

BRANDING MARKETING COMMUNICATIONS



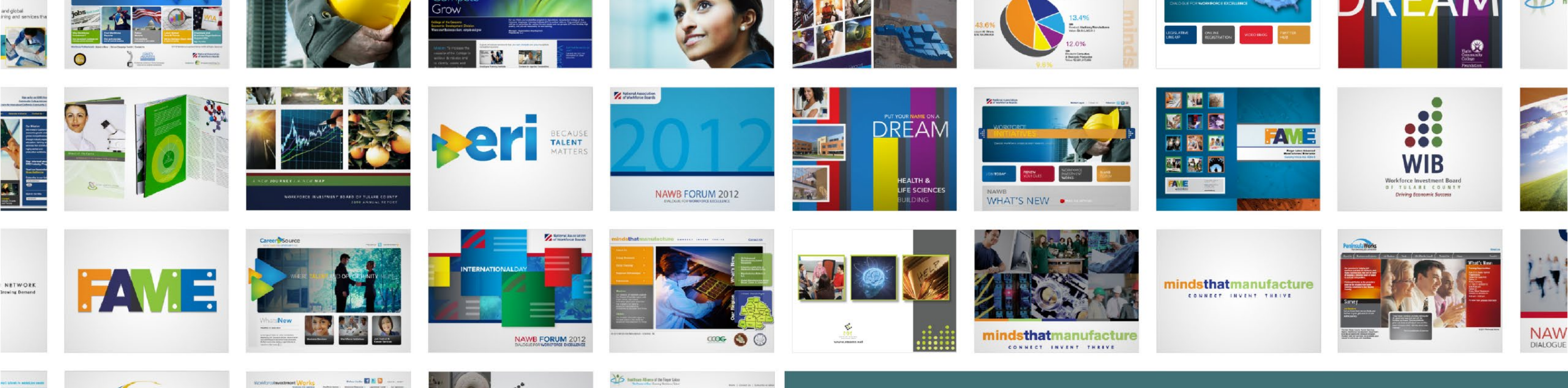
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ELL Co-enrollment Grantees:
Effective Outreach & Virtual Strategies During COVID-19

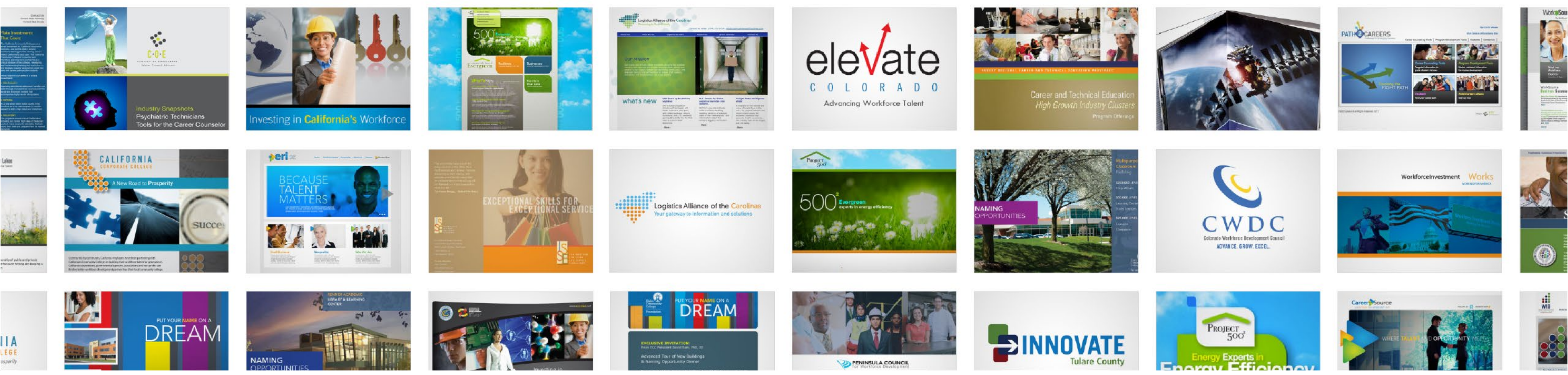
CHAT BOX TIME!

Introduce yourself + give us the #1 challenge you are facing in terms of reaching your ELL and immigrant populations.





18 Years: 500+ Organizations





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elevate your brand



Celina Shands, M.S.

CEO/Founder

Full Capacity Marketing, Inc.

- ✓ 2017 Marketing CEO of the Year, Pacific NW USA
- ✓ 65+ Global Awards: Education & Workforce Campaigns
- ✓ 20+ Years in Workforce & Education



Maryanne Conlin, MBA

Marketing & Communications Director

Full Capacity Marketing, Inc.

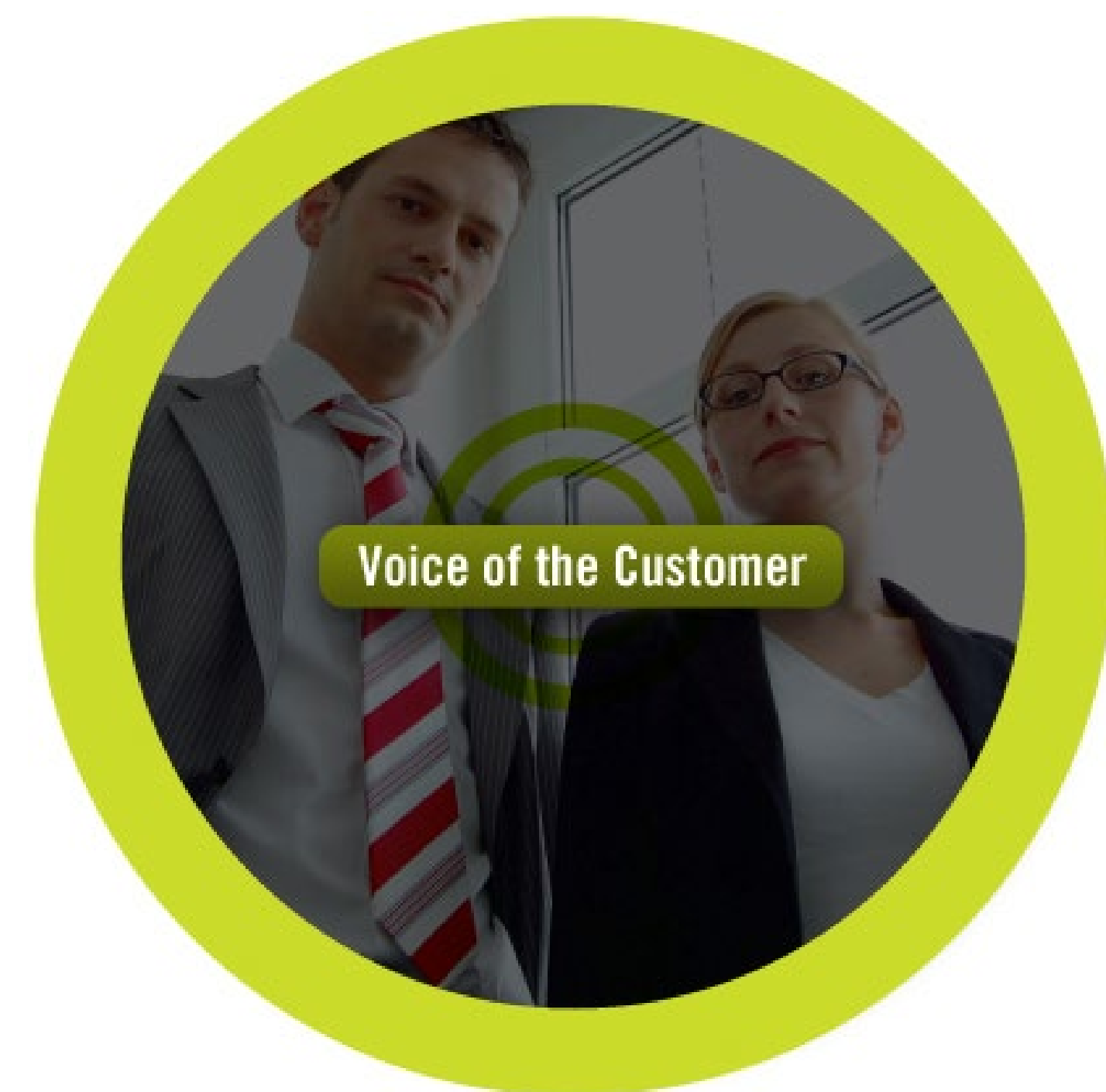
- ✓ Shorty Award: Twitter Content
- ✓ Former MarComm Instructor: UC Berkeley & University of Hong Kong
- ✓ Published: Huffington Post & Newsweek

What will you learn today?

- How to create the best possible recruitment [messages](#) for ELL & immigrant populations using psychographics & personas.
- The best [outreach mediums & strategies](#) now that walk-ins and face-to-face visits have been affected by the pandemic.

Why you need to rethink your website for recruitment purposes
How texting & social media campaigns can target hard-to-reach populations
Which social media advertising is effective now
How to move your current outreach efforts online
Outreach coordination strategies with your co-enrollment partners

MESSAGES MEDIUMS





How many ads do we see
daily in 2020?



ANSWER:
Too dang many!
6K – 10K ads daily



How Many Ads Do We See A Day In
2020?

<https://bit.ly/3kYN6jg>

MESSAGES

MESSAGES

MESSAGES

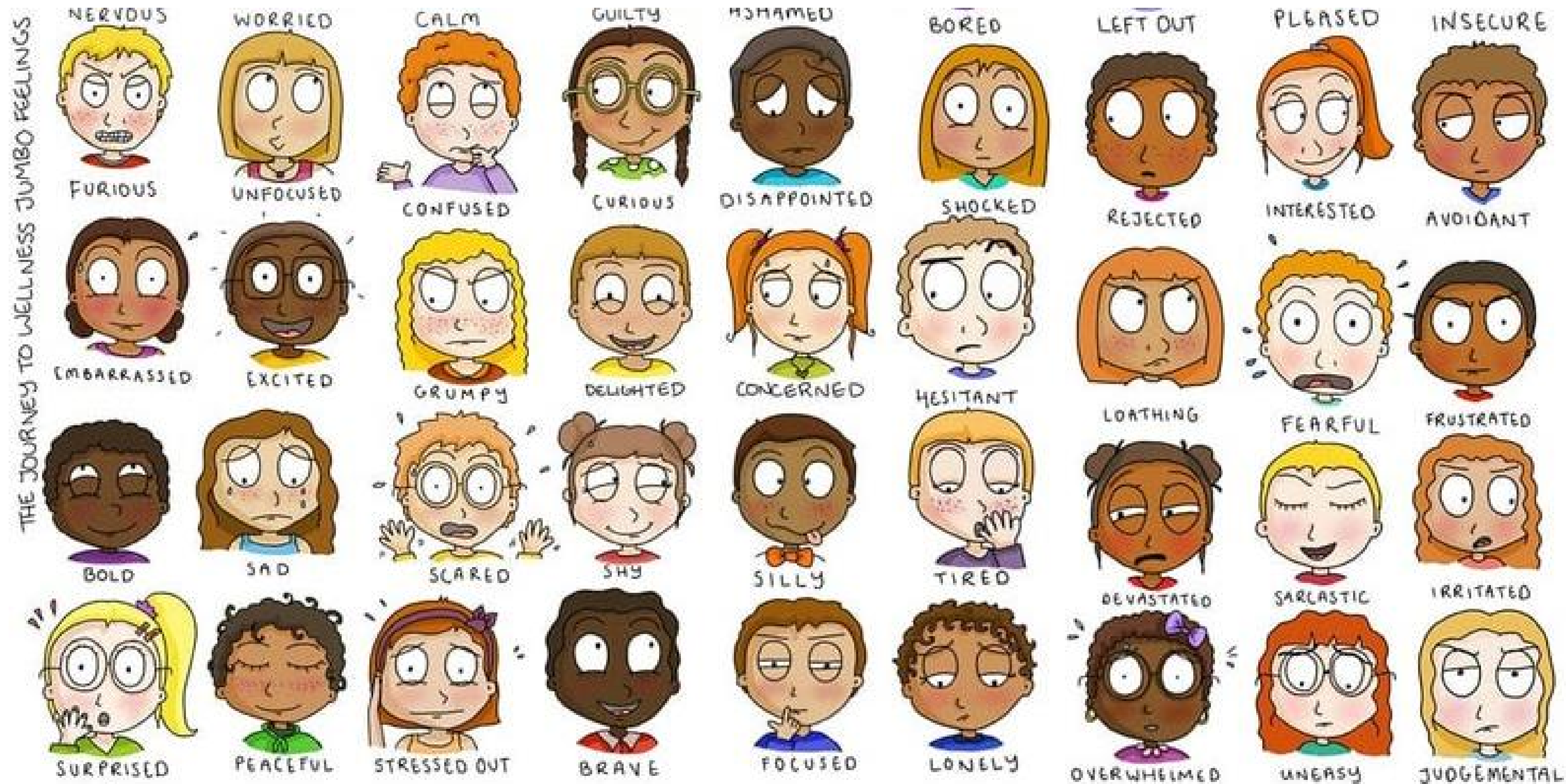
CHAT BOX TIME!

Is it more important to tell your populations about the details of your program or the benefits it brings to their lives? Type DETAILS or BENEFITS in the chat.



Breaking Through the Noise: COVID-19 Context

The Importance of Emotional Messaging



What's in your population's head?

The Importance of Emotional Messaging

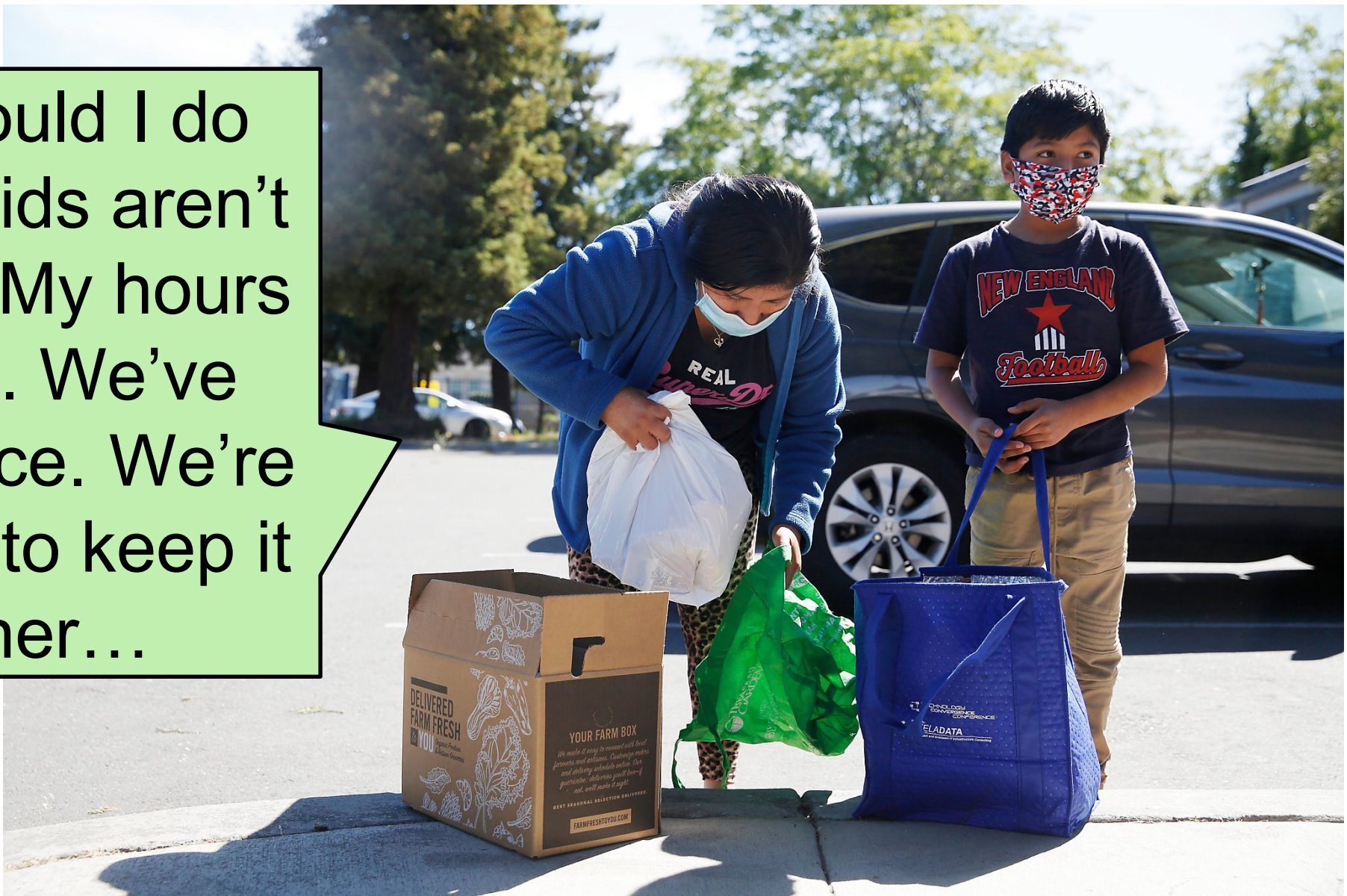


My kids have a computer that school gave them, but I don't know how to use it. How would I sign up? How would I do this?



What difference will it make? I see people with good jobs losing them.

When would I do this? My kids aren't in school. My hours were cut. We've moved twice. We're just trying to keep it together...



I can't think about training now, I'm worried about my job, my health and my family!

Personas: How you get to Emotional Messaging

Personas are **fictional characters**, which you create based upon your research & experience in working with your populations, in order to represent the different user types that might connect with your services in a similar way.

Personas add the **human touch** to what would largely remain cold facts (example – can't speak English, those with a disability, homeless).

Personas provide **meaningful archetypes** which help you ask the **right questions and answer those questions** in line with the populations you are trying to engage.

For example, “How would Javier, Hilda, and Zara **experience, react, and behave in relation to service X within their current circumstances?**” and “What do Javier, Hilda, and Zara **think, feel, do and say?**” and “What are their **underlying needs** we are **trying to fulfill?**”

Example: Persona

Multi-Cultural American Dreamer - Hilda

Hilda is an immigrant from El Salvador. She has been in the United States since the early 1990's and has her green card.

She had been working as a nanny and cleans homes. She has two adult children, one born in the United States and one son in El Salvador. She was lucky to keep her nanny job, but she is worried about the future. She wants to obtain her citizenship so she can sponsor her son, but she does not have good English skills.

Hilda is hard-working and cheerful, but she did not complete more than elementary school and worries that she would not do well in a classroom.

She lives with her 2 children, her sister and her brother-in-law in a two-bedroom apartment and rarely uses English in her neighborhood.



Example: Persona

The Tight-Rope Walker: Encarnacion

Encarnacion has always been able to work since she arrived in the U.S. five years ago, first in the fields, then at a local tienda. Encarnacion is smart, though she has limited schooling. She is quick at managing the register drawer but doesn't read well and speaks very little English – she has rarely had to.

Things were going well, until the pandemic hit. She was saving money and thought she could soon get her own apartment. Then the store where she worked closed and when she had her son last April, she wasn't sure what she was going to do. Her daughter's school closed and she's struggling to help her do classes on the Chromebook the school gave her.

She lives with her prima and abuelita and another family, but the hotspot is shared with 4 kids and often goes out. With the cheapest cell plan, she often runs out of minutes but usually someone in line at the church pantry lets her use their phone for calls.

Everywhere she looks, people are out of work. She doesn't know anyone who feels secure.

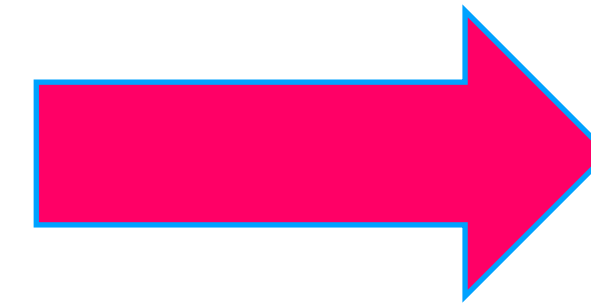


Identifying Message Strategies Using a Persona

Encarnacion has always been able to work since she arrived in the U.S. five years ago, first in the fields, then at a local tienda. **Encarnacion is smart, though she has limited schooling. She is quick at managing the register drawer** but doesn't read well and speaks very little English – she has rarely had to.

Things were going well, until the pandemic hit. **She was saving money and thought she could soon get her own apartment.** Then the store where she worked closed and when she had her son last April, she wasn't sure what she was going to do. Her daughter's school closed and she's struggling to help her do classes on the Chromebook the school gave her. She lives with her prima and abuelita and another family, but the hotspot is shared with 4 kids and often goes out. With the cheapest cell plan, she often runs out of minutes but usually someone in line at the church pantry lets her use their phone for calls.

Everywhere she looks, people are out of work. She doesn't know anyone who feels secure.



We Know The Success Factors For ELLs:

Strong efficacy beliefs (motivators to exert control over one's motivation, behavior, social environment)

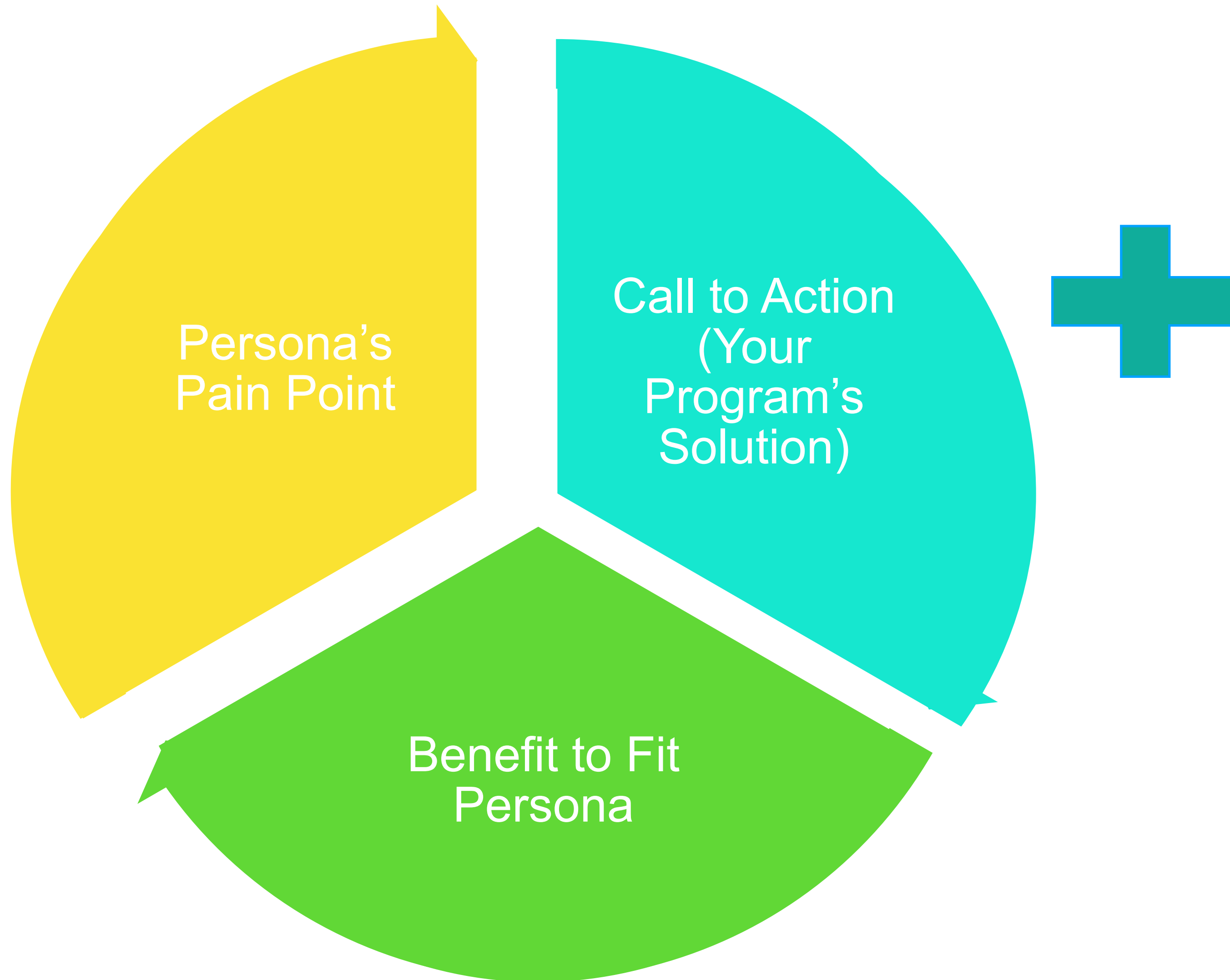
Robust motivation to build a better life

A clear understanding of an institutional pathway and portability (how do I get there?)

The message strategy must address Encarnacion's belief in her intelligence (efficacy beliefs) and goals (motivation) and show her a clear pathway to success

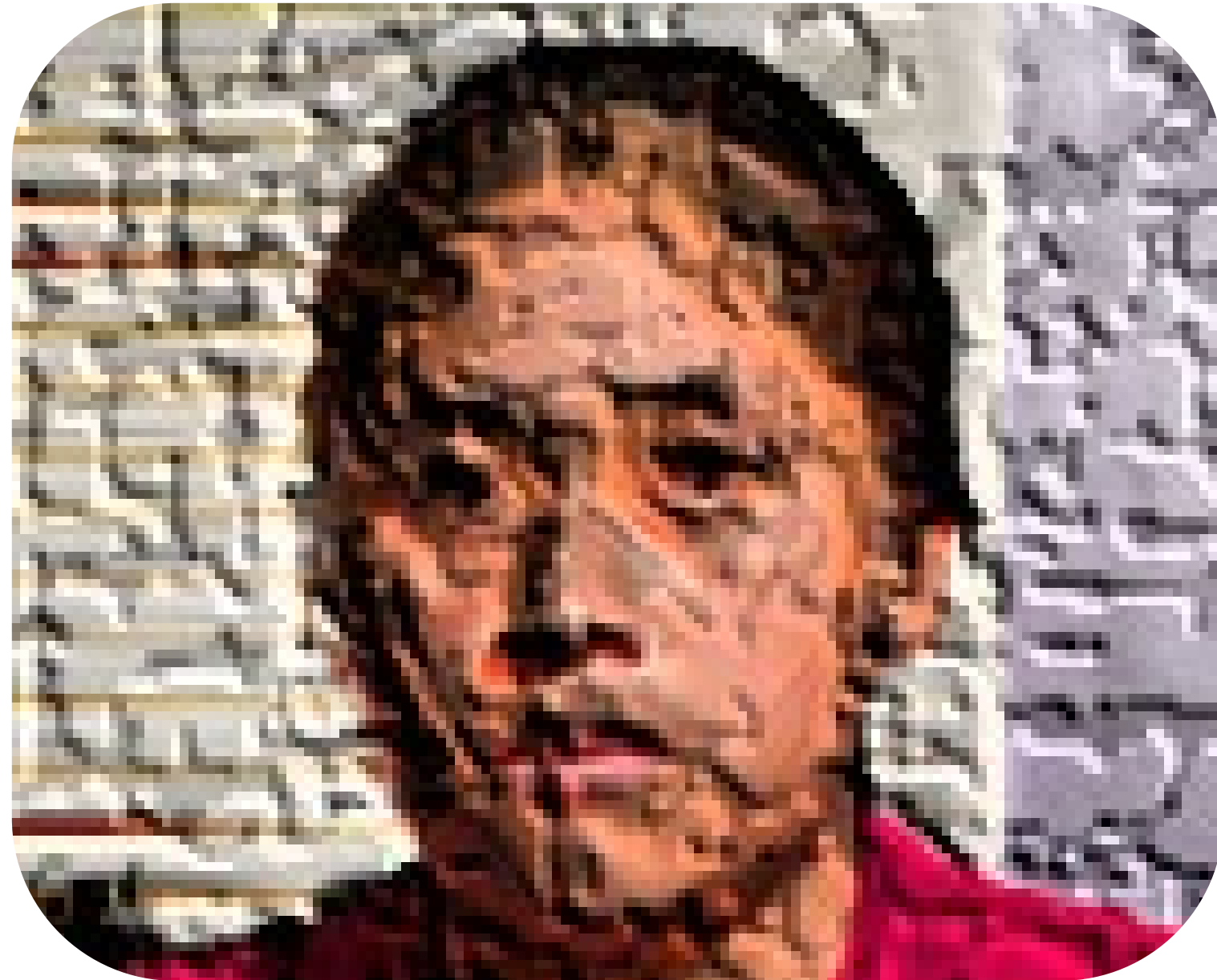
Now that you have a persona & message strategy...

The Communication Platform



The message must address Encarnacion's belief in her intelligence (efficacy beliefs) and goals (motivation) and show her a clear pathway to success

Applying the Communication Platform to Encourage & Engage Encarnacion



Do you feel like life just keeps getting harder? Do you feel like you don't know where to turn to make things better or if you should even try?

(Pain Point)

Our program is for hard-working people who speak little English. We can provide a pathway to a better job and life – improving your English and helping you gain new skills for the post COVID-19 world.

(Benefit to Fit Persona)

There is a new way forward for you!

(Addresses Encarnacion efficacy beliefs)

(Your Organization Name) - A New Way Forward

(Directs Encarnacion to a clear pathway to success)

Go to www.ANewWayForward.com or Text HELP to (number)
(Calls to Action & Directs to Collaborative Microsite or Landing Page)

Develop Your Own Personas

*To create the right message to get **populations** to engage*

Consider your **target populations and write a description of them. Answer these questions in your description**

- Think about a “typical” person that has interacted with your program.
- Give that person a fictitious name.
- Describe the persona’s life details such as lifestyle, interests, values, goals, needs, limitations, desires, attitudes, and patterns of behaviors.
- Describe what this persona fears and what he/she is worried about. Unemployment? Health concerns? Bills? Childcare?
- How much has the current crisis impacted their day-to-day lives? Do they have stable housing? A job? A health crisis in their family? Kids home from school/daycare without childcare?
- How do they see online learning? Foreign and beyond them? Not like YouTube, but maybe they could try? Helping their kids has been so frustrating they can't see doing it themselves?
- Now develop the message using the 3 parts to the Communication Platform!



CHAT BOX TIME!

What mediums are you currently using to recruit your populations within your ELL co-enrollment collaborative?



In general....why you should rethink your website?



“Before”...

Lots of Information

Takes 5-6 clicks to find information

Too much text

Not enough images

Not organized by how people search

Does not work well on mobile

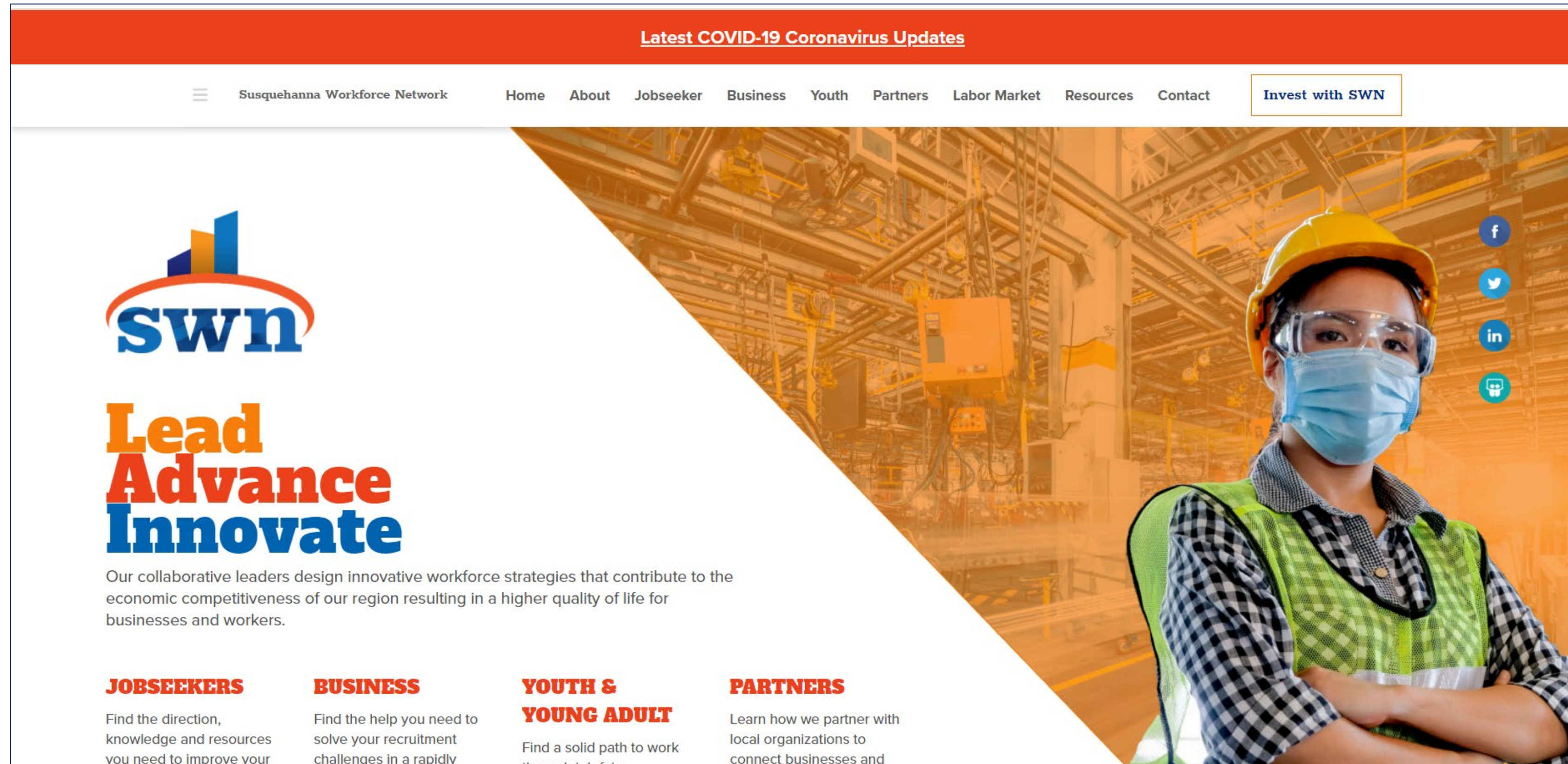
Not organized for computer newbies!

Think about user experience

Think about device access

Think about why you can find things easily on Amazon!

After....



2-3 Clicks to Find Info
Divided by User
Large Images
Easy to Read Text
Organized Information

<https://www.swnetwork.org/>

#BounceBackContraCosta

We are in this Together

Your Virtual Bounce Back
Team of Workforce Experts



Workforce
Development Board
Contra Costa County

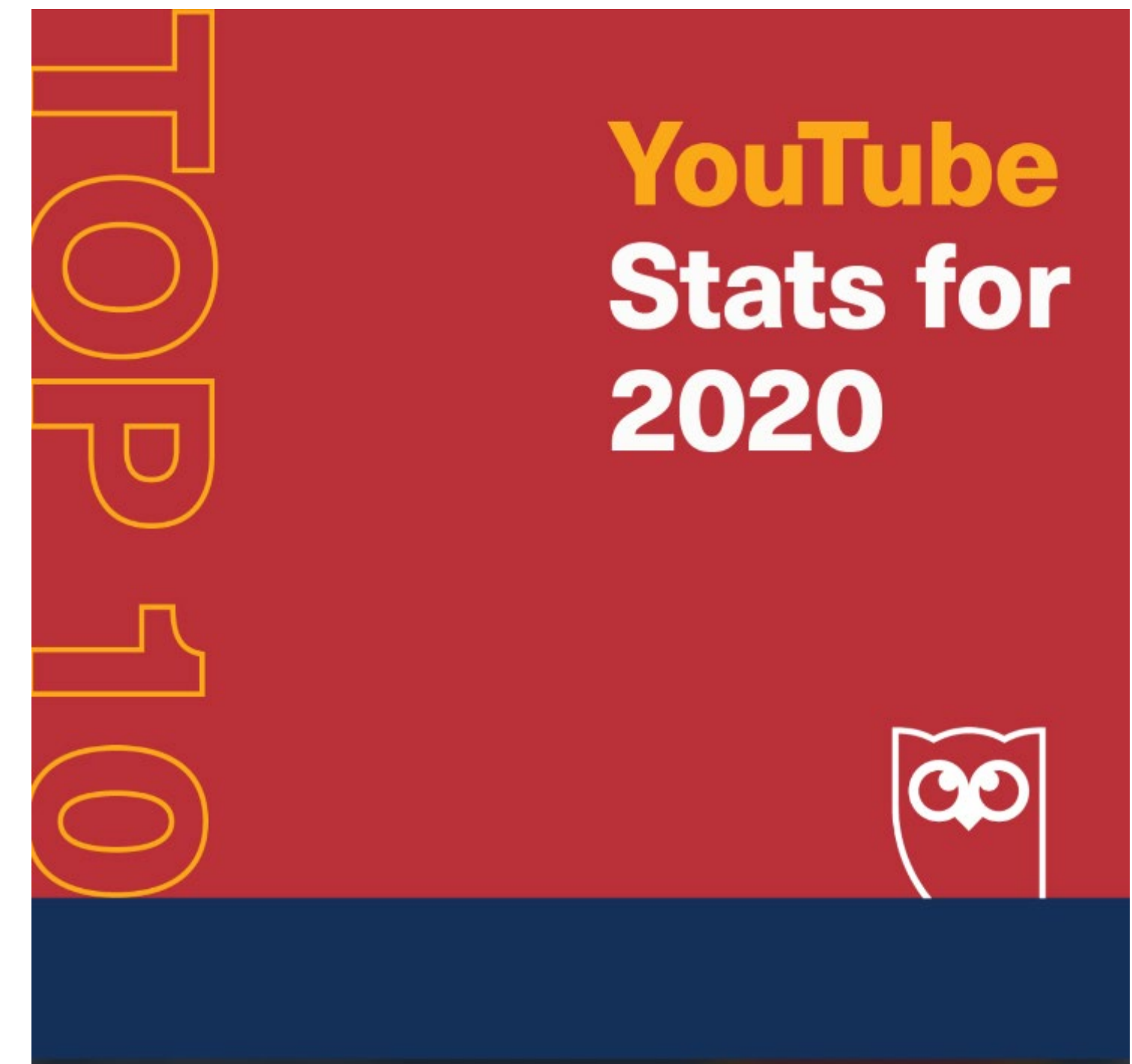


Check out our videos

Watch our collection of videos with resources and tools

Start here with our Orientation to the
Workforce Innovation & Opportunity Act

See how other jobseekers have launched new careers



Your Resume: Stand Up. Stand Out.

Watch this how-to tutorial to make sure your resume has what employers are looking for.



Resume Tips: Always Be Fine-Tuning!

Your resume is always a work in process — watch this video to find out how to keep it fresh.



Your Cover Letter: The Gateway to Your Resume

You've got a great resume — now let's make sure employers actually read it. Watch this step-by-step video to create a compelling cover letter.



CalJOBS: Your Job Search Kickoff

Now that your resume and cover letter are ready, let's move on to your job search. This video shows how CalJOBS can help you jumpstart your efforts.

<https://blog.hootsuite.com/youtube-stats-marketers/>

Capture Prospect Information



Jobseekers

Complete the form below to receive updates
and to request more information.

Name *

First

Last

Email *

Phone *

Zip Code *

Message

SUBMIT



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ELL Co-enrollment Solution:

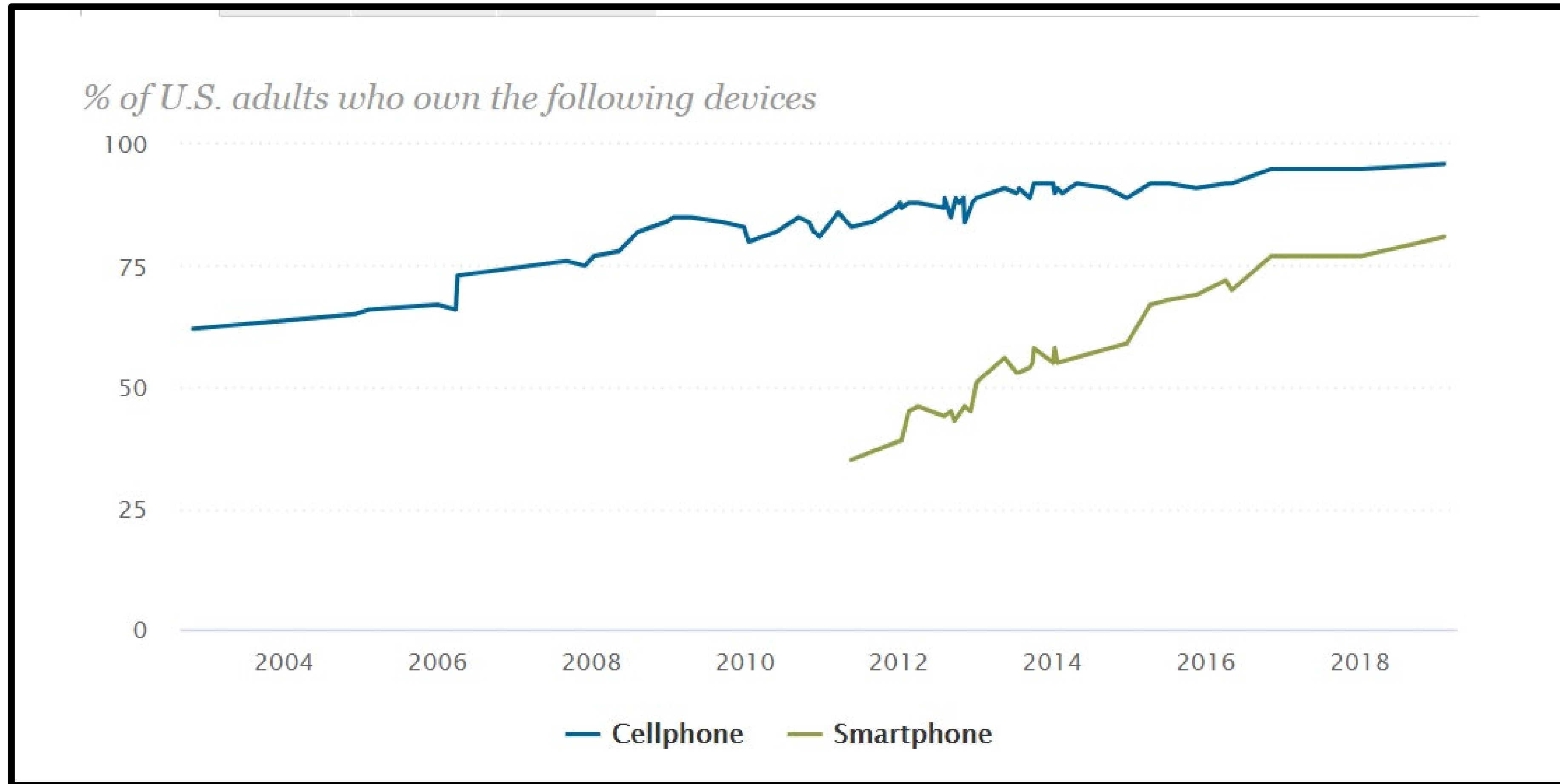
Recruitment Site or Single Landing Page

Example: ANewWayForward.com

Key Messages for the Tight Rope Walker
Benefits-Driven
Keep it Simple
Zoom Interview with Participants
Call to Action: Contact Form, Text, Call



Close to 100% of the population owns a cell phone

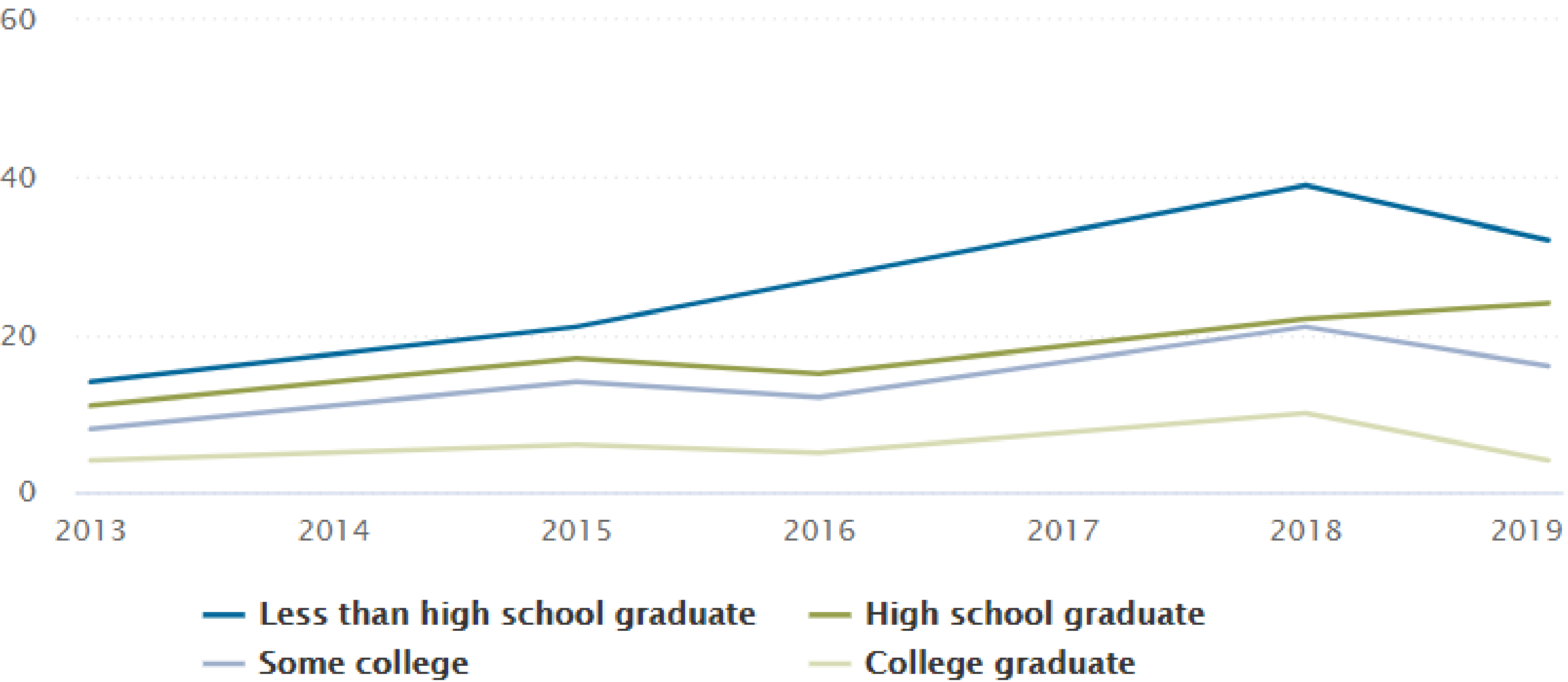


Even low education/income populations have a smartphone

	Any cellphone	Smartphone	Cellphone, but not smartphone
Total	96%	81%	15%
White	96%	82%	14%
Black	98%	80%	17%
Hispanic	96%	79%	17%
Less than high school graduate	92%	66%	25%
High school graduate	96%	72%	24%
Some college	96%	85%	11%
College graduate	98%	91%	7%
Less than \$30,000	95%	71%	23%
\$30,000-\$49,999	96%	78%	18%
\$50,000-\$74,999	98%	90%	8%
\$75,000+	100%	95%	5%

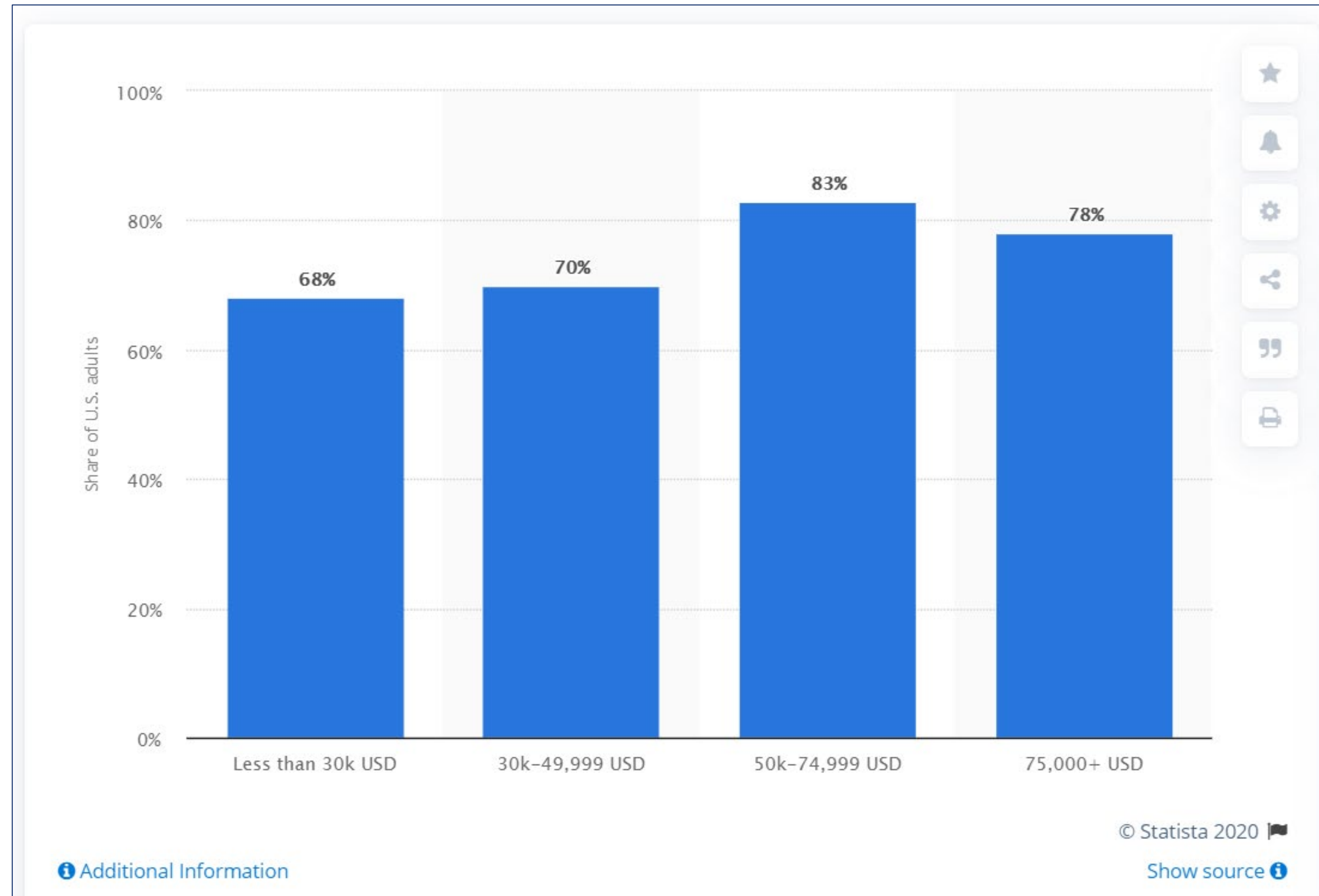
70% of those with less than H.S. have broadband at home

% of U.S. adults who do not use broadband at home but own smartphones, by education level



Reaching Vulnerable Populations Social Media

Percentage of adults in the US who use social networks compared to income



Age *i* 18 ▾ - 32 ▾

Gender *i* All Men Women

Languages *i* Enter a language...

More Demographics ▾

- Relationship >
- Education >
 - Education Level
 - Fields of Study
 - Schools
 - Undergrad Years
- Work >
- Financial >
- Home >
- Ethnic Affinity
- Generation
- Parents >
- Politics (US)
- Life Events

Interests *i*

Behaviors *i*

More Categories *i*

Connections *i*

Suggestions Browse

Browse

Age *i* 30 ▾ - 65+ ▾

Gender *i* All Men Women

More Demographics ▾

- Relationship >
- Education >
- Work >
 - Employers
 - Job Titles
 - Industries
 - Office Type
- Financial >
- Home >
- Ethnic Affinity
- Generation
- Parents >
- Politics (US)
- Life Events

Connections *i*

Languages *i*

Interests *i*

Detailed Targeting INCLUDE people who match at least ONE of the following *i*

Add demographics, interests or behaviors Suggestions Browse

- Income
 - Demographics *i*
 - Financial
 - Income
 - Household income: top 10% of ZIP codes (US) ☐
 - Household income: top 10%-25% of ZIP codes (US) ☐
 - Household income: top 25%-50% of ZIP codes (US) ☐
 - Household income: top 5% of ZIP codes (US) ☐

Connection

Show Advanced Options

Placement

Digital/Social Media Targeting Options

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You are not ALONE

Workforce eNews



In this Issue

A Message From Our Executive Director
 Bouncebackcontracosta.org – Resources to Help You
 Our COVID-19 Resource Hotline is Open for Your Questions
 East Bay EDA Recovery Survey
 Complimentary Human Resources Hotline for Employers



Workforce Dev. Bd. of Contra Costa County @WDBCCC · Jun 3
 Jobseekers! Get your questions answered about workforce services, unemployment insurance (UI), healthcare coverage, and additional resources from our #workforce experts and @CA_EDD every Thursday at 2 pm. #bouncebackcontracosta wdbccc.com/events-calenda...

LAI D OFF / FURLOUGHED EMPLOYEE RESOURCE WEBINAR

Ask Questions Live!



and other partners give you answers & resources about:
 Unemployment Insurance
 Health Benefits
 Job Center resources
 and more!

Register today:
wdbccc.com

Laid Off / Furloughed Employee Resource Webinar

every Thursday at 2pm



Workforce Dev. Bd. of Contra Costa County @WDBCCC · Jun 30
 Over 20 million low-wage Americans need to upskill, and now could be a good time to start. Here's why. #bouncebackcontracosta @martinezadulter @ContraCostaEHSD @ConcordChamber1 @CoCoLabor @cccaec

@urbaninstitute #Upskill #AdultEd #WorkforceDev



America Can Skill Up Unemployed Workers Today for Tomorrow's Jobs
 Efforts to limit the spread of COVID-19 have shut down much of American production, led to massive layoffs and reduced hiring, and ...
urban.org



Workforce Dev. Bd. of Contra Costa County @WDBCCC · Jun 12
 Tuesday! Do you want to file your taxes online for FREE, but need some help? Join @UWBayArea DIY tax prep webinar on Tues 6/16 from Noon to 4 pm & get one-on-one help from IRS certified volunteers. Register for an appointment! bit.ly/2Xw3MXi #bouncebackcontracosta



DIY-Taxes Marathon Event
 Due to COVID-19 health restrictions, in-person tax preparation has been cancelled until further notice. As an alternative, we are offering a FREE ...
eventbrite.com



Workforce Dev. Bd. of Contra Costa County

1,222 Tweets



Follow

Workforce Dev. Bd. of Contra Costa County

@WDBCCC

The Workforce Development Board creates economic vitality by connecting Contra Costa County residents with good jobs & helping businesses find qualified talent.

Contra Costa County, CA wdbccc.com Joined October 2010

1,041 Following 891 Followers



Followed by Van Ton-Quinlivan, California Community Colleges, and 3 others you follow

Tweets

Tweets & replies

Media

Likes



4

2



Workforce Dev. Bd. of Contra Costa County @WDBCCC · Jun 12

Job Seekers! If you have been laid off or have hours reduced at your current job, we and our partners can put you on the path to a new job or a new career, through #WIOA. Read about how to get started by reading our newsletter! #bouncebackcontracosta conta.cc/2TSYzGi



1



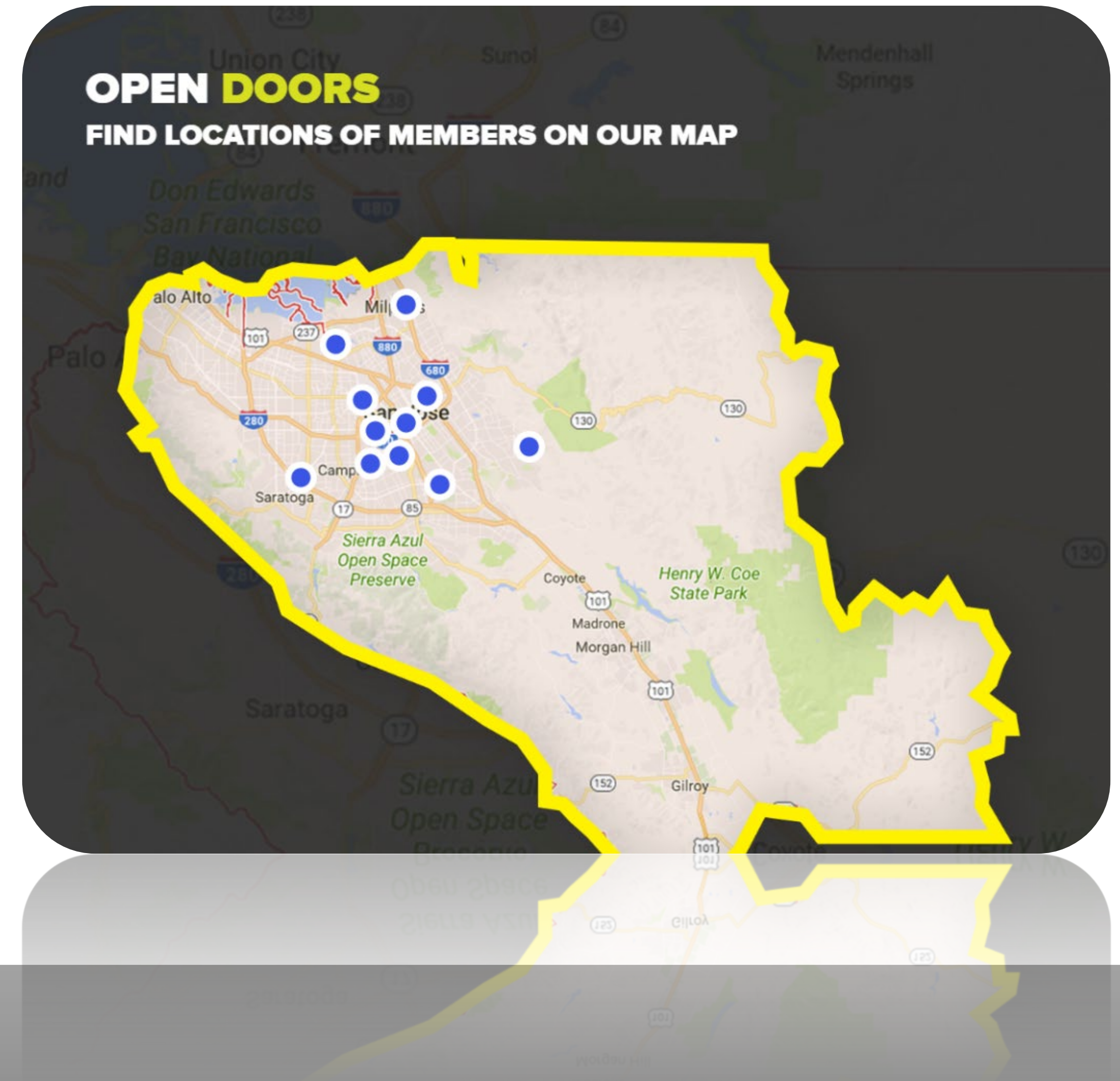
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Case Study

Personas & Messages

Recruitment Tactics:

- Positive messaging using **personas!**
- Cutting through the noise
- Campaign Microsite
- Targeted outreach “go where they go”



ADULT EDUCATION
**OPENS
DOORS**

We're Here to Support Your Dreams

OpenDoorsSouthBay.org



OPENDOORS
ADULT EDUCATION
Opportunity Knocks

POWERED BY:



SBCAE



***Campaign Message/Brand Promise for this market:
We're here to support you!***

ADULT EDUCATION
**OPENS
DOORS**

We're Here to Support Your Dreams

OpenDoorsSouthBay.org



We're here to help resonates throughout the website



Leveraging AB1111 Communications Toolkit

- #BreakingBarriers Campaign
- Fact Sheet Template
- Social Media Posts
- Website Copy
- Press Release Template

AB1111
Breaking Barriers to Employment Initiative

#BREAKINGBARRIERS

#BREAKINGBARRIERS

Get Ahead With Workforce & Education Training

Even before COVID-19, many people were struggling to find work and make ends meet. Some face roadblocks like not having a high school diploma or lacking the skills that employers want. The world of work is changing and you may need some extra help to overcome barriers that are keeping you down.

[Consult the messaging grid in this toolkit to identify the appropriate message for your target audience(s) and choose from a selection of photos in the image board provided with this toolkit to customize the flier with images that best represent your target audience(s).]

[Insert your organization name here] helps you by #BreakingBarriers.

Why Workforce & Education Training?



Earn a diploma – and more money

A person with a high school diploma or equivalent earns **\$9,620 more**, on average, than a non-graduate.



Train for a career

Learn the skills you need, at no cost or a low cost, to **start a new career** in an industry that has a high need for workers, which means greater opportunities for you.



Get the support you need to succeed

Our staff will be with you every step of the way to help you **set goals** – and make sure you have the resources you need to **achieve them!**



Create a secure future for you and your family

Once you have the skills you need to enter the workforce, you will be on the path to a more **stable and secure future** for you and your family.



LET'S GET STARTED BREAKING YOUR BARRIERS TO WORK!

Learn how at
[insert URL]

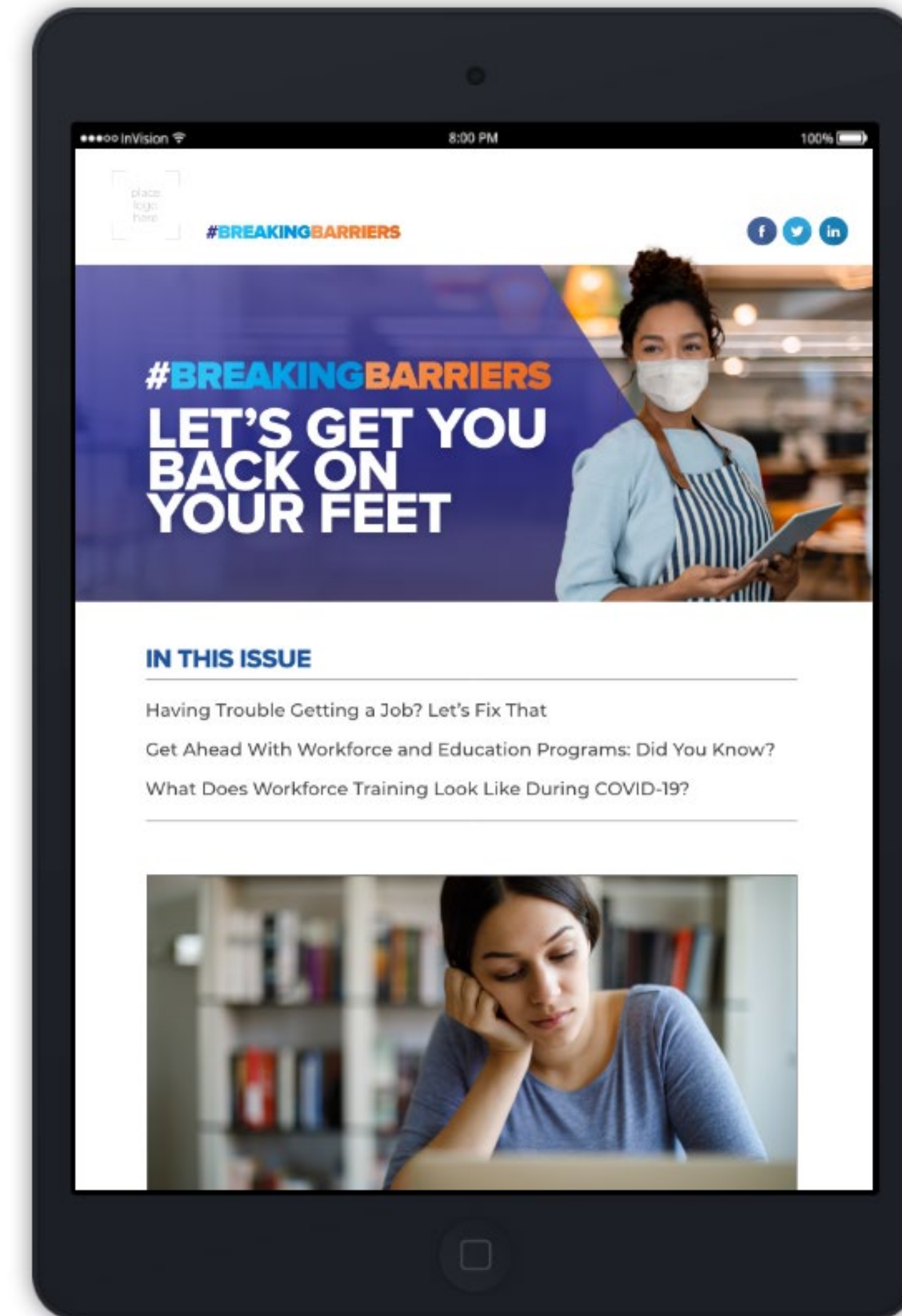
More Opportunities & Better Pay

Our education and training programs will give you the skills and confidence you need to land a job in an industry where there's a great need for more workers. Training in an in-demand field means more opportunities for you – and a pay you can support a family on.

[insert your organization's name]'s services, education and training include:

- Insert program type
- Insert program type
- Insert program type
- Insert program type
- Insert program type

place
logo
here



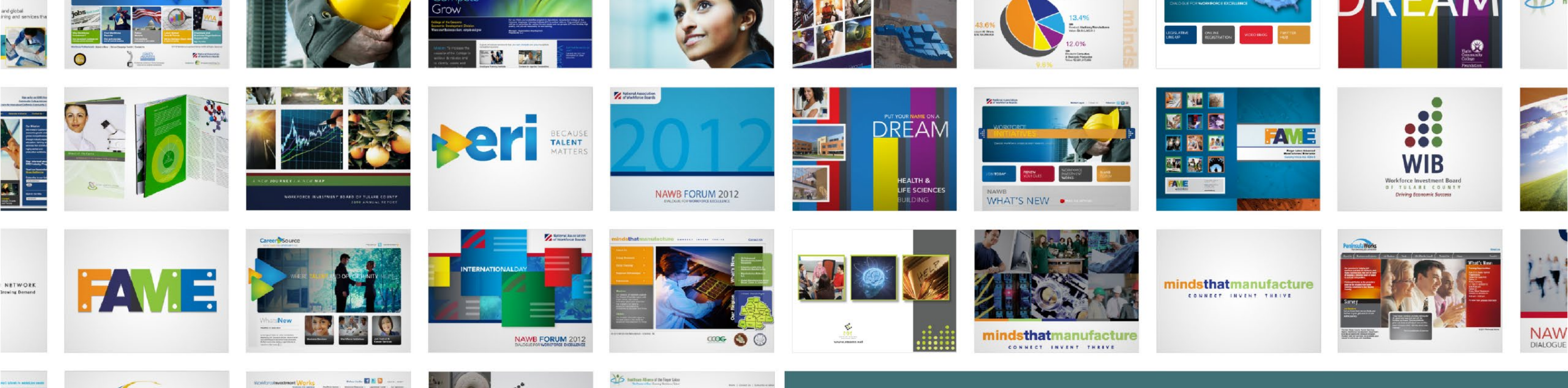
#BREAKINGBARRIERS

Components of AB 1111 Communication Toolkit

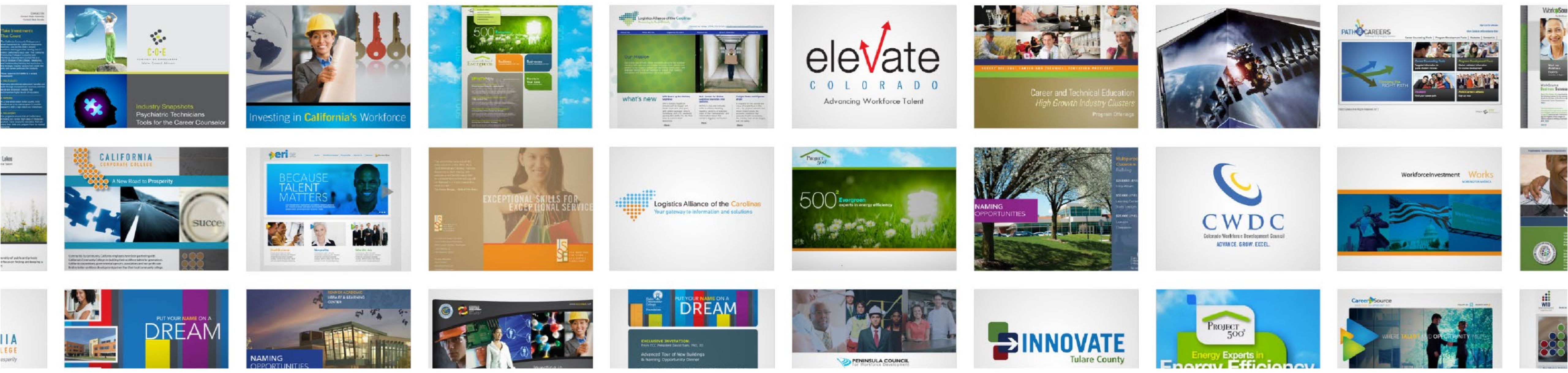


- **Hashtag Theme for Campaign** – to be used to garner new followers and help them understand the benefits of AB 1111
- **eNews Template Design & Inaugural eNewsletter** - FCM will use the hashtag theme to create specific AB 1111 related content for an inaugural eNewsletter along with instructions for curating content for future editions.
- **Campaign Recruitment Fact Sheet** – FCM will create an editable template that can be co-branded with the campaign hashtag and the grantee's brand to post on web pages and/or used for eMarketing.
- **Website Content** – Using the hashtag theme, FCM will create specific AB 1111 related content for grantees to place on their website that resonates with targeted populations from an emotional standpoint.
- **News Release** – FCM will create a template for a press release that grantees can tailor and distribute to their local media about the campaign.
- **Social Media Content** – FCM will use the campaign hashtag to create social media content that grantees can use for their various social media platforms
- **Instructional Guide** – details each of the tools and how to utilize.

DOWNLOAD AT:
<https://bit.ly/37nrdGC>



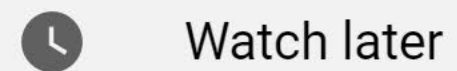
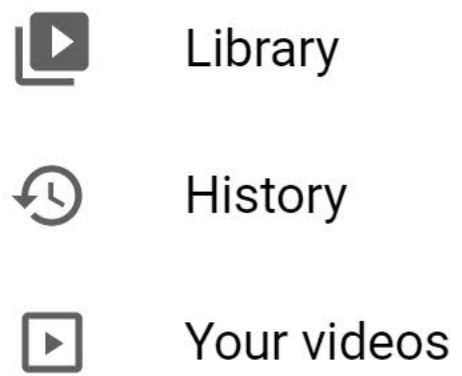
Resource Section



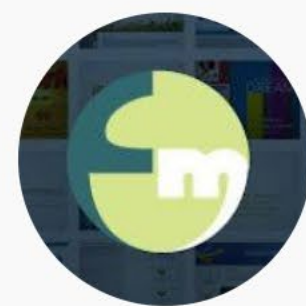
Examples: Campaign Videos
<https://bit.ly/31JHpz1>



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1 subscriber

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Kern County Schools Find It, Be It! CTE Programs...

13 views • 4 weeks ago



Foothill Workforce Development Board...

3 views • 2 months ago



Instagram Spanish Language Video Ad for Central Valley...

12 views • 2 months ago



Central Valley Mother Lode
College Consortia CTE Stro...

13 views • 2 months ago



Cal Jobs Instructional Video
for Workforce Development...

6 views • 2 months ago

Continue Learning! Publications

blog.fullcapacitymarketing.com

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Email

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Thought Leaders in Workforce & Education Branding, Marketing & Communications

FCMBLOG

eBooks Strategic Marketing & Communications Case Studies & Innovations Workforce & Education Campaigns Student Recruitment & Retention Contact

#BounceBackContraCosta

We are in this Together
Your Virtual Bounce Back Team of Workforce Experts

Workforce Development Board Contra Costa County

WORKFORCE & EDUCATION CAMPAIGNS

COVID-19 "COMEBACK CAMPAIGNS" ARE POWERFUL PROACTIVE COMMUNICATIONS FOR YOUR WORKFORCE AND EDUCATION CUSTOMERS

By FCM STAFF | Jul 29th 2020

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COVID-19 Communication Strategies.
Find out how FCM can help during this national crisis right now.

[COVID-19 Communications Strategies](#)

COVID-19 Communications
Communications Strategies for Workforce & Education Organizations



Thought Leaders in Workforce & Education Branding, Marketing & Communications



eBooks

Strategic Marketing

Case Studies

Workforce Campaigns

Student Recruitment

Contact

← Prev

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Full Capacity Marketing



The Power of Personas!

COABE National Conference Session: Pre-work for Recruitment of Adult Students During COVID-19 July 8, 2020 9 a.m.-10 a.m. PDT | Noon-1 p.m. EDT You've likely heard the term persona. But what, exactly, is a persona? And how do you create one? FCM will answer those and other questions related to student personas during a virtual [...]



PERSONAS: fictional characters that represent students you serve.

<https://blog.fullcapacitymarketing.com/the-power-of-personas/>



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#EmploymentBounceBack Blueprint

EmploymentBounceBack.com



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[Challenges](#)

[BounceBack Blueprints](#)

[Get Started](#)

[Resources & Publications](#)

Employment BounceBack

Data-driven recovery campaigns
to drive employment and rebuild
communities

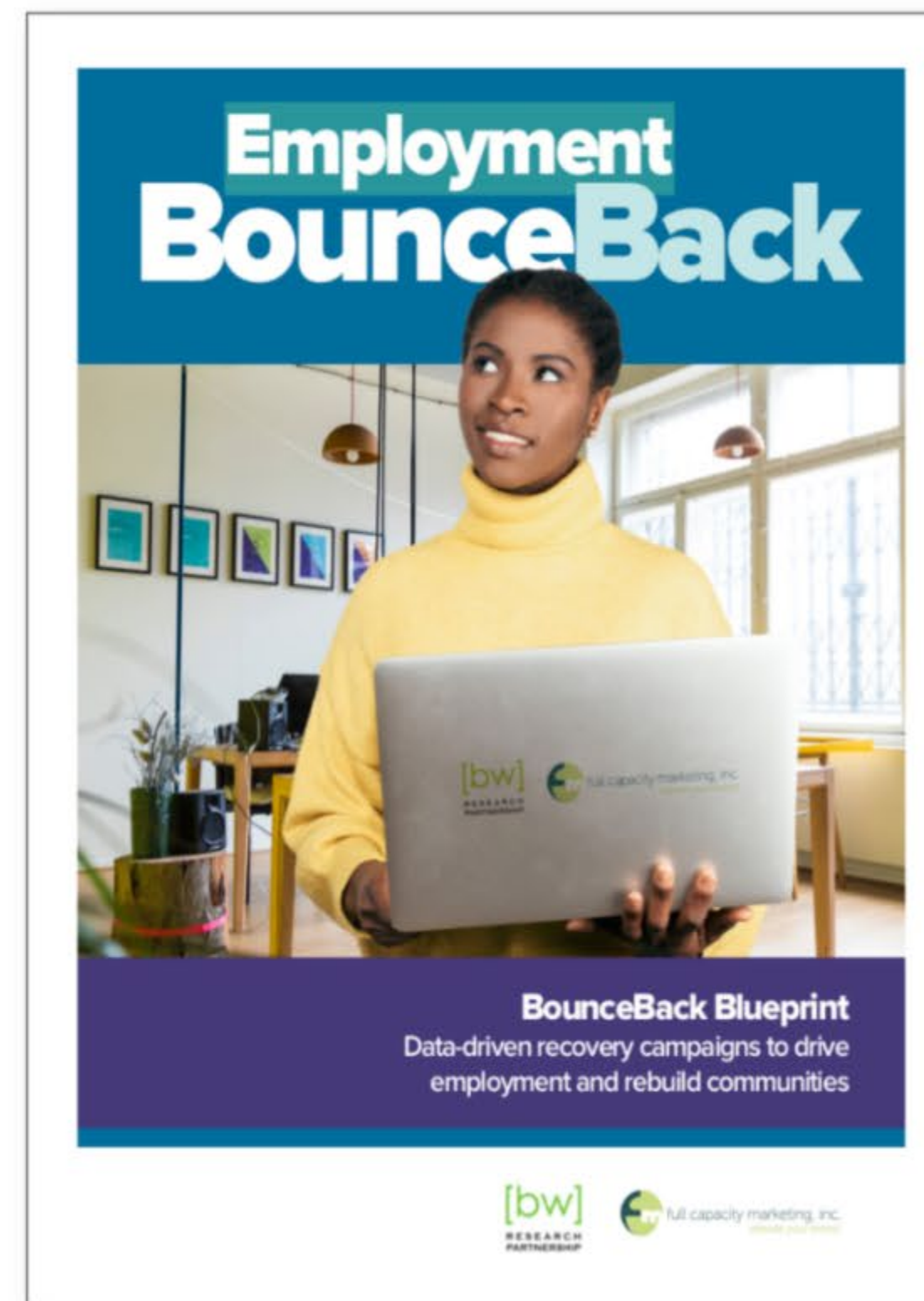


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BouceBack Blueprints

BW Research & FCM have partnered to bring education and workforce organizations a tailored data-driven blueprint for employment recovery that answers the questions below. The blueprint consists of an analysis of the region post-pandemic for planning purposes and includes the development of a recovery campaign to proactively provide citizens with information about the recovery strategies and available resources within the region to rebuild. The campaign includes a dedicated microsite with a campaign domain name, fact sheets about the recovery, a press release to announce the campaign and a bank of social media posts to engage the community and partners in the rebuilding efforts. [Download the report outline.](#)



[Download a Blueprint Report Outline](#)

#ComeBackCalifornia

ccee
California Collaborative
for Educational Excellence

#ComeBack
California

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We are in
this Together



#ComeTogetherSMC

Resources



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Washington, D.C. 20015

T: 202.731.0904 // FX: 202.244.7482

Questions? Contact Us!
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Schedule a one-on-one consult with our
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