



Energizing Innovations: Leveraging the Statewide Outreach Campaign for Local Success

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

Key Topics



Welcome

**Kathy Olesen-Tracey, Sr. Director
Adult Ed & Literacy, ICCB**

Technical Assistance – ICSPS

- Best practices in using the toolkit to increase awareness & enrollments
- AE Outreach Campaign Mentor Hours

“How To’s” – Full Capacity Marketing, Inc.

- Campaign Success to Date
- Strategies to overcoming strict branding or marketing guidelines
- Use of social media and other toolkit items to increase touchpoints & move potential students through the enrollment funnel
- Next steps to continue to build enrollments

What else can we do for you? Take our one-question survey.



Campaign Results to Date

Metrics	Cumulative Results to Date	Comments
Impressions	3,670,599	The number of times the ads were shown/appeared in someone's feed (target 7-8MM) as this will reach 85% of the market 5-6 times.
Clicks on Ads/Engagement	70,594	The total number of clicks on ads (a sign of interest in adult education) (target 74,000 over the year)
Click-Through Rate (CTR)	1.99%	Clicks divided by impressions – measures the level of interest overall (target > national benchmark of .90)
Leads To Date	3136	People who clicked on an ad and completed the interest form
Unique Website Visits	24,395	Number of unique visitors to website
Number of Programs Receiving Leads	73	95% of all ICCB programs have received leads.
Click-Through Rate of Text messages to Hotline Program Directory	19%	Clicks on link to Hotline Program Directory divided by # of texts sent. (Benchmark is 9.1%)

Best Practices

See how the toolkit is being used by Illinois Adult Ed Programs:

- Lewis and Clark Community College
- Parkland College
- PODER – English Works
- Polish American Association

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

AE Outreach Campaign Mentor Hours

Friday, November 18 @ 11:00 am

Wednesday, November 30 @ 2:00 pm

Excellence in Adult Education PD Portal
Illinois Adult Education: What You Need to Know

Professional Development Network

Home ICCB News PD Providers PD Offerings Resources Discussion Forums Learning Communities Students

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:

- Online professional development sessions to help build capacity and sustainability and to support programs in adopting the campaign successfully.
- Technical assistance to programs with low enrollments.
- Research and recommendations for strengthening referral processes from WIOA partners and K-12 school districts.

[Get the Fact Sheet.](#)

Want updates delivered to your inbox? [Sign up for the PDN Pulse!](#)

Campaign Toolkit

Access the campaign Toolkit: [Illinois Adult Education: Your Path. Your Future.](#)

See how the toolkit is being used by Illinois Adult Ed Programs.

- [Lewis and Clark Community College](#)
- [Parkland College](#)
- [PODER](#)

Webinar Recordings

Webinar 1 – Raising Awareness and Increasing Enrollments: Leveraging the Statewide Adult Education Outreach Campaign
Presented live on December 9, 2021

[View the webinar recording and chat file](#)



Working with your Marketing Team

Key Challenges Expressed By the Field



We have to adhere to our school brand guidelines
We have difficult approval processes for our outreach
We already have an established look-and-feel
We already have a proven advertising campaign
We don't have time

Talk Track for Marketing Team







Resetting the Conversation


What the Campaign IS	What the Campaign ISN'T
Focuses on bringing consistent messages to the market about the value of adult education	Not meant to replace your organization's brand.
Uses digital advertising and a landing page to capture leads of interested prospective students	Not meant to override your organization's brand guidelines
Gives local programs a highly flexible/customizable toolkit	Not meant to replace what outreach strategies you are doing locally.
Meant to help local programs increase their touchpoints to adult learners	Not meant for programs who are at full enrollment and/or for those that don't need help recruiting students and/or raising awareness



Toolkit to Support Local Lead Generation

Supporting Touch Points







 <p>Radio Script</p> <p>DOWNLOAD</p>	 <p>Digital Ads and Website Banners</p> <p>DOWNLOAD</p>	 <p>Flyer Template</p> <p>DOWNLOAD</p>
 <p>Social Media Posts</p> <p>DOWNLOAD</p>	 <p>Press Release Template</p> <p>DOWNLOAD</p>	 <p>Media Fact Sheet</p> <p>DOWNLOAD</p>



Illinois Adult Education
YOUR PATH. YOUR FUTURE.

Campaign Toolkit

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

 <p>Logos</p> <p>DOWNLOAD</p>	 <p>Brand Guidelines</p> <p>DOWNLOAD</p>	 <p>Billboard Artwork</p> <p>DOWNLOAD</p>
 <p>Bus Shelter And Mall Signs</p>	 <p>Posters</p>	 <p>Print Ads</p>



Why This Toolkit? Cooperative Advertising!

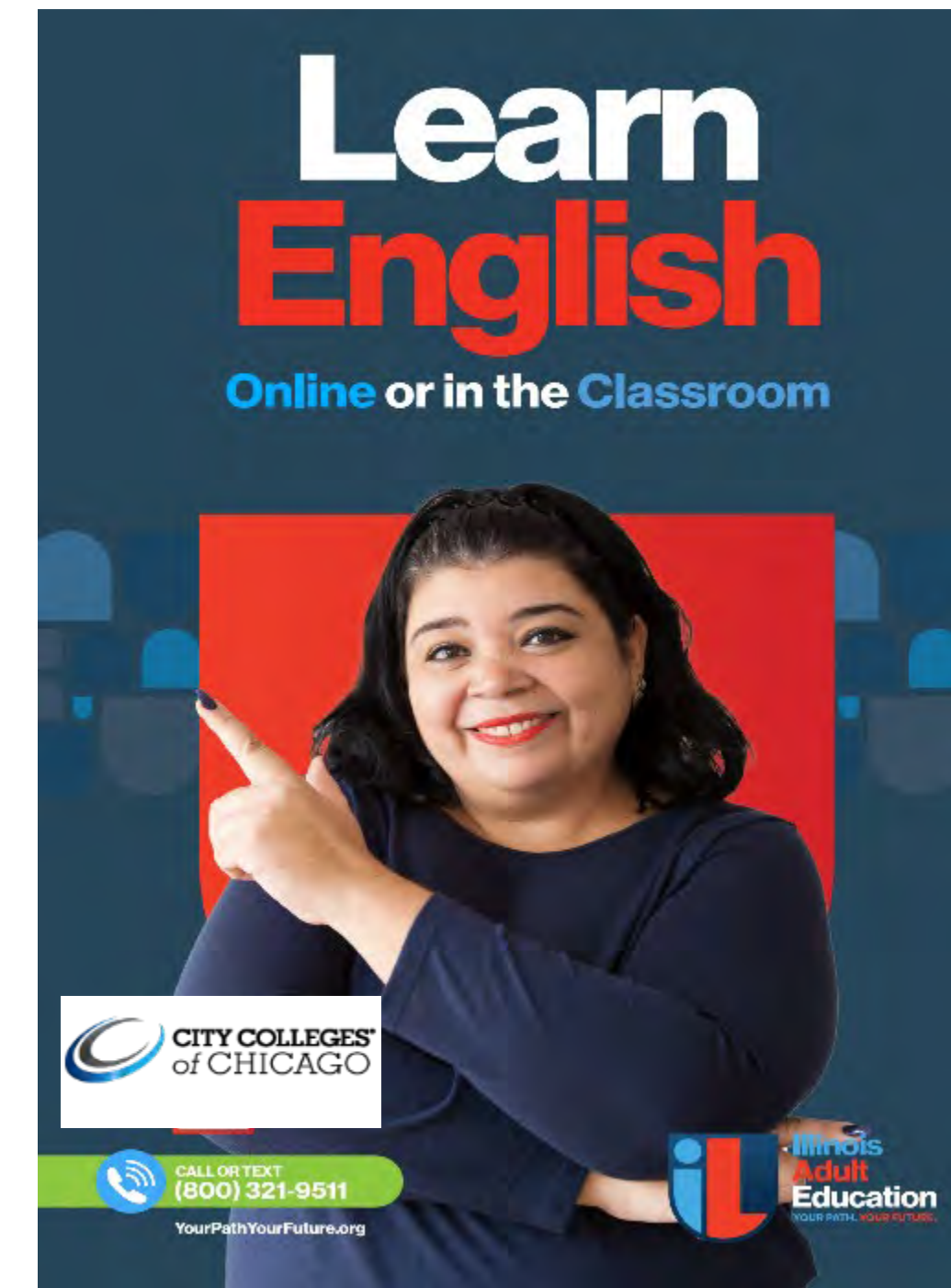


Basics of Co-Op Media Planning

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) at <http://www2.iccb.org/excellence/ael-outreach-campaign/>**
- 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.



Working with your Leadership

Script to Open Up Consensus Building

I'd like to revisit some ideas I have to help support our student recruitment efforts through the Your Path. Your Future. campaign. I got some clarity on the toolkit and strategies and in fact, the intention of this campaign is not to replace or disturb what we have in place from a branding and outreach perspective.

The campaign has been designed to help us get the necessary 5-12 touch points to get a student to enroll in our programs. I've seen some best practices recently on how others are using the campaign toolkit based on their program's brand guidelines and/or advertising campaign; I'd like to revisit leveraging this campaign especially while the state is investing in advertising through June 2023.

(insert key data points about your enrollment story). We've been working hard to get students enrolled and have received approximately XX leads from the campaign. This indicates interest in adult education in our area and we'd like to build on this momentum. Some ideas we have are to (insert what toolkit items/strategies you'd like to deploy). We'd like to be able to customize to align with our program's brand guidelines and kick off a concerted efforts in (insert date)



Working with your Leadership

Leading Questions: Conversation Starters

I looked at our data and realize that we are XX% down in enrollments from our previous year.

OR....

I looked at our data and we have XX fewer enrollments in (XX Class) than the last time we ran it.

I am concerned about these numbers.

What strategies do we have in place for recruitment of new prospective students?

Have we taken a look at where are students are coming from (like social media, events, ads) so that we can make informed decisions moving forward?

I have some ideas using the Your Path. Your Future. campaign that I'd like to share with you that I think can help. Did you know this campaign, combined with local program outreach, has led to an overall increased enrollment in FY22 that was 40.5% higher than the total enrollment in FY21?

There are some best practices that were just released that I think would work really well in our area. May I share them with you? (Then share what you want to execute)



Overcoming Objections

Summary Grid

Leadership/Marketing Objections	Key Points to Build Consensus
The colors of the campaign don't align with our guidelines.	We can adjust the colors and add our logo in order to use.
We already have an ad campaign running.	Can you tell me who the ad targets and for which programs? This additional campaign is specifically for adult ed which is often a different market than general student recruitment.
We don't have any additional funding to put towards a specific adult ed campaign.	Understood. Can we look at the mediums you use now for recruitment like social media, eNewsletters and the like? What we can do is provide you with messaging and fact sheets to push out through your normal mediums.
I just don't see how putting another brand in our market isn't going to confuse potential students.	This is a campaign with inspirational messages about adult ed's benefits. It's structured very similar to Co-Op advertising. For example, Princess Cruise line has a product (cruises) but it is distributed through many, many brands that are local travel agents. The state campaign is the same in that it is communicating the what (adult education) and the why (the value) while our local efforts communicate the how and the where of our local programs.
We don't have any more bandwidth to promote anything else at the moment.	Our thinking here is that we support you by supplying the toolkit items and that you distribute them on our behalf. I'm happy to help with the tasks. We are showing steep declines in (name specific programs) and I'd really just like to focus on this program for now.



Increasing Touch Points

A Qualified Lead doesn't mean an immediate enrollment!

touchpoints

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

Leads have to be nurtured!



Increasing Touch Points

New! FAQ—I'm not a marketer!

Q: I'm a teacher, not a marketer! What should I use from the toolkit and how do I use these tools?

A: As a teacher, you are one of the most important touch points within your organization because you see your students day in and day out! You may not be a professional marketer but you have **PASSION** for what you do and students respect that. Word-of-mouth is a powerful strategy so use these tools in your classroom!

Go to this link and download templates for the **Fact Sheet** or the **Print Ad**.

<https://yourpathyourfuture.org/campaign-toolkit/>

What is the class(es) that you want to promote? Edit the template with a personal note from you about why you love teaching in adult ed, along with text that promotes the class(es). Make sure there is a registration link listed. Ask students to distribute to their family and friends.

Increasing Touch Points

New! FAQ—Different Photos

Q: Where can we find additional photos that we can use with the toolkit items?

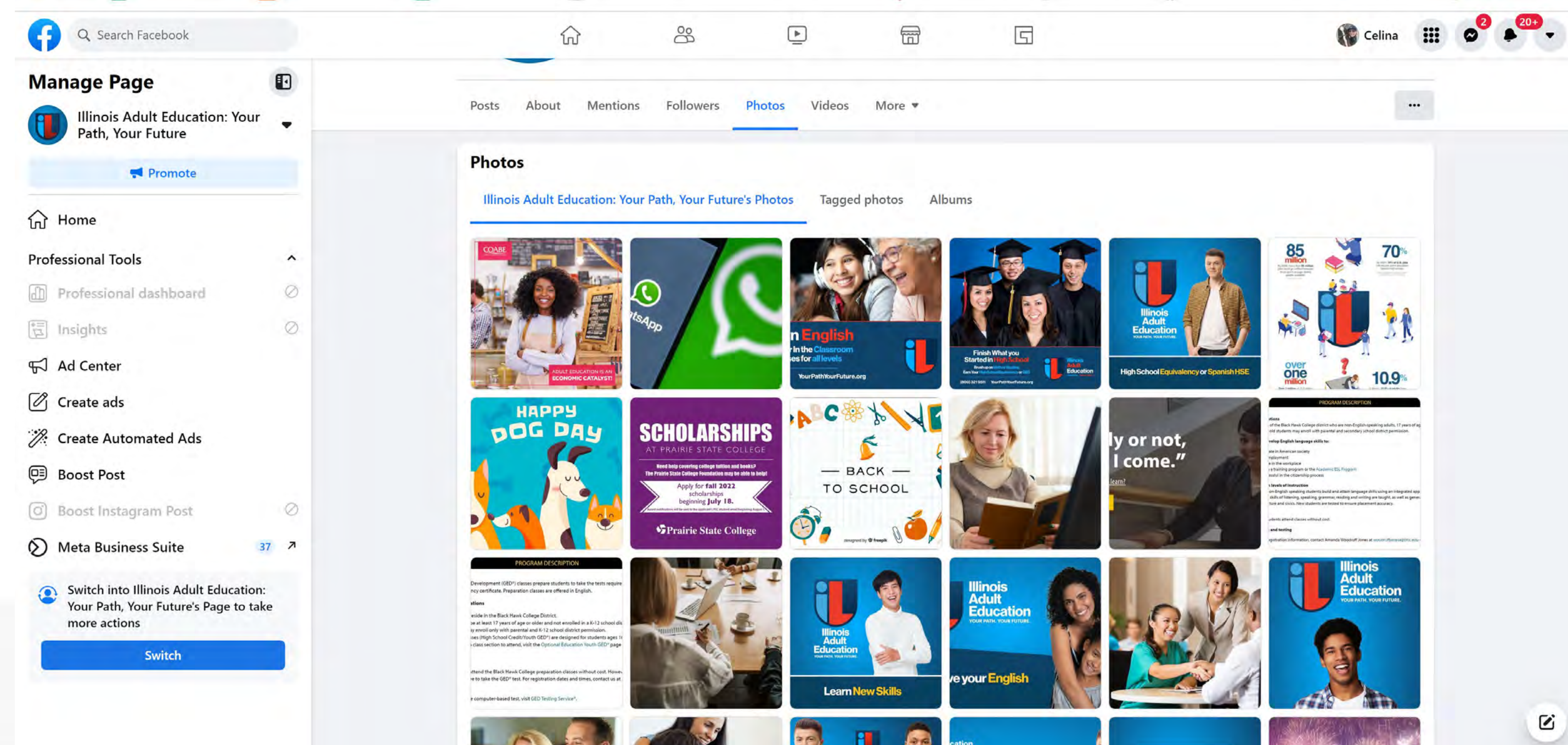
A: Making sure you have the right visuals are critical for outreach efforts. People want to see themselves in an ad, a flyer, on a website, etc, and the adult learner population is very diverse. Here are some links to free photo websites to support your efforts.

[Facebook Photo Album from Campaign](#)

[Unsplash.com](#)

[Pexels.com](#)

[Nappy.co](#)



Increasing Touch Points

New! FAQ —Marketing or Leadership Resistance

Q: My marketing team within our program is resistant to using the toolkit because we have to adhere by strict guidelines. Any suggestions?

A: This is very typical of marketing teams (and rightly so!) as they've worked hard to develop their brands and have guidelines for usage. However, the intention of the Your Path. Your Future. statewide campaign is not to replace or disturb what is in place from a branding and outreach perspective.

The campaign is designed to help programs get the necessary 5-12 touch points to get a student to enroll.

Please review slides 4-12 of this webinar and listen again to the recording. Your goal is to open up a productive dialog on what you'd like to use in the campaign toolkit and be able to discuss strategies with your marketing team.



Increasing Touch Points

New! FAQ —I have no time!

Q: We have very little bandwidth for outreach. What do you suggest?

A: Yes! There are many tasks adult educators take on in their role. There are several items in the toolkit that can help you nurture your campaign leads and reach out to prospective students in your community. If you, and others on your team, can commit to one hour a day (schedule it!) then you will be well on your way to spreading the word about the value of adult education. Here's what we recommend:

Go to this link and download templates for the **Fact Sheet or the Print Ad**.

<https://yourpathyourfuture.org/campaign-toolkit/>

Edit the template with a personal note from your executive director about why your team loves working with adult ed students, along with text that promotes the class(es). Make sure there is a registration link listed. Ask students to distribute to their family and friends, and email to your distribution lists.

At the same link above download the **Poster** and create a “refer a friend” campaign and edit the text to ask for referrals. Something like “Do you know someone in your family or a friend that could benefit from our classes? Help them get on a New Path for a New Future and refer them to one of our counselors today! Make sure you have a phone number and email address noted on the poster.

Also at the link is a **press release template**. Add your logo and a quote from your executive director, along with details about your program and send it to local media to pick up.

Use the **social media posts** as content that you can share on your social platforms!

Review the [webinar](#) on lead follow-up best practices.



Increasing Touch Points

New! FAQ —Graphics Editing

Q: I'm having a hard time editing graphics in some of the toolkit items. Do you have any suggestions?

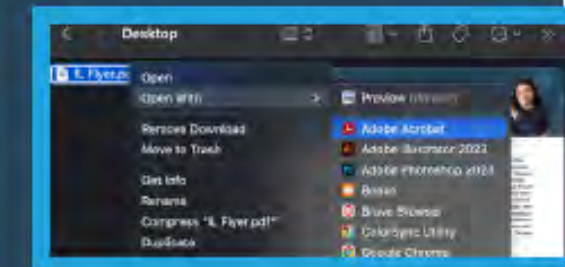
A: We tried to strike a good balance between design and editing, but we know that changing around elements can sometimes be challenging. We just created a new Design Cheat Sheet that is uploaded at this link:

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

Please review and we hope this helps!



To Edit the PDF you will need a PC or MAC computer. You can not do this on a phone, mobile device nor iPad.



Your Path. Your Future. How to edit your Toolkit Items

How to edit your toolkit items.

There are a variety of ways to edit the Illinois Adult Education Toolkit items. From Posters to Fact Sheets you have a wide variety of promotional items at the ready. If you have design software and have a graphics person then this should be no problem. For everyone else we have put together a simple guide to edit the toolkit items using Adobe Acrobat Reader - free app you can download for both PC and MAC. If you are using MAC you can also use Preview. Here is a simple guide on how to edit your toolkit items on Adobe Acrobat PDF Reader. The simplest way.

Open the PDF file in Adobe Acrobat

Select the preferred toolkit item and open it in Adobe Acrobat Reader. Or if on a MAC you can use both Adobe Acrobat Reader or Preview. Simply go and right click on the file or open Adobe Acrobat Reader and go to file open and select the toolkit item file of your choice.

Open the PDF file in Adobe Acrobat and Select Edit PDF

Open the PDF file of your choice in Adobe Acrobat Reader and go to the tool panel on the right side and select **Edit PDF**. When you click on this option it will allow you to edit text, delete grey box and insert your own logos.

Editing Text

Once you select **Edit PDF** then it is easy to edit any section or all sections in the PDF provided to you in the toolkit. To edit text make sure you are in **Edit PDF** mode. Once you are in this mode simply select any text on the PDF and start typing to replace copy just like any word or text program. You have additional options on your right side panel.

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Inserting your logo and deleting grey square

Once you have made your text edits its time to insert your program logo and learn how to delete the grey square with the 'Insert Program Logo Goes Here' - to do that is very simple. Make sure you are in **Edit PDF** mode. Then simply select the grey square and the 'Program Logo Goes Here' text box and hit delete on your keyboard/computer.

WhatsApp

Have You Tried This?



What it is
Why use it
When to use it
How to use it

What's Next

1. Check out this page to stay up to date with campaign strategies and tools:

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

2. Continued ad campaign statewide through 6/30/23.

3. What additional assistance do you need to effectively implement the Outreach Campaign?

Call Ben.....

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Illinois Adult Education: What You Need to Know

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Program Directory Updates

Illinois Adult Education
YOUR PATH. YOUR FUTURE.

Member Login

Select Language

Program Directory

Find a class or tutor for adults.

Classes and tutoring programs are available throughout Illinois to help adults learn English, improve reading and math skills, prepare for the GED, prepare for Citizenship, learn how to use computers, and more.

Need Help?

Questions?
Call or Text (800)-321-9511
English, Spanish, and Polish speaking operators are available
M-F, 8:30 am - 4:30 pm.
Or send this form: English | Español | Polski

Search by City, Chicago Neighborhood, or Zip

Scroll down for search results.

I am looking for classes in:

- Reading
- Math
- English as a Second Language
- High School Equivalency

I am looking for tutoring:

- Yes

Class/Tutoring Times

- Morning
- Afternoon
- Evening

Interested in becoming a tutor?

- Yes

Keep your program listing current!

Contact:
lsherwood@cntrmail.org
if you need help.

directory.iladulthoodhotline.org/



Thank you!

