

Outreach Committee Project Proposal

Applicant	Sara Scudder
Applicant ID	APP-000417
Company Name	Idaho State Board of Education
Recipient Address	Idaho State Board of Education 650 W State St Boise, ID 83702
Email	sara.scudder@osbe.idaho.gov
Funding Requested	\$0.00
Status	Submitted
Funded	<input type="checkbox"/>

Contact

Question: Entity name

Idaho State Board of Education

Question: "Doing business as" (If applicable)

Idaho State Board of Education

Question: Federal Tax ID Number

826000952

Question: Street address

650 W State St

Question: PO Box (If applicable)

650 W State St

Question: City

Boise

Question: State

ID

Question: Zip Code

83702

Question: Entity website

<https://boardofed.idaho.gov/>

Question: Last name

Scudder

Question: First name

Sara

Question: Email address

sara.scudder@osbe.idaho.gov

Question: Contact phone

208-488-7580

Project Information

Question: Project title

Next Steps Month Facebook Ad Campaign

Question: Project manager first name

Sara

Question: Project manager last name

Scudder

Question: Please provide a list of partners (specific to this project)

Gear Up, CTE

Project Description

Question: Project description

Mixed digital marketing campaign to:

1. Raise parent awareness of Next Steps programs can better support for their student's plans for life after high school.
2. Support an inaugural statewide virtual college fair.
(see attached SOW and brief)

Question: Campaign timeline

Phase I: Sept. 15 - Oct. 31

Organizational Capacity Resume

Question: Please attach an organizational resume that demonstrates your organization's capacity to complete this project.

[Organizational Capacity-OSBE.pdf](#) (8/28/2020 2:57 PM)

Question: Please attach a resume or bio for the named project person.

[Sara Resume 2020.pdf](#) (8/28/2020 2:57 PM)

Question: Please describe how your organization will support the workload of this project. Include staffing, hours, and other considerations.

OSBE Outreach staff will monitor bi-weekly reports showing ad engagement/success and work to ensure optimization throughout the entire campaign period.

Budget

The Outreach Committee encourages applicants to look towards long-term funding outside of the outreach project funds. However, multi-year projects will be considered, and renewal of projects will be accepted depending on how they fit into the Outreach Committee's goals and objectives.

A project budget will need to be uploaded as part of the application process. Please click on the link to the Outreach Committee Project Proposal Budget. There will be an option to download the budget template. Please complete the template and upload to the appropriate question in this section.

[Budget Sheet](#)

Question: Budget

Question: Budget notes

OSBE is paying for the creative services to develop the digital ads utilized in this campaign.

Question: How else have you sought to fund this program?

We have not looked for funds from other sources.

Question: Why do you think WDTF is a good source of funding for your project?

WDC is a major support of the Next Steps website. Both Direct Admissions, Apply Idaho are integral parts of the student experience on Next Steps. The inaugural virtual college fair is being billed as Next Step Idaho Virtual College Fair and along with our eight public institutions will include a Next Steps Idaho booth, as well as booths from BYU-I, C of I, and NNU. Registration will be open to all Idaho high school students and their parents.

Outcomes

Question: Entity responsible for tracking and reporting

Idaho State Board of Education

Question: What is the potential for increasing the awareness of careers for Idahoans?

Our hope is to have nearly all seniors from the class of 2021 attend the virtual college fair to explore their higher education options and talk with admissions professionals. (~20,000). In addition the fair is open to all Idaho high school student and their families where we anticipate parents might also make connections to higher education for their own benefit. GEAR Up one of the virtual event partners will be bringing their co-hort of middles school students through the fair as well.

We also hope to see an increase in the number of students completing Apply Idaho applications as well as the total number of college applications submitted during October 2020.

Question: What is the anticipated reach of the project?

See attached Scope of Work memo - OSBE Fall Outreach 2020 for details on estimated number of impressions for the digital marketing campaign.

Question: What are the anticipated project outcomes?

Our hope is to have nearly all seniors from the class of 2021 attend the virtual college fair to explore their higher education options and talk with admissions professionals. (~20,000). In addition the fair is open to all Idaho high school student and their families where we anticipate parents might also make connections to higher education for their own benefit. GEAR Up one of the virtual event partners will be bringing their co-hort of middles school students through the fair

as well.

We also hope to see an increase in the number of students completing Apply Idaho applications as well as the total number of college applications submitted during October 2020.

Question: What metrics and or reports will be delivered to the committee, and when?

We will evaluate ad performance / campaign success by comparing engagement results to industry-recognized benchmarks and by tracking “conversions” as possible from ads to intended result and will include this evaluation in our final report (though not necessarily all bi-weekly reports).

In addition we will provide daily attendance numbers for the daily college fair (Sept. 29, 30 and Oct.1) and will provide a total number of student applications submitted through Apply Idaho from Oct. 1 - Oct.31 as well as the total number of overall applications submitted during the same time period.