

## INLAND EMPIRE / DESERT REGIONAL CONSORTIUM CTE Rebranding and Marketing Campaign Project Timeline

### AUGUST 2017

- Project Management
  - Administrative and project management support.
  - Weekly status calls commence Monday, August 21.
- Prepare for Research
  - Create survey instruments for internal and community attitudes research activities (surveys, focus groups questions, etc.).
  - Interact send focus group and survey protocol to Consortium for review/approval by September 1.
    - Review/approve protocol by September 15.

### SEPTEMBER 2017

- Project Management
  - Administrative and project management support.
  - Weekly status calls.
  - Monthly progress report sent to Consortium on September 25.
- Internal Research
  - Gather internal marketing information (onsite) – Discussion with Ad Hoc Committee to identify the issues to which this plan must specifically respond. This will allow a key internal audience to identify marketing needs, resources and challenges.
  - Conduct online surveys with consortium faculty and staff (one survey), and students (one survey), identifying issues around the regional CTE image and brand and what (if any) barriers there might be to enhancing enrollment and communicating the message.
- Community Attitudes Research
  - Qualitative – Focus groups (week of September 18) with five audiences: High School Students, Parents of High School Students, Business & Industry (General), Donors/VIPs, and Working Adults &/or Current Students.
    - Consortium arranging focus group participants and locations by September 1.
    - Focus groups will be geographically distributed.

### OCTOBER 2017

- Project Management
  - Administrative and project management support.
  - Weekly status calls.
  - Monthly progress report to Consortium on October 30.
- Community Attitudes Research
  - Quantitative - 500 random sample size phone survey of community members within the consortium area.

### NOVEMBER 2017

- Project Management
  - Administrative and project management support.
  - Weekly status calls.

- Monthly progress report to Consortium on November 27.
- Emotional Resonance, Test Brand & Messaging Statements
  - Five focus groups with internal and external audiences to test current brand messaging (same audience groups as above, different participants).
    - Consortium arranging focus group participants and locations by October 13. Focus groups should take place between November 6 - 10.
- Media Relations & Social Media Plan (Editorial Calendar)
  - A strategic regional media relations plan and editorial calendar that includes multi-lingual publications, designed to proactively raise awareness during key campaign timeframes and provide reactive media relations support as need throughout the year. This plan will govern the writing and dissemination of press releases, media announcements, newsletters, etc.
- Website Development
  - Continue design on website; begin development.
- Finalize Brand & Campaign Messaging & Strategy
  - Creation of a name, logo and tagline as well as campaign, its messaging, collaterals, specific tactics for specific audiences, ways to capture leads and contact information, and recommendations for treatments for two years.

## DECEMBER 2017

- Project Management
  - Administrative and project management support.
  - Weekly status calls.
  - Monthly progress report to Consortium on December 22.
- Execute Media Relations & Social Media Plan
  - Coordinate with media, monitor media coverage and implement social media strategies.
- Brand & Campaign Rollout
  - Comprehensive brand rollout, as well as the presentation of the research and findings (the core approach for a campaign). An overview, an approach, and the key findings from the research will be made available to consortium members and college staff for use in planning.
  - Consortium will schedule two meetings: a preliminary roll out to the ad hoc committee in early December (week of December 4) and then a full meeting with the Steering Committee to be held December 13, 14, or 15.
- Communications Plan: Media Buying & Employer/Union Outreach Plan & Execution
  - One-year communications plan; message, media, target, tactics, and budget all come together to create a comprehensive approach to your integrated marketing and communication campaign.
- Website Development
  - Continue design on website; begin development.
- Media Buying Planning Begins
- Website Design Begins

## JANUARY 2018

- Project Management
  - Administrative and project management support.
  - Weekly status calls.
  - Monthly progress report to Consortium on January 29.

- Filming
  - Early January (look for schools that start back earlier). Recommendation: 3 colleges, 5 student interviews, and 3 faculty interviews, and b-roll of 5 CTE programs.
  - Consortium will arrange interview participants and reserve filming locations.
- Media Relations Training
  - Consortium will arrange location and invite participants. Date (TBD) will take advantage of film crew being on site.
- Execute Media Relations & Social Media Plan
  - Coordinate with media, monitor media coverage and implement social media strategies.
- Media Buying & Placement
- Website Development
  - o Conclude development of website and test for ADA/508 compliancy.
- Creation of Consortium Newsroom
  - **“Newsroom” connected to the main consortium site that will house news articles,** photography, videos and other collateral that can be given to news media or utilized in electronic newsletters.
- Advertising Campaign & Collateral Materials
  - Develop the following marketing materials:
    - 3 Basic Television Commercials (Authentic Narration)
    - 4 Radio Spots
    - 5 Templated Newspaper Advertisements
    - 8 Templated Digital Ads
    - 6 Templated Mailers (Postcards)
    - 5 Templated Posters
    - 5 Templated Billboards
    - 25 Templated Web Banners
    - 25 Templated Web Tile ads
    - 25 Templated Social Media Posts
    - 6 Templated Email Blasts
    - 3 Brochure Templates
    - 3 Flyer Templates

## FEBRUARY 2018

- Project Management
  - Administrative and project management support
  - Weekly status calls.
  - Monthly progress report to Consortium on February 26.
- Advertising Campaign Begins
  - o Ongoing measurement and evaluation of advertising campaign
- Execute Media Relations & Social Media Plan
  - o Coordinate with media, monitor media coverage and implement social media strategies.
- Website Development & Training
  - o Conclude development of website and testing for ADA/508 compliancy. Schedule website maintenance training.

## MARCH 2018 – AUGUST 2018

- Project Management
  - Administrative and project management support
  - Weekly status calls.
  - Monthly progress reports delivered on the last Monday of each month.
- Media Relations Training (April)
  - Second round of media relations training offered, if desired.
- Execute Media Relations & Social Media Plan
  - Coordinate with media, monitor media coverage and implement social media strategies
- Media Buying, Measurement, and Evaluation
- Propose Plan for 2018-19 (due April 1)
- Development and Approval of Viewbook

# Project Timeline Overview

	AUG 2017	SEP 2017	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY - AUG 2018
Project Management										
Prepare for Research										
Internal Research w/ Ad Hoc Committee										
Community Attitude Focus Groups										
Faculty/Staff and Student Surveys										
Qualitative Analysis										
Community Attitude Phone Survey										
Emotional Resonance Focus Groups										
Finalize Brand & Campaign										
Media Relations & Social Media Plan										
Website Design & Development										
Brand Campaign & Rollout Presentation										
Media Buying Planning										
Communications Plan										
Media Buying & Placement										
Media Relations Training #1										
Advertising Campaign & Collateral Materials										
Create Consortium Newsroom										
Filming										
Website Testing										
Website Training										
Advertising Campaign Begins										
Develop Proposal Plan for 2018-19										
Media Relations Training #2										
Media Buying, Measurement & Evaluation										
Development & Approval of Viewbook										