



SAN DIEGO IMPERIAL COUNTY

Veteran Research Plan

January 2023

EXECUTIVE SUMMARY

The veteran engagement campaign intends to augment San Diego and Imperial County's public perception by building awareness and interest among local veterans and their influencers. This research plan defines the Region's problem and identifies the most effective methodologies for uncovering data and information.

The synthesized findings will be provided to the Region's stakeholder group with actionable insights to increase the engagement of prospective Career Education students who are veterans in the local community college areas.

Business challenge:

- Lack of consistent awareness of programs available for Veterans

Marketing challenge:

- Unclear education and direct-to-career opportunities for veteran populations within Career Education programs

Marketing goal:

- Increase awareness and interest in the college's career-focused pathways among veterans and similar audiences in the Region

Marketing objectives:

- Map the veteran profile and journey to define SDIC's market position relative to its competition (direct and alternative)
- Explore veteran-centric messaging and creative with SDIC's public perception campaign resources, goals, and outcomes

METHODOLOGIES

It is 3fold's intention and goal to capture the opinions, thoughts, and experiences of San Diego and Imperial County's diverse communities. Therefore, each methodology is required to reflect the Region it is polling, including determining equitable outreach methods and capturing diverse research. In addition, 3fold will partner with the

Region's stakeholders to ensure cultural competency and responsibility throughout the research phase of the SDIC Strong Workforce project.

Objective 1 – Map the veteran profile and journey to define SDIC’s market position relative to its competition (direct and alternative)

Community Group Interviews

3fold's objective is to map veterans' journey toward (or away from) higher education, learning resources, and career pathways. It will be essential to clarify how local influencers and trusted messengers understand and share information about the college's programs with their veteran communities. We will do this through facilitated group interviews with community groups identified by SDIC's stakeholders.

Community groups can include veteran affairs teams, nonprofit partners, campus veteran services, on-campus veteran students, or other similarly structured groups. Interviews are conducted virtually or in person by 3fold's Account Executive and Planning Director with a scripted questionnaire. The interview totals 90 minutes and seeks to corroborate independent research findings and solidify longtime positioning opportunities for the college.

Independent Research

3fold's Insights team will conduct independent research using our proprietary software and databases. This research will investigate local and regional economic trends, challenges to the veteran population in the service area, publicly available perception information, and local workforce development opportunities. The research will be primarily conducted by the team's Planning Director and VP of Insights, with contributions from the Account Executive.

Objective #1 outcomes

- Presentation of community group interview findings
- Presentation of cumulative research findings, including key themes and recommendations

Objective 2 – Explore veteran-centric messaging and creative with SDIC’s public perception campaign resources, goals, and outcomes

Stakeholder Workshop(s)

An important part of 3fold's research phase is testing theories and findings with our client stakeholders. Stakeholder workshops are opportunities to collaborate with SDIC's key marketing personnel. Our objective is to solidify the college's long-term positioning opportunities and future-proof the research findings so project stakeholders can share them with multiple audiences.

Creative Testing

Once campaign concepting is complete, 3fold will test the various concepts, copy, art, and audio among identified veteran target audience groups via incentivized surveys. 3fold will manage and facilitate the survey and share findings with the SDIC stakeholder team.

Objective #2 outcomes

- Recap of the stakeholder workshop
- Creative test survey results and recommendations for implementation

PROJECT CALENDAR

Estimated Timeline

Actions	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
Objective #1 - Map the veteran profile and journey to define SDIC's market position relative to its competition (direct and alternative)					
ID community groups					
Facilitate community group IVs					
Present community group IV findings					
Independent research					
Present cumulative research findings					
Objective #2 - Align veteran-centric messaging and creative with SDIC's public perception campaign resources, goals, and outcomes					
ID stakeholders for workshop					
Facilitate stakeholder workshop					
Recap stakeholder workshop					
ID survey audiences					
Develop concept survey					
Facilitate concept survey					
Present concept survey findings					

