

Outreach Committee Project Proposal

Applicant	Dawn Taylor
Applicant ID	APP-000172
Company Name	Lewis-Clark State College
Recipient Address	Lewis-Clark State College 500 8th Ave. Lewiston, Idaho 83501
Email	ddtaylor@lcsc.edu
Funding Requested	\$20,000.00
Status	Submitted
Funded	<input type="checkbox"/>

Contact

Question: Entity name

Lewis-Clark State College

Question: "Doing business as" (If applicable)

Lewis-Clark State College

Question: Federal Tax ID Number

826000935

Question: Street address

500 8th Ave.

Question: PO Box (If applicable)

500 8th Ave.

Question: City

Lewiston

Question: State

ID

Question: Zip Code

83501

Question: Entity website

www.lcsc.edu

Question: Last name

Taylor

Question: First name

Dawn

Question: Email address

ddtaylor@lcsc.edu

Question: Contact phone

208-792-2375

Project Information

Question: Project title

Adult Learner Program

Question: Project manager first name

Dawn

Question: Project manager last name

Taylor

Project Description

Question: Project description

Lewis-Clark State College (LCSC) has built its reputation on a history of creating access and facilitating success for both full- and part-time non-traditional (i.e., adult) learners. This makes LCSC well suited to support the Idaho State Board of Education as it adopts Complete College America Strategies, including a focus on adult learners, and recommits to the goal of 60% of Idahoans age 25-34 achieving a degree or certificate by 2025.

Lewis-Clark State College will implement an Adult Learner Program. As part of this program implementation, we will be marketing in a variety of ways to reach those qualified individuals. Marketing will include traditional format as well as target marketing opportunities to organizations within our region that will benefit from our Adult Learner Program.

Question: Campaign timeline

April 1, 2019

Organizational Capacity Resume

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

[Organizational Capacity.docx](#) (1/8/2019 4:57 PM)

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

[Dawn Taylor Resume.doc](#) (1/14/2019 4:19 PM)

Budget

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

[Grant Budget Sheet.xlsx](#) (1/16/2019 9:51 AM)

[Budget Narrative.docx](#) (1/16/2019 9:50 AM)

Question: Budget notes

Please see Budget Narrative file.

Outcomes

Question: Entity responsible for tracking and reporting

Lewis-Clark State College

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

Lewis-Clark State College (LCSC) has a newly designed Student Employment and Career Center that assists students with resume completion and interview tips. Career assistance can also be found through Handshake where students can connect with employers and search jobs. The Adult Learner Program will assist students in degree completion for job promotion and advancement.

Question: What is the anticipated reach of the project?

Example of Marketing Tag: Accessible---Flexible---Affordable

Accessible: Our primary focus is to offer educational opportunities to fit your needs. We offer online, face-to-face, and hybrid courses.

Flexible: We understand your job and family obligations require a major time commitment; that's why we now offer modified evening, weekend, and accelerated shortened courses.

Affordable: LCSC prides itself on keeping its cost of high-quality education the lowest in the state. LCSC has a number of scholarship opportunities specifically for adults, many different financial aid packages, and other opportunities to help you succeed. Meet with our financial specialists to learn about your options.

We want you back!

LCSC realizes that "life happens" and regardless of your reason, we are here to help. We currently offer three programs to meet the needs of individuals who have previously taken college courses but were unable to complete a degree.

If you have not started working on a certificate or degree but would like to get started on one, check out the many other options we offer.

The most critical pathway to your success is following our clearly defined sequential program planning, which ensures the shortest route to your degree. We have experts on staff to help analyze your transfer credits, regardless of how long it's been since you've attended classes. We also have processes in place to determine your eligibility for Prior Learning Credits, which you may have acquired throughout your professional/educational experiences.

Adult Education Programs:

- Associate of Applied Science (AAS) Web Development and Design
- Intermediate Technical Certificate (ITC) Web Design

- Associate of Applied Science (AAS) Interdisciplinary Studies
- Bachelor of Science (BS) Business Administration with multiple minor areas
- Bachelor of Science/Bachelor of Arts/Bachelor of Applied Science (BS/BA) in Interdisciplinary Studies:
 - o Business
 - o Communications
 - o Psychology

LCSC is committed to creating a consistent marketing theme that is highly recognizable and complements our institutional marketing strategy.

General Marketing:

Traditional Format:

- Community colleges (specifically for bachelor's degrees)
- Television ads (specific to Regions 1 & 2)
- Radio ads (specific to Regions 1 & 2)
- Newspaper ads (specific to Regions 1 & 2)
- Billboards (specific to Region 1 & 2)
- Cinema ads (specific to Region 1 & 2)

Social Media

- Facebook ads (defined specific target groups)
- Instagram ads (defined specific target groups)

Marketing Materials:

- Web presence located on LCSC website
 - o Specifically developed to target adult learners
 - o Provide specific information to adult learner audience
- Program booklets
- Tri-fold flyers
- Program one sheets
- Postcards
- Folders

Target Marketing Opportunities:

The LCSC Adult Learning Committee identified a number of organizations within our region that we believe will benefit from our Adult Learner Program. Our goal is to create "recruiting events" in conjunction with the following organizations:

- Schweitzer Engineering Laboratories
- Vista Outdoors
- Howell Munitions and Technology
- Cambia Health Solutions
- Clearwater Paper Corporation
- Nez Perce Tribe
 - o Clearwater River Casino
 - o Tribal Events
- Idaho Department of Labor
 - o Provide marketing materials for those who are seeking career changes.
- Regional healthcare organizations
 - o St. Joseph Regional Medical Center
 - o Tri-State Memorial Hospital
 - o Valley Medical Center
 - o Kootenai Medical Center (Coeur d'Alene)

- Area Chambers of Commerce
- LCSC Outreach Centers (Orofino, Grangeville)
- Industry specific partnerships
- Other employers in the area who employ our interns

These “recruiting events,” will provide opportunities for potential students to learn more about specific program areas of study. Institutional representation at the events will include:

- o Admissions
- o Registrar and Records
- o Financial Aid
- o Student Accounts
- o Instructional Programs
- o Central Advising

The focus of these events will be to answer questions related to admissions, financial assistance and program completion determination.

Question: What are the anticipated project outcomes?

As a result of our outreach and marketing efforts, regional adult completers will re-enroll in college and complete a degree within 2-4 years of enrollment.

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

We will track the increase of adult learners through our fall and spring census reporting and survey adult learners with our Student Satisfaction Survey.