Strong Workforce

Marketing Committee Meeting
February 2021

Agenda.

Back2Work Update

Current Workstreams

Media Preferences Survey

Editorial Calendar

Civilian

#Back2Work Campaign Update.

The campaign ended on 2/10 and we are working now to produce a wrap-up report. The initiative may be revisited and updated if/when the COE releases an updated version of the report.

Topline Campaign Highlights:

- Press Spots Secured: 2 (ABC10, KUSI)
- Impressions: 11,437,955
- Clicks: 62,412
- **Landing Page Visits: 29,868**
- Direct Mail Drops: 1

Note: Initial reporting figures may be subject to some change upon final reporting

Collateral:

- Flyer or other collateral could be developed based on needs - what information, format, and layout would be useful?

Civilian™

Current Workstreams.

Civilian™

Wrapping up Year 3.

Status:

- Full year **enrollment campaign** reporting is being finalized

- 2020 **Impact Report** completed and distributed

- **3-year Marketing Plan Report** in final proofing and edits stage

Next Steps:

- **Enrollment campaign** report will be circulated once approved, including executive summary

- **Impact Report** posted to resources section of CE.org, will be shared in social post, used for CTE month pitching, and distributed to all colleges

- **3-year report** will be designed and finalized once fully edited

Civilian™

CTE Month.

Status:

- POV and pitch idea developed

- Pitch & release drafted and circulated for feedback

- Utilizes Impact Report as primary pitch

Next Steps:

- Pitch shared for approval, gathering feedback - seeking to finalize on 2/12

- Organic social to support pitching and college specific events

Civilian™

CE.org & Program Finder.

Status:

- All updated program finder google docs due today **2/11**

- Website updates flagged during B2W process being incorporated and rolled out alongside general maintenance

Next Steps:

- English and Spanish program finders will be updated based on existing docs

- B2W programs will be reviewed and any outstanding programs flagged

- Website updates will be rolled out as appropriate

Civilian

K12 Landing Page.

Status:

- Requirements for integration of K12 information and content into CE.org page being assessed

Next Steps:

- Page development and roll out will be integrated into overall CE.org update prioritization

- Will also be supported by additional collateral development where needed

Civilian™

Preferred Provider.

Status:

- Direction approved in conjunction with EDC and Kevin McMackin

- Working through brief, timeline, and detailed recommendation development

Next Steps:

- Aiming to brief Civilian media, PR, creative, and digital teams this month

- Timeline for rollout of various elements to be approved, working with EDC to finalize

- EDC providing a list of headlines, contacts, and resources to inform content prioritization

Civilian

Enrollment Campaign Planning.

Status:

- Enrollment campaign in the early stages of planning, looking to reshape target audiences around diversity & equity while maintaining performance

- Working group formed

Next Steps:

- Exploring data to inform update to targeting

- Creating formal media brief to guide planning process

- Working group met with Data & Research team - awaiting follow ups from that meeting to inform targeting

Civilian™

Media Preferences Survey.

Discussion Point: Taking advantage of survey?

Are any colleges taking advantage of access to media preferences survey?

The Spring survey window is open from February 15th - April 11th. Colleges are able to participate at any point between those two dates.

If so,

- When will results be available?

- How will you be utilizing the results?

Civilian™

Editorial Calendar.

Civilian™

Editorial Calendar - Building in Diversity.

Description: 2021's editorial calendar will formally start in March, following B2W in Jan and CTE Month in Feb. This group can help shape the calendar by flagging key newsworthy themes throughout the year that you would like the region to investigate and assess for suitability.

Building in Diversity: Versions of Diversity Awareness calendars exist ([example](#)), and the regional efforts should incorporate this type of thinking and any campus specific efforts around this topic. If nothing exists, which aspects can and/or should the region highlight on their own?

Next Steps:

- Colleges to flag any key events, months, or programs that merit consideration for inclusion into editorial calendar
- Colleges to flag any timely efforts around equity and diversity
- Civilian to produce full year editorial calendar for review and approval

Civilian

Round Table

Civilian™

Discussion Points.

Quick turn op-ed idea.

Any other business?

Civilian

Questions?

Civilian™

Thank you!

Civilian™