

## ***Implementation***

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### ***PHASE ONE: Support Fall Registration: Now - July 1***

- a. Strategy - Focus on Job Training and Professional Growth with 75% of normal spring expenditures
- b. Audience: Working Adults
- c. Tactics - Use the Right time/right place with connect language
- d. Message Focus - What's Driving You?
- e. Begin Redesign on Website
- f. Begin Shooting Program Videos on Targeted Programs
- g. Media - Targeted buys aimed at working adults
  - i. Push Media (1 Billboard style)
    - 1. Billboards
    - 2. Busses/Signage/Co-Sponsor Opportunities
  - ii. Radio (2 Ad)
    - 1. Stations aimed at a 28 - 40 demographic
  - iii. Normal Collaterals
    - 1. Schedule
    - 2. Flyers

### ***PHASE TWO: Rollout Initial Brand & Bump Fall Registration - July 1 - December 31***

- a. Strategy - Introduce the new brand with the start of the new school year
- b. Audience - Entire Internal & External Communities
- c. Tactics - A full media push aimed at the entire community
- d. Message Focus: Use "what Drives You" in every message opportunity
- e. Rollout Program Videos for use by Programs and in DVD's
- f. Media At Rollout July - September
  - 1. 2 Radio Ad
  - 2. 3 Billboard Format
  - 3. 3 Cable Ad
  - 4. Begin Email Promotion
  - 5. 3 Newspaper Ads

### ***PHASE THREE: Brand Expansion and Spring Campaign: November - January***

- a. Strategy - Expand the brand into the new year
- b. Audience - Focus on High School Grads, and Working Adults
- c. Tactics - A full media push aimed at:
  - i. High Schools
  - ii. Working Adults
- d. Message Focus: Use "Driven" or "What Drives You" in every element
- e. Rollout New Website
  - i. Web Landing Area for High School

- a. Place for H.S. Students on the Website
  - b. Landing Pages for each print and digital campaign effort (tracking)
- f. Media Ad From March - August
- ii. High School (Traditional)
    - 1. H.S. Newspapers
      - a. Advertisements
        - i. Series of three with 17 - 18 year olds as focus  
- Driven to 4-year/ Driven to job/connect to future
      - b. News Releases
        - i. Transfer Rates
        - ii. Job Rates
        - iii. Recruitment for College Programs
    - 2. H.S. Mailings
      - a. Normal High School Collaterals
      - b. Two postcard leading to full size mailer series
        - i. Driven to a 4-year degree
        - ii. Driven to a great job
        - iii. What drives your future
    - 3. Mass Media
      - a. Radio
        - i. Use Existing Spots
      - b. Television
        - i. Use Existing Spots
      - c. Theater Slides - Q and A.
        - Example: Who graduated from X 4-year college this year? Barton Student Z.... Get connected to a 4-year degree.
    - 4. Continue Program Video Creation Digital Media (Next 15)
    - 5. Promotion - iPod Drawings for Email Address
      - i. Send your email address
      - ii. You send marketing materials in an HTML format
      - iii. At end of month do drawing and award an iPod
      - iv. Keep building list and do one iPod a month
  - iii. Working Adult / Community
    - 1. Local Newspapers
      - a. Advertisements
        - i. Series of three with 30 year olds as focus -  
Connect to 4-year/ connect to job/connect to future
      - b. News Releases
        - i. New Brand and its two-edge focus
          - 1. Connect people to their future
          - 2. Connect Barton to the community and needs
        - ii. Transfer Rates
        - iii. Job Rates
        - iv. Recruitment for College Programs

2. Professional Publications
  - a. A three series insert for working adults/employers on Transfer/Jobs and Options
  - b. Identify the professional publications in the region (in house)
    - i. Advertise with 3 ad series with 30 - 40 year olds
    - ii. New Releases on relevant programs and/or students
3. Mass Media
  - a. Radio
    - i. Use Existing Spots (including program videos)
  - b. Television
    - i. Use Existing Spots (including program videos)

### WORKING TIMELINE

Phase	Element	M	A	M	JN	J	A	S	O	N	D	J	F
Phase One	Create Billboard/Bus/Radio	X											
	Place Ads for FALL Semester	X	X	X									
Phase Two	Create Brand Media		X	X									
	Media Buy			X									
	News Releases on Brand				X								
	Implement Media Buy				X	X							
Phase Three	Create Media Campaigns			X	X	X							
	H.S. Newspaper Buy						X	X	X	X			
	HS All Other Media Buy								X	X	X		
	Create Digital Package	X	X	X									
	Distribute Digital Package						X	X	X	X			
	H.S. Theater Ads								X	X	X	X	
	Working Adult Media Buys						X	X	X	X	X	X	