

Marketing Communication Strategy

Hayward High School— Youth and Parent Investment Initiative

2011-2012

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Marketing Communication Goals

1. To raise the HHY&I profile in the school community.
2. To develop a strategy and plan that complement the school and district identity.
3. To strengthen the school's ability to attract participants and supporters.
4. To expand youth and parent participation in outreach programs.
5. To increase revenue to support the programs.
6. To develop new revenue streams beyond sources to fund the programs and the envisions FQHC.

Hypothesis

- By achieving goals 1-5, we will significantly improve our chances of achieving goal 6.
- To ensure the fulfillment of goal 6, we will have to build strategies and a business plan from day one that strengthen our capacity to achieve this goal.

Marketing & Business Plan Working Group

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Methodology

- Step 1: Research (Oct)
- Step 2: Analysis (Nov)
- Step 3: Strategy Development (Dec)
- Step 4: Implementation Planning (Jan)
- Step 5: Present plan to DT for review and action (Feb)
- Step 6: Rollout approved plan (Mar)

Review

1. Target audience for communications
2. Key messages to be communicated
3. Channels through which these messages can best be communicated to the target audiences

Who is the target audience?

- **Research:**

Potential: All HHS students, parents, faculty, staff, and administration

Goal: The Design Team wants participation from a diverse cross-section of the school community to participate in and support these programs, and the envisioned FQHC at HHS.

Challenge: To develop brand identity for the Y&PII by clarifying the difference and complementarities b/w existing youth and parent programs and envisioned programs, and to identify and secure the resources for ongoing programs and the envisioned FQHC.

Current results: Design Team participants reflect these goals.

Who is the target audience?

(Who's most receptive to our invitation?)

- **Parents:** HHS PTSA, Athletic Boosters, Cherryland Elementary PTA
- **Students:** Leadership Class, Puente, Poly Club, Student Council
- **Teachers:** Health, Math, PE
- **Staff:** Counselors, Nurse
- **Allied Services:** CAP, CSS, TVHC
- **Community:** ACHCA, City of Hayward, Dist. 2 & 4, HUSD Admin, HUSD Board of Trustees, Round Table (including Eden, Shiloh, St. John's, & St. Joachim Churches, COR, DSAL, WIB)

Key Messages:

The HHS Y&P Investment Initiative is ...

- Reducing youth violence @ HHS and in Cherryland and South Garden
- Strengthening family engagement in the HHS community
- Creating job training and jobs for youth in the HUSD
- Contributing to current and future success for students and families in school, higher education, employment, and community life

How do we reach our target?

Strategy: Make Values Visible by...

- *Publicizing activities* that reflect core values that resonate with target group.
- *Developing partnerships* with organizations that share our values.
- *Participating in events* that potential participants and allies attend.
- *Influencing the opinion leaders.*

Reaching the Whole Target

- **Develop & Improve our Collateral**
 - Logo
 - Identity Brochure (key messages)
 - Website, Facebook, Twitter
 - Custom Postcards & Flyers promoting events
 - Print & Online Ad Design & Placement
 - Banners

Reaching the Whole Target

■ Increase Promotional Activities

- PR Training
- Press Releases on Relevant Issues
- Promote Speaking Engagements for leaders

2011-2012 Proposed Marketing Work Plan

- Sept:
- Oct:
- Nov:
- Dec:
- Jan:
- Feb:
- Mar:
- Apr:
- May:
- Jun:
- Jul:
- Aug: