Ohio SchoolNet

Schools on the move

OHIO SCHOOLNET COMMISSION
PROGRAM MARKETING TEMPLATE

Program Rollout

1. Identify and summarize, in writing, program goals and objectives, overall start/completion schedule, and expectations for progress and outcomes.

2. Develop core key messages for the program, including but not limited to: program definition and mission, total funding amount and source, type of program (entitlement, competitive grant, etc.), amount of participant funding, benefits of program to district, deadlines and milestone dates, anticipated number of districts/teachers/students participating in program, relationship to OSN mission.

3. Develop time-sensitive key messages and calendar of events, including but not limited to deadlines, RFP announcements, funding awards, trainings, milestones, etc.

4. Determine who the primary target audience is for the program (who do you want to participate in the program – think in terms of type of customer: technology coordinators from urban districts, teachers from suburban districts, etc.); develop a database for this target audience.

5. Determine who the secondary target audience is for the program (who do you want to keep informed about the program but are not actual participants in the program – ex: legislators, superintendents, related state agencies/leadership, education professional associations/groups, community/business groups, parents, etc.).

6. Announce roll-out intentions at cross-practice meetings and all-staff meetings, and solicit information that could be useful and/or expedite the roll-out and implementation processes.

7. Determine which OSN programs would be good complimentary initiatives for your program; obtain database of these participants for cross-marketing initiatives.

8. Determine what your communication goals will be, including but not limited to informing primary target audience about program, increasing participation in program, increasing awareness of program among primary and secondary target audiences, etc.

9. Identify all points of contact with primary and secondary target audiences, including but not limited to the OSN State Technology Conference, seminars, meetings, events hosted by related departments and trade organizations, media, calls/faxes/mailers/emailers/website/newsletter articles, etc.

10. Develop communications initiatives for each goal, including but not limited to media relations, mailers, emailers, calling blitzes, faxes/fax cover sheets, email signatures, website information, program logo/collaterals, newsletters, fliers, fact sheets, etc.

11. Determine how you will monitor and evaluate the effectiveness of your program communications plan.

12. Schedule bimonthly status checks to plan for sharing summaries of successes and challenges with other practices.

<u>Ongoing Participant (Customer) Relations</u>

1. Identify the most effective means for communicating with participants in your program -- this might necessitate a survey or random telephone calls to poll your sample of participants for the best ways to communicate with them and for them to communicate with you.

2. Identify all points of program participant contact throughout the next 12 months, including but not limited to participant reports, business communication mailings, meetings, seminars, teleconferences, emailers, fact sheets for distribution by faculty, web site, faxes, etc. (NOTE: This should include the calendar of events for your program that you have already completed. Once you've identified these already-established points of contact, you can better analyze communication gaps and what, if any, initiatives need to be added.)

3. Schedule a flexible yet consistent calendar for continual communication with program participants throughout the life of the program.

4. Determine a customer feedback mechanism, including but not limited to an email suggestion box, a monthly Program Check-Up form, an annual focus group of participants, etc.

5. Determine goals for customer communications, including but not limited to customer awareness of core key messages, customer positive opinion about program, customer loyalty, increase customer understanding of program and decrease customer questions/confusion, etc.

6. Develop communication tactics to achieve each goal, including but not limited to monthly audio conference, monthly reports, email blasts, focus groups, top 10 things to know, "Quick Facts" fax or flier, regular web site updates, program status/updates/new information bullets for faculty distribution, regular updates to Communications Officer for inclusion in appropriate newsletter(s) and/or customer mailings, etc.

7. Determine how you will monitor and evaluate your program's customer relations program.

Program Completion

1. Determine core key messages for program completion, including but not limited to statistics on funding, number of participants, number of students served, hallmarks of success, goals achieved, honors won, etc.

2. Using the analysis of points of contact, develop and implement initiatives to communicate these core key messages to program customers, primary and secondary target audiences.

3. Post program completion summary, highlights and success stories on agency web site.

4. Announce program completion and brief summary of highlights (if time allows) at practice meeting, cross-practice meeting and/or all-staff meeting.

5. Post program completion summary, highlights, challenges, success stories, and a one- to two-sentence "what we learned" statement on the intranet. Email agency staff and faculty re: program completion and postings on intranet and web site.