

## Continuing Education Scholarship Program Statewide Campaign Launch Guide



Welcome to the brand new NCCCS “Turn over a new YOU” campaign. This brief guide provides key background on the campaign and how you can leverage it at your college to advance the campaign’s impact in your immediate service area and statewide.

### Campaign Background:

NCCCS has partnered with Interact Communications to develop and launch this campaign to promote scholarships available via the Governor’s Emergency Education Relief (GEER) Fund to eligible North Carolina community college students pursuing high-demand workforce training programs within 10 workforce pathways leading to a state or industry-recognized credential.



Facebook Ad Example

### Core Campaign Objectives:

- Drive enrollment to each college’s workforce programs in the 10 GEER- funded industry sectors: Automotive, Aircraft Maintenance, Construction, Criminal Justice, Emergency Medical Services, Healthcare, Industrial Manufacturing, Information Technology, Transportation, and Fire and Rescue Services.
- Remove perceived barriers to enroll.
- Create statewide awareness of opportunity to get skills needed to quickly change/launch careers for little to no cost.
- Show North Carolina Community Colleges as the bridge to work and recovery for those who’ve lost jobs due to the pandemic.

### Campaign Strategy:

Employ an aspirational, integrated, targeted digital ad campaign to drive eligible student leads to a branded campaign landing page that promotes the scholarship opportunity and connects prospective students directly to their preferred North Carolina Community College, where they can apply for the scholarship and explore the programs available near them.

### Primary Target Audience:

Underemployed and unemployed adults, 25-44 years old, who need to quickly and affordably upskill with credentials that will help them secure a new job with stability, upward mobility, and the ability to provide for their family.

### Why It Works!

- Timely, universal appeal: Everyone is just one move away from a better life. Now is the time and a North Carolina Community College is the way to flip over that block, i.e., “Turn over a new YOU.”
- Simplicity and flexibility: Works across multiple media formats.
- Emotional appeal: Conveys needed sense of understanding, urgency, and control via a stress-free solution.
- Continuity of bold visual identity established via NCCCS’ “Your Hire Education” campaign.

### Campaign Media Placement:

Display/OTT | Custom Facebook & Instagram | YouTube | Spotify

Targeting tactics within these digital platforms include the 25-44-year-old age group, OTT streaming, website remarketing, physical address geofencing, audiences with education interests, adult/career learning interests, online/distance learning interests, people with an education level of high school graduate or some college, and people from displaced work industries such as tourism and hospitality.

Initial Launch: 6-month cycle



Get your campaign toolkit today!

Social Media Ads (Facebook and Instagram)  
Video Ad | Audio Ad | Postcard | Flier  
Email Templates

Visit [Bit.ly/NCCCS-Toolkit](https://bit.ly/NCCCS-Toolkit) to access all the resources you need!

Be sure to visit the campaign landing page:  
[TimeForANewYou.org!](https://TimeForANewYou.org)

## How You Can Help Eligible North Carolinians “Turn Over A New YOU”



### 10 Tips for Leveraging the Campaign’s Digital Toolkit at Campaign Launch & Throughout Its Duration

- Post** the campaign video on your website and social media. You can find it at <https://www.youtube.com/watch?v=l5deSwpzSzQ>
- Issue** a press release from your college linking to our landing page, <https://www.timeforanewyou.org>, explaining the benefits of the scholarship, who may be eligible, and what programs and career opportunities they can pursue with the scholarship at your college.
- Update** your landing pages with content pertaining to the GEER scholarship and link back to the campaign landing page.
- Monitor** your website’s analytics for referral traffic from our landing page. Each link on the map within the campaign landing page links to a specific page on your college’s website.
- Craft** additional social media content making use of the graphics designed for this campaign. Feel free to adapt the talking points that are best for your college.
- Interview** students who secure the scholarship and create and feature profiles to share their transformational stories of how your college is helping them “Turn over a new YOU”.
- Promote** the landing page and campaign-related hashtags in organic social media posts: #NCCCS #turnoveranewyou #timeforanewyou #newyoung #scholarship #moneyforcollege #careers #jobs #careered #upskill #careerdevelopment #communitycollege
- Use** trending events as news pegs for campaign-focused media outreach and social media posts, i.e., Higher Education Day (June 6), National Logistics Day (June 28), National Financial Awareness Day (Aug. 14), Labor Day (Sept. 6), National Manufacturing Day (Oct. 1), etc.
- Download** the fliers and postcards to provide them to your in-house printing department or commercial printer. These make for great handouts at any recruiting or community events, use for direct mail, or display posters on your campus or in your community. Share with local college partners and community leaders/organizations, particularly those within the 10 industry sectors benefiting from the skilled employees they will secure from this initiative. Encourage them to display and distribute to their employees and customers (online and on-site) and be part of helping North Carolinians find their way to economic recovery and upward mobility.
- Use** the pre-designed HTML email templates to distribute to any mailing lists of prospective students (including ESL/basic skills student populations), stop-out students, parents, and community members. We have three uniquely designed messages that can be used to further drive traffic back to the campaign landing page or to a specific URL on your website.

### Our Mission:

We help our clients lift up students who are often left behind, so they can live their best life.