Marketing and Communications 101+
Who’s here?
What are your goals?
What is Marketing?

• Establish a positive image
• Build relationships
  • Present participants
  • Potential participants
  • Stakeholders
Everything We Do Is Marketing!

• The facilities where you hold your classes
• How you say “hello”
• Telephone etiquette
• Response time
• Your course selection
• Your registration process
• How you handle issues
• Your website and electronic savvy
• Printed collateral
Marketing Is A Science

- Measured
  - Collect response rates & analyze the results

- Tracked and quantified
  - Analyze mix of media

- Tested
  - Use focus groups
  - ... for more efficient & effective marketing efforts
• In writing
• Month-month time table
• Share & communicate responsibilities
• Include measurable objectives (#’s)
Know Your Audience
• Website
• Emails*
• Posters – fliers*
• Robo calls*
• Direct mail – postcard*

• Social Media*
• Outdoor signage
• Referral cards
• Cable TV – video*
• And …
Communications Should Answer

• Who
• What
• Where
• Why
• When
Communications Should Also

- KISS • Keep It Simple
- Proof, proof and proof again!
- Try new portals, modes, medium or tools
- Analyze response
- Rule of seven
Create a Brand & Reap the Benefits

- Culture
- Tagline
- Consistent Look
- Why re-invent the wheel
- Professional look
- ... and more!
I’m Possible Toolkit

http://www.literacyactionnetwork.org/
Our caring, patient teachers will help you achieve your educational goal ... with a $20 registration fee, you can be on your way to learning English or earning your high school or GED diploma!

Learn English!

- Register anytime.
- Morning and evening classes.
- Four levels of classes, beginning to advanced.
- Study speaking, pronunciation, reading, writing and grammar.
- Explore technology and computers as you study English.
- Learn English online in our computer lab with Rosetta Stone and/or Skills Tutor.
- Registered students can study 24/7 at home online!
- Computer Lab open to all registered students before and after class.

Mon-Thu | Sep 9-Dec 10 | 9am-12pm | CVLC
Tue & Thu | Sep 10-Dec 10 | 6-8:30pm | CVLC
Mon-Thu | Sep 9-Dec 10 | 9am-12pm | DVLC
Mon & Wed | Sep 9-Dec 9 | 6-8:30pm | DVLC


Academic Reading
Increase your vocabulary and academic reading skills, and prepare to expand your education.

Mon-Thu | Sep 9-Dec 10 | 9-10:15am | DVLC

English for Citizenship
Do you want to be a United States citizen? Learn about and prepare for U.S. citizenship interview while improving your English skills.

Mon & Wed | Nov 2-30 | 4:45-5:45pm | DVLC

Adults Earn Your High School or GED Diploma
GED Prep Reading, writing & Math Skills
Are you interested in earning a State of Minnesota GED diploma? Prepare for the electronic tests in our classrooms with our patient, licensed teachers. At our classes you can pre-test and study to pass the GED electronic exam.

Mon, Tue, Wed, 10:15am-12:30pm & Thu, 10:15am-12pm | Sep 9-Dec 10 | DVLC
Mon & Wed | Sep 9-Dec 9 | 5-7:30pm | DVLC
Tue & Thu | Sept 10-Dec 10 | 5-7:30pm | CVLC


Online GED Preparation 24-7
Do you have a hard time making it to class? Work on GED preparation 24-7 online from the convenience of your home! Visit our website GED page and complete the student computer experience survey and submit. You will be invited to attend an orientation and testing session at one of the ABE sites. Then you will be able to begin your preparation online with our patient, licensed teachers.

Official GED Testing
Scheduling is available online 24/7 at www.ged.com. Sign up for MyGED™ today and then register to take the test at our testing site, Cedar Valley Learning Center - ABE, 14420 Glenda Dr, in Apple Valley. Schedule testing times that are most convenient for you. Have your credit/debit card ready to pay for the tests. Call 1-877-392-6433 for help or more information.

High School Diploma
Do you need fewer than 20 credits to graduate? Eligible adult learners may participate to earn credits and receive their diploma from a District 196 high school or their home district high school. Classes are small to meet your needs. Attend an orientation session to learn more and to register. Orientations are held from 6:30 to 8pm on Monday nights, when school is in session. Call 952-388-1980 for more information or to register for orientation.

School Hours
Mon-Thu | Sep 9-Dec 10 | 12-3pm | DVLC
Mon & Wed | Sep 9-Dec 9 | 3-5:30pm | DVLC
Mon & Wed | Sep 9-Dec 9 | 5:30-8pm | DVLC
Tue & Thu | Sep 10-Dec 10 | 3-4:15pm | DVLC

• Opening Sentence
• Use “you” always!
• Solve a Problem
• Tell the Benefits
Outdoor Signs
• Faith Organizations
• Markets
• Libraries
• Apartment Buildings
• And …
October x, 2013

Dear FRST_NME LST_NME:

We are contacting you to encourage you to take the GED test now in 2013! We want to make sure you are aware that the GED test will change in 2014. Any tests already started will not count for the tests starting in 2014. If you have started GED testing, plan now to take and pass all five tests prior to December 31, 2013.

The GED test will change in 2014 to include four new tests that are computer-based testing only. Any tests already started will not count for the tests starting in 2014. You will need to start over if your tests are not complete (old tests will be invalid).

Come back to school now to finish up your testing or to prepare for the new tests, and tell your friends to get it done too!

Enclosed is a brochure giving more information about the 2013 GED tests and our GED prep classes. Please call 651-683-8585 or email abe@district196.org if you have any questions.

Or, do you need less than 20 credits to finish up your high school diploma? If so, you may attend diploma classes and earn credits to receive a high school diploma from Independent School District 196. Classes are small to meet your needs. Attend an orientation session to learn more and to register. Orientations are held from 6:30 to 8pm on Monday nights when school is in session. Call 651-683-8585 to reserve your spot in orientation.

ABE teachers, staff and I look forward to helping you reach your educational goals.

Sincerely,

Eric Lind
ABE Program Manager

abe@district196.org | www.district196.org/ABE
Cedar Valley Learning Center | CVLC | 114420 Glenda Drive | Apple Valley MN 55124 | tel 952-431-8316
Rahncliff Learning Center | RCLC | 2030 Rahn Way | Eagan MN 55122 | tel 651-683-8585
Cedar Valley Learning Center
14420 Glenda Dr
Apple Valley
Tel 952-431-8316

Dakota Valley Learning Center
4679 144th St West
Apple Valley
Tel 952-398-1980

ELL Learn English
Mon-Thu | Sep 9-Dec 10
9am-12pm

Mon & Wed | Sep 9-Dec 9
6-8:30pm

Computer Lab open to all registered students before and after each class.

Academic Reading
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English for Citizenship
Mon & Wed | Nov 2-30
4:45-5:45pm

GED Prep Reading, Writing & Math Skills
Mon & Thu | Sep 9-Dec 10
5-7:30pm

H.S. Diploma
Mon-Thu | Sep 9-Dec 10
12-3pm

Mon & Wed | Sep 9-Dec 9
3-5:30pm

Mon & Wed | Sep 9-Dec 9
5:30-8pm

Learning Center
Tel 952-388-1980

Like District 196 ABE
www.district196.org/abe
email abe@district196.org

District 196 does not discriminate on the basis of race, color, sex, gender identity, religion, national origin, ancestry, sexual orientation, age, marital status, disability, or status with regard to public assistance, citizenship or veteran status. For more information about a District 196 nondiscrimination policy, contact the District 196 Compliance Coordinator, Tim Kovac, at 952-398-1919 or tim.kovac@district196.org.
Adult Classes in Apple Valley

GED - H.S. Diploma • Learn English - ELL
Reading, Writing & Math Skills
Social & Electronic Media

- Foursquare
- Tumblr
- Flickr
- MySpace
- Tagged
- Vimeo
- Ask.fm
- Meetup
- Meetme
- Classmates
- Check out Mashable
- What else?
Robo Call / Text Messages

- Emergency Cancelations
- Classes Begin
- Random Draw Deadline
- Staffing Information
- How would you use a Robo Call/Text Messages
From: District 196 Adult Basic Education <communityed@district196.org>
Subject: Summer School Begins Next Week!
Reply: communityed@district196.org

We hope you are having a great summer!

Remember, Adult Basic Education | ABE summer school begins Monday, July 9th at Dakota Valley and Tuesday, July 7th at Cedar Valley Learning Centers. Visit our website for specific class times and locations. Invite a friend or family member to attend school to learn English, earn their High School Diploma or GED!
Cross Market

- Enrichment & Aquatics/MYME
- ECFE
- And ...
Proof, proof, proof. Poof!
Let's get to work!