Webinar 6 Zoom Chat, 2.10.22

Celina Shands27:48

Welcome everyone!

Jenny Siegfried (she/her)28:40

If you need to phone in for audio:Dial: 312-626-6799Webinar ID: 858 0331 8169Passcode: 497882

Jenny Siegfried (she/her)28:49

If you need a PD certificate for today's webinar, please email Jenny Siegfried at jsiegfried@cntrmail.org.

Gina Cagle29:00

Thank you! I am not sure why I have no picture. Sorry!

Natalie Orwig31:28

Thank you, Kathy!!

Jenny Siegfried (she/her)35:44

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Griselda Piedra37:54

Yes!

Celina Shands38:10

Great Griselda! Glad you've seen the ads!

Griselda Piedra38:11

That's AMAZING!

Griselda Piedra39:18

We have not received the link to PODER's Leads page. Can you please share with both msmierciak@poderworks.org and me at gpiedra@poderworks.org

Natalie Orwig39:46

🎉

Shamir Brown40:03

I would like to have the Leads page link as well: smbrown@parkland.edu

Maryanne Conlin40:05

Toolkit page https://yourpathyourfuture.org/campaign-toolkit/#

Sue Barauski40:21

It was sent to the Director but we will resend after the webinar

Griselda Piedra41:30

Thanks Sue!

Natalie Orwig48:40

I tried clicking on different categories on the Toolkit page, but the only one that opened up was the LOGOS.

Celina Shands48:51

Ivan will demo how to modify these assets so that you can add your logo, URLs, etc.

Celina Shands51:07

I'm curious if any of you use eNewsletters as a way to recruit and retain students?

Natalie Orwig55:11

By what means does everyone use to text from a computer rather than a phone?

Rachel Hasdak55:30

Does it seem like this would be confusing for potential students looking for a program if there are several programs within a short distance of each other using very similar flyers? This seems most applicable for Chicago service providers

Griselda Piedra56:26

We use Zipwhip and even Vonage does it, too!

Griselda Piedra56:58

Zipwhip actually integrates with our CRM and can keep track of conversations.

Megan Jones57:10

This seems like it will be a challenge to track. Do you have any systems you recommend for managing which students have received communication, in what form, and when they were contacted?

Maryanne Conlin58:27

Also EZTesting and Simple Text...thought there are a lot of them that integrate with other systems you may be using

Celina Shands58:35

Megan: we dedicated an entire webinar to systems and measuring success. I believe it's webinar #3. I'd highly recommend you review that one.

Maryanne Conlin59:38

@Megan - Check out your leads sheet! We have a number of columns you can use already in the sheet to track who has been contacted and what they said

Celina Shands01:00:38

@ Rachel - - will tackle your question at the end in the Q&A section. It actually will support reinforcement of the various brands within Illinois. Too much info to share in a text reply! Hold tight.

Maryanne Conlin01:04:49

@Rachel - actually it is the opposite. Think about car dealerships. All the Chrysler dealers in an area will use some of the ads that they get from Chrysler - You might see them from a few different dealers, but it's not until you actually make the decision that you start writing down the dealers you will visit. So the point of using the same graphics at all of the schools is that we are "nurturing" the lead so they keep seeing the benefit of adult education until they just can't resist enrolling!! :-)

Rachel Hasdak01:06:43

For emails - is there a way to ensure that this email doesn't go to a person's spam folder? It seems like this often happens with emails that contain images.

Rachel Hasdak01:08:18

Can you Edit PDF with the free version of Adobe Reader? I've tried to do that before, and it wasn't possible

Ivan Freaner01:08:48

Yes. And if you are on a MAC you can use Mac Preview to edit for free as well

Ivan Freaner01:09:12

Also if you are part of a college or educational institution or non profit you can get Adobe Creative Suite at $19dlls a month or in some cases free!

Maryanne Conlin01:10:52

@Rachel - there are a few things to consider to avoid this. I misspoke earlier- "don't use "free in your subject line" A few other things that can cause emails to go to spam are 1)sending from a gmail account,2) ending more than 3 emails in a very short period of time (2-3 weeks) 3) too many images - that

may make the email too large . Many email programs will give you tips on how to avoid or tell you why emails you sent went to spam

Liza Khalil01:12:17

I just tried downloading the flyer template from the toolkit website and there doesn't seem to be anything to download there. Same with posters, Print ads and a couple other options

Maryanne Conlin01:12:55

@Liza We actually are working on the site right now to update some of the items. It should be working later today

Tricia Wagner01:22:18

Is the cost of Facebook advertising (for adult education programs and services) an allowable grant expense?

Jenny Siegfried (she/her)01:23:09

You can stay up-to-date on the campaign, view recorded webinars, and register for the next webinars in the Outreach series here: http://www2.iccb.org/excellence/ael-outreach-campaign/Please bookmark this page for later reference!

Jenny Siegfried (she/her)01:24:01

Please complete an evaluation of today's webinar: https://forms.gle/zPSsAbMVBG2nYjLt7

Tricia Wagner01:24:51

Yay! Thank you -

Jenny Siegfried (she/her)01:24:59

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Jenny Siegfried (she/her)01:25:35

Please complete an evaluation of today's webinar:
https://forms.gle/zPSsAbMVBG2nYjLt7

Griselda Piedra01:28:35
Thank you all!

Kathy Olesen-Tracey01:28:51

Please share at least one takeaway from the marketing campaign and outreach efforts led by ICCB, ALRC, and FCM

Tricia Wagner01:31:21

I really appreciated the review of tools and tips to get the information out to leads.

Susan Feltz01:31:38

I think the idea of using graduates' successes is an invaluable piece in attracting new enrollees

Christina Manchen01:31:50
I will share the toolkit with marketing so we can develop a full blown campaign using the tools.