



Marketing and Promotions Plan Working Document

Please add additional thoughts/ideas to the plan using the color font displayed below:
Jennifer (Red); Kenny (Lime Green); Quintessa (Dark Green); Josh (Blue); Karen (Dark Blue); Lydia (Purple)

PART ONE: PROJECT GOALS

RESET Initiative Goals: "Reset" our thinking in an effort to create a culture within the county where we benefit from a workforce that is equipped with the types of thinking skills, technical skills and soft skills that are required to grow our local economy and improve the employment prospects of our citizens. *Specific Marketing Goals:*

- Build awareness about RESET Rockingham’s work and impact.
- Motivate community leaders to join a focus area committee.
- Forge partnerships with key business and workforce organizations in the region, citizens and policymakers.

PART TWO: CALL TO ACTION - (WHAT WE WANT OUR AUDIENCES TO DO)

Through our marketing campaign, we would like our audience to:

- Inquire and ask questions about apprenticeships (both youth and adult)
- Begin thinking of alternatives to 4-year university
- Change perceptions of manufacturing job
- Begin thinking of the “paid education” aspect and concept of apprenticeship programs
- Enroll new/additional businesses into the apprenticeship program
- Understand the main components and broad efforts of RockATop
- View RockATop as a prestigious/selective program.

PART THREE: TARGET AUDIENCES & SEGMENTS

Audiences	What do they want and care about?	What do we want to convey?	How do we want to reach them?
School Students		<ul style="list-style-type: none"> ● RockATop is an option for success – a career path, step-ladder. ● Change in perception about manuf. 	<ul style="list-style-type: none"> ● Social Media ● 30 second video clips ● Infograph – career track
School Students		<ul style="list-style-type: none"> ● Success stories ● Financial opportunities ● Basic concepts of manufacturing 	
Students		<ul style="list-style-type: none"> ● FREE opportunities – education, skills, jobs, money ● Student choice (not parent only) 	<ul style="list-style-type: none"> ● Hear from businesses ● Probing career questions ● Infographs (\$, process)
Businesses		<ul style="list-style-type: none"> ● RockATop is ready to expand – want to start discussion with companies. ● Benefits of apprenticeships 	
Focused Personnel – teachers, counselors, etc.			Infographs (\$, process)
Key message	What do you want to say about RockATop? Now What?		

PART THREE: PUTTING IT ALL TOGETHER

Roles and Responsibilities	
	<i>ces & Commitment</i>
ingham Community College	g team; Video support and technical skills; social media marketing
ingham County Schools	g team; Networking/connections; social media marketing
ingham County Education Foundation	g/Convening; Funding; social media marketing
	al funding and professional marketing support

PART FOUR: METHODS & TACTICS [STICKY NOTE BRAINSTORM]

Method	Tactic
<i>Build the online network: social media</i>	Instagram RockATop Twitter Account (create/manage) Facebook
<i>Message development: Shape and deliver messages that will clarify for, connect with and engage our audiences. Focus on consistent, memorable messaging helps our audience keep our project on the forefront of their mind, recognize its relevance to them, and spread the word about it.</i>	POP-UP Videos (general) Why Not? What are you good at? Like making things? Upbeat music Videos targeted to students during homeroom Success Stories /Testimonials Show the work (classroom, onsite, etc.) Address common misconceptions Business partner testimonials “Let us help you pay for college.”
<i>Content Creation: White paper/position statements, blog service, press releases, etc.</i>	Infographic for finance benefits Giant checks (denoting average salary range) Professional headshots for students Website wall – to house all videos (small icons)
<i>Relationship Building, Community Building and Organizing</i>	Student Event: Fortnite tournament Industry Tours Maker Spaces/Hands-on activities Job Fair Open House Activity (copy from Morehead High)
<i>Branding and Positioning</i>	Engage Mike Row (Dirty Jobs) Mascot RockATop party bus/ice cream truck Prestige, dignity of work

NEXT STEPS

- ALL – add ideas/thoughts to this plan (use a different color font) ;
- Jennifer will coordinate presentation to RockATop advisory group;
- Josh and Quintessa will work with Jennifer on how to utilize Spanish language video (target parents);
- Dawn will present information to the RESET Rockingham team and pass along plan/ideas to ETWI for potential additional funding;
- Dawn will work with Lydia to coordinate photos/headshots of participants.

