



County of Jackson Strategic Planning Education Team

<i>Date:</i>	<i>Time:</i>	<i>Present:</i>
4/12/2011	7:30 a.m.	Adam Brown, Kevin Oxley, Mary Deluca, Patty Kaufman, Julie Alexander, Irene LeCrone, Dotty Karkeck, Doug Schedeler

OPEN DISCUSSION ABOUT COMMUNITY EDUCATION ISSUES:

- Federal government has eliminated summer Pell Grants which will dramatically decrease attendance at Baker College.
- Discussed increased fuel costs for schools.

MARKETING PLAN

- Continued discussion of marketing plan.
- Completed a rough draft of filling in the message, location, and tactics for target one (1), which are the parents of low socio-economic kids. These are typically parents with incomplete education themselves.
- Began talking about target three (3), which are the parents of marginal kids. These are typically parents who are disengaged from their children's education. The kids would probably perform better with a minimal amount of engagement from the parents.
- Immediate Tactics – the group thought it would be a good idea to take advantage of the opening of the new Center for Family Health, through advertising at the United Way Building.

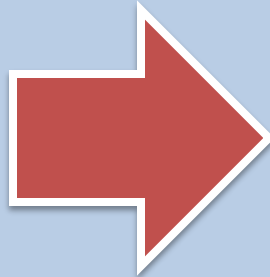
PLAN FOR NEXT MEETING:

- We should add the agenda a section called "Open Discussion about Community Education Issues."
- Dotty Karkheck will work on a logo/banner to be used for the Center for Family Health opening. She will distribute the artwork to the group when it is finishes.

SEE ATTACHMENTS FOR UPDATES TO THE MARKETING PLAN

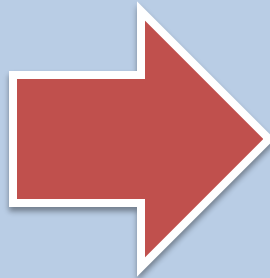
Education Marketing Plan Targets

1. Parents:
Incomplete Education,
Dropouts



2. Students:
Not mobile, Pre-K, high
risk, low-income/poverty

3. Parents:
Underachievers by
choice, mom and dad
not engaged, less
motivated



4. Students:
Underachievers by
choice, bubble kids

5. Overall Community Perception

Target: (1)Parents – Incomplete Education (Dropouts)

Message:

Wonderful paying jobs waiting to be filled. Importance of math skills. Hard work pays. Education entitles you to...
Math Matters, Math Pays

Where are They:

Grocery Store, Social Media, Smart Phones, See it, hear it, high touch. Free events (w/ food). Bus

Tactics

- Show how education pays
- Understanding the entitlement generation
- Free Food
- Bus Advertising - simple
- Flyers/Handouts at the food pantry, CAA, DHS, Health Department, FOC, Courts, Bank/Credit Unions/ Cash-N-Go, Center for Family Health
- Social Media (Facebook)
- Swimming Pools
- Partner with Center for Family Health grand opening. Banner at United Way
- Participating with national foundations (Exxon Mobile Teachers Academy, Other?)

Target: Parents (3)

Message:

Tactics

- Website with free coupons (draws people in)
- Coffee holder rings
- Mountain Dew/Red Bull – Corporate Partner

Where are They:

Coffee Shops

MIS