Today’s Webinar Leadership

Sharon Bonney, Executive Director, COABE
Kaye Sharbino, President, COABE
Diane Jackson, Adult Education Instructor and Ambassador Coordinator
Queen Creek School District Adult Education Program

National Council of State Directors of Adult Education

Coalition on Adult Basic Education
Meet our Communications Partner

Meet our Communications Partner

Celina Shands, M.S. - CEO/Founder
Maryanne Conlin, MBA - Sr. Brand Director
Ivan Freaner, B.S. - Creative Director
Chat Real Time: Chat with peers and presenters

Ask Questions: Type your questions in the Q & A box

Raise Your Hand: Let us know you are present
Event Planning Webinar Topics

- Event Approaches & Timing
- Potential Event Elements
- Engaging Legislators
- Promotional & Media Strategies
- Using Cause Marketing
- Case Studies
- Planning Checklist
Event Approaches & Timing

- An onsite event at your school is an opportunity to showcase your adult education programs to the community, key stakeholders & elected officials.

- **Potential Timing**: Consider Leveraging….
  
  Summer Recess (August 5th – Labor Day)
  National Adult Education & Family Literacy Week (September 24 – 30, 2017)
  Capitol Hill Visit (Last week September)
Potential Event Elements

Think “Visual”

- Elected Official Presents Proclamation to the Host
- Students Share Success Stories
- Employer Endorsements & Highlight Partnerships
- “Visual” Class Demo (e.g. CTE)
- Mini Classes
- Tour of School
- Information Stations
Proclamation Presentation

- **Campaign Toolkit** offers 2 different proclamations based on the timing of your event
- Acknowledge elected official presenting the proclamation
- Talking points about the proclamation
- Invite students to share in ceremony with legislator to enhance photo opportunities
Showcase Your Students

- What was their challenge?
- How did adult education change their situation?
- Why would they recommend your school to others?
- Create photo opportunities & meeting with legislators at the event

Students SHOW adult education success stories better than we can ever TELL them
Employer Speakers

Showcase Your Partners

- Are there employers who have supported your adult school by partnering in work-based learning opportunities or hiring students?
- Employers build credibility in your event line up by sharing their perspective about the importance of adult education.
Visual Demonstrations

- Are there classes that can be demonstrated such as students learning a new skill set in CTE?
- Can you host “mini classes” on various topics to give adult learners an actual experience of what you do in classes?
- Is there something interesting that would provide a visual opportunity to showcase classes via a tour of the school or a particular class?
- Could you set up Information Stations with passionate instructors that share information about their classes?
Guest Speaker: Events in Action

Diane Jackson
Adult Education Instructor and Ambassador Coordinator
Queen Creek School District Adult Education Program
Queen Creek, Arizona
Stakeholder Event Examples

International Day Film Festival Event
Make sure you conduct a Stakeholder Analysis.

We like to be certain we reach out to all of them—policy makers, community members (including families), elected officials, the business community, and the media.

Relationships count.
Acknowledge VIPs for attending: Legislators, Funders & Executives

Legislators tell us they love visiting programs, especially when there are no expectations

If there’s going to be a crowd at your event, it’s an opportunity for legislators to mingle with their constituents and/or receive acknowledgement

It’s an opportunity to inform everyone about adult education
Let Your Students Shine

Let them lead tours

Showcase their work/accomplishments

Publically acknowledge their accomplishments

Students hold the power to influence stakeholders about the value of adult education
Send a media release to invite the news media.

Send media releases to elected officials, even after the fact.

Someone in their offices will look at them.

The more hits, the better. (That’s why we’re on a first-name basis with secretaries and assistants!)

Use social media.
Event Promotional Strategies

1. Sponsorships
2. News Media
3. Cause Marketing Strategies
Consider Sponsorships

- Sponsorships can get you in touch with potential new employer partners.
- It allows employers to have promotional opportunities to showcase their brand & demonstrate “good corporate citizenship”.
- Providing a way for company employees to “get involved” increases likelihood of sponsorship.
News Media Engagement

- Use the Media Advisory to invite the media to your event
- Focus on the “Why” in the advisory
- Make sure to include opportunities for photos & interviews with people involved in your event lineup
- Send the Advisory prior to the event & the day of the event with phone call follow up
- Include a Media Kit with photos, the Educate & Elevate Campaign Video, fact sheets about your program and a press release
- Send a press release post event to media who did not attend
Cause Marketing Strategies

- Cause marketing is when a for profit connects with a nonprofit or public sector organization for mutual benefit.
Growth of Cause Sponsorship

http://prosepad.com/blog/cause-marketing-statistics/#companies
Cause Marketing Statistics

Businesses that support causes win big!

Cause marketing can earn you new customers
When choosing between two brands of equal quality and price, 90% of U.S. shoppers are likely to switch to a cause branded product.

Cause marketing is a business strategy, not philanthropy
97% of marketing executives believe cause marketing is a valid business strategy.

The majority of businesses engage in cause marketing
66% of businesses engaged in cause marketing in 2010.

Cause marketing can differentiate your products
When quality and price is equivalent, social purpose is the number one deciding factor for shoppers globally.

Cause branded products can command a premium price
42% of North American shoppers would pay extra for products and services from companies committed to positive social and environmental impact.

http://prosepad.com/blog/cause-marketing-statistics/#companies
Build a Business Case for Support

Adult Education is a CAUSE! Leverage that for a cause marketing partnerships…

Key Points for Your Meeting:
Why is adult education critical/urgent?
What issue does adult education solve for the community?
What is the solution?
Why should the potential partner be a champion the cause?
What are their benefits for partnership?
Case Study:
News Media Cause Marketing Partnership

http://fullcapacitymarketing.com/portfolio/kfmb-news-media-partnership-8-at-work-campaign/
Case Study: News Media Cause Marketing Partnership

Clear Channel Partnership

- Flight Mentions, Streaming and On Air Spots
- Additional PSAs
- Web postings and dedicated section of site
- Calendar Events inclusion
- Newsletter eblast to 60,000+ registered users
- Inclusion on the “HOT” Helping Others Together Community Page
- Guerilla street marketing – Flyer distribution

Promotional Value: $43,100
Cost: $5,000
Cause Marketing Summary

- Build a Business Case for Support ([Campaign Fact Sheet](#))
- Identify Potential Sponsorship Partners
- Identify Potential Media Outlets for Partnerships
  - Connect with Media Outlet’s Sales & Marketing Divisions
  - Inventory Media Outlet’s Current Causes
  - Identify Potential Strategies for the Media as a Partner
  - Develop a Win-Win: They Get Exposure/Recognition; You Get Additional Promotional Opportunities
Event Planning Checklist

➢ Check the Educate & Elevate Campaign Toolkit for a NEW Event Planning Checklist!
Your Calls to Action!

Review all Webinars

Submit Success Stories and Innovations via the Educate & Elevate Campaign Website (Submission Form)

Leverage your Human Interest Success Story + the Campaign Press Release Template to Announce your Participation in the Campaign

Send a Quick Fire Email to Support Adult Education

Share Quick Fire Links with Students, Colleagues & Friends
Build Capacity – Webinar Series

**Social Media Strategies**
Date: July 26, 2017  
Time: 2:00 p.m. EDT

**Adult Education State Director:**  
Mobilizing your State for Educate & Elevate  
Date: August 18, 2017  
Time: 2:00 p.m. EDT

**Using Data for Storytelling:**  
State & Local Level  
Coming Soon!
Learning Forum

A free resource for all adult educators.
Find lesson plans, videos, apps, conference presentations and Professional Development Resources.

https://adultedresource.coabe.org/
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https://www.surveymonkey.com/r/NGB2HQV