

ALAMANCE SCHOLARS FINAL LEAVE BEHIND

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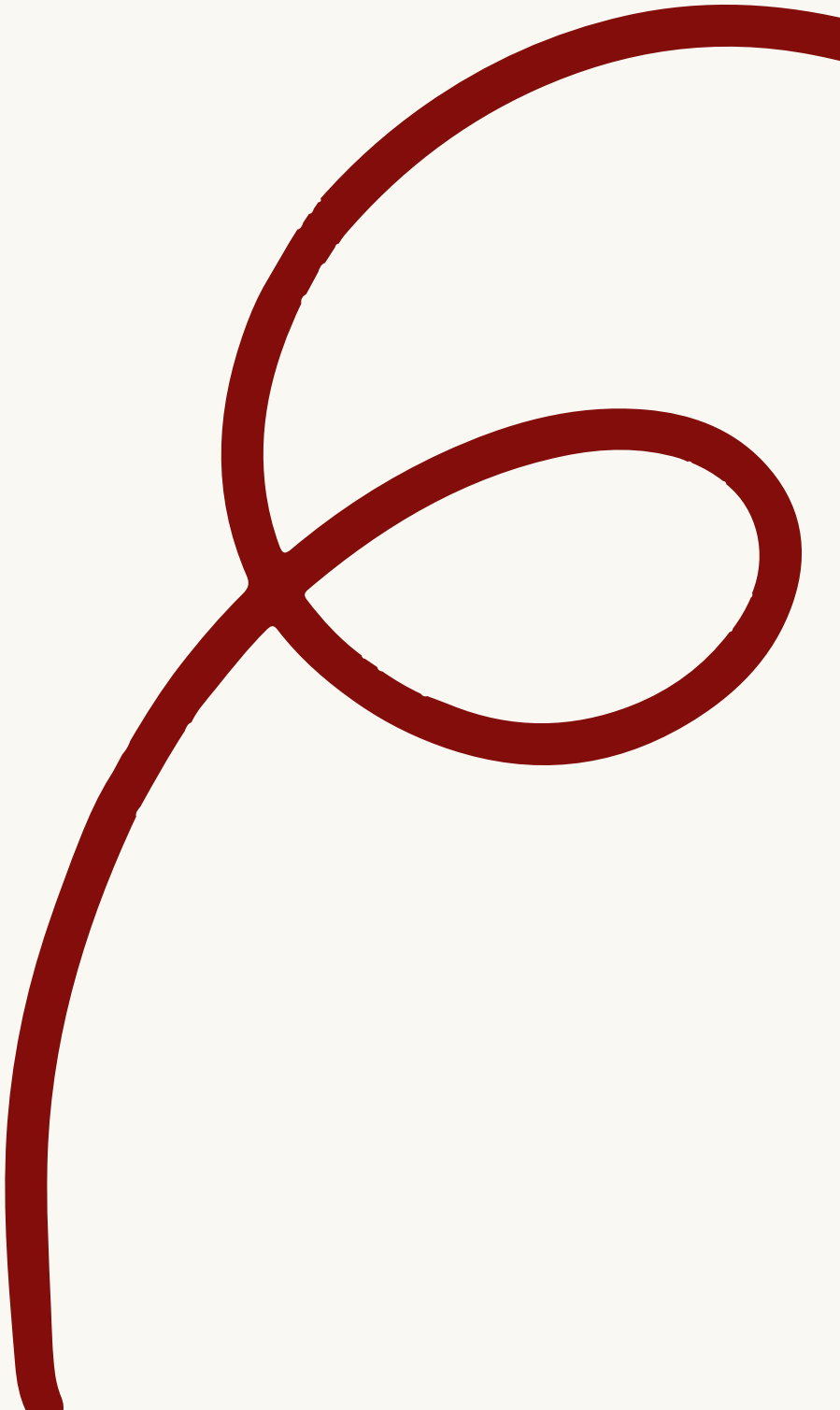
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Our Agency



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Executive Summary

Alamance Scholars is a program designed for Alamance-Burlington School System (ABSS) students interested in becoming educators.

It creates a clear **college-to-career pathway** for high school graduates to earn an associate's degree at Alamance Community College (ACC), transfer to Elon University to complete a bachelor's degree, undergo student teaching within ABSS, and, upon obtaining their teaching licensure, return to ABSS as educators.

Their main struggle right now is generating interest among students of color and getting them to join the program.

By delving into our research, which focuses on researching the consumer, culture, competition, convergence, company, channel, and category, we found **clear insights that will shape our communications strategy and ultimately help us build tactics we will use to help Alamance Scholars reach their goals.**

Single Most Important Idea

Alamance Scholars empowers ABSS graduates with a debt-free pathway from college to a fulfilling career, taking away the stress of student loan debt so we can focus on creating meaningful career opportunities to maximize our community's potential.

Communications Problem

Alamance Scholars's main struggle is gaining overall interest and participation among Alamance Burlington high school students, *mainly Black and Hispanic.*

They are trying to reach this specific target to **make ABSS teachers more representative of the greater Alamance Burlington community** for the greater good of the education system.

They seek to **increase participation with these students** by *highlighting the benefits of joining Alamance Scholars* (financial, career, emotional) in their communications and **aligning their benefits with the values of Alamance Burlington High School students and their parents.**

SWOT Analysis

Strengths

- **Alamance Scholars can change lives by outlining a career path for students.**
- The beauty of Elon's campus.
- **Financial benefits of being a scholar.**
- There are several benefits of going to a community college for two years to a universities.

Weaknesses

- **Low interest in becoming an educator.**
- Different career options, particularly for women.
- No social media presence.
- Niche audience.
- **Unclear how to get involved with the program.**

Opportunities

- Partnership with Elon Teaching Fellows.
- **Build a social media presence.**
- Scholarship opportunities.
- Student debt forgiveness.

Threats

- **Competing state school education programs.**
- **Overall, low pay for educators.**
- Increasing lack of interest in the teaching profession.
- *Elon University is not representative of ABSS in terms of demographics, which leads to a lack of enrollment in Elon University by ABSS students.*
- Stigmas around going to community college.

Secondary Research and Insights

- Our secondary research focused on the **seven “C’s”** of communication specifically on how this would all inform our communications strategies for Alamance Scholars
- Through this research, **we identified the opposing viewpoints surrounding the teaching profession culture as a key issue to address in our campaign.**
- By studying our target audience—Hispanic and Black ABSS high school students and their parents—**we gained crucial insights that will guide our strategy in effectively communicating Alamance Scholars to our audience.**

7 C's: Research Insights

Key Strategies

- **Engagement:** Boost online presence and integrate in-person outreach with targeted digital marketing (social media, newsletters).
- **Storytelling:** Use testimonials from scholars to inspire participation.
- **Messaging:** To attract students, focus on career pathways, degree attainment, and community impact.

Competitive Positioning

- Emphasize Alamance Scholars' community-driven identity and Elon's financial aid.
- Compete with GTCC's flexibility and Duke's immersive TeachHouse by adding program flexibility.

7 C's: Research Insights

Challenges and Trends

- Declining public perception of teaching due to low pay and lack of prestige.
- Teaching interest among high schoolers has significantly dropped over the last 50 years.

Audience Communication Preferences

- Students: Use social media (YouTube, TikTok, Instagram, Snapchat), emails, and texts.
- Parents: Reach through social media, schools, and community events.

Student Priorities

- Career success, college graduation, and community impact.
- Financial aid, location, and campus appeal strongly influence college decisions.

Media Convergence

- **Boost online presence:** Regularly share engaging content, including event promotions, student stories, and interactive posts like polls and Q&A sessions. Collaborate with student ambassadors and use trending features to increase visibility.
- **Combine in-person and digital outreach:** Visit high schools and community events to connect directly with students and families. Pair this with digital efforts like targeted social media campaigns, newsletters, and a user-friendly website to expand reach.
- **Highlight scholar stories:** Share inspiring testimonials and success stories from current and past scholars through videos, posts, and blogs to showcase the program's impact and attract new participants.

Primary Research Findings

To understand Alamance Scholars' niche situation, we decided to speak directly to people with relevant expertise in education and the Alamance community.

We spoke with Elon University **Teaching Fellows** as well as Alamance Community **parents**. Speaking with the community members gave our group insight into what makes the teaching profession compelling and how to cultivate interest in the Alamance Scholars program.

Primary Research Findings

"It's important to talk to students about the practical side of teaching, like job stability and the difference you can make in your community. That's what hooked me"- Erin Callahan

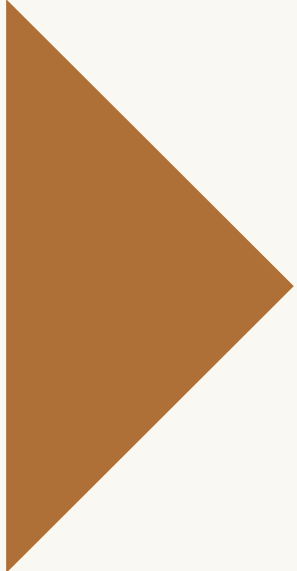
"We need to show students that teaching isn't just about standing in front of a class—it's about relationships, problem-solving, and making an impact that lasts a lifetime"- Gary Simmons

Primary Research Findings

"Parents in Alamance County may be hesitant to send their student to a wealthy institution like Elon University. It is important to connect with and listen to the community and find ways to accommodate to their needs."—Mia Vernasco, Elon Teaching Fellow

"To engage teens you need to meet them where they are at. Highlight how you are going to meet their true financial needs and be honest." -Andrew Semuels, 7th Grade Teacher

Target Audience



The Alamance Scholars program targets **Black and Hispanic ABSS high school students and their families.** Our primary audience includes students *with a strong passion for community service and a clear goal of attending college.* Additionally, **we aim to reach students still exploring their post-high school plans and seeking guidance to shape their future careers.**

**TARGET
PERSONA ONE:
MEET SHEA**



Who is Shea?

- Shea, a millennial mom and is a librarian at Mebane Public Library, supports her family with her plumber husband, though they face financial stress.
- She gave up her dream of becoming an attorney for her children's stability.

What does she value?

- Shea values church, community, and family time, ensuring phones stay off at dinner.
- She prioritizes a healthy, home-cooked diet but sometimes opts for convenience like fast food or grocery meals.
- Value-oriented and health-focused, Shea trusts friends' advice, especially moms, but always considers her children's opinions for major decisions.

Shea's Personal Media Network



TV & Recreation

- Shea enjoys family time by the TV at night, listens to the car radio daily, and occasionally checks the newspaper for local news.
- She opens promotional emails if they mention sales or coupons.

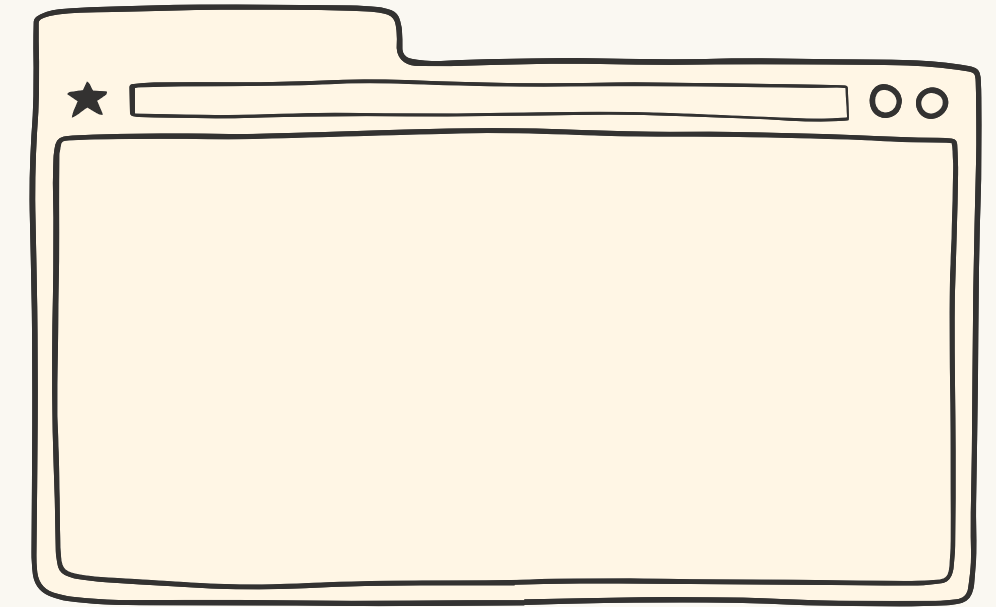
Shopping

- Shea shops for her family as needed, often with her kids.
- In stores, she notices aisle markers, displays, and sales to save money.
- She loves online shopping, favoring user-friendly, visually appealing sites.

Shea's Personal Media Network

Internet Usage

- Values privacy-focused, user-friendly, and local websites.
- She often starts with search engines or Amazon when intrigued by ads but rarely completes purchases, preferring to browse.
- She trusts mom blogs for unbiased, honest feedback on her parenting styles.



Phone Usage

- Shea uses her phone mainly to pass time, connect on social media, listen to music, and play games.
- She rarely downloads new apps unless they have a clear purpose.
- She uses social medias like Facebook and Instagram regularly to monitor friend activity, but doesn't always interact



TARGET PERSONA TWO: MEET ISAIAH

Who is Isaiah?

Isaiah, a 16-year-old student at Western Alamance High, is passionate about giving back to his community and helping others. While unsure about his field of study, he loves school, enjoys learning, and is particularly enthusiastic about science and math.

What does he value? What do we know about him?

Isaiah is unsure about his major but plans to stay in North Carolina for college. He's unaware of potential financial benefits of private schools but knows in-state public schools offer lower tuition. As the first in his family to attend college, Isaiah's parents, who pursued trade careers, support his decision but worry about costs. They've encouraged him to apply for scholarships and attended info sessions on supporting first-gen students. Isaiah is working with guidance counselors to navigate the college search and hopes to find an affordable school that aligns with his career goals.

Isaiah's Personal Media Network

Internet Usage

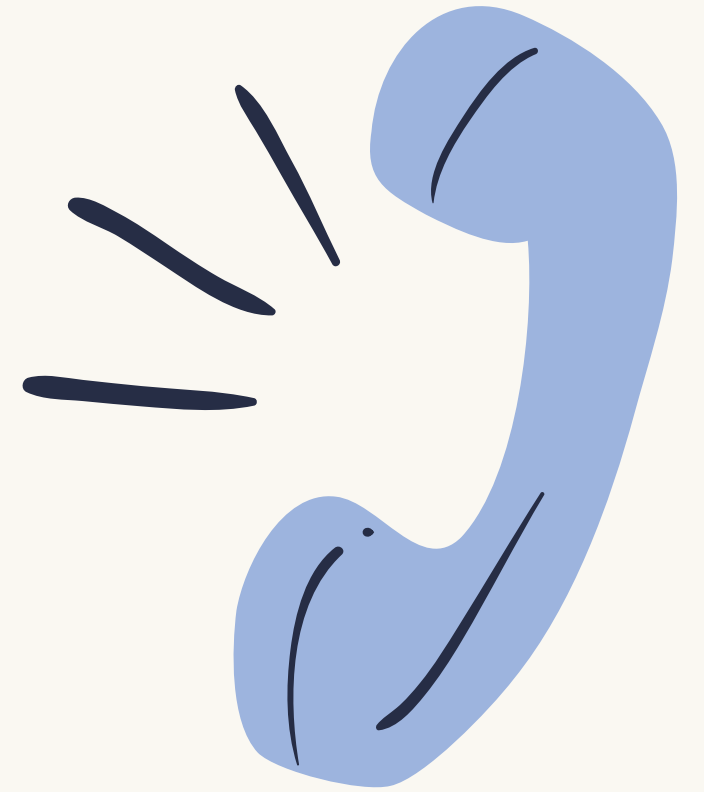
- Isaiah uses common browsers like Google Chrome and Safari for his everyday quick searches
- Isaiah uses the internet for academic purposes both on school websites and basic public sources like Britannica and Google Scholar
- He traffics websites like Roblox and Twitch when he's alone at nighttime to connect with friends before bedtime
- Other nights, he goes on Netflix to browse movies, either with his family or by himself



Isaiah's Personal Media Network

Phone Usage

- Isaiah, a Generation Z member, starts his day by checking his phone, beginning with Snapchat for group chats and updates. He shares moments throughout his day on private stories and gets some news there.
- Throughout the day, he spends time on Snapchat and Instagram whenever he finds breaks
- After school, he then spends time on TikTok, where he sees targeted ads based on his interactions.
- He then scrolls through Instagram, liking posts from favorite creators, often influenced by sponsored content.
- Isaiah checks his school email and social medias for important updates on scheduling, policies, events, and post graduation-related info, including scholarship opportunities.



Brand Manifesto

Empowering Future Educators, Changing the Community

Our goal at Alamance Scholars is to **use the profession of education to transform lives.**

Teaching is a gateway to a society that is reflective of various cultures and sorts of people, not just a route to achieve personal success. **Regardless of their background, our goal is to encourage our Scholars and remind them of their potential in the world of education.**

We aim to support Alamance Burlington students in achieving their aspirations for a successful profession that **enables them to pursue their passions of making a difference in the world and giving back.**

Brand Manifesto

Nurturing the Next Generation of Educators

Educators play a vital role in shaping future generations and the leaders of those generations.

Pursuing a career in education is a choice that will instill creativity, critical thinking, and resilience in our Scholars. ABSS is a place of diversity and unique perspectives, and here at Alamance Scholars, diversity stands as the cornerstone of the learning environment.

We invite aspiring educators from different backgrounds to join Alamance Scholars. From here, we will mentor them in their journey through Alamance Community College and Elon and **foster a sense of identity in education in each of our Scholars.**

Brand Manifesto

Creating a Pathway from College to Career

Successful careers are built upon education. Here at Alamance Scholars, we are dedicated to providing clear pathways to higher education and becoming an educator in ABSS.

Being a Scholar means receiving support through mentoring and programs tailored to our program at ACC and Elon.

All of our Scholars deserve access to resources that will supplement their success and guidance that empowers their voices.

Brand Manifesto

Supporting Those of All Financial Backgrounds

At Alamance Scholars, we understand the financial barriers that prevent some students from pursuing higher education; that is why we believe in supporting students of all socioeconomic histories through scholarships and grants.

We aim to remove hurdles that prevent our Scholars from pursuing their dreams and create opportunities for those who are underrepresented in education.

Realize your potential. Make your dreams real with Alamance Scholars today.

Brand Positioning Statement

For the students and parents of Alamance County, Alamance Scholars is a program that **provides a pathway to success.** Alamance Scholars offers *affordability and career security* to students interested in teaching so they can **give back to the community that raised them.**



Alamance Scholars

Your Future Starts Here

Our Campaign

Alamance Scholars provides ABSS graduates with a clear pathway from college to career without the stress of finances, helping to cultivate a meaningful job with real value and impact.

Campaign Messaging

Omnipresent Communications wanted to create an authentic campaign emphasizing **the program's financial benefits and a designated pathway to success, all while celebrating Alamance community pride.** We crafted our communication plan around **“Your Future Starts Here.”** Our audience ***consists of students unsure of their career plans and parents who want their children to succeed without financial burdens.*** Our message is built on the aspirations of the community and the students within it.

Though not all ABSS students will become an Alamance Scholar, the entire Alamance community will become aware of the opportunities that the organization provides.

Objective #1

INFORM BLACK AND HISPANIC PARENTS OF ABSS HIGH SCHOOL STUDENTS OF THE BENEFITS OF BEING AN ALAMANCE SCHOLAR.

Strategy #1: Highlight the financial benefits of Alamance Scholars and the importance of growing the next generation of educators through mediums through which parents receive their information.

TACTICS

- **Develop Alamance Scholars' online presence**

- Create Facebook, Instagram, and TikTok Accounts with easily identifiable profile characteristics; create logos, taglines, etc.
 - Focus on **Facebook** to develop consistent messaging with **parents**
 - **Join Alamance Burlington parent and community Facebook groups, place communications there**
- Create eye-catching posts highlighting the features of Alamance Scholars that parents will find intriguing

- **Use traditional marketing methods to appeal to those with less of an online presence**

- Develop pamphlets to hand out to ABSS parents after church on Sunday, at the grocery store and at other prominent community buildings/programs
- Create an email marketing program that goes to all parents' inboxes
- Air commercials during family hours (6-8 pm)

Tactic Execution

Triad SAHMs & Working Moms: Chat

Private group · 11.0K members

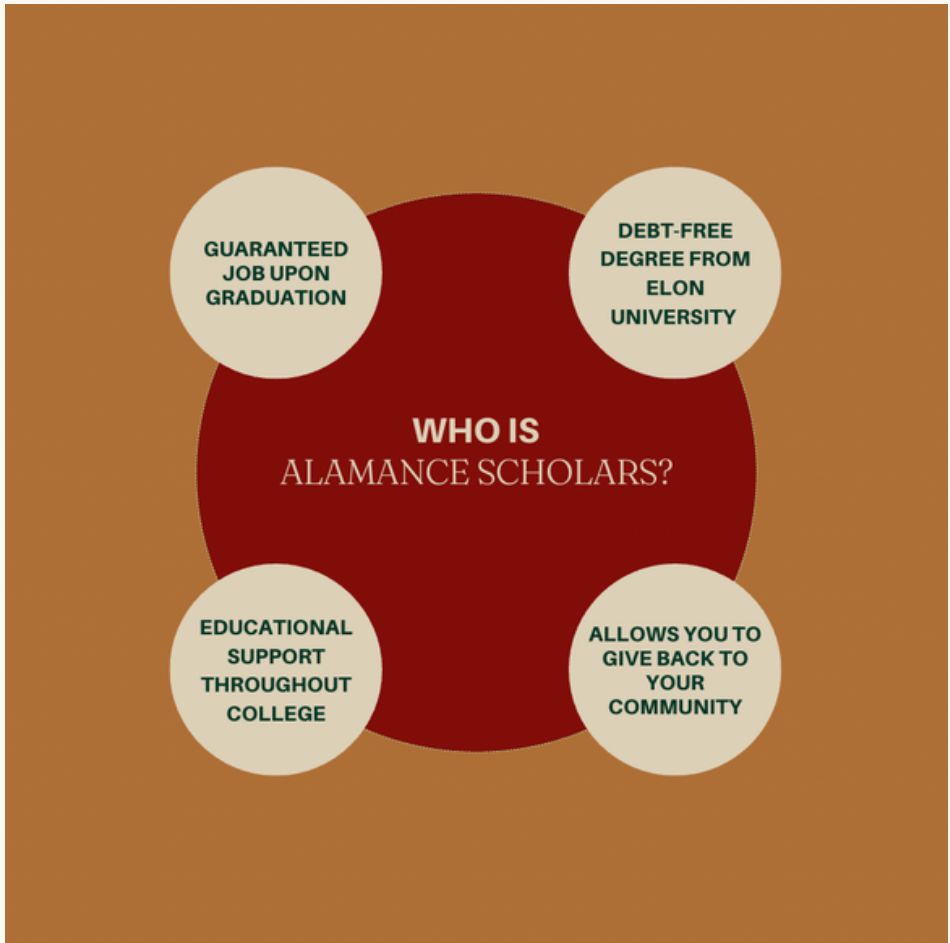
Join group



Alamance County Moms

Private group · 1.9K members

Join group







Become an Alamance Scholar today!

Take the opportunity to learn more about our debt-free program!



Learn more at:
<https://sites.google.com/abss.k12.nc.us/alamance-scholars/alamance-scholars?authuser=0>

Tactic Execution

WHAT WE PROVIDE

► CLEAR PATHWAY

Alamance Scholars have developed a clear pathway to affordably achieving a higher education and job security. Students will enroll in Alamance Community College, then transfer to Elon University to achieve a bachelor's degree. Once graduated, they will teach in the Alamance Burlington school system.

♥ FINANCIAL SUCCESS

Alamance Scholars offers the opportunity to affordably achieve a higher education. Students will attend Alamance Community College, and then transfer to Elon University. While attending Elon University, they will be financially supported through scholarships and grants.

🎯 CAREER STABILITY

By becoming an Alamance Scholar, students will be guaranteed employment upon their graduation from Elon University. Students will begin their teaching career in the Alamance Burlington school system- debt-free.

ARE YOU INTERESTED? CONTACT US!



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Alamance Scholars

Your Future Starts Here

A GUIDE TO YOUR FUTURE

ALAMANCE SCHOLARS



FINANCIAL SUPPORT

Alamance Scholars offers the opportunity to affordably achieve a higher education. Students will attend Alamance Community College, then transfer to Elon University. While attending Elon University, they will be financially supported through scholarship and grants.

CLEAR PATHWAY

Alamance Scholars have developed a clear pathway to affordably achieving a higher education and job security. Students will enroll in Alamance Community College, then transfer to Elon University to achieve a bachelor's degree. Once graduated, they will teach in the Alamance Burlington school system.



EDUCATIONAL SUPPORT

Students will receive educational support while enrolled in high school, Alamance Community College, and Elon University. Through the support of Alamance Scholars and academic advisors, students will be guaranteed a path to graduation and professional success.

CAREER SUCCESS

By becoming an Alamance Scholar, students will be guaranteed employment upon their graduation from Elon University. Students will begin their teaching career in the Alamance Burlington school system- debt-free.



Objective #1

INFORM BLACK AND HISPANIC PARENTS OF ABSS HIGH SCHOOL STUDENTS OF THE BENEFITS OF BEING AN ALAMANCE SCHOLAR.

Strategy #1: Highlight the **financial and career benefits of Alamance Scholars** and the importance of growing the next generation of educators through mediums through **which parents receive their information.**

TACTICS

- **Be present at Alamance Community events**
 - Attending churches in Alamance, farmers markets, school fairs, and community career fairs
- **Be consistently present throughout the Alamance Community**
 - Handing out informational flyers in heavy-traveled areas: grocery stores, sporting events, shopping centers, schools, and PTA meetings
 - Sending out informational graphics in heavily-traveled digital areas: social media, mom group-networks, etc.
- **Inform influential figures in the community about Alamance Scholars**
 - Schedule meetings with leadership at Alamance Boys & Girls, Alamance Public Libraries, and teachers in ABSS and educate them about Alamance Scholars
 - Suggest the promotion of Alamance Scholars in their place of work and to the parents of students in ABSS

Objective #2

REACH BLACK AND HISPANIC ABSS HIGH SCHOOL STUDENTS – PREFERABLY THOSE WITHOUT AFFORDABLE CAREER OR COLLEGE CHOICES.

Strategy #2: Use consistent, resonant messaging strategy to underscore career and financial benefits, such as scholarship opportunities and the clear pathway to success.

TACTICS

- *Create a memorable slogan/tagline that is informative of Alamance Scholar's mission*
 - **“Your Future Starts Here – Debt-Free and Community-Focused.”**
 - **“Students of Today – Teachers of Tomorrow”**
 - Put the tagline on all/most content output, physical and electronic

Objective #2

REACH BLACK AND HISPANIC ABSS HIGH SCHOOL STUDENTS – PREFERABLY THOSE WITHOUT AFFORDABLE CAREER OR COLLEGE CHOICES.

Strategy #2: Use consistent, resonant messaging to underscore career and financial benefits, such as scholarship opportunities and the clear pathway to success.

TACTICS

- **Collaborate with ABSS organizations (sports teams, clubs)**
 - Talking at practices and meetings, demonstrating how Alamance Scholars can fit into students' lives
- **Create a mentorship program between high school and elementary ABSS students**
 - This mentorship will allow older students to explore the possibility of a future with children in education
- **Have current Alamance Scholars make classroom visits**

Tactic Execution

Sponsor a Mentorship Program

Opportunities:

- Pairing up with Alamance Girls in Motion or the Boys and Girls Club
- Alamance Scholars can attend these meetings and educate them on their opportunity to pursue a degree and career, engaging an audience that already values community

Mentorship program will:

- Associate Alamance Scholars with the school system
- Shape Alamance Scholar's community-based identity
- **Get ABSS students excited about and involved with Alamance Scholars at low commitment**

Objective #2

REACH BLACK AND HISPANIC ABSS HIGH SCHOOL STUDENTS – PREFERABLY THOSE WITHOUT AFFORDABLE CAREER OR COLLEGE CHOICES.

Strategy #2: Use consistent, resonant messaging strategy to underscore career and financial benefits, such as scholarship opportunities and the clear pathway to success.

TACTICS

Create Instagram and TikTok accounts to put out content that will resonate with high schoolers

- Day in the Life of an Alamance Scholar
- Instagram Posts
- Recognizable, consistent branding on all online presences
- Hand out merchandise and goods at events

Tactic Execution

Social Media Graphics



ALAMANCE SCHOLARS
EMPOWERING MINDS
BUILDING FUTURES

Day In My Life as
An Alamance
Scholar and
Senior at Elon
University!



Alamance Scholars is your ticket
to a debt-free degree.



Click the link in our bio to learn more!

Objective #3

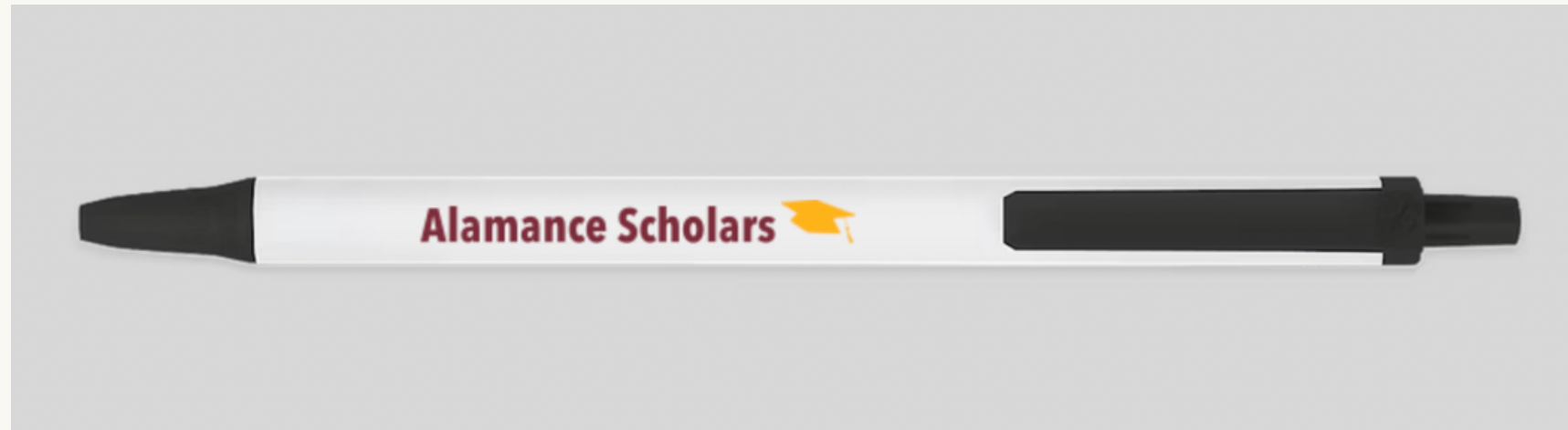
SECURE LOW-COST, IMPACTFUL MEDIA COVERAGE FOR ALAMANCE SCHOLARS

Strategy: Utilize paid and earned media to build credibility and trust in Alamance Scholar's mission within the community.

TACTICS

- **Securing Earned Media**
 - Send media pitches to Alamance Burlington news outlets, highlighting the importance of creating an affordable college-to-career pathway.
- **Creating a TV Advertisement to be run on streaming services**
 - Run commercials in the morning and at night when parents and students are most likely to be watching. Commercials will emphasize an affordable pathway for education and career opportunities.
- **Distribute Alamance Scholars merchandise**
 - Distribute pens and notepads at education-related community events and to guidance counselors
 - Distribute bags, stickers, and keychains at any community event (farmers market, sporting event)
 -

Tactic Execution



Tactic Execution



Tracking

We have implemented a tracking and measurement plan to track the success of our strategic campaign. Using this plan, we can gather qualitative and quantitative data, which is valuable to see how successful our campaign has been.

We have created two plans, one for during and one for after the campaign.

Examples of tracking are:

- Implementing and measuring SMART goals
- Identifying key metrics and measure
 - Website views
 - Increase in participants
 - Change in engagement
- Access progress throughout the campaign

In-Campaign Measurement Plan

- **Measure the number of individuals engaging** with Alamance Scholars at community events. Compare attendance rates for six months and make changes as seen fit.
- **Track online engagement** with the use of Google Analytics (Website), social media analytics (via the app), and E-Mail monitoring (HubSpot)
 - Allows you to understand what content is most important to your audience
- Send out **surveys to track engagement** from the community
 - Allows you to understand which aspect of Alamance Scholars is most important to potential participants

Post-Campaign Measurement Plan

- **Evaluate the change** in social media presence and engagement
 - Was there a fluctuation in followers? Which content did far better, or far worse, than other content? Which platform was the most effective?
- Measure which events had **the most attendance** and what **demographics** seem to attend events most often
 - Are the demographics that are attending the ones that you are most interested in having participate?
 - Do different demographics attend different events?
- Measuring **the change in website traffic**
 - Page views, average time on page, device usage, bounce rate, etc.