



Idaho State Board of Education & Idaho Workforce Development Council

PROPOSAL FOR:

Adult Learner Scholarship Outreach



STRATEGIES360.COM



Project Overview

This year, the Idaho Legislature approved the State Board of Education's (OSBE) request to utilize a portion of Idaho's Opportunity Scholarship funds to help adults who have started but not yet completed college return to school to complete their degree. OSBE can now award up to 20% of the \$13.5 million for the Opportunity Scholarship to these students. OSBE aims to grant \$1 million in scholarship money to students for the 2018-2019 academic year.

Under the new program, adult learners are defined as those who have started college and earned at least 24 credits, but have not been enrolled for more than two years. Applicants must have a 2.7 GPA and complete both the FAFSA and OSBE Scholarship Application forms. The application opens for the first time this May and the first round will close in mid-August. Students who apply after the August deadline will be put on the waiting list for Spring 2019 awards. To qualify for renewals in subsequent terms, students must demonstrate progress each quarter or semester.

OSBE and Idaho's Workforce Development Council (WDC) have joined forces to promote this opportunity to potential students, as helping adult learners obtain degrees will have a positive effect on the state's post-secondary attainment goal and will help adults in the workforce get the education required for career growth and advancement.

Project Approach

Our initial challenge is to quickly develop a branded campaign, key messages, and creative assets to help OSBE & WDC get the word out about the Idaho Opportunity Scholarship for adult learners. Once the campaign creative is developed, we will place a statewide digital advertising buy that will run in heavy rotation between June 15 and August 10th (or whenever the scholarship application period closes). The campaign will continue, at a more moderate pace through December 15 to promote spring awards. All digital ads will point to one of two simply designed, easy-to-understand landing pages. The first will prioritize driving interested students to more information about the scholarship and connecting them directly with an OSBE staffer or financial aid representative at their school of choice (for broad audience). The second landing page will be aimed at students who are ready to apply for the scholarship now.

Because the timeline for the initial application and award process falls after most Idaho college and university priority deadlines, applicants with the greatest chance of benefitting from the scholarship this year will, in most cases, need to have already applied to return to college. Because of this, we recommend the first phase of advertising focus on reaching returning students who have already made contact with our state institutions about enrolling this fall. This will require close collaboration and data sharing with OSBE to allow us to accurately target the campaign to these students.





Lists would be used for data-matching purposes only and can be uploaded through a blind process within the digital advertising platforms. Strategies 360 would not contact any prospective student directly.

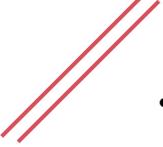
In addition to targeting ads directly to students who have already begun the process, we have identified an audience of more than 50,000 Idahoans who have started, but not completed college. We will utilize search, social, display, and pre-roll advertising to reach this audience with meaningful frequency over the course of the campaign, with the goal of resparking their interest in college and connecting them with the resources that help to guide them through the process.

Project Scope

To launch this campaign, Strategies 360 will work with OSBE and WDC to develop:

- A memorable overarching campaign name and tagline to communicate the benefit of completing a college degree and the financial help available to students through this new scholarship opportunity.
 - **Naming / Tagline Development:** We begin the process by defining the campaign's goals and objectives, studying relevant brand and marketing guidelines, and examining any competitor and peer names and taglines. From there, we'll create naming criteria and conduct a brainstorm to generate naming and tagline options. We'll cull the list by doing an initial screening for availability (i.e. are they being used elsewhere), and then considering factors such as sound, cadence, and memorability. We'll present a short list of options, with the rationale for each choice. From this list, you'll choose a final name and we'll proceed to visual identity/logo design.
- New logo for the Idaho Opportunity Scholarship, to be incorporated in all communications vehicles, helping visually and verbally tie together communications across these channels. Together, we'll consider whether one new logo, or a system of two logos (one for high school students and adults) should be designed. To develop your logo/mark, we'll look at options ranging from letterform to icon. After a first round of broad-based options, we will undertake one round of refinement on a chosen direction to arrive at a final logo and color palette.
 - **Deliverables:**
 - Primary logo
 - Gray scale or black and white variation
 - Minimum size applications
 - Files delivered in EPS, JPG, and PNG file formats
 - Logo usage guidelines



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- Copywriting, design, and development of two different campaign landing pages (one for the broad audience, and one for those who are already working with colleges and universities to enroll this fall).
 - Two 30-second videos communicating the benefit of completing a college degree and the financial help available to students given this new scholarship opportunity. A 30-second video is versatile in that it can be used either in online or broadcast advertising channels. A version of the video will be developed for each audience, using much of the same footage but with distinct scripts and unique calls to action.
 - Two sets of social media ads (sized for use on Facebook and Instagram) and banner ads aimed to drive audiences to the landing page for the campaign. Developing two sets of ads for each target audience (those already applying to college this fall and those in the broader audience) will allow us to A/B test different ad creative and determine the most effective ads for the campaign.
 - Search strategy, keyword list, and search creative to reach our target audiences.

The digital campaign services include:

- Management and placement of all search, social, and pre-roll ads.
- Weekly analytics report to assess effectiveness of ads. A/B test for creative will occur over the first 10 days of the campaign. Only top performing ads will continue to run through the campaign end date.





Expected Reach & Measurement

We estimate the campaign will reach:

Location	Marketing Channel	Targeting	Estimated Reach	Recommended Impressions & Clicks & Views	Recommended Budget
Idaho	Facebook / Instagram	Have some college education but haven't completed a degree	56,000	1,120,000	\$16,800
Idaho	Facebook / Instagram	Data Match: In funnel and ready to apply for scholarship	12,000	360,000	\$5,400
Idaho	Pre-Roll Video	Have some college education but haven't completed a degree	56,000	14,000	\$4,200
Idaho	Pre-Roll Video	Data Match: In funnel and ready to apply for scholarship	12,000	12,000	\$3,600
Idaho	Search / Contextual	College scholarship related searches	TBD	2,500	\$7,500
Idaho	Facebook / Instagram	Re-Targeting Past Website Voters	TBD	250,000	\$2,500
Total				1,758,500	\$40,000

* Please note: Facebook/Instagram counts estimate impressions, pre-roll counts estimate video views, and search counts estimate website visits.

Plan	Impressions & Clicks & Views	Budget
June 15 - July 14	879,250	\$20,000
July 15 - August 10	879,250	\$20,000
August 11 - September 10	439,625	\$10,000
September 11 - October 10	439,625	\$10,000
October 11 - November 10	439,625	\$10,000
November 11 - December 15	439,625	\$10,000
Total	3,517,000	\$80,000

OSBE and WDC will receive weekly metrics reports showing how our ads are performing, including key takeaways and opportunities for creative or on-page changes that could boost performance. Reports will also include campaign landing page metrics, including page views, content downloads, and how many potential students have clicked through to begin an application or filled out a form to get more information.





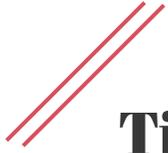
Proposed Budget

Below is the budget we've estimated based on the scope of services outlined above.

CORE BUDGET - PHASE 1

Description	Price
Campaign Naming & Tagline Development Logo, theme, strategy	\$7,000
Logo & Usage Guidelines Development	\$6,000
Creative Services & Digital Strategy Design (digital ads, landing page design and development, video production, and 2-3 print pieces for use by colleges/universities and state agencies)	\$30,000
Digital Media Costs (June 15 - August 10) \$20,000 per month (see previous page for estimated reach)	\$40,000
Digital Media Costs (August 15 - December 15) \$10,000 per month (see previous page for estimated reach)	\$40,000
Total	\$123,000





Timeline

To complete the work outlined in the project scope, we'll need approximately 6 weeks to launch the first phase of the campaign. Successful launch on June 18 will require a streamlined review team and review and approval process, and will depend upon timely feedback at each milestone. Upon your agreement, we are prepared to start work immediately.

PHASE	WEEK
Campaign Naming & Tagline Development	Weeks 1-2 (May 14-May 25)
Logo Development & Media Planning	Weeks 3-4 (May 28 - June 8)
Creative Asset Development (Landing pages, social ads, search creative)	Week 5 (June 11-15)
Campaign Launch (Social & Search)	Week 6 (June 18)
Creative Asset Development (Additional social ads, videos)	Weeks 6-8 (June 18 - July 6)
Video Pre-roll Launch & A/B Testing Social Ads	Week 9 (July 9)
Full Advertising Campaign Phase 1 Live	Weeks 9-13 (July 9 - August 10)
Creative Asset Development (Print/Email collateral for institutions and agencies)	Weeks 14-18 (August 13 - September 14)
Phase 1 Campaign Report & Re-tooling (if needed)	Week 14 (August 13-17)
Phase 2 Campaign (Spring Applications)	August 20 - December 15, 2018

