

CTE Millage Planning

2018 Marketing Plan – Saginaw Intermediate School District



Strategy

- ▶ Create unique look to brand the campaign.
- ▶ Utilize TV5 for 9AM on air interview, Facebook post, WNEM.com/app ad conversions, and audience targeting via digital marketing (keywords and SEO).
- ▶ Paid FB advertisement to boost the 9AM on air interview (increase exposure).
- ▶ Create custom social media outlets on Facebook, Twitter, LinkedIn, and Instagram to push the facts and generate awareness organically (handles: @saginawcountyccte).
- ▶ Actively follow Saginaw County citizens over social to gain traction.
- ▶ Create custom landing page containing all of the facts for voters.
- ▶ Send direct mail postcards to absentee ballot voters.
- ▶ Utilize community events to share facts as well as print materials (posters, yards signs, buttons, banners, flyers).
- ▶ Utilize LEA's and other community leaders to provide them with talking points and materials to share facts.
- ▶ Business cards that direct people to our landing page and social outlets. Distribute at local businesses, etc.

Exposure Opportunities

- ▶ Social Media
- ▶ Website
- ▶ Direct Mail
- ▶ Yard Signs & Banners
- ▶ Paid Search Engine Targeting
- ▶ TV5 Interview & Video Social Sharing
- ▶ Community Events & Networking

Timeline

Prepare all materials and tools, share strategy.

TOUCHPOINT 1:
Share on social media outlets and boosted posts.

Direct Mail:
Send mailers to Absentee Ballots.

TOUCHPOINT 2:
Social Media Go Live to Promote Interview.

Distribute yard Signs and banners.

TOUCHPOINT 3:
9AM interview with TV5.

TOUCHPOINT 4:
9AM interview paid boosted Facebook post.

TOUCHPOINT 5:
Print ads in local newspapers.

TOUCHPOINT 6:
Social Media Go Live reviewing the Facts.

TOUCHPOINT 7:
Social Media Live Reminding to go Vote.

VOTE

August

September

October

November

- ▶ Social Media (ongoing)
- ▶ Direct Audience Target Marketing (ongoing)
- ▶ Community Events & Speaking Engagements (ongoing)
- ▶ Supply facts and news to all media outlets (ongoing)

Key Talking Points

- ▶ **EQUALITY:** Career and Technical Education creates equal opportunities for all Saginaw County Students to benefit from hands-on instruction and real-life experiences that they can not always benefit from in a classroom.
- ▶ **BENEFIT:** CTE students are able to earn college credit and high school credit simultaneously at no additional cost to parents.
- ▶ **BENEFIT:** CTE allows students to take articulated college courses, earn direct credit, get industry certifications and licenses, and other credentials offered.
- ▶ **FACTS & FINANCIAL:** Surrounding counties have already passed CTE millage. Under the current CTE program infrastructure, for each student taking CTE classes at the Saginaw Career Complex, the local school district pays Saginaw Public Schools \$3,800 – half of the per pupil aid for the entire school year.
- ▶ **BUSINESS & ECONOMY:** CTE is career focused and provides a pipeline of talent to employers and is key to economic development.

Hashtags

- ▶ #saginawcte
- ▶ #saginawcountyccte
- ▶ #CTE
- ▶ #saginawcounty

Logo



Business Card

@SAGINAWCTE

C

CAREER

T

TECHNICAL

E

EDUCATION



SUCCESS

Paid for by Saginaw Intermediate School District, 3933 Barnard Road, Saginaw, Michigan 48603.

BALLOT LANGUAGE

Shall Saginaw Intermediate School District, Michigan, come under section 681 to 690 of the Revised School Code, as amended, and establish an area career and technical education program, which is designed to encourage the operation of career and technical education programs, if the annual property tax levied for the purpose is limited to 1 mill (\$1.00 on each \$1,000 of taxable valuation) for a period of 10 years, 2018 to 2027, inclusive; the estimate of the revenue the intermediate school district will collect if the millage is approved and levied in 2018 is approximately \$4,952,143 from local property taxes authorized herein?

MILLAGE COST ESTIMATE

The owner of a home valued at \$92,800 (median value in Saginaw County) would pay approximately \$3.87/month.

VOTE NOVEMBER 6TH SAGINAW COUNTY CTE MILLAGE

WWW.SAGINAWCOUNTYCTE.COM

@SAGINAWCTE | #SAGINAWCTE

- CTE prepares Saginaw County kids for the future.
- CTE connects to career and college opportunities.
- CTE provides real-world, hands-on experiences for students.
- CTE creates a pipeline of talented workers to local employers.

Direct Mailer



VOTE NOV 6TH SAGINAW COUNTY CTE MILLAGE

Career Technical Education (CTE) provides students of all ages with the academic and technical skills, knowledge and training necessary to succeed in future careers and to become lifelong learners.

**BE INFORMED:
@SAGINAWCTE
SAGINAWCOUNTYCTE.COM**

Paid for by
Saginaw Intermediate
School District,
3933 Barnard Road,
Saginaw, MI, 48603.

VOTE NOVEMBER 6TH SAGINAW COUNTY CTE MILLAGE

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30,885
students currently
enrolled in
Saginaw County
schools.

19
CTE programs
available
in IT, healthcare,
and more.



96%
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enroll in college,
enlist in the military, or
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Poster Design

VOTE NOVEMBER 6TH SAGINAW COUNTY CTE MILLAGE



WHAT am I voting on?

On Tuesday, November, 6th, Saginaw County residents vote on a 1-mill, 10-year request to support Career & Technical Education (CTE). CTE provides hands-on, real-life skills that prepare kids for careers & college.



30,885 students enrolled in Saginaw County schools.¹

WHY does it affect me?

Michigan predicts more than 811,000 high-demand, high-wage career openings to fill through 2024. CTE provides the training and skills to prepare kids for the future. CTE creates a pool of talented workers for local employers.



19 CTE programs currently available in engineering, welding, IT, agriscience, healthcare & more.



96% of Michigan CTE grads enroll in college, enlist in the military, or work within six months.²

HOW much will it cost?

If your home is worth \$92,800 (the median value in Saginaw County) it will cost about \$3.87/month.²



\$3.87 is the approximate cost for the owner of a home valued at \$92,800 (median value in Saginaw County).²

Sources: 1. Marshall Plan for Talent 2. Data USA 3. MI School Data 4. 2017 Michigan CTE Fact sheet

How to GET INVOLVED.

1. Follow us on FB/TW/IG @SaginawCTE to learn the facts.
2. Remember to **VOTE ON NOVEMBER 6TH!**

get the facts...

@SAGINAWCTE | SAGINAWCOUNTYCTE.COM

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Banner Design



VOTE NOVEMBER 6TH
SAGINAW COUNTY CTE MILLAGE

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get the facts...
@SAGINAWCTE
SAGINAWCOUNTYCTE.COM

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Tshirt Idea



Website

www.saginawcountyccte.com

Career & Technical Education Millage.



About the CTE Millage

On Tuesday, November 6th, Saginaw County residents vote on a 1-mill, 10-year request for Career & Technical Education (CTE) for Saginaw County students. CTE provides hands-on, real-life skills that prepare kids for careers and college.

Michigan predicts more than 80,000 high-demand, high-wage career openings to fill through 2024 in fields like information technology, computer science, healthcare, manufacturing, and other business and Professional Trades careers. [Source](#)

Who Votes On The CTE Millage

Eligible voters residing in the Saginaw County Intermediate School District zone (made up of 12 school districts, 5 school academies and 22 non-public schools) decide whether or not to fund a 1-mill, 10-year CTE millage request in November. Below are the school districts whose students are impacted by the level of CTE opportunities in Saginaw County.



[VIEW DISTRICT MAP](#)



Hands-on, real-life skills that prepare kids for careers and college.

FACTS

- CTE connects students to career and college opportunities. [Source](#)
- CTE creates a pool of talented workers for local employers. [Source](#)
- CTE students are able to earn college credit and high school credit simultaneously. [Source](#)
- 80% of CTE students are prepared for career and college opportunities. [Source](#)
- Saginaw County ranks 10th in Michigan for overall student population and 56th (out of 56) in local funding per student. [Source](#)
- Surrounding counties have a CTE millage or enhancement millage that funds or helps fund CTE. [Source](#)
- CTE saves parents and students money through articulated college courses, direct credit, industry certifications, licenses, and credentials offered. [Source](#)

[GET MORE FACTS](#)

CTE in Saginaw County



39

local educational entities; 12 school districts, 5 school academies, and 22 non-public schools



30,885

students enrolled within the 39 local educational entities.



19

CTE programs currently available for students to experience career & college pathways.



\$3.87

is the approximate cost per month for the owner of a home valued at \$92,800 (Saginaw County median value).

“ We want to give students the chance to explore every opportunity available to them. ”
- Senator Ken Horn



Social Materials



Michigan's Department of Education is taking action and requiring schools to integrate career exploration in their school improvement plans.

#saginawcte



THREE million workers will be needed for the nation's infrastructure in the next decade.

#saginawcte



78% of Michigan's postsecondary CTE graduates are placed in careers or further training within six months.

#saginawcte



14,000 apprenticeships are in Michigan, ranking us the 8th highest in the USA.

#saginawcte



32% of Michigan's postsecondary CTE students stay enrolled and/or transfer.

#saginawcte



More than **80%** of manufacturers report that talent shortages will impact their ability to meet customer demand.

#saginawcte



12.5 million high school and college students are enrolled in CTE across the nation.

#saginawcte



In Michigan, the top middle-skill occupations with the highest projected job openings are in Health Science careers.

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Last year Michigan's CTE high school enrollment reached:

107,930

#saginawcte



97% of Michigan's CTE concentrators graduate. While the graduation rate for Michigan's high schoolers is 80%.

#saginawcte



92% of CEPD holders are at regional (ISD level) sites due to high CTE costs and the support of several local school districts.

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\$1.7 million in scholarships have been awarded by the National Technical Honor Society to date.

#saginawcte

SEO Keywords

- ▶ Saginaw County Millage
- ▶ Saginaw Millage
- ▶ Saginaw Vote No Millage
- ▶ Saginaw Vote Yes Millage
- ▶ Saginaw Vote
- ▶ Saginaw Voting
- ▶ Voting in Saginaw
- ▶ Saginaw Polls
- ▶ Saginaw County Elections
- ▶ Saginaw Elections
- ▶ Saginaw Career and Technical Education Millage
- ▶ Saginaw County Polling Locations
- ▶ Saginaw Education
- ▶ Saginaw Intermediate School District
- ▶ Saginaw County Public Schools
- ▶ Saginaw County Voter Information
- ▶ Saginaw ISD
- ▶ Saginaw County Millage Proposals
- ▶ Saginaw County CTE
- ▶ Saginaw CTE
- ▶ Saginaw Career Complex
- ▶ Superintendent Kathy Stewart
- ▶ Saginaw ISD Board
- ▶ Saginaw ISD Board of Education
- ▶ Saginaw ISD Superintendent
- ▶ SCC CTE
- ▶ Saginaw County
- ▶ CEPD administration
- ▶ CEPD transfer
- ▶ CEPD
- ▶ CTE CEPD
- ▶ Countywide CTE Millage
- ▶ Saginaw County CTE ballot proposal
- ▶ 2018 Saginaw County ballot proposals
- ▶ Saginaw County School Districts
- ▶ Saginaw career training millage
- ▶ Saginaw college millage

September Social Media Statistics



WNEM FB LIVE Q&A

- ▶ 14,627 People Reached
- ▶ 6,952 Unique Viewers
- ▶ 200 Reactions
- ▶ 39 Shares
- ▶ 210,269 WNEM TV5 followers
- ▶ The goal: 29,437 people reached would be 14% (industry average)
- ▶ What we accomplished: 14,527 people reached is 7% (industry average)
- ▶ 193,307 people living in Saginaw County
- ▶ We only reached around 3.6% of Saginaw County
- ▶ We paid \$1,700 for this. That's around 25 cents for 6,952 unique viewers. Close to the cost of a post card (.31 per resident).

September Social Media Statistics

WNEM Advertisement Metrics

- ▶ Impression Goal:
 - ▶ 9/12 – 9/30 – **310,713 impressions**
- ▶ Audience Extension Actual Performance:
 - ▶ 311,360 impressions
 - ▶ 182 clicks
 - ▶ .06% ctr (not great)
- ▶ WNEM.com Actual Performance:
 - ▶ 188,770 impressions
 - ▶ 350 clicks
 - ▶ .185% ctr (low)
- ▶ September Performance Totals
 - ▶ 500,130 impressions
 - ▶ 532 clicks
 - ▶ .245% ctr (low)

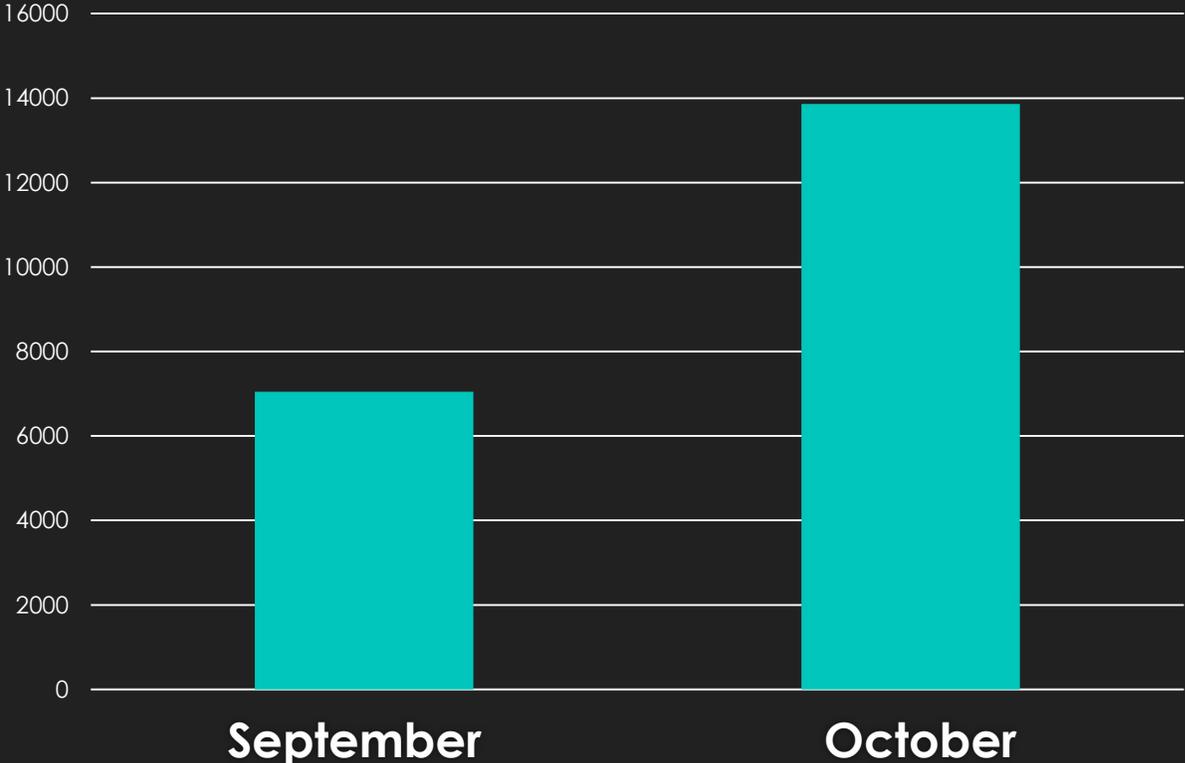
September Social Media Statistics

- ▶ weebly: 3,556 unique visits and 5,039 page views, 1.4 average pages viewed
- ▶ new month for impressions with WNEM keywords - that will boost our click thru!
- ▶ FB Live Q&A: 12 comments, 16 shares, 2200 views,
- ▶ Facebook: 203 page views, 81 page likes, 7046 reach, 1072 post engagements, 687 video views
- ▶ Matt Cairry: 243 views, Carolyn Weirda: 245 views ,who/what/where/when/why video: 310 views
- ▶ Twitter: 1200 impressions (52 per day)
- ▶ Instagram: 37 followers, 294 profile visits in last 7 days'
- ▶ google analytics: 721 unique visits, 899 total sessions, 221 from saginaw, 37 from thomas township, 24 from frankenmuth, 13 from bridgeport, 11 from chesaning, 11 from tittabawassee township, 7 from hemlock, 7 from merrill, 6 from SVSU, 5 from st. charles, 4 from birch run, 3 from buena vista township
- ▶ WNEM gave us 393 clicks, Facebook lead social driver

October Social Media Statistics

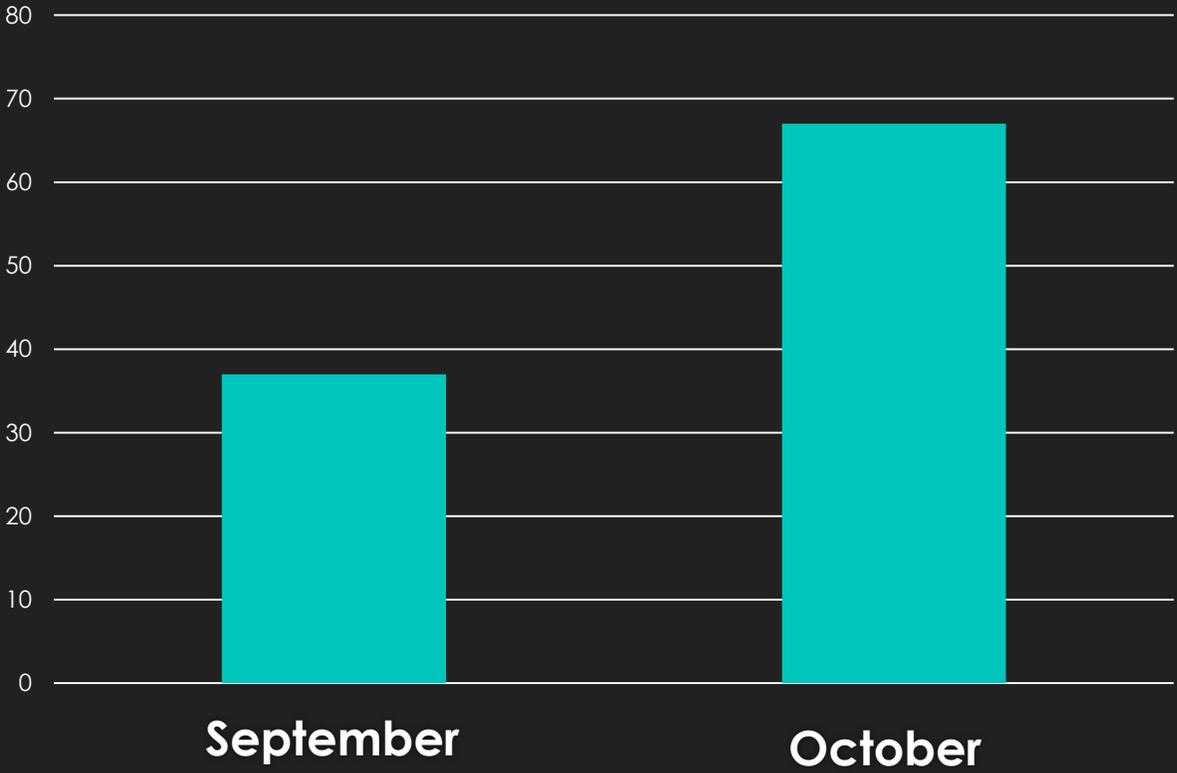
- ▶ weebly: 8,714 unique visits and 12,613 page views, 1.4 average pages viewed
- ▶ FB Live Q&A: 55 likes, 63 shares, 9900 views, 22 comments
- ▶ Facebook: 247 page views, 142 page likes, 13859 reach, 4648 post engagements, 5138 video views
- ▶ Matt Cairry: 602 views, Carolyn Weirda: 386 views , David Bush: 259 views, Matt McRae: 629 views, Rachel Snell: 1400 views, Mike Decker: 429 views, Adele Martin: 2300 views
- ▶ Twitter: 8,862 impressions
- ▶ Instagram: 67 followers
- ▶ google analytics: 1111 unique visits, 1342 total sessions, 261 from saginaw, 43 from thomas township, 34 from frankenmuth, 13 from bridgeport, 16 from Bridgeport charter township, 34 from chesaning, 18 from tittabawassee township, 6 from hemlock, 4 from merrill, 9 from SVSU, 8 from st. charles, 25 from birch run, 6 from buena vista township

Facebook Growth



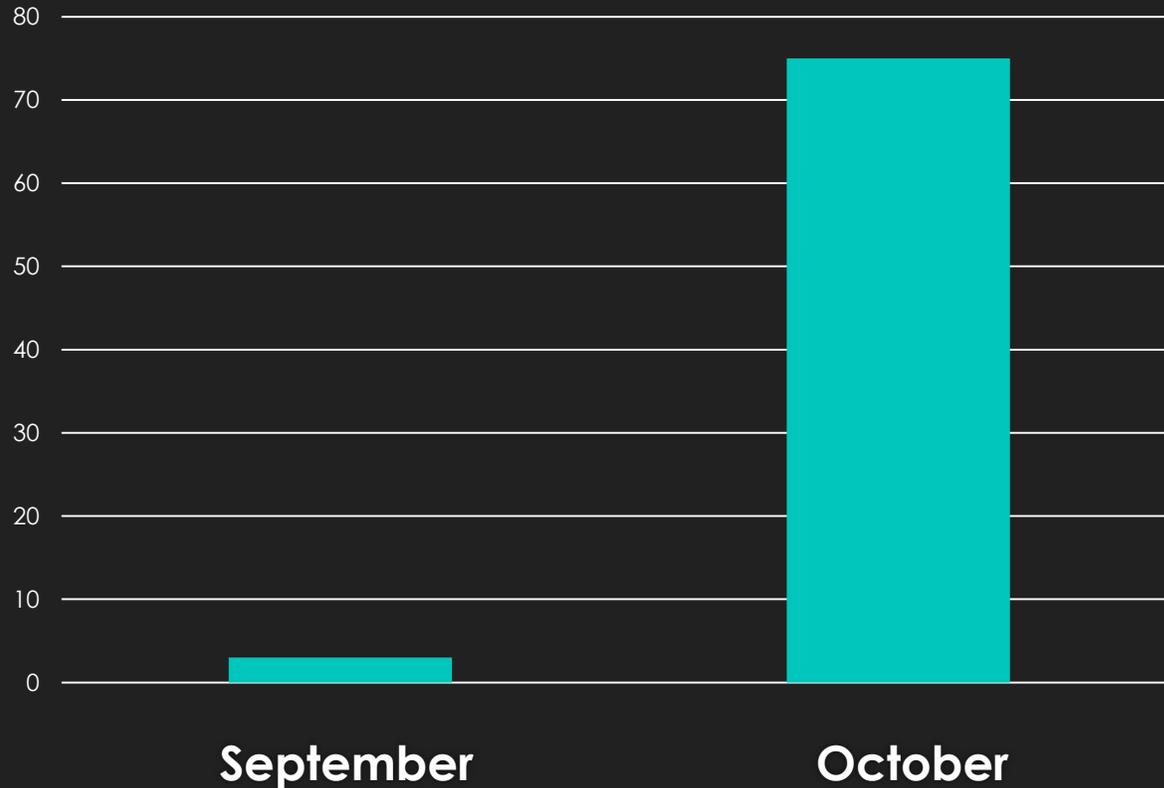
**Total FB
Reach: 20,905**

Instagram Growth



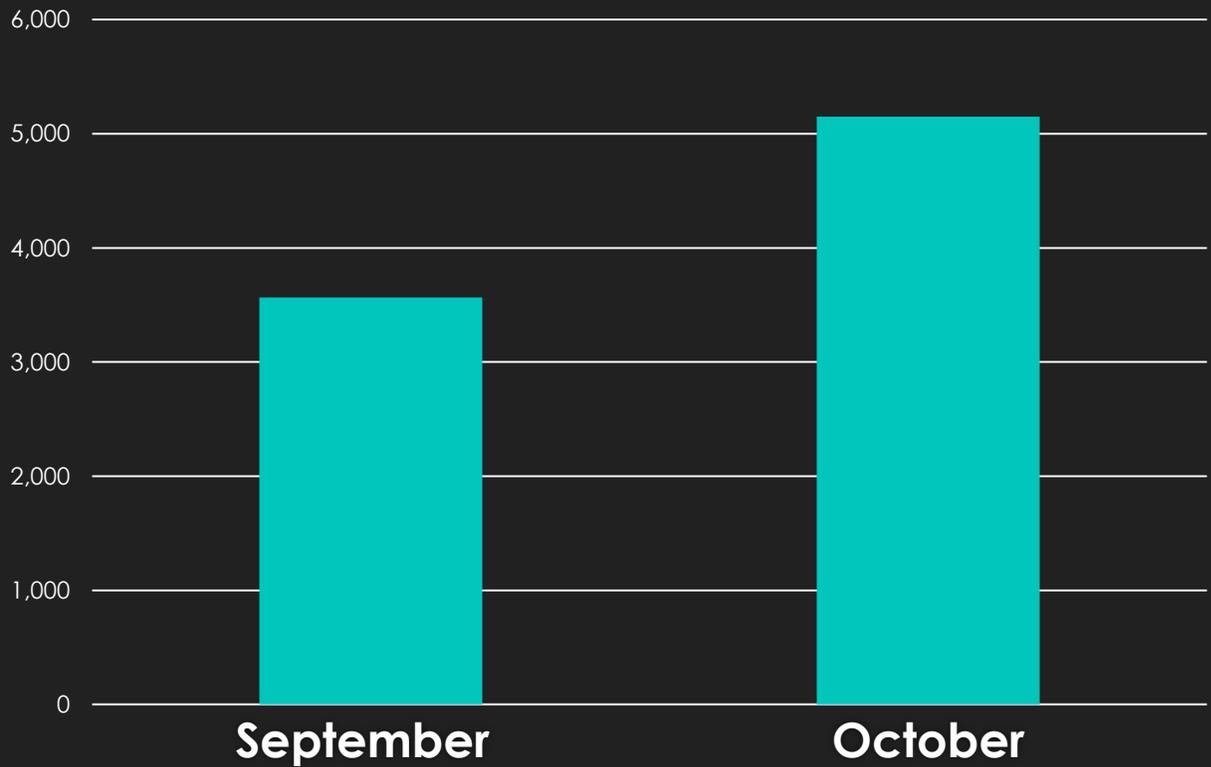
**Total
Followers: 67**

Twitter Growth



**Total
Followers: 75**

Website Growth



**Total Unique
Visitors: 8,715**

Businesses Visited

203

Businesses received a personal visit, posters, FAQs, and business cards.

Website Statistics



Campaign Results

**To be determined
November 6, 2018!**