



**Carolina Conference Office of Education  
Marketing Research and Plan Development Proposal  
Prepared by  
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**PHASE ONE**

**A: Developing and Marketing the Adventist EDGE Teacher of Excellence Award**

Purpose: To get teachers excited about becoming an Adventist EDGE teacher of excellence, and acknowledging them once they complete the process and receive the Adventist EDGE Teacher of Excellence award.

Work with the Office of Education staff to review, refine, and finalize the Adventist EDGE Teacher of Excellence Innovation Configuration and develop a marketing plan to:

Concept and design custom communication and promotional materials that generate general awareness, and stimulates a personal/emotional connection between the teacher(s) and the community.

Include incentives to become an Adventist EDGE Teacher of Excellence.

Recognize and commend an Adventist EDGE Teacher of Excellence candidate.

Show case the teacher who receives the Adventist EDGE Teacher of Excellence award.

Provide an electronic portfolio template portraying who they are as a Teacher of Excellence.

**B: Internal Marketing Research and School(s) Marketing Plan Development**

Purpose: To gather demographic and other pertinent information/data to develop a comprehensive strategic marketing/branding plan that positions SDA schools in the Carolina Conference as the number one choice for its primary target audiences, and stakeholders educational and personal needs.

Internal marketing assessment of selected schools that includes, but not limited to, mission and vision, physical plant, customer service, school brand, marketing, recruiting and community service activities and materials, retention efforts, and financial status.

Conduct one-on-one interviews with administrators, faculty, staff and students.

Conduct focus group meetings with board members and constituents.

Formulate information survey to be distributed and completed at focus group meetings.

Present research findings and recommendations to Conference and school administration, faculty, staff and board members.

Develop a written strategic branding, marketing, recruiting and retention plan based on the above research.

## **PHASE TWO: Marketing Plan Development**

Concept and design a brand identity system with a consistent set of fonts, styles and colors to be used on all school(s) collaterals.

- Logo & Tagline – to create a distinctive visual identity and motto that represents the school(s) mission and educational purpose.
- Graphic Package (letterhead, business cards, mailing labels, invoices, admission applications, memo pads, class schedules, envelopes, etc.) – that portrays the school(s) identity to be used for internal use and external brand awareness.
- Custom Photography – to emotionally and visually communicate the student’s experience, and scope of programs and services offered.
- Copy Writing – generate a story about the school(s) that thematically matches what has been portrayed visually.

**Note:** The format of all the above identity system/campaign pieces will be well thought out and planned from a production stand point, and designed/developed in a particular order as to get the greatest impact, and to maximize the savings in the printing, replication, and reproduction costs.

## **PHASE THREE: Launch the Marketing Campaign Plan**

Purpose: To strategically distribute the marketing materials for greatest impact, and implement the plan according to set timelines.

1. To have one entity (Don Tucker of DRS Marketing) responsible to:
  - Research, negotiate, coordinate, direct and oversee the placement, printing, and reproduction of all the marketing materials and activities.
  - Direct the creative design and project theme development with Designers, Photographers, Videographers, and Copywriters.
2. Work with an internal person “the gatekeeper” (preferably the Principal or Vice Principal) who has the authority to:
  - Recommend and effect policy change, approve the presented concepts, and to follow through with the necessary activities as directed by Don Tucker to launch the marketing campaign within a set timeline.

**Note:** The initial success of the marketing campaign requires the Conference, school administration, board, faculty, and staff not only to support the campaign, but also to be fully committed and involved in making the campaign a success. The on-going success of the marketing plan will require the administration and board to be committed and dedicated to ongoing marketing and recruiting efforts, and maintaining the schools branding image after the launch period.

### **Consulting Fees:**

**Note:** The above fee does not include printing, reproduction, trademarks, website development, purchases of specialty promotional items/exhibit booths, ad/media placements or any out-of-pocket travel expenses including airline tickets, per-diem for meals, rental cars, gas, hotel, parking, and tolls. DRS Marketing will negotiate prices and provide “at cost” or at no additional markup, for these services.