

September 2022

# 3fold

## Outreach Plan + Creative Brief

SDIC Exhibit A: Strong Workforce Marketing

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**CAMPAIGN OVERVIEW**

# Campaign Overview

- Goal
  - Improve the public perception of Career Education among relevant audiences to students to enroll in the Region's community college programs and earn sustainable careers
- Objectives
  - Increase awareness of Career Education programs among primary target audiences
  - Bridge understanding gaps for primary target audiences
  - Build sustainable and usable communications for individual colleges and collaborators for use in the Regional campaign

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OUTREACH PLAN

THE OUTREACH PLAN IS THE  
**BEDROCK FOR THE MARKETING  
CAMPAIGN. IT CONSISTS OF RESEARCH,  
TARGET AUDIENCE PROFILES, AND  
COMMUNICATIONS FRAMEWORKS TO  
INFORM THE CREATIVE, MESSAGING,  
AND MEDIA.**

# KEY TAKEAWAYS



## Key takeaways

Macro-campaign to appeal to ALL audiences

3fold recommends one (1) macro-campaign that will act as an umbrella to address the main messages and pain points for all relevant audiences.





# Key takeaways

## Micro-campaigns to engage individuals

In addition to the macro-campaign, 3fold recommends running five (5) parallel micro-campaigns to encourage 1:1 engagement with each audience profile using their preferred media tactics. These audience profiles are:

- Prospective student, young
- Prospect student, adult
- Parent/caretaker
- High school counselor
- Employer



# Key Takeaways Summary

- One (1) macro-campaign to address all audiences
  - Macro will use large scale messaging and use tactical messaging
- Five (5) micro-campaigns to address individual audiences and encourage 1:1 engagement using the tactics they prefer. These audiences are:
  - Prospective student, young
  - Prospective student, adult
  - Parent/caretaker
  - High school counselor
  - Employer
    - Micro will use more intimate advertising touchpoints and address individual barriers and motivations

RESEARCH



# Research

- Regional research
- Macro trend consultations

# Regional research

## Key findings:

- One message won't fit all
- Most profiles care about the idea of **belonging**
- High school counselors could be the key to long term Career Education marketing opportunities
- It might be time to retire the student story





# Macro-trends

## Slow moving currents that build change

- Remain stable over 2-5 years and give way to micro trends that are regional and population-specific
- Agnostic to industry, company, and region
- Rooted in consumer sentiment
- Identifies business challenges (opportunities)

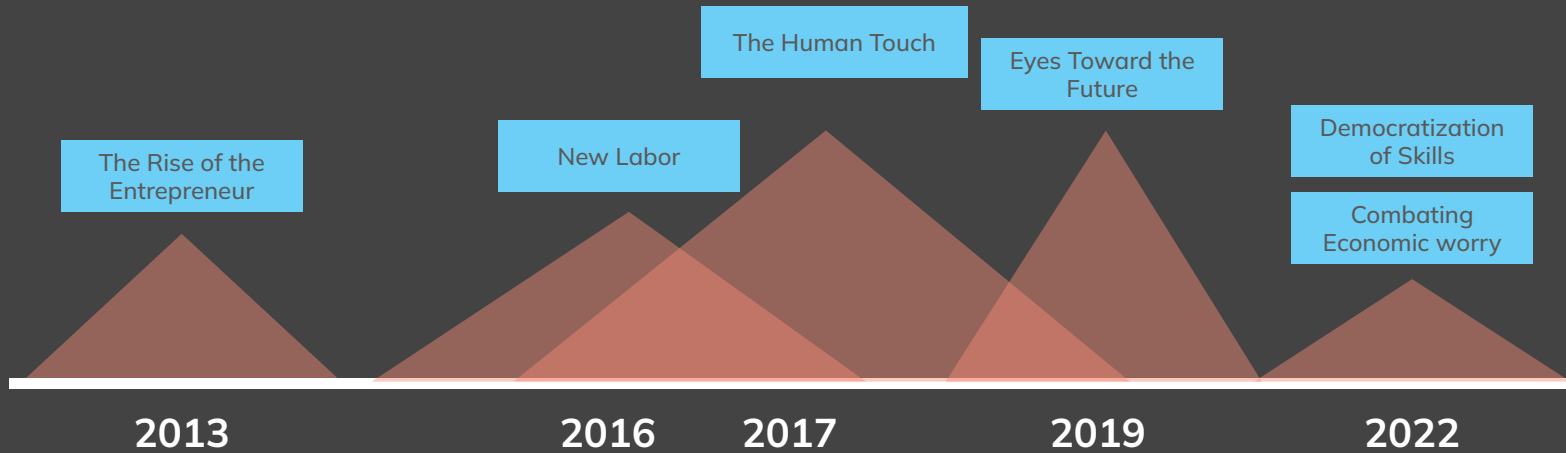


# Macro-trends for the Region

- Democratization of skills
- Combating economic worry

# How did we get here?

## Macro-trend evolution





## Democratization of skills

The hunt for (re)training that allows everyone to adapt and prosper in a rapidly changing arena.



# Democratization of skills

## How does this apply to the Region?

### For the employer

Increasing employer engagement by positioning Career Education as an upskilling initiative for their employees

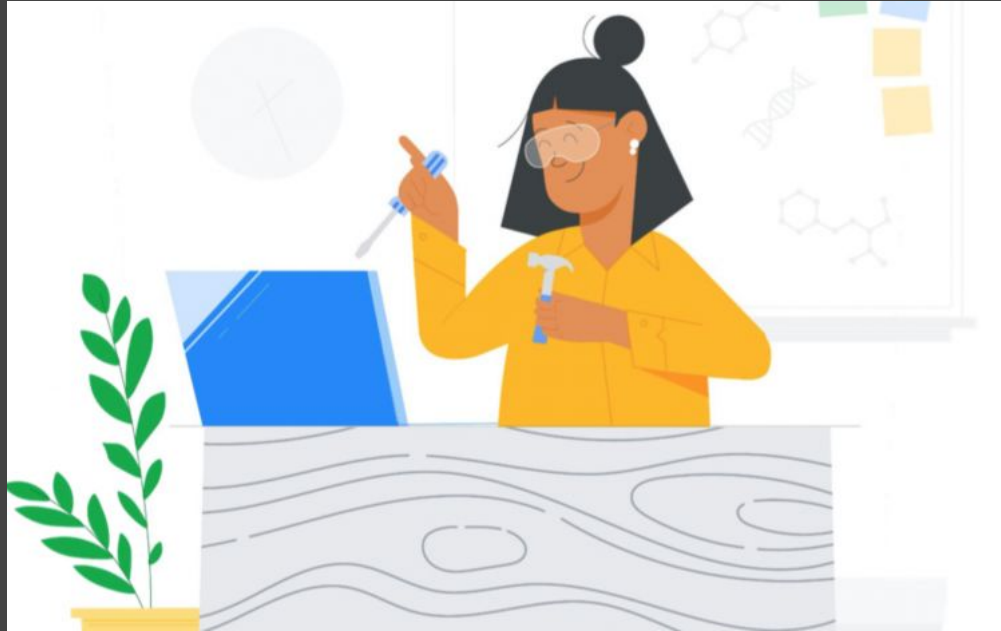
**Challenge: Automation is expected to increase from 7.5% to 9.4% by end of 2022**

### For the students

Looking for the confidence they need to navigate an always-changing world

**Challenge: New learning options are made available, driving expectations that future education is flexible and autonomous**

# This trend in action



Google launches a repair program that empowers students to fix their own Chromebooks

## Combating economic worry

Future-proofing skills and knowledge to win in a disrupted future.



# Combating economic worry

## How does this apply to the Region?

### For parents/caretakers

Job automation is affecting their jobs and they're realizing the pace of innovation will catch up to their kids' future careers

**Challenge:** 43% of consumers say technology has complicated their lives as much as it has benefited them ([Accenture](#))

### For adult students

Older students are more aware they must consider lifelong learning to stay economically relevant and marketable.

**Challenge:** Online courses grew by 2,500 in the last academic year alone ([Chronicle of Higher Ed](#))

# This trend in action



The University of Tokyo launches a number of Metaverse-related courses

# Research Summary

- Regional research tells us that:
  - One message won't fit all
  - Most profiles care about the idea of **belonging**
  - High school counselors could be the key to long-term Career Education marketing opportunities
  - It might be time to retire the student story
- Macro-trends tell us that:
  - There is a global hunt for (re)training that allows everyone to adapt and prosper in a rapidly changing arena
  - We are experiencing a global shift toward future-proofing skills and knowledge to win in a disrupted future

TARGET AUDIENCE





# Target audience profiles

- Narratives that help frame the Career Education campaign through the lens of the end-user
- Helps us find context in their lives
- Based on regional data, macro-trends, stakeholder interviews, and focus group respondents
- Profiles include:
  - Prospective student, young
  - Prospective student, adult
  - Parent/caretaker
  - High school counselor
  - Employer

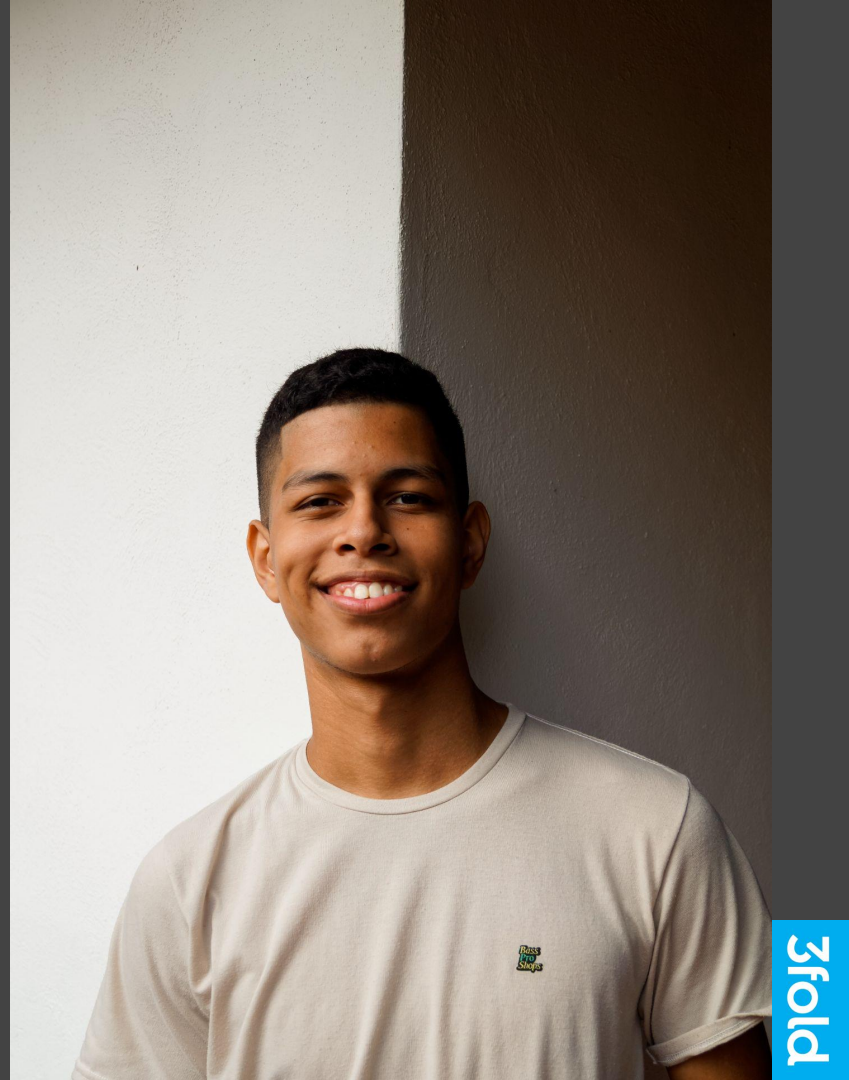
## Meet Adrian

*“There’s a lot of pressure to be successful if you get a degree.”*

**Prospective student, young**

Demographic profile

- Male
- 20 years old
- Single
- Hispanic
- English speaker
- Imperial County resident
- High school diploma
- HHI: <\$35,000

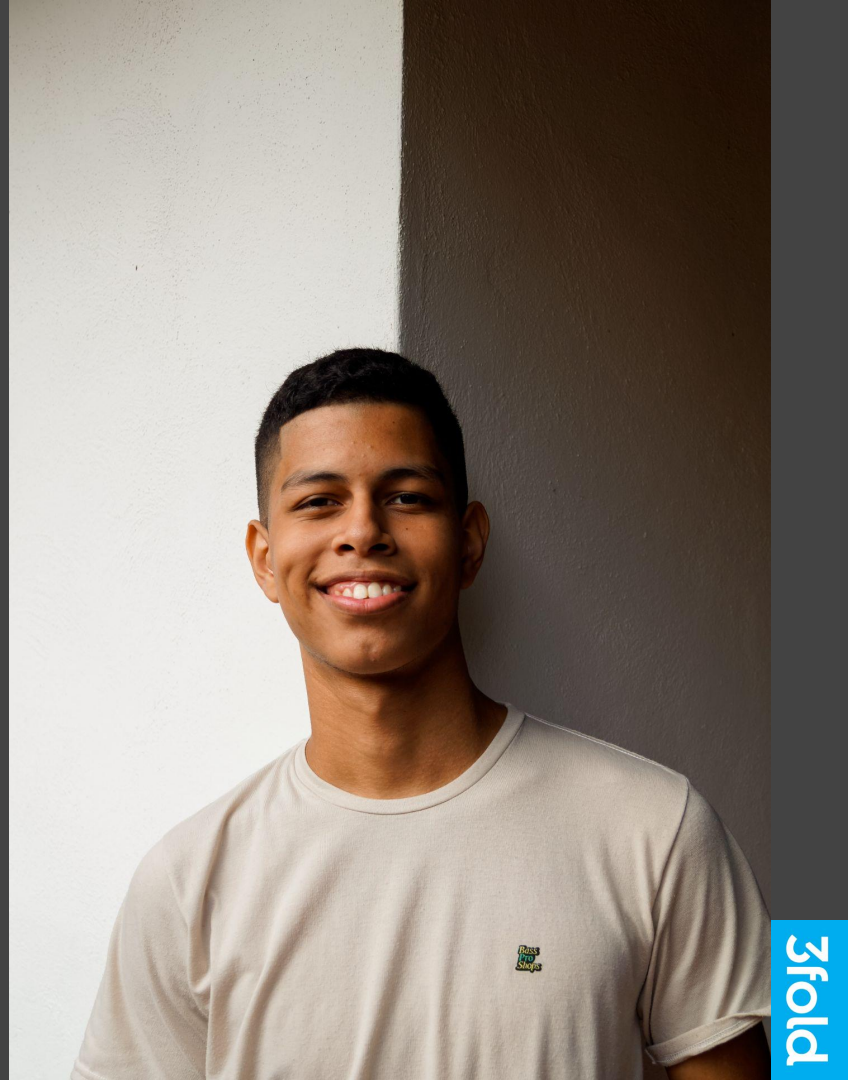


# Meet Adrian

Prospective student, young

Behavioral profile

- Motivations:
  - Economic parity
  - Relieve pressure from family
- Barriers
  - Doesn't know community colleges lead to a career
  - Low or poor internet connectivity



## Meet Candace

*“Back to school? No. That’s for kids. I’m working, and I’ll be fine.”*

**Prospective student, adult**

Demographic profile

- Female
- 42 years old
- Single
- Black/African American
- English speaker
- San Diego County resident
- GED
- HHI: \$41,000-\$51,000





# Meet Candace

Prospective student, adult

Behavioral profile

- Motivations
  - Self-fulfillment
  - Ease financial pressures
  - Role model for kids
- Barriers
  - Busy schedule
  - Doesn't know her local community college(s) have career-focused programs



## Meet Silvia

*“I don’t care what she chooses to do - I just want her to be happy. And to decide. Soon.”*

### Parent/caretaker

#### Demographic profile

- Female
- 50 years old
- Married
- Hispanic
- English speaker
- San Diego County resident
- Associate’s degree
- HHI: \$81,000



# Meet Silvia

## Parent/caretaker

### Behavioral profile

- Motivations
  - Seeing her daughter happy
  - Financial savviness
- Barriers
  - Lack of time
  - Doesn't know local community colleges have Career Education programs



## Meet Chris

*“A four year just isn’t for everyone, and my kids need to know they have options that are good for their futures.”*

### High school counselor

#### Demographic profile

- Male
- 34 years old
- Married
- Hispanic
- English , Spanish speaker
- San Diego County resident
- Bachelor’s degree
- HHI: \$56,000





# Meet Chris

High school counselor

Behavioral profile

- Motivations
  - Helping his students plan their future
- Barriers
  - Lack of Career Ed resources
  - Doesn't know local community colleges have innovated their career-focused programs



## Meet Vanessa

*“I’m looking for a partner with the capacity to help me build a strong, future-proof workforce.”*

### Employer

#### Demographic profile

- Female
- 36 years old
- Single
- Asian
- English
- San Diego County resident
- Bachelor’s degree
- HHI: \$59,000



# Meet Vanessa

## Employer

### Behavioral profile

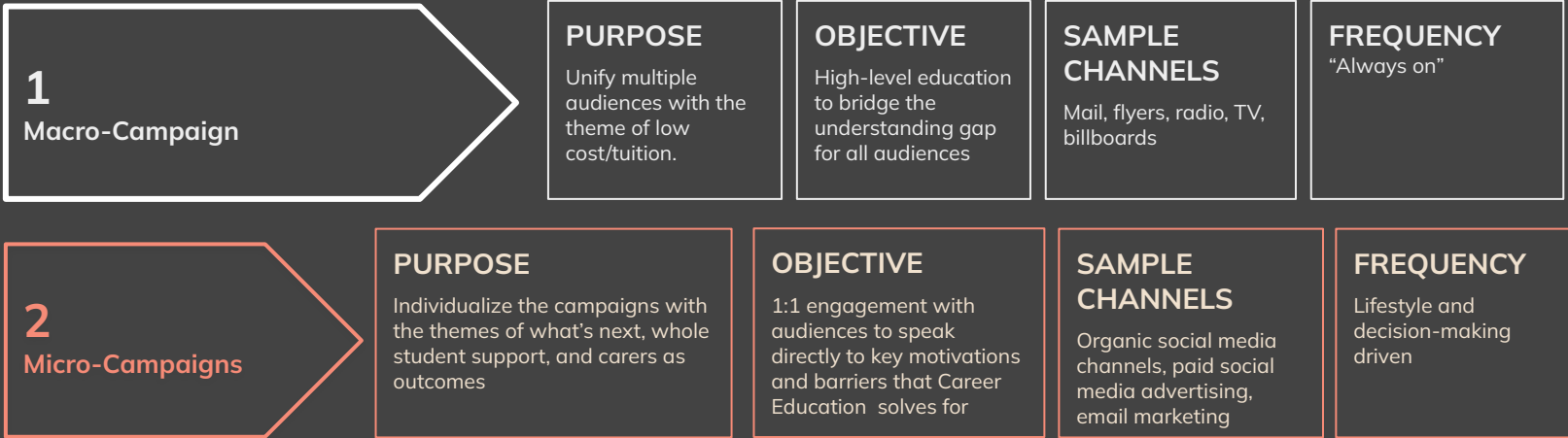
- Motivations
  - Decreasing her workload
  - Finding long term solutions to worker shortages
- Barriers
  - Lack of staff/support
  - Preconceived idea or circumstance that has led her to avoid partnering with community colleges
  - Lack of awareness of what Career Education is (and why it's important for her)



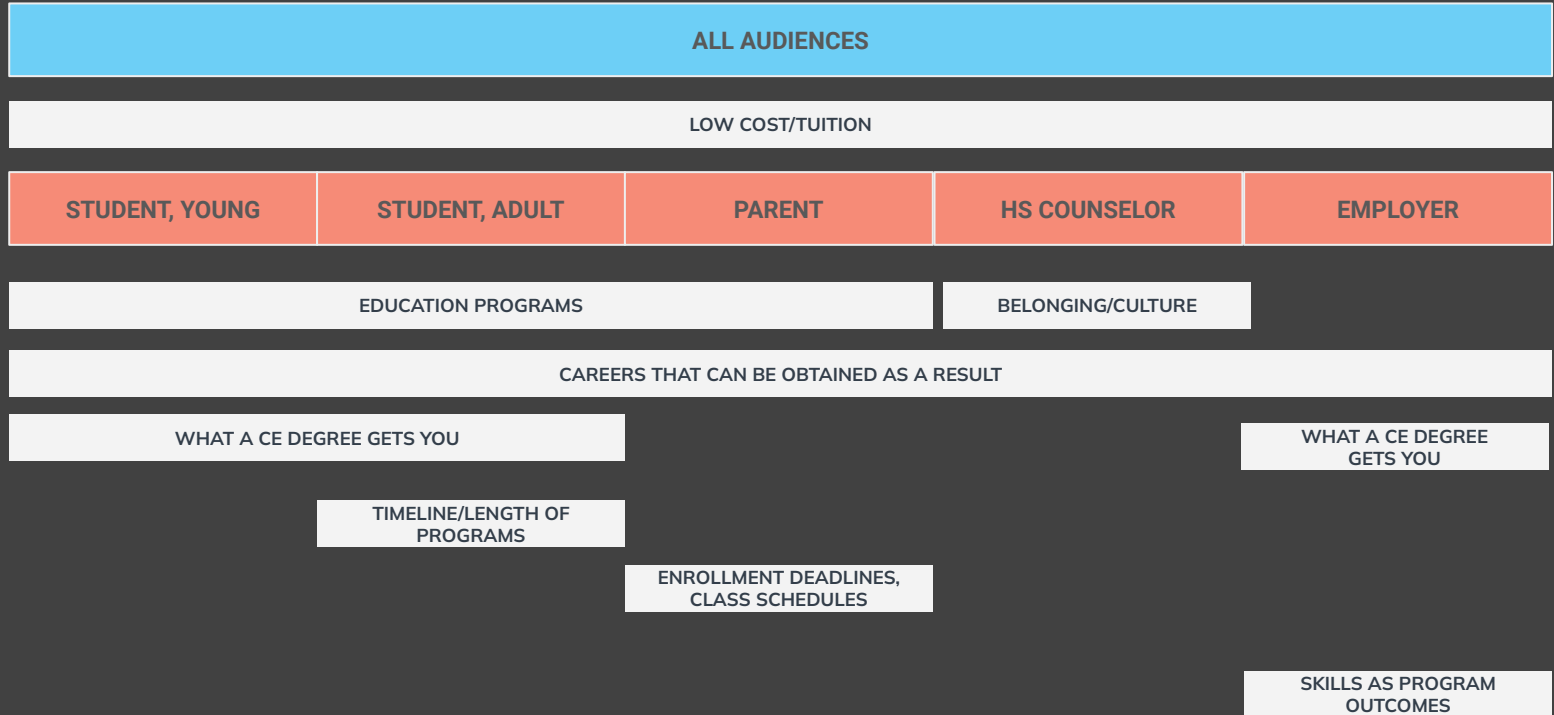
COMMUNICATIONS



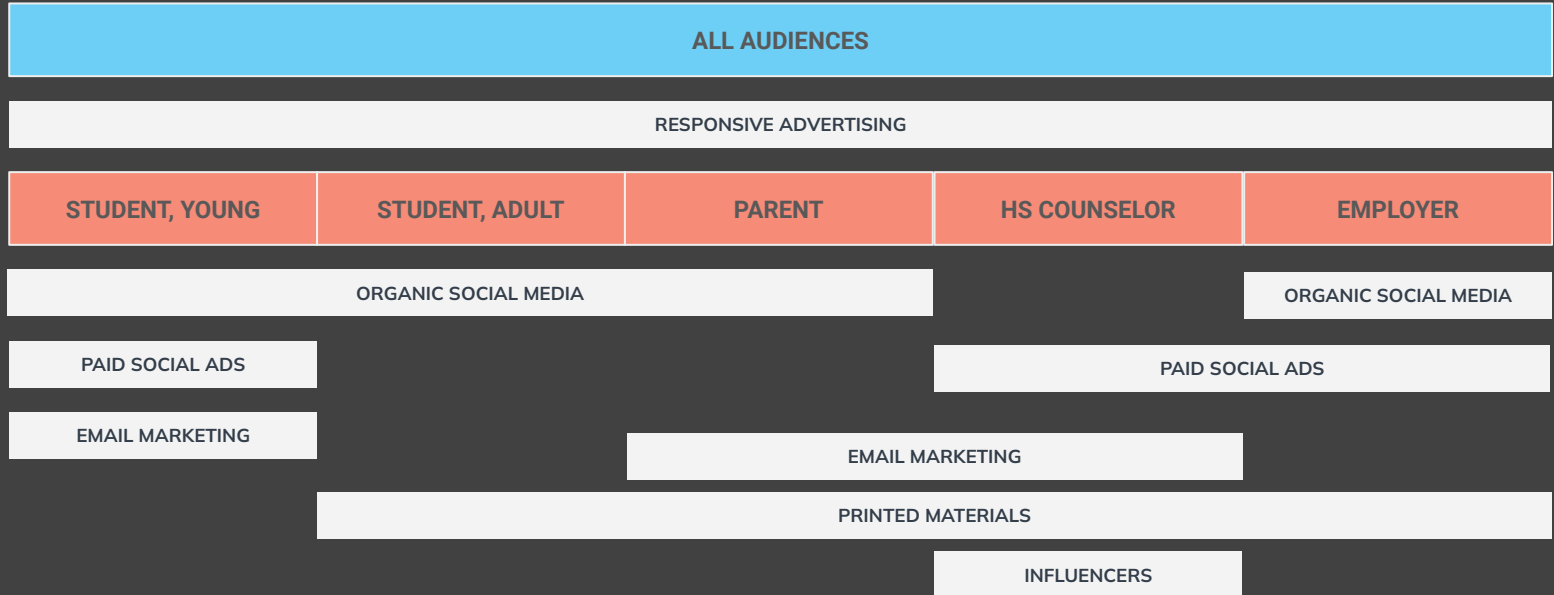
# Communications Outreach framework



# Communications Outreach framework



# Communications Outreach framework



# Communications Summary

- The outreach framework gives us the chance to talk to all audiences at once *and* individually
- Frequency is determined by lifestyle and decision-making processes
- Touchpoint opportunities can and will change



# CREATIVE BRIEF



# Creative Brief 101

## The creative sandbox

The creative brief is used to inform the concept that follows the outreach strategy. It is comprised of the “sacred six”:

- Goal: What is the client’s business trying to achieve?
- Target audience: What attributes bond this group together?
- Problem: What’s stopping the audience from achieving the goal?
- Insight: What could we tell them that would get them to look at the problem in a new light?
- Single minded proposition: How does the brand help use this insight to get around the problem?
- Action: What do we want the audience to think/feel/do to reach our goal?



# Creative Brief 101

## What it is *not*

The creative brief should be succinct, insightful and compelling. A creative brief can't:

- Be used to cram in multiple goals and objectives
- Address only the business problem
- Mistake an observation for an insight
- Make the single minded proposition (SMP) *not* single minded
- Not clearly define what we need the target audience to do





# Example Brief

Client: Quaker Oatmeal

What's their goal?

Increase sales - there's been a decrease since people stopped eating breakfast now that they're heading back into work



# Example Brief

Client: Quaker Oatmeal

Who's the target audience?

The perpetually overbooked - mom running out the door sloshing coffee around, dad with a briefcase full of papers spilling out, teens hurriedly texting and dashing to the car



# Example Brief

Client: Quaker Oatmeal

What's the human problem?

They don't have the time to do everything and feel that they need more hours in the day





# Example Brief

Client: Quaker Oatmeal

What's the insight?

But here's the thing - it's not a matter of time, but of *energy*





# Example Brief

Client: Quaker Oatmeal

What's the SMP?

Show that by eating Quaker Oatmeal the perpetually overbooked will have more energy for the important stuff, and be happier as a result



# Example Brief

Client: Quaker Oatmeal

What's the action we want the audience to take?

Eat Quaker Oatmeal to get energized



# THE STORY OF THE CREATIVE BRIEF

## GOAL

Sell more oatmeal

## TARGET AUDIENCE

Sell to the perpetually  
overbooked

## PROBLEM

They don't think they have  
enough time in their day

## INSIGHT

Actually, it's not about  
time. It's about energy.

## SMP

Show that by eating  
Quaker Oatmeal they get  
the energy to do  
everything they need (and  
they'll be happy)

## ACTION

Eat Quaker  
Oatmeal to  
get  
energized

# Our Brief

**Client: The Region**

What's our goal?

Improve the average perception of the Region's Career Education programs among key audiences by reducing the consortium's neutral score (48%)





# Our Brief

**Client: The Region**

Who's the target audience?

The future adverse - people with the desire to find where they belong in the future of work, worried about economic uncertainty, and how they prove themselves against what's to come



# Our Brief

**Client: The Region**

What's the human problem?

Everything feels temporary (waiting for the shoe to drop)



# Our Brief

**Client: The Region**

What's the insight?

Here's the thing about temporary; it reminds you  
of what is permanent





# Our Brief

**Client: The Region**

What's the SMP?

Show that Career Education is built to last

- Careers that are built to last
- Curriculum and programs that are built to last
- Education that is built to last
- Talent pipelines/partnerships that are built to last



# Our Brief

**Client: The Region**

What's the action we want the audience to take?

Explore what lasts



# THE STORY OF THE CREATIVE BRIEF

## GOAL

Improve the Region's perception

## TARGET AUDIENCE

Improve the future adverse population's perception of the Region

## PROBLEM

To the future adverse, everything feels temporary

## INSIGHT

Here's the thing about temporary - it reminds us of what's permanent

## SMP

Show that Career Education is built to last

## ACTION

Explore what lasts

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Thank you