



Outreach Plan, Military-Affiliated

SDIC Exhibit A: Strong Workforce Marketing

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3fold

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.

Project overview

- Business goal
 - Enhance the visibility of Career Education programs available to military -affiliated populations
- Marketing goal
 - Clarify education and direct -to-career opportunities for military -affiliated populations within Career Education programming
- Marketing objectives
 - Foster awareness and understanding
 - Enhance engagement
 - Strengthen market positioning
- Target audiences
 - San Diego and Imperial County residents who fit the following criteria:
 - Some college/no degree OR returning learner
 - Military -affiliation
 - Veterans
 - Active duty military personnel
 - Spouses
 - Dependents

KEY TAKEAWAYS



Key takeaways

Promote flexible learning options through creative and media highlighting modalities like online and hybrid

Highlight strategic partnerships and alliances using on-campus staff and resources to establish trust and community

Highlight alignment between skills earned and career attainment using creative and media that draws a direct line from degree to sustainable job placement



RESEARCH



Research

- Stakeholder interviews
- Current student focus groups
- Competitor analysis
- Independent research and development



Key Findings

Demographics Summary

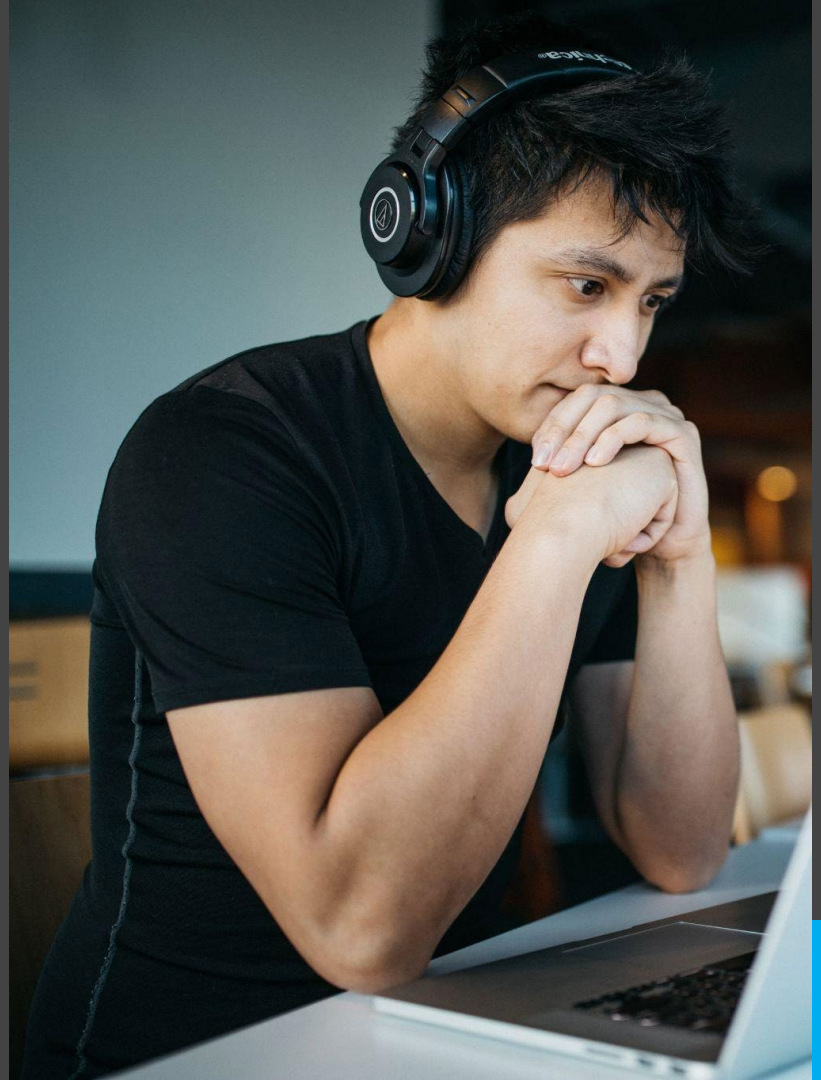
- Diversity in all demo, psycho data points
- Transfer is a main goal
- Fluent in English
- Main college differences are student demos and variety of support services



Key Findings

“What People Don’t Know” Summary

- Need structure + certainty
- Humanize their experience
- Prefer efficiency



Key Findings

“What Brings Them In” Summary

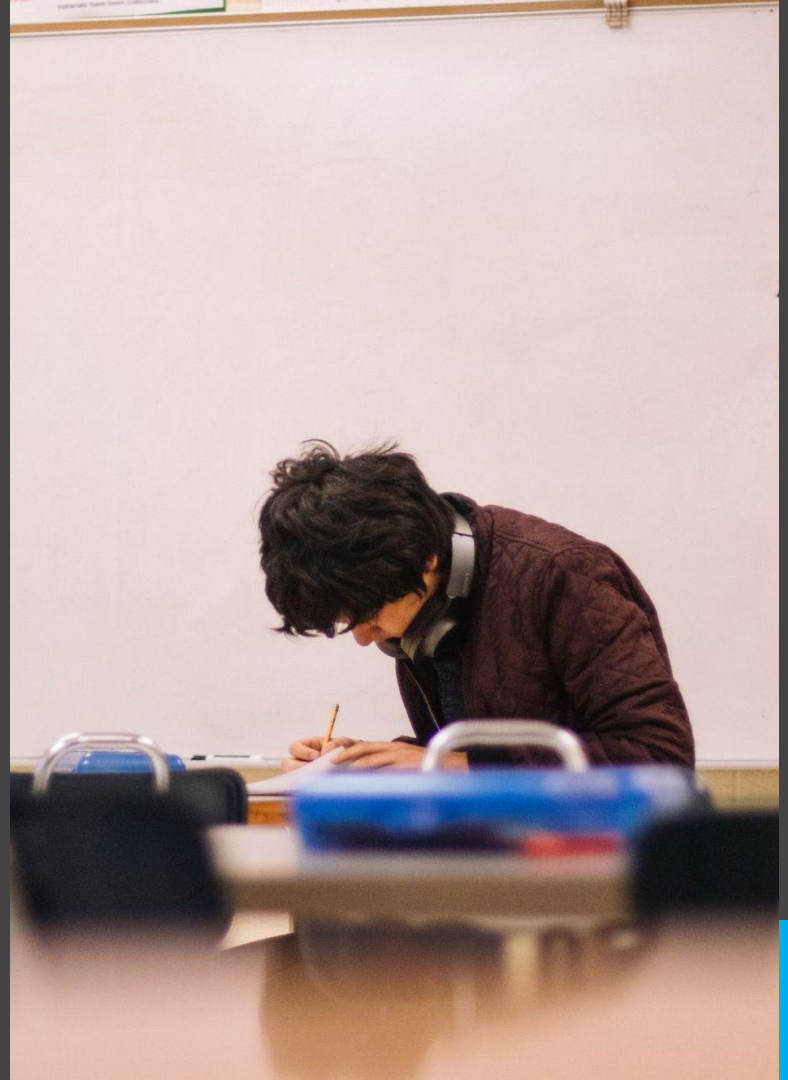
- Interested in STEM, business
- Interested in associate and transfer degrees
- Value in person interactions
- Seek out VA systems for support, then admissions
- Enjoy multiple campus availability



Key Findings

Student Experience Summary

- The importance of access and benefits rank highly
- There is a diversity of interests among military-affiliated students
- Most students care about the practical application of their education in their everyday lives
- The availability of resources at community colleges sets it apart from other institutions



Competitor Analysis

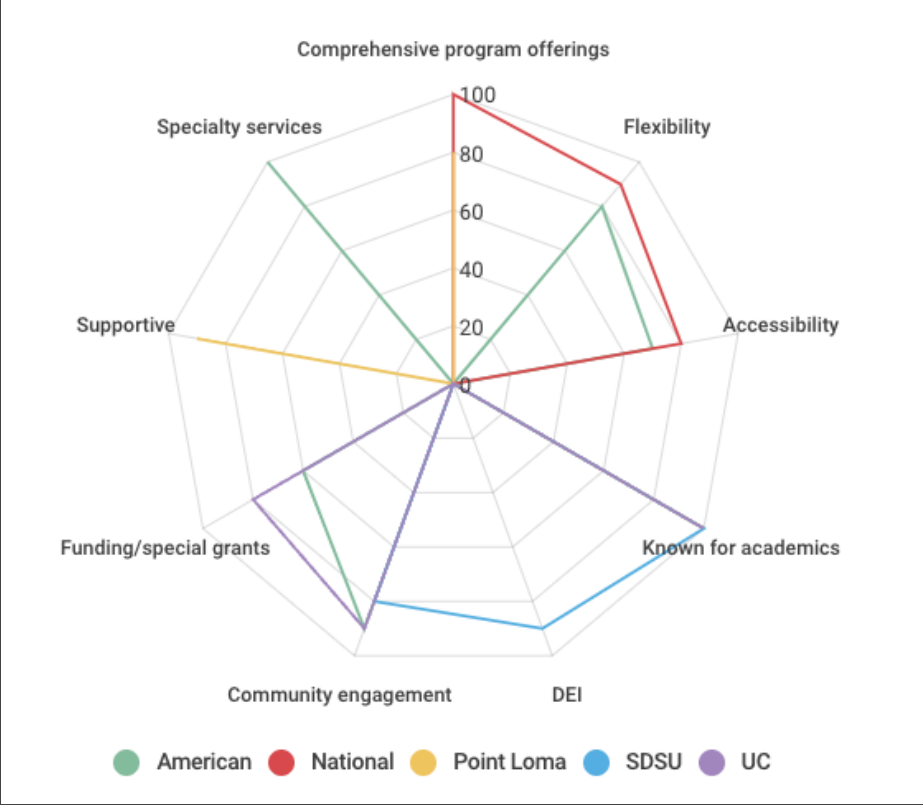


UC San Diego



SAN DIEGO STATE
UNIVERSITY

Competitor Strength Review



Competitor Weakness + Threat Review

	Weaknesses	Threats
American Military University	Online-only Limited target audience	Increased online competition Changes in military education benefits
National University	Limited campus presence Low university ranking	Increased private competition Changes in education dynamics
Point Loma Nazarene University	Limited target audience Limited geographic footprint	Exclusionary practices Increased private competition
San Diego State University	Limited resource allocation/funding	Limited funding Shifting student preferences
UC San Diego	High-cost Geographic limitations	Evolving higher education landscape

TARGET AUDIENCE



Target audience

- 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, student focus groups, stakeholder interviews, competitor analysis, independent research
- Profiles include:
 - Prospective student, dependent
 - Prospective student, young, veteran
 - Prospective student, adult learner, veteran
 - Prospective student, spouse/partner

Meet Dante

"I know the value of education. I want to use my dad's military benefits to succeed in business. That's still the plan"

Prospective student, young (16-24), dependent

- Going back to school in 6 months
- Plans to get a promotion within 3 months of finishing certificate/degree
- Top 3 aspirations: Being happy, being healthy, being respected
- Most important: Challenging himself, being respected, making money
- Wants his college to make him feel valued
- Desires to be tied to the local community



Meet Kellie

“Pursuing my goals at my pace is a game changer. I want to feel supported, no matter what.”

Prospective student, young adult (25-34, veteran)

- Plans to start a new job in 6 months
- Top aspirations: Being healthy, being happy, being financially secure
- Most important: Being respected, making money, supporting good causes
- Wants her college experience to improve her day to day life and provide custom solutions to her needs



Meet Michael

"I trust my fellow vets 100%. They know what it's like figuring out what's next."

Prospective student, returner (35 -44),
veteran

- Going back to school in 6 months
- Plans to start a business within several months of completing his certificate/degree
- Most important: Making money, supporting the US, maintaining traditions
- Top aspirations: Being happy, being financially secure, being a good partner/spouse
- Wants his college to offer personalized solutions



Meet Sofia

"I'm not exploring options just for myself. I can help make a difference in my family's life."

Prospective student, young adult (25-34), spouse

- Considering school in 36 months
- Plans to use her spouse's military benefits to begin nursing or a similar field
- Most important: Maintaining traditions, being a good partner, personal fulfillment
- Top aspirations: Being happy, being financially secure, being a good partner
- Wants her college to offer community-building opportunities

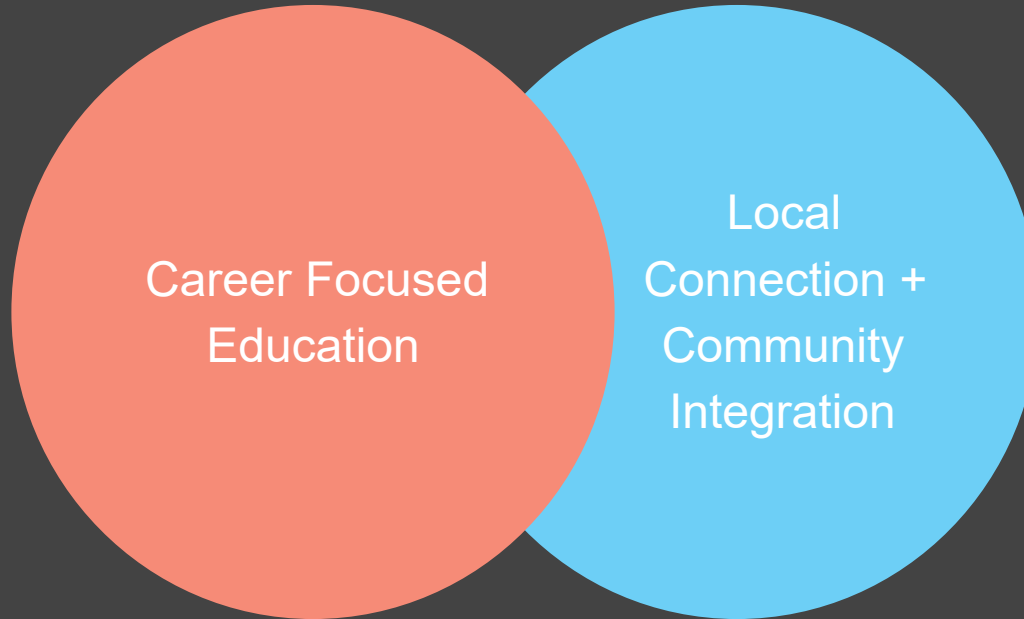


POSITIONING



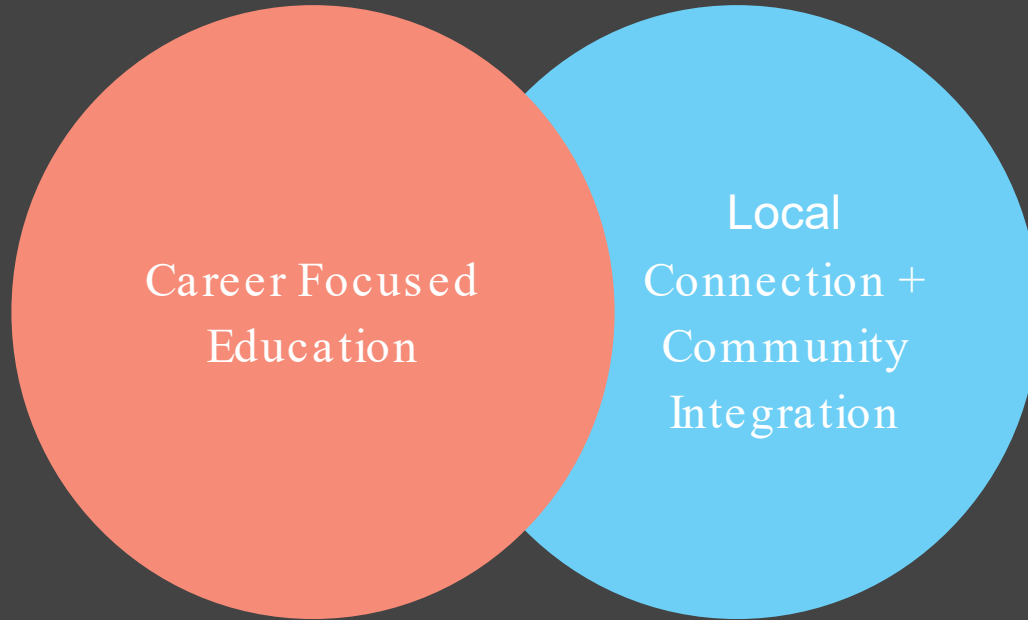
The Region's Unique Selling Points

- Practical skills
- Aligns with regional job market
- Closing gap between education and employment

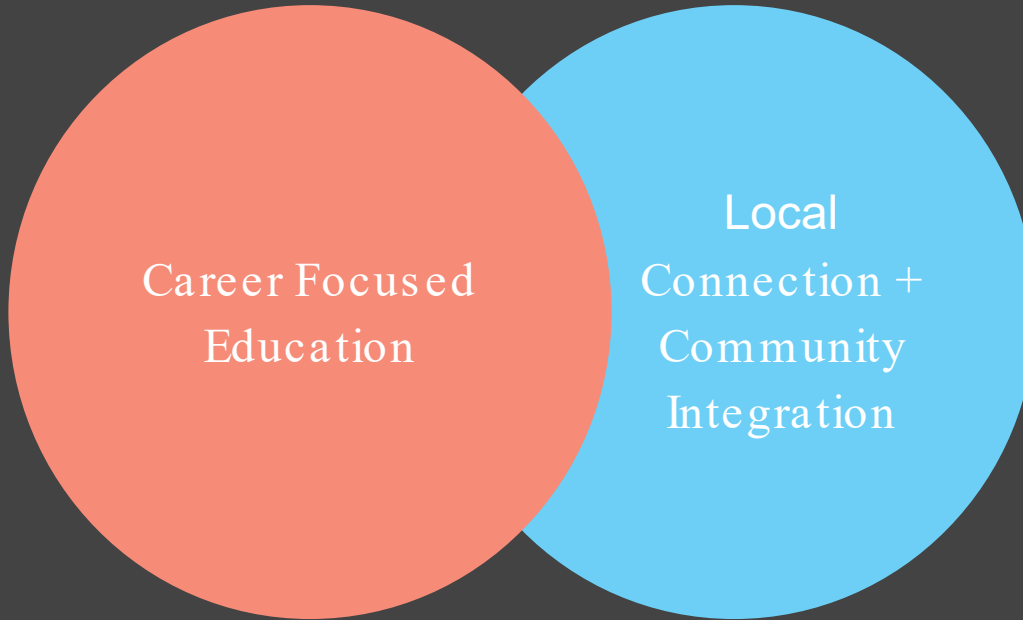


- Close relationships with military -affiliated systems
- Sense of belonging and connectedness

“Where Community and Career Converge”



“Where Community and Career Converge”



- Desire for supportive ecosystem
- Combination of close - knit community + support
- Industry -alignment
- Strategic partnerships with employers, military -affiliated systems

Audience Segmentation

- Funnel funnel approach to encompass the entire customer journey of a student from initial awareness to conversion
- Awareness = Capture attention
- Consideration = Evaluation and comparison
- Conversion = Engage





Introduce them to CE, the Region

Define our competitive advantages

Invite them to engage

Positioning by Audience Segment



“Fast Track Your Ambition With Us”

- Capitalize on ambition
- Emphasize efficiency, flexibility
- Demonstrate relevant programs

AWARENESS

Fast track your ambitions with our accelerated career programs.

CTA: Discover an educational journey tailored for ambitious, military -affiliated people like you.

CONSIDERATION

Unlock your potential: Accelerated pathways for military -affiliated people

CTA: Explore our range of programs and discover the fast track to your success.

CONVERSION

Take the leap and fast -track your ambitions today

CTA: Enroll now and make your ambitions a reality.

Positioning by Audience Segment



“Real Support for Your Real Life”

- Seek personalization and authenticity
- Desire genuine interest and support
- Highlight tailored services, community

AWARENESS

Real support for your real life:
Personalized and authentic
education

CTA: Discover a community that
genuinely cares about your success.

CONSIDERATION

Your success is our mission

CTA: Join a community that understands
your journey and offers authentic
support to help you thrive.

CONVERSION

Unlock your potential: Experience
personalized support for military -
affiliated students

CTA: Enroll today and discover
personalized and authentic support
that sets us apart.

Positioning by Audience Segment



“Pride in Your Journey, Support for Your Success”

- Take pride in their experience and resulting skills
- Establish a reliable connection
- Show deep understanding of goals and interests

AWARENESS

Celebrating your journey, fueling your success

CTA: Join a community that takes pride in your journey and fuels your success.

CONSIDERATION

Unwavering support for our military affiliated students

CTA: Join a community that takes your ambitions seriously and supports you every step of the way.

CONVERSION

Forge your future: Join a college that proudly serves

CTA: Enroll today and join a community that takes immense pride in supporting your journey.

Positioning by Audience Segment



“Together, We Thrive”

- Showcase supportive environment
- Illustrate support systems and community roots
- Help explore their interests and goals

AWARENESS

Time to thrive

CTA: Join us to unleash your potential and start a journey of growth and success with us.

CONSIDERATION

Are you ready for a brighter future?

CTA: Explore our programs and take the next step toward a fulfilling career.

CONVERSION

Transform your aspirations into reality now

CTA: Enroll in our programs and unlock a world of opportunities.

3fold

NEXT STEPS

Next steps

- Media plan
- Creative brief

Appendix

- [National University Veteran Services \(National University\)](#)
- [On-base courses, scholarships, and other active duty benefits from National University \(Task and Purpose\)](#)
- [NU Awards \\$175k in New Military Spouse Scholarship Program \(San Diego Business Journal\)](#)
- [San Diego State University and the Military -University Complex \(WSWS.org\)](#)
- [Veteran Support Part of SDSU's Identity \(SDSU NewsCenter\)](#)
- [Inaugural Military & Veterans Procurement Opportunities Summit \(US Veterans Magazine\)](#)
- [Military Transition Conference \(San Diego Veterans Magazine\)](#)
- [UC San Diego's Training Program Creates Career Paths for Veterans \(India Education Diary\)](#)
- [Supporting Veterans in the UCSD Community \(UCSD The Guardian\)](#)
- ["Quiet Heroes": Get to Know the 2022 UC San Diego Veterans of the Year \(UC San Diego Today\)](#)
- [PLNU SVA Commune and Raise Student Body Awareness for Veterans Day \(The Point\)](#)
- [PLNU Military Programs and Services \(Point Loma Nazarene University\)](#)
- [Student Veterans Resource Center \(UC San Diego\)](#)
- [Serving the Brave \(American Military University\)](#)
- [American Public University System Appoints US Army Lieutenant General David Halverson to Board of Trustees \(Street Insider\)](#)

THANK YOU

