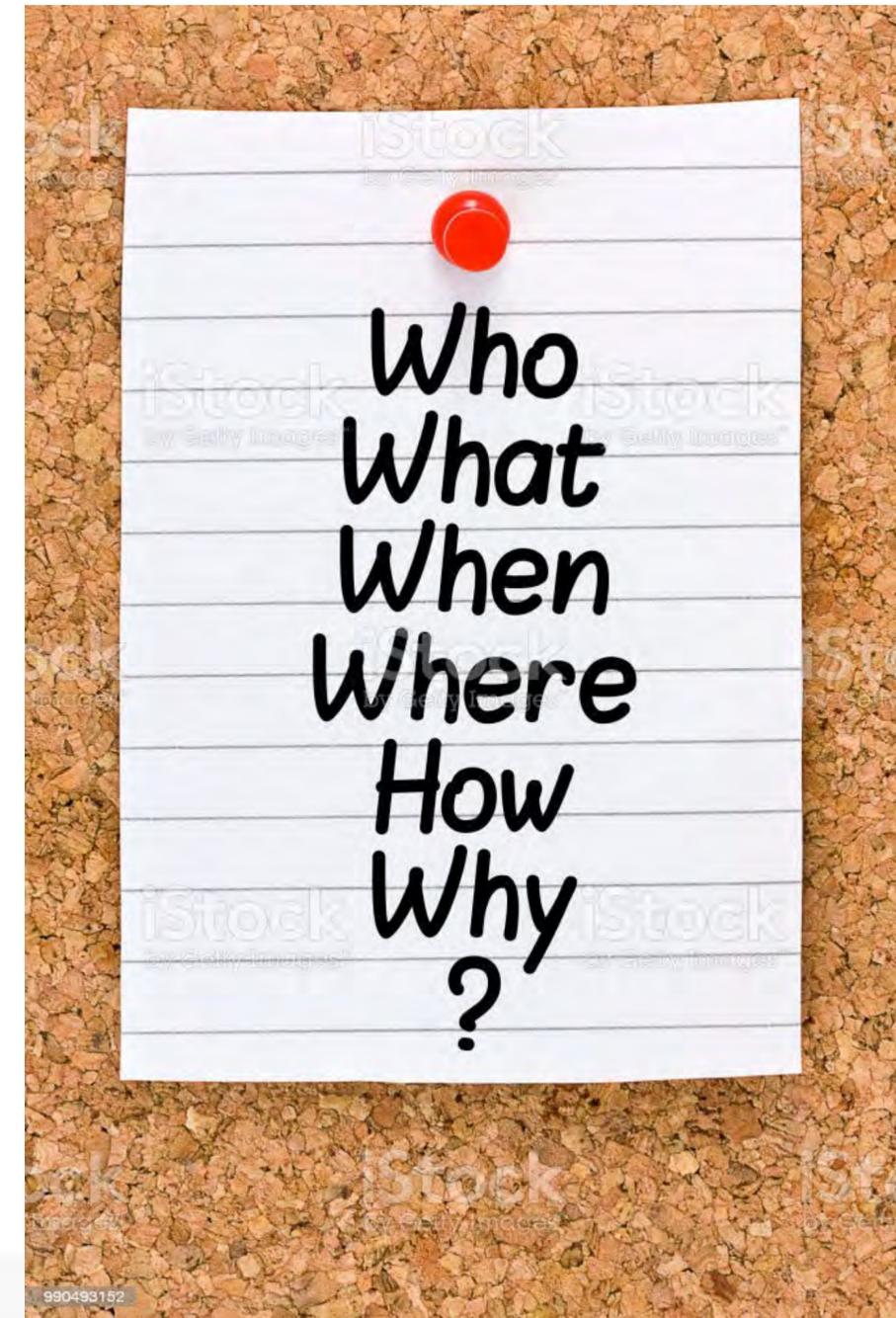
- 1.) Send a short introductory email with your story pitch and let them know you are available to answer any questions.
- 2.) Vet students and staff before the release goes out to be sure you have the best representations of your program lined up for quick action should the reporter call and want interviews.
- 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, she was able to find the time to offer office hours. Zenaida was given access to writing resources, to listen to resources, and to challenge 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

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.

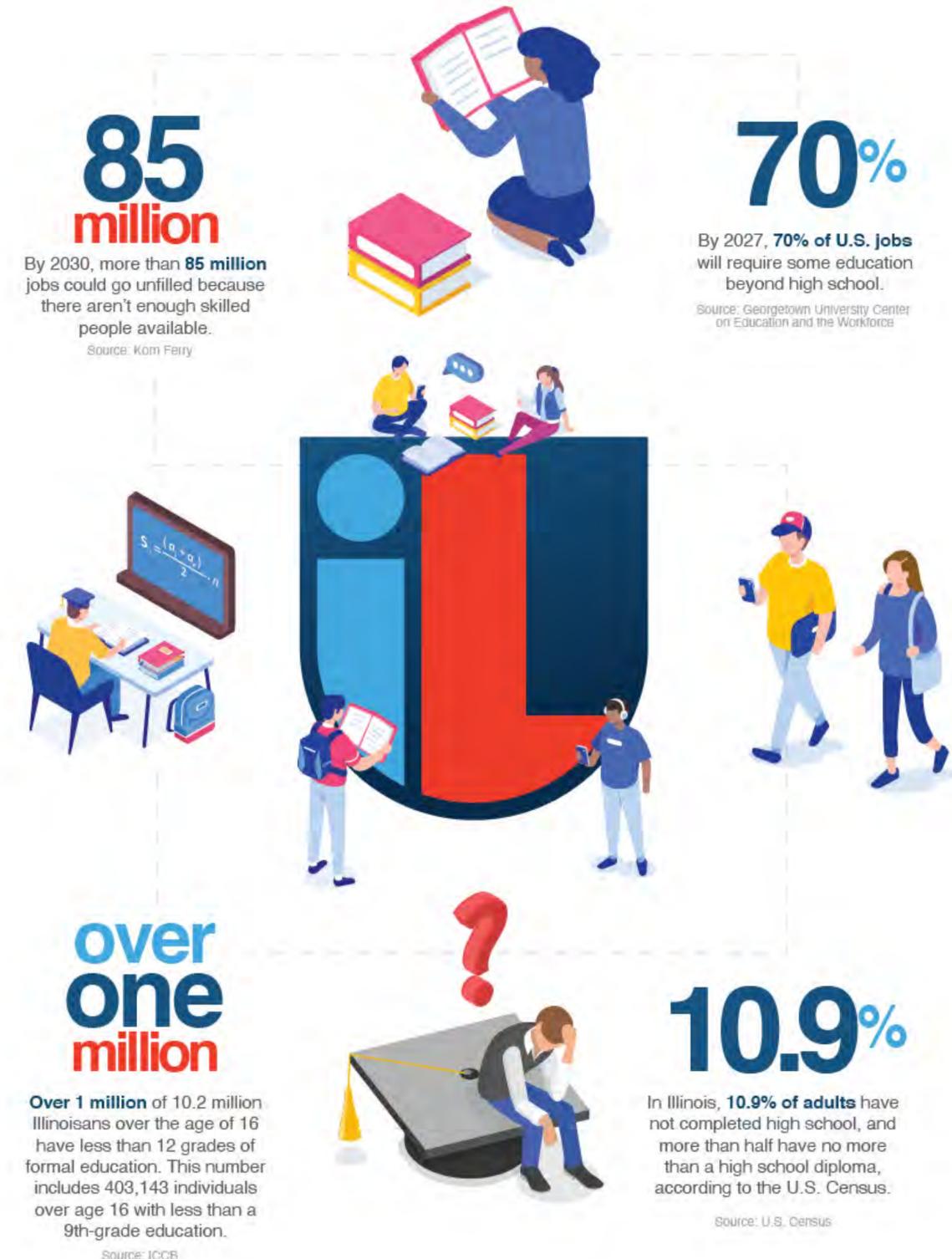
Why is there a need for a campaign?

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.

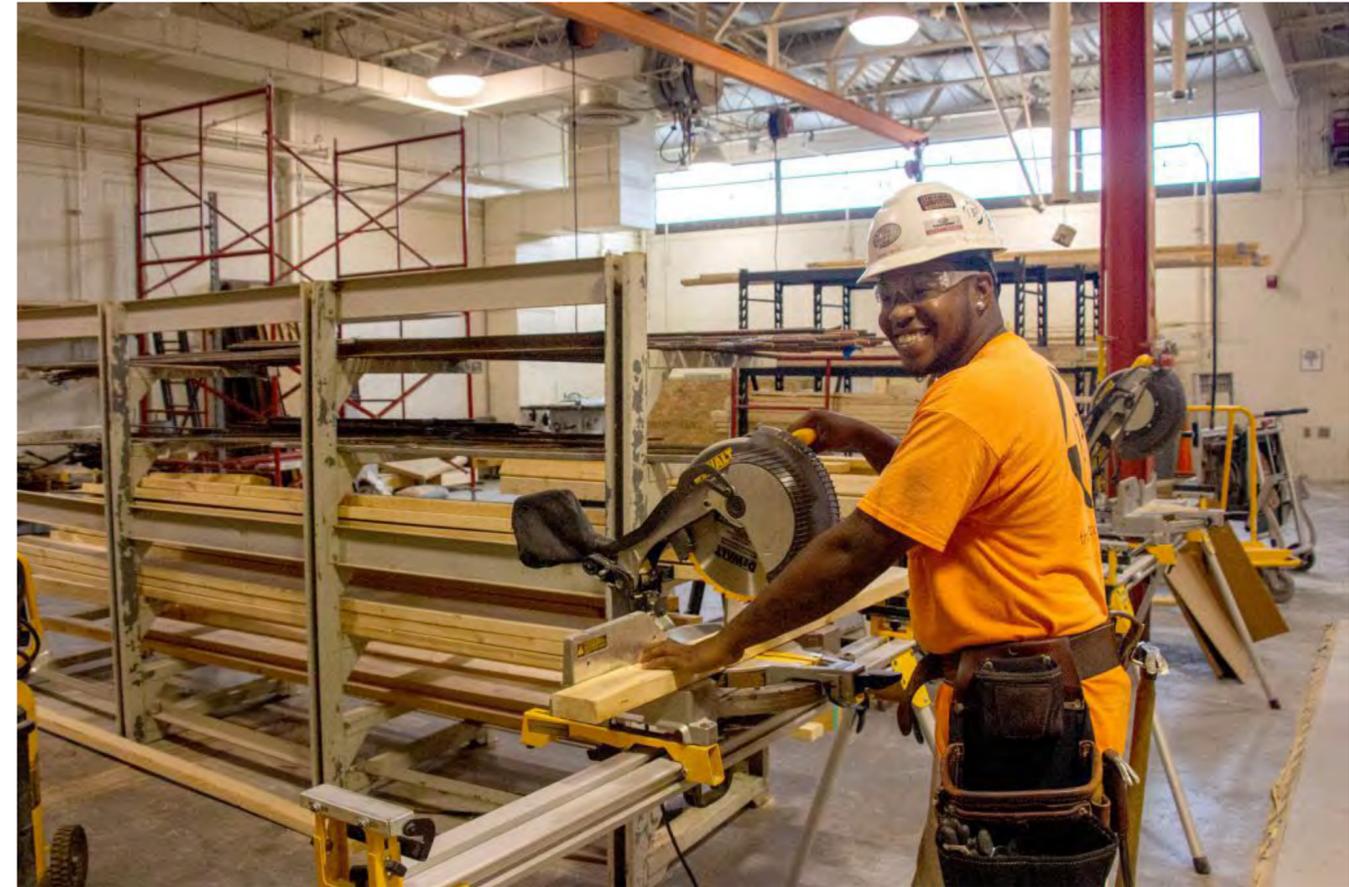
The Illinois Adult Education Your Path Your Future campaign will help improve the lives of individuals - and their families - through education programs that provide the needed skills to enter in-demand jobs.

For more information about the campaign, visit:
yourpathyourfuture.org



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

The screenshot shows the Twitter profile for 'The News-Gazette' (@news_gazette). The profile header features a banner for the 'ILLINOIS PRESS ASSOCIATION TOP NEWSPAPER, 7 YEARS RUNNING' award, with trophies for the years 2014 through 2020. The profile bio states: 'Covering East Central Illinois with news, sports and everything you want to know. Can we help you?'. It also lists the location as Champaign, IL, the website as news-gazette.com, and the join date as October 2008. The profile has 4,338 following and 42.8K followers. Below the profile is a tweet from The News-Gazette (@news_gazette) posted 9 hours ago, which reads: 'The Urbana school district will honor Janice Mitchell with a Black History Month kickoff balloon release at 2 p.m. Sunday at Dr. Preston Williams Jr. Elementary School.'

On the right side of the screenshot, there is a search bar for Twitter and a grid of suggested content, including articles from 'The News-Gazette' such as 'WHEW', 'SPACE JAM', 'TALENT ON DISPLAY', 'ON STAGE, IN GYMS', and 'Careers NEXT EXIT'. Below this is a 'You might like' section with suggestions for 'Summit Place Kia', 'WCIA.com', and 'The Daily Illini', each with a 'Follow' button. At the bottom right, there are sections for 'What's happening' and 'Messages'.

Advocacy Opportunities

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

COLLECTIVE IMPACT

| | | | |
|--|---|--|--|
|  |  |  |  |
| OVER 14,000 IMPRESSIONS! | OVER 250,000 TWEETS! | OVER 44,000 REACHED! | OVER 36,000 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.



[OUR STORY](#) | [STRATEGIC INITIATIVES](#) | [PARTNERSHIPS](#) | [MEMBERSHIP](#) | [COVID-19 RESOURCES](#) | [AWARDS](#) | [WEBINARS & RESOURCES](#) | [COABE JOURNAL](#) | [LEGISLATIVE](#) | [CONFERENCES](#)

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

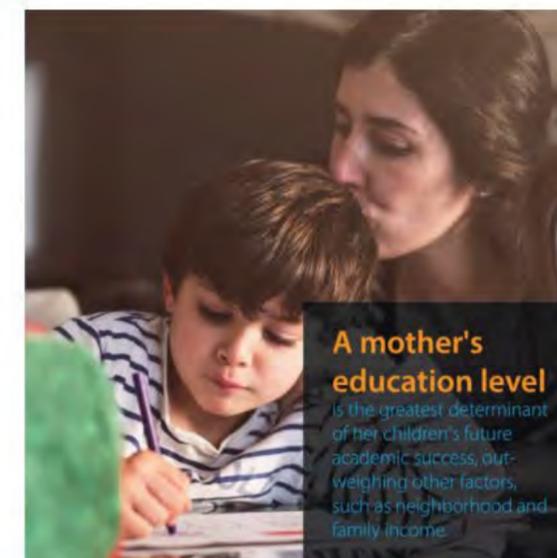
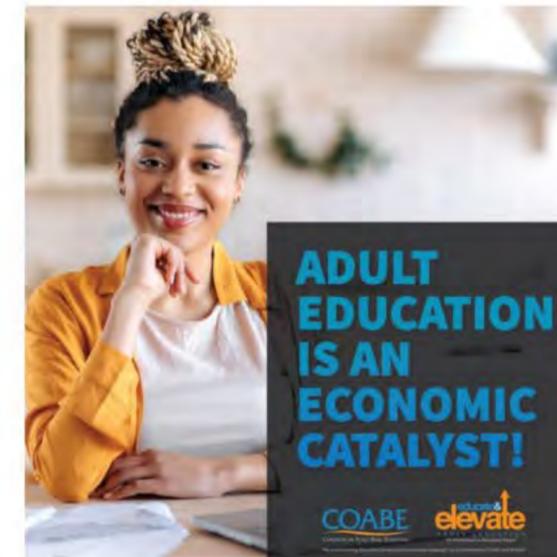
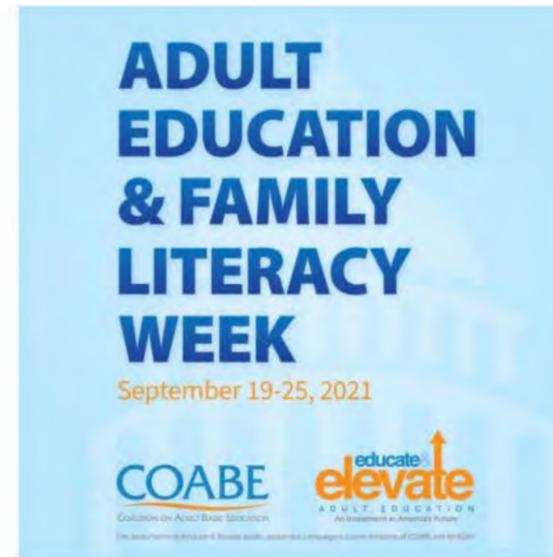
[View Award](#)



Senator Todd Young of Indiana

Recipient of the 2021 Adult Education Champion Award

[View Award](#)



Cause-related Marketing & the News Media

The screenshot shows the CBS website's 'What's New' section. At the top, there are navigation links for 'SHOWS', 'LIVE TV', 'SCHEDULE', and 'TV PROVIDER', along with a search icon. On the right, there are links for 'SIGN IN' and 'TRY PARAMOUNT+'. Below the navigation, the 'CBS Cares' section is visible. The 'What's New' section features five blog posts, each with a thumbnail image and a title:

- Blog**
CBS Renews Support Of #SeeHer Initiative And...
Thumbnail: VIACOMCBS logo, SEEHER logo, and ANA logo.
- Blog**
CBS Corporation And Its Employees Celebrate LGBTQ...
Thumbnail: A grid of colorful portraits of people.
- Blog**
CBS Renews Support Of #SeeHer Initiative And...
Thumbnail: CBS CORPORATION logo, #SEE HER logo, and ANA logo.
- Blog**
CBS & Girls Inc. Team Up To Empower Girls With Super Bow...
Thumbnail: A group of people on a football field.
- Blog**
CBS And The #SeeHer Initiative Celebrate Women's History...
Thumbnail: CBS CORPORATION logo, #SEE HER logo, and ANA logo.

[Porter Novelli Purpose Perception Study](#)

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



• <https://engageforgood.com/porter-novellis-2021-purpose-perception-study/>

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**)





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!

