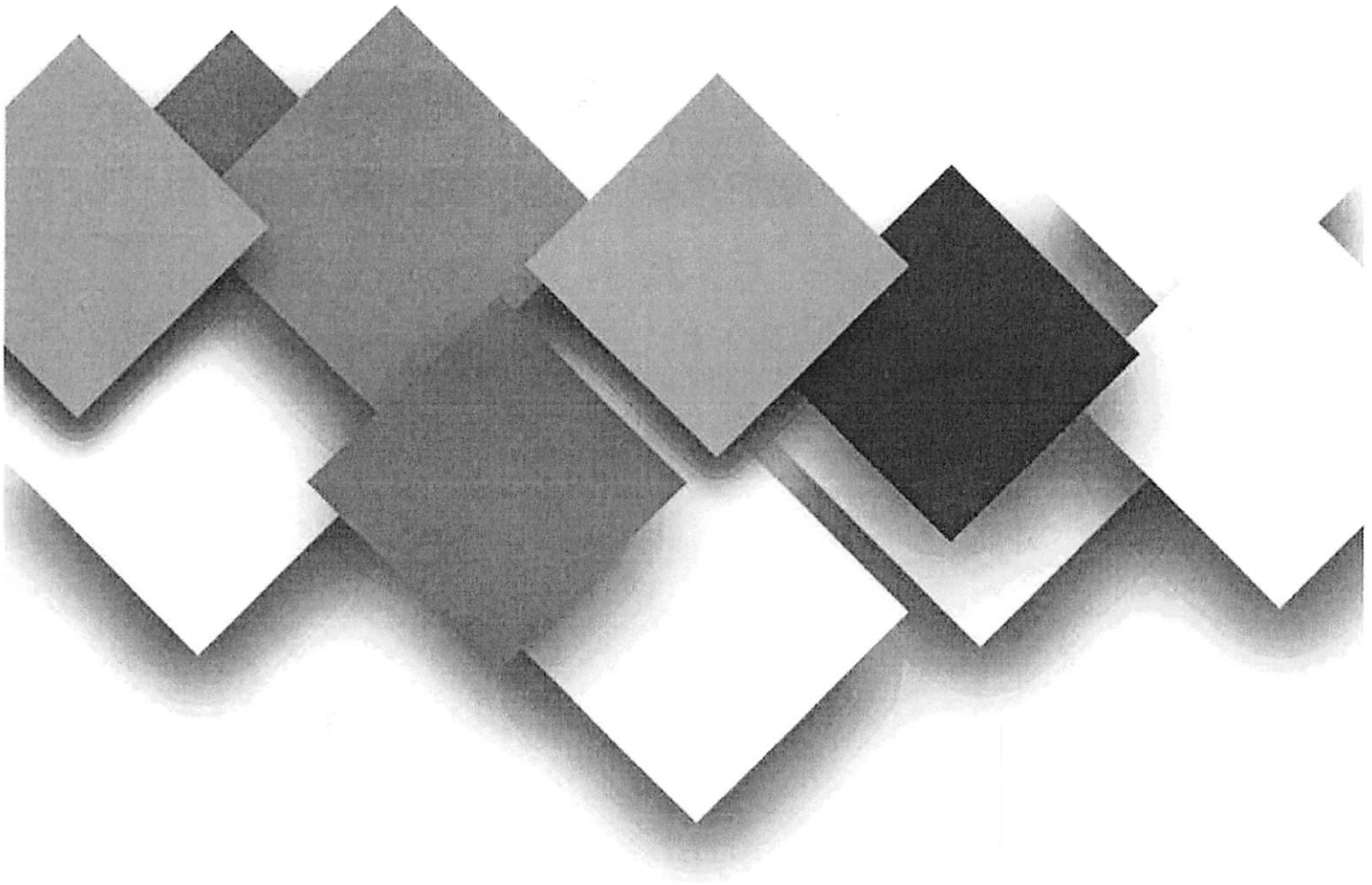


New Castle County Vo-Tech School District

December 2016

GillespieHall Proposal.

This is the start of
something powerful.



GH GILLESPIEHALL
Marketing, Public Relations and Social Media Strategists

tel: 302-234-9500 • email: info@gillespiehall.com • GillespieHall.com

Digital Marketing and Communication
Overview/ Scope of Services:



Action:

GH will design and implement a robust communication and digital marketing strategy that integrates with and enhances current NCCVTSD marketing and recruitment initiatives.

The digital campaign will:

- Enhance the NCCVTSD visual identity and brand as per the strategic plan
- Where possible, deconstruct the stereotypical VoTech reactions
- Introduce a new audience
- Where possible, mitigate threats to VoTech sustainability
- Revamp, reenergize and accelerate the enrollment strategy
- Position the VoTech option as both viable and appealing in the minds of our uninitiated audiences

Narrative:

Every parent in NCC should be made aware of the value a vocational education brings to a child.

To do this, we have to target an audience that may already have preconceived ideas about VoTech schools, we have to penetrate their bias, and go on to inform them of the VoTech value.

GH does not sink resources into generic messaging tactics – we micro-target our audiences with specific content that we know will change perceptions. Every marketing dollar has to be used wisely and with impact. That is the advantage of having sociologists and PR people on our staff, working together. We rapidly adjust our marketing strategy when we see our environment is changing. GH is big enough to execute powerful statewide campaigns (such as taking the entire state of Pennsylvania smoke-free in three years), and nimble enough to be responsive and dynamic – like an exceptional marketing agency should be.



*We understand behaviors.
Then change them.*

NCCVTSD DIGITAL MARKETING PLAN:

Objective:

- Reenergize NCCVTSD enrollment strategy
- Dismantle traditional stereotypes about New Castle County VoTech school options
- Capture the attention of new audiences
- Increase interest and enrollment

Phase One: 15 November 2016 – 28 February 2017

\$32,600

Understanding the challenges – Discovery - Once Only (\$9,000: 4-6 weeks)

- Identify barriers to enrollment
- Understand competing school offerings
- Review decision-maker and influencers' perceptions on VoTech options (parents, guardians, middle-school teachers, policymakers, community members)
- Examine each of the 4 VoTech high schools and identify its unique value proposition
- Identify platforms to focus messaging
- Create comprehensive collateral update plan
- Investigate administrative climate regarding VoTech, education and career preparation for students
 - The role of VoTech in new educational initiatives

Branding Refresh - Once only (\$23,600: 8 weeks)

- Create new NCCVT visual brand identity for the district
 - Integrate each individual school with new district branding x 4
 - Logo/icon design
 - New tagline
- Script VoTech value proposition; Clarify the advantages of NCC VoTech over other high school programs
- Create distinct core messaging for captive audiences
 - Siblings/family of existing VoTech students
 - 29 public middle schools in NCC - 18,890 students + family
- Expose and counter misconceptions about VoTech



***We understand behaviors.
Then change them.***

Digital Campaign Design and Implementation (\$7087 monthly: team of 6)

- Plug into existing social infrastructure
- Sociological audience & community analysis
- Create holistic integrated messaging plan
 - District-wide messaging
 - School-specific messaging for each of the four district high schools
 - Visually compelling hashtag campaigns for each school
- Hyper-targeted messaging
- Distinguish the difference between CTE credits at public high schools and NCCVT schools
- Highlight NCCVT value to the community
- Storytelling and testimonials
- Highlight NCCVT successes
- Community growth and increased engagement
 - Includes online media buy
- Regular creative content for district and all high schools' social media pages
- Website content updates as appropriate



Initiate smart and sassy visual campaign (social media) exposing the differences between VoTech and traditional high schools

CAMPAIGN - Delcastle Semicentennial and Howard Sesquicentennial Anniversary Publicity

2017 Howard; 2018 Delcastle

- GH to work with VoTech Communications team
- Conceptualize and coordinate theme for Howard (imminent)
- Design campaign & messaging strategy
- Create and implement earned media strategy
- Design and execute social media campaign
- Design event promotional materials



***We understand behaviors.
Then change them.***

2017-2019 Enrollment

- Review of NCCVT recruitment timeline
- Identify barriers to enrollment
- Create strategic messaging for teachers and recruitment staff
- Assist with collaterals school presentations
- Design VoTech enrollment materials
- Design social analysis-informed enrollment material distribution methodology
- Showcase campuses, positive culture, student successes and testimonials (visual support)
- Distribute messaging through pre-established channels

Visual Support

- Photography
 - Feature real VoTech students and student work
 - Photography in schools and in community
 - Include business partners
- Video for social media platforms
 - Identify opportunities to collaborate with students, teachers & administrators
 - Script
 - Storyboard
 - Talent selection
 - Videography & editing
- Visual student success narratives
 - Business
 - Athletic
 - Fiscal
 - Social

Community Outreach

- Facilitate connections with key community influencers
- Create core messaging for influencers
- Introduce additional opportunities for VoTech presence/visibility at strategic community hubs/events
- Identify and groom VoTech champions



***We understand behaviors.
Then change them.***

PR / Publicity

- Coordinate with existing PR initiatives
- Identify and implement strategic publicity opportunities to:
 - Highlight the unique value of VoTech education
 - Correct misconceptions about VoTech schools
 - Mitigate political fallout/discourse
- Create opportunities to deepen relationships with key stakeholders
- Research potential and existing champions

Phase Three: 1 November 2017 – 31 October 2019

\$105,600

Ongoing Digital Campaign Implementation (Approximate \$3800 monthly: team of 6)



- Evaluate all social media platforms for the new academic year
- Create daily trend awareness
- Create holistic integrated messaging plan
 - District-wide messaging
 - School-specific messaging for each of the four district high schools
 - Visually compelling hashtag campaigns for each school
- Hyper-targeted messaging
- Distinguish the difference between CTE credits at public high schools and NCCVT schools
- Highlight NCCVT value to the community
- Storytelling and testimonials
- Highlight NCCVT successes
- Community growth and increased engagement
 - Includes online media buy
- Regular creative content for district and all high schools' social media pages
- Website content updates as appropriate

Ongoing Community Outreach

- Maintain relationships with key community influencers
- Introduce additional opportunities for VoTech presence/visibility at strategic community hubs/events



***We understand behaviors.
Then change them.***

Ongoing PR Support

- Identify media exposure opportunities
- Collaborate with internal PR department as needed
- Implement strategic publicity opportunities within each school
- Shape community perceptions about VoTech
- Groom future VoTech champions

SIGNATURE

GillespieHall and New Castle County Vo-Tech School District agree to the listed deliverables in Phase One for the fee of \$32,600 and the start date of November 15, 2016. Payment for 50% of Phase One (\$16, 300) will be invoiced December 2, 2016. The balance will be invoiced January 30, 2016.

ALL FUTURE CONTRACT DELIVERABLES WILL BE FINALIZED/NEGOTIATED BY PHASE

Service Recipient:

New Castle County Vo-Tech School District

Original On File

By: _____

Date: 12/20/16

Service Provider:

GillespieHall, a BGP Publicity Inc. company

Original On File

By: _____

Bridget Pavard

Date: 12/21/2016



***We understand behaviors.
Then change them.***