



Strong Workforce Program (SWP) Regional Projects RFPs
Response to questions posed by applicants
March 22, 2017

Q&A for SWP RFP: Marketing

The questions below are regarding the CTE statewide marketing campaign efforts, seeking clarification of how our regional marketing plan will collaborate with the statewide plan. The answers have been provided by a staff person assigned to the statewide CTE Marketing Campaign.

• What is the budget for year 2 & 3 of the state Marketing plan?

- The total campaign budget for each fiscal year is \$2.7M.

• When does Ogilvy plan on completing the employer-to-employer toolkit and other outreach materials for use?

- General community outreach and marketing materials will be available this summer before the start of the new school year. Employer-to-employer materials may take a bit longer to develop, and will be available in the fall.

• What are the detailed items that will be included in Ogilvy's toolkit? In the Need for CTE Marketing section it states that the statewide campaign “will develop template materials, tool kits, etc that can be used by the local regions”

- The Scope of Work has not yet been finalized, so we are still working out the specific details of what will be included in the toolkit. Generally though, you can expect it to include videos, collateral pieces, OOH ads, imagery, and radio spots. Most, if not all, will be developed as “templates” to allow for customization with local branding, contact information, photos, etc.

• What market research (if any) did Ogilvy already complete at the state level? Will we have access to the original data/reports such as: Market dynamics, patterns?

Customers - demographics, market segment, target markets, needs, buying decisions, personas? Competitor? Industry?

- Last summer, Ogilvy was hired along with Koski Research to conduct a statewide baseline awareness study. I will provide the results of that study to you. We are also in the planning phases of an additional quantitative research study that expands this baseline awareness survey to include parents and influencers. Creative concepts are also being tested with focus groups throughout the state at the end of this month (March).

• **What are the desired Key Performance Indicators (KPI's)? (Example: Increased traffic to the website? Lead Generation? Business/Industry Involvement? Enrollment? Job Placement?)**

Essentially, what we are asking is what are the desired measurable results/outcome of the marketing efforts and what are they from a priority standpoint?

- KPIs are still being defined as we develop the Scope of Work, but in general we are looking for an increase in awareness and perception of CTE programs among prospective students, influencers, and employers. We will continue to track this with quantitative research. We will also be looking for traffic to the CTE microsite (set to launch this summer), and click-throughs that generate leads/contacts for individual colleges from both prospective students and employers looking to hire graduates. Lastly, we will be looking to the colleges, districts, and regions for feedback on enrollment numbers, and how students were referred to CTE programs. (Did they see an ad? Did a counselor give them a brochure? Other?)

• **Can you please provide any rationale that supports heavy traditional media outreach vs. digital?**

- The Scope of Work is still in progress, and the percentages of digital and traditional media buys are not yet final.

• **Where and how do you see POP (point of purchase) working as a medium?**

- We are still developing our outreach plans, and while this has been discussed we do not yet have specific details on how or if we plan to use POP materials.

• **Are you open to considering a different type of media mix (e.g. more digital, less traditional)?**

- As above, the Scope of Work is still in progress, and we are discussing these options.

• **Will the strategic head of the statewide plan oversee the agencies running regional initiatives?**

- The regions have the opportunity to partner with this campaign through the use of Strong Workforce Program regional share funds. If a region chooses to exercise that option, the state's team of Ogilvy & MeringCarson would work directly with them to develop a local outreach plan and assistance in customizing marketing materials, and placing ads. However, if a region chooses to contract with a different vendor, or expand their marketing plan beyond these matching funds, that would go beyond the scope for this campaign. While we will make an effort to keep all regions updated on our work and would make all materials available for regional/local use via the toolkit, we would not directly oversee these initiatives.

The Chancellor's Office also provided a copy of the 2016 Ogilvy Report "A Statewide Plan to Re-Brand and Market Career Technical Education." This report has also been placed on our website.

Will we have flexibility in refining the regional project Phase II marketing budget based upon the results of the Phase I Marketing Plan research?

Yes