

Hispanic Enrollment Campaign: Education and Outreach Project Report

We are providing the following Project Report for the public relations and outreach activities conducted by The Rios Company for State Center Community College District's Hispanic enrollment campaign. The agency performed a variety of services, including consultation and planning, advertising, media relations and graphic design for the campaign, which was conducted between June and September 2006.

SCCCD initially retained The Rios Company to assist in the development and implementation of an outreach campaign targeting Hispanic students and their parents within the North and South Valley regions of their service area. However, upon deliberation of SCCC'D's existing outreach and research on the target market, The Rios Company proposed a narrower, more defined audience. The focus of the outreach campaign was adjusted to target Hispanic adults (male, parent, wife, etc.) 24-35 and over who went into the workforce immediately after high school (graduate or drop-out) and have come to the realization that a career would be the first step to securing a better life. This target group is currently not being directly targeted nor are they receiving communication in Spanish language formats through any of SCCC'D's other advertising and outreach efforts.

The campaign was designed to increase the awareness of the benefits of attending a SCCC'D campus. Accordingly, culturally and linguistically appropriate outreach strategies were designed to achieve this goal. The slogan/tagline "*Asegura una Vida Mejor*" (*Secure a better life*) was developed to place the responsibility on the audience in order to provoke immediate action. The message is intended to make the target audience feel compelled to make a change now. Through our initial research, we found that many messages targeting this demographic focus on the future, such as, "College or Education is the key to the future." The market research showed that many Hispanics who do not have a driving force within the home or a positive living environment tend to focus on "today" rather than the long-term. In addition, those who have not had a positive educational experience may be "turned off" or scared of the thought of "college." It may seem intangible, but the ability to "secure a better life" can be empowering.

The campaign is also designed to position SCCC'D as an important community resource that provides a life-long system of learning and a transitional learning platform that is affordable and flexible. This will be achieved by having Hispanic students and their families include SCCC'D in their deliberation process when deciding on issues regarding higher education.

The Rios Company provided the following services:

- Developing a project plan and timeline for the initial campaign, including the overall marketing strategy, project concepts and methodologies.
- Coordinating public affairs campaigns on radio talk shows, including serving as media contact, handling all logistics, placements and scheduling of appearances.

- Conducting research and developing message/slogan, including the identification of existing messages and materials and testing of message concepts with focus groups.
- Creating logo design and message concepts.
- Developing promotional materials in Spanish and English, including campaign flyers and banners.
- Coordinating and planning logistics for informational briefings/platicas, community outreach events and special events/forums.
- Developing advertising campaigns, including creation of a :60 radio spot for Spanish language media, including planning and placement of media purchase.
- Coordinating outreach and advocacy efforts to community organizations and opinion leaders to develop linkages and to create awareness about the issue.
- Serving as a consultant and advisor to client; providing ongoing advice on issues management and strategy development.

The following is a summary of the campaign strategies and activities that were completed throughout the duration of the campaign.

Consultation and Planning

• Campaign Strategy Development and Project Background Research

- Agency began gathering research and background information to plan the campaign, including targeted educational studies, meeting with the public information officers, reviewing data from the campus enrollment management committees to learn more about ongoing outreach and/or advertising efforts, their results and unmet challenges.
- Attended an update meeting on July 20 with Teresa Patterson, Cris Monahan-Bremer, Kathy Bonilla and Lori Bonilla. At the meeting the progress of the campaign was discussed in detail, reviewing the :60 radio spot produced with assistance from Radio Bilingue, upcoming radio shows and airing schedule, print advertisements and the creation of an information flyer featuring the Madera Center, Fresno City College and Reedley College. The concept of the flyer was discussed and approved, pending pictures and salary information from the respective PIOs. In addition, the radio spot was approved and arrangements were made to secure spokespeople for each talk show.
- Presented the campaign concept to the Enrollment Management Team meeting at Reedley College on August 1. The Rios Company's outreach efforts, including community partnerships and Platicas were discussed with positive feedback from the group. In addition, Lori Bonilla provided a calendar of Reedley College outreach efforts to compare

the differences in our efforts and to ensure there was no overlap. The overall response was favorable towards Reedley College playing a greater role in the community. The possibility of Reedley hosting a Community Forum modeled after the Madera Forum was also discussed.

- Ongoing consultation and communications with Teresa Patterson, Lori Bonilla and Cris Monahan-Bremer continued throughout the duration of the campaign to coordinate activities and keep client informed of progress.

- **Madera Community Forum Planning**

- Participated in a Forum planning meeting at the Clovis Center with Deborah Ikeda, Cris Monahan-Bremer, Tina Masterson and Dr. Ruben Fernandez and David Waring (via video conference) on August 4 to discuss the idea of a Community Forum further. The Rios Company presented the concept and purpose. Various logistics were discussed, including location, time, dates, potential program participants, attendees and the draft letter was reviewed and appropriate changes were made. Dr. Fernandez and Mr. Waring participated in the meeting to gain a better understanding of the purpose and process of the Forum to prepare in the event Reedley College decides to model a Forum after the Madera event.
- Participated in a final Forum planning meeting at the Madera Center with Deborah Ikeda, Tina Masterson and Dr. Jim Chin on September 6. Event logistics were finalized, including program flow, agenda, catering and the invite list was approved.
- Met with various organizations to gain support of the Community Forum. In addition, The Rios Company has been working with First 5 Madera County and the Madera Office of Education to play a greater role in the Forum by signing the invite letter as co-hosts.

Community Outreach

- **Stakeholder/Community Meetings**

- Identified local social service and business organizations and scheduled meetings with key stakeholders that serve Hispanic populations in the Madera and Reedley areas. The meetings served as a venue to identify potential partnerships and distribution points for informational material. In additions, these meetings opened doors to conduct Platicas with their client base. (See Attachment A- Summary of Stakeholder/Community Meetings)
Stakeholder/Community Meetings included the following:

<u>Date</u>	<u>Location and Contact</u>
July 11	First 5 Madera County- Family Resource Center <i>Elizabeth Catanesi, FRC Coordinator</i>
July 17	Madera Adult School <i>David Hernandez, Community Service Manager</i>

July 24	Madera County Office of Education <i>Cyndy Dolph, MA, Division Administrator, Educational Services</i> <i>Gail Beyer, Local Child Care Council Coordinator & Director of CARES Program</i> <i>Ozzy DeLuna, MA, MSW, Program Director, High School Support</i>
July 24	Madera County Workforce Development Office <i>Tracie Scott-Contreras, Manager</i>
July 25	Madera County Community Partnership Agency <i>Mary Long, Program Manager, Community Services</i> <i>Lizz Delano, Program Manager, Child Resources</i>
July 25	Darin Camarena Heath Centers, Inc. <i>Cristina Gomez-Vidal Diaz, Adolescent Health Coordinator</i> <i>Shari Salinas, TeenSMART Coordinator</i>
July 26	Housing Authority of the City of Madera <i>Maria Salas, Housing Services Manager</i> <i>Marcella Zuniga, Program Compliance Technician</i>
August 1	Proteus, Inc. <i>Jess Garcia, Dinuba Service Center Manager</i>
August 1	City of Dinuba, Redevelopment <i>Roy Ramirez, RDA Analyst</i>
August 21	United Health Centers of the San Joaquin Valley, Reedley WIC Program <i>Gloria Pecina, MBA, RD, WIC Program Coordinator</i>

- **Informational Briefings/Platicas**

- As an outcome of the various community meetings in the Madera and Reedley areas, a number of Informational Breifing/Platica opportunities have been identified and implemented. The briefings helped us better understand the barriers potential students must overcome to attend community college, while at the same time becoming more

familiar with the support resources and network offered by SCCCD. (See Attachment B-Summary of Informational Briefings/Platicas)

A total of 10 Platicas were conducted with the following community organizations:

<u>Date</u>	<u>Location</u>	<u># of Participants</u>
July 19	First 5 Madera County- Family Resource Center (2)	10
August 8	Proteus, Inc- Dinuba Vocational Training Center	14
August 9	Madera County Workforce Investment Board- RSG Program	17
August 9	First 5 Madera County- Family Resource Center (2)	7
August 10	Darin Camarena Health Centers, Inc.	14
August 23	Mt. Vista Alternative School	12
August 30	Madera Adult School (2)	56

• **Community Events**

- The official campaign kick-off took place on July 16, with a promotional event— Kalleton 2006 — hosted by KLLLE 107.9 FM. The Rios Company worked with outreach staff from Fresno City College, Reedley College and the North Centers to secure informational materials, giveaways and staff members for the event. The event hosted approximately 1,500 attendees and allowed for maximum exposure with prime booth placement in front as the crowd entered the concert festival. Although this event was not the “typical” outreach event SCCCD attends, Kalleton was a unique publicity event, which targeted the primary audience of the Hispanic outreach campaign. The sponsorship also included additional benefits, including double the commercial spots (60 :60 sec. PSAs), banners displayed in the concert arena, a live interview on KLLLE and five stage mentions of SCCCD being a sponsor.
- Through research of local Reedley area events that Reedley College has not typically attended, the annual Cutler-Orosi Health Fair was identified. Upon discussion with Lori Bonilla, it was decided that the health fair would be an appropriate event since Reedley College does get students from the area but rarely targets outreach events in that area due to time constraints. The Rios Company handled logistics for booking the event and corresponded with Dr. Fernandez and Jane Zavala-Martinez in the School Readiness Department. They arranged for two ambassadors to attend the event on August 27.

- Handled logistics for the Fulton Mall Mexican Independence Day event held on September 16 and 17 and corresponded with Fresno City and Reedley College outreach departments to book staff. The Rios Company also worked with Reedley staff to arrange delivery of promotional materials, including the new campaign flyer and banner.
- The Rios Company worked with the Pan Valley Institute to book an outreach booth at the Tamejavi Festival in Madera held on Saturday, September 16 at the Courthouse Park. The Rios Company also worked with North Centers staff to arrange delivery of promotional materials, including the new campaign flyer and banner and coordinated all logistics. The Rios Company also provided assistance with staffing the event.

- **Madera Community Forum**

- As part of the community outreach for the North Centers, The Rios Company handled all logistics and event coordination, including staffing and note taking for the Madera Community Forum held on September 21. The purpose of the gathering was to engage the Madera community in a dialogue regarding how the Center can better serve the community as a whole. In addition, the event provided a vehicle for key stakeholders to gain greater awareness of the programs and services offered by the Madera Center and how their client base can access these services. The over arching goal of the Forum was to identify current ongoing educational programs that could benefit from Madera Center's programs and services and the establishment of working relationships that facilitate the educational experience of Madera citizens, including job readiness.
- The Rios Company prepared a summary report of Madera Center Community Forum Meeting along with a participant list and submitted to Deborah Ikeda on October 23, 2006. The report highlighted the activity that took place at the Forum and summarized the participant discussion. (See Appendix C- Madera Center Community Forum Summary)

Advertising Campaign

- **Radio Spot Production**

- Developed advertising campaigns, including the creation of a :60 radio spot for Spanish language media. The Rios Company conducted in-house creative sessions and handled all logistics, including script writing, securing talent and creative production.

- **Media Purchase and Placement**

- Researched and placed media buys on local Spanish and bilingual language radio stations, including KSJV Radio Bilingüe, KLLÉ La Kalle and KOND Que Onda. Radio Bilingüe offers an educational format which engages listeners in community issues discussion and KLLÉ and KOND are both Univision stations, which allowed for leveraging of

additional airings and talk shows. KLLLE promotes itself as the only “true” bilingual station in the Valley, which runs all programs bilingually and plays an even mix of Spanish and English music. This station caters specifically to our target audience who speak Spanish in the home but English elsewhere.

- Radio Bilingue ran the :60 spot from July 22 to September 4 for a total of 186 airings. KLLLE ran the spot 50 times between July 22 and August 27 and KONND aired it 85 times from July 22 and August 27.

• **Radio Shows**

- As part of the media buys, we were able to leverage six public affairs talk shows— three on Radio Bilingue, two on KLLLE and one on KONND. Both Radio Bilingue and KLLLE were call-in shows and KONND was pre-recorded. However, the KONND show was aired six times in one day on all three Univision radio stations. The shows were aired between July 13 and August 21. The Rios Company worked with the campus PIOs and Cris Monahan-Bremer to secure spokespeople for the appropriate shows.

The radio shows schedule ran as follows:

<u>Date</u>	<u>Time</u>	<u>Station/Location</u>	<u>Spokespeople</u>
Thursday, July 13	7:30 am	KLLLE- 107.9	Mario Gonzales (Reedley College) Regina Uribes (Fresno City)
Thursday, July 27	10 am	Radio Bilingue	Maria Ensminger (North Centers) Mario Gonzales (Reedley College)
Wednesday, Aug. 9	12 pm	KONND- 92.1	Graciela Ramirez (Fresno City) Tina Masterson (North Centers) Claudia Martinez (Fresno City)
Thursday, Aug. 10	10 am	Radio Bilingue	Leticia Canales (Fresno City) Sylvia Cuevas (Fresno City)
Thursday, Aug. 17	9 am	KLLLE- 107.9	Mario Gonzales (Reedley College) Monica Nolasco (Fresno City)
Thursday, Aug. 21	10 am	Radio Bilingue	Sylvia Cuevas (Fresno City) Linda Mendez (Fresno City)

Promotional Materials Development

• **District Flyer**

- Conducted in-house creative sessions regarding concept and design with The Rios Company staff and tested the message with Spanish speaking professionals and community members at the Platicas.
- The Rios Company also worked with Cris Monahan-Bremer and the campus PIOs to secure photos and corresponding salary information. A quantity of 10,000 flyers was printed. In addition, The Rios Company handled all aspects of production and distribution through the established partnerships with community agencies and local outreach events.
- The campaign flyers were distributed as follows:

<u>Quantity</u>	<u>Location</u>
2,500	Proteus: Reedley/Dinuba area
500	Reedley College (Various outreach events, including Fresno Fair, etc.)
500	Madera Housing Authority
500	Madera Adult School
100	Madera County Office of Education (targeted mailing)
100	C.A.R.E.S. program (Targeted Mailing)
500	Madera County Work Force Develop office
600	First 5 Madera County (500 targeted mailing; 100 display in office)
50	One placed in each packet at community forum
500	Cris Bremer for distribution
2,500	Tamejavi Festival in Madera/Madera Center Staff

- **Campaign Banner**

- For use at the two Mexican Independence Day events (Tamejavi Festival and Fulton Mall), The Rios Company designed and handled production of two outreach banners, which utilized the new campaign look and theme— *“Asegura Una Vida Mejor.”*

- **Print Advertisements**

- Coordinated the design, planning and placement of campaign print advertisements through September 2006, including creating ad layout and design and consulting with SCCC

staff on approval of copy and layout. The following advertisements we published as detailed below.

<u>Publication</u>	<u>Date</u>	<u>Ad Size/Color</u>
Night of Jazz Event Program	January 6, 2006	half page/B&W
Vida en el Valle Valley Heritage Award <i>Special Tabloid</i>	October 6, 2006	half page/full-color