

**WE'RE NOT
DONE YET**
2024 GED CONFERENCE



How to Market your GED and Develop Meaningful Partnerships

Dr. Jeff Arnott
@JefferyArnott



Let's Define a Partner!

- Is it an employer?
- Is it an organization?
- Is it a work-based learning opportunity?
- Is it a donor?
- Is it a vendor?
- Is it an alumni?
- Partnerships can evolve!
- Use the SMELL Test! (Sound, Moral, Ethical, Legit, and Legal)
- Try to get to YES!
- No partner is too big or too small!

Here are some partners I have used in Florida!

Large Companies & Number of Employees

- Large Theme Park 75,000
- Advent Health System 36,000
- Orlando Health 20,400

Small Companies & Number of Employees

- One Fat Frog 100
- Touchless Boat Covers 50
- Competitive Edge Contractors 50



Each GED Program is Unique! What You Need to do to Outreach to Partners!

Each Program is.....

- ...unique.
- ...serves different economies.
- ...has different leadership structures.
- ...has unique priorities.
- ...has politics.

What you must do!

- You must advocate to your supervisors!
- Get to know your business & community!
- Make partnerships your highest priority!
- You might have to get political!
- Have options for students!
- Ask students what is important to them!

- P.S. It is a short & long game!

How Do You Get There?

1

Leverage Chambers

2

Build Business
Partnerships

3

Partner with Community
Organizations

4

Advocate to Local
Government / Schools

5

Hire the Best People

6

Always Reflect

Leverage Chambers!



- Join the chamber!
- Attend as many events as possible.
- Chambers can introduce you to a number of businesses of all sizes. Hidden gems!
- They know which events are best for you to attend.
- Speak at their events.
- Sponsor their events.
- Use the chamber to establish an advisory board for you if needed.
- Involve your staff with the chambers.

Leverage Community Partners!



Examples:

- **Department of Labor (One Stop)**
 - We have received over \$500K to start apprenticeships programs.
- **Local Community College and other educational providers.**
- **Local agencies like the Urban League.**
 - We received \$75K to for short term trainings.
- **Faith-Based groups.**
 - Put on a PROM for our students!
- **Military**
- **P.S. ALWAYS THANK THEM!**

Advocate to Local Leaders!



Examples:

- Visit County Commissioners and Mayors.
- Visit State Legislators when they are in town.
- Remember you never know where those involved in politics eventually end up.
- I have never met a legislature that didn't like adult & workforce education. Always tie it to economic growth. Don't be partisan.

Build a Legendary Team to Free Up Your Time!



- It will take time, but worth the wait.
- Hire a team with diverse experiences and hire a balance of those in the system and those from outside the organization.
- Build a team around their strengths.
- Put resources into marketing and community relations.
- This will free up time for you as the leader to leverage your strengths.
- Don't look for "family." Look to build a high-powered organization.

Reflect! Essential Questions!



- Do you have the right staff working in the current role?
- How are your partners helping you?
- How can you better engage with your partners?
- Do you improve your marketing plans?
- Do you have the right partners?
- How do you celebrate? Invite partners?
- Are there real opportunities for students?
- How is your messaging?

Let's Now Talk Marketing!

Common Marketing Mistakes!

According to Forbes (Griffin, 2022), marketers make nine common mistakes.

1. Providing education content without entertainment.
2. Lacking understanding about their target audience.
3. Marketing too broadly.
4. Running paid ad campaigns for quick results instead of gaining traction organically.
5. Using the wrong platform or medium.
6. Focusing too much on services, not students.
7. Assuming the customer knows more than they do.
8. Ignoring content marketing like storytelling with blogs.
9. Relying only on traditional marketing methods.

Make Language Clear!

1. Don't use acronyms like ESL and IETs in ads.
2. Don't talk about rules in ads.
3. Have a phone number and website in ads.
4. Use social media DM links.
5. Keep legal language to a minimum.
6. Discuss career readiness in ads.

Invest in top notch customer service training, expand orientations, and make sure staff return calls in hours, not days.

Develop a Marketing Plan!

1. Establish your marketing goal and define what you are trying to achieve.
2. Identify your audience and competitors. Who are you targeting? Remember you can market different sectors on different platforms.
3. Set your budget. Should be a priority.
4. Determine your deadlines.
5. Chose your marketing channels and tactics.
6. Track performance and review analytics.
7. Create team to execute the plan and follow up.

Marketing Strategies!

Use a balanced approach, promote students first! Showcase graduates and success. Promote new programs. Celebrate staff accomplishments. Promote economic partners and news!

1. Use social media platforms to connect with your audience.
 1. Facebook, X, Instagram, LinkedIn and more.
 2. Get the blue checkmarks!
2. Post several times a week on social media. Pay for followers.
3. Try digital advertising in your marketing budget.
4. Modernize website that is mobile friendly.
5. Encourage students to leave online reviews.
6. Create and use engaging video content.
7. Promote trends in the economy and safety.
8. Create educational apps.
9. Promote other educational sites and partners.
10. Track your data and shift according to promotion.

There are 18 marketing types.

Other Ideas that Work!

Beyond Facebooks! Use offline marketing.

1. Get to community events OFTEN!
2. Purchase tabletop displays.
3. Have a professional agency create your print material.
4. Hire staff to market programs.
5. Use teachers and administrators to market the program in community.
6. Showcase you events to elementary schools for parents in the area.
7. Staff T-Shirts!
8. Connect with CareerSource who can refer students to you.
9. Use short hashtags that link to your mission and that promote those who advocate for adult education like MAACCE, COABE, and DOE.
10. Explore partners that will allow you to host classes at their location.
11. Allow community groups to use your facilities.

Outcomes!

1. Increased enrollment from 5% to 20% depending on year.
2. Recognized as the 2016 SUNSPRA Awards (Brevard Adult Ed).
3. Staff was asked to make presentations around the state.
4. More student engagement.
5. Positive recognition from senior staff.
6. Was able to better promote our workforce programs.
7. Built very positive culture.
8. Engagement with business partners.
9. Engagement with elected officials.
10. Community gets to know more about what you do.

Resources!

- **ALCO Facebook Page**
 - [\(5\) Facebook](#)
- **COABE Educate and Elevate Campaign**
 - Lots of great resources to promote literacy weeks, awareness campaigns etc.
 - <https://coabe.org/social-media-messaging-center/>
- **GED Testing Center**
 - <https://ged.com/educators>
- Many of these sites have locator tools for students to find your program! Make sure they are up to date.
- The GED Testing Service has a referral portal and lists of students who are interested in classes in your area.

THANK YOU!

Dr. Jeff Arnott @JefferyArnott
Jeff@Lot12Education.com
407-719-7123

Session Survey

Your feedback is important. Please scan the QR code below to rate this session.

