

Multicultural Marketing and PR Strategies

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In Today's Session

- Who is your primary audience
- What we know about marketing to them
- How to reach students & what they care about
- Types of media
- Public relations and local media

Who is your primary audience?

GED Students by the numbers

25 Average age

23% 12th grade not graduated

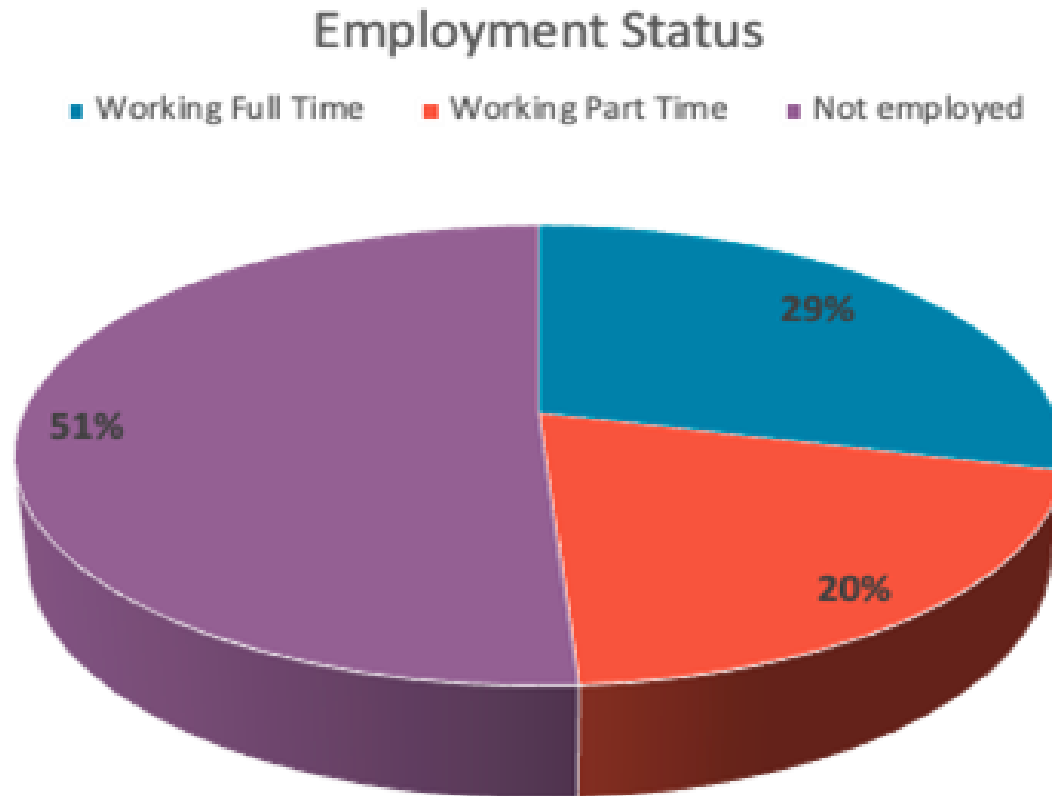
24% 10th grade not graduated

25% 11th grade not graduated

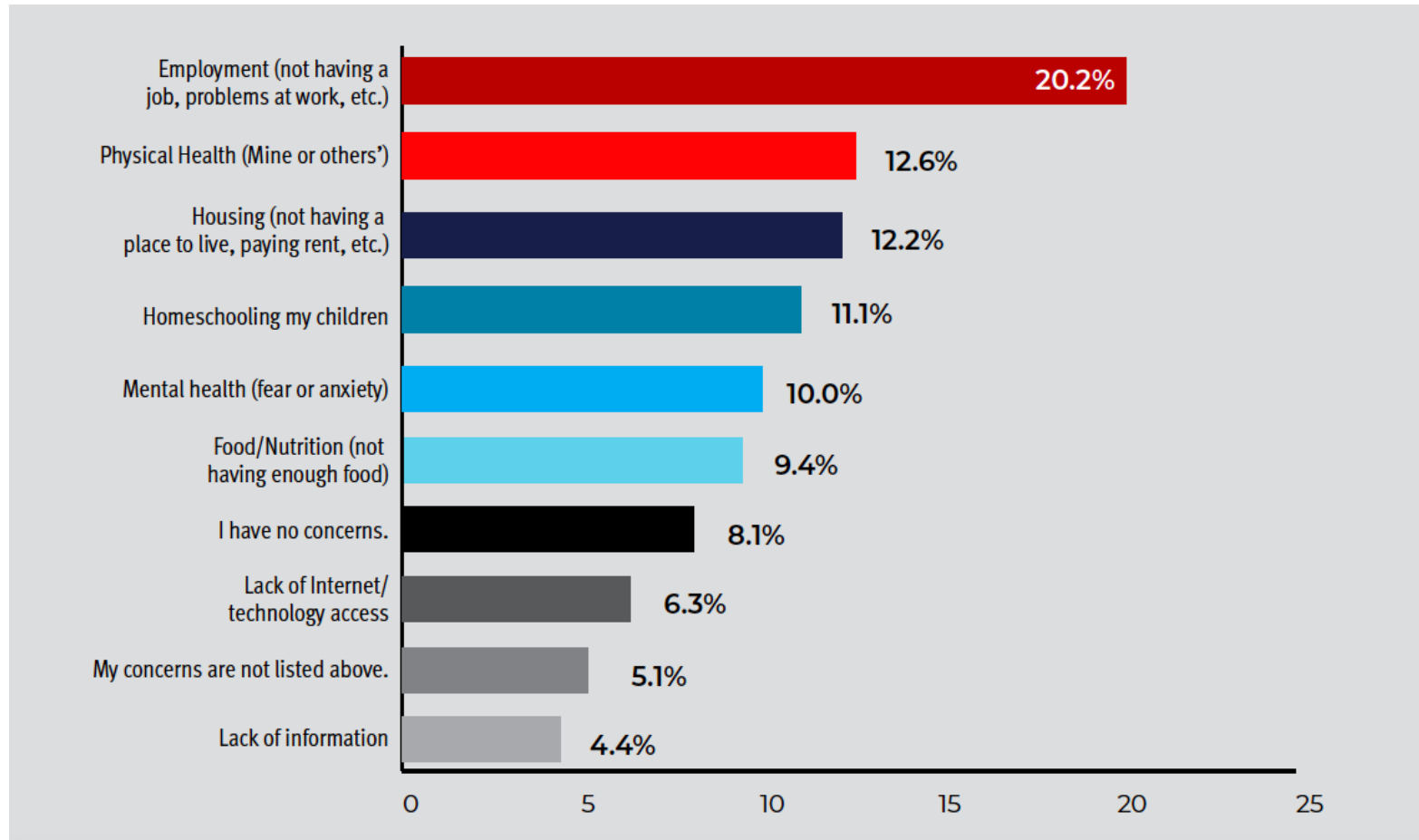
28% 9th grade not graduated

61% Communities of color

GED Students by the numbers



What Are Adult Learners Concerned About



Source: Adult Charter School Learner Survey, 2020

What we know about marketing to them

Our learners are receiving information at their fingertips...



92% use some form of social media

Social media is an incredible way to connect directly with your audience.

They Do Not Want to Be Sold To





If they found your program,
there's already interest.


Instead of selling to them,
promote the end result.

How to reach students & what they care about

Paid Social Campaigns


 **GED Testing Service**
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"I originally started my #GED 4 years ago. I have 3 young children and a dream for us all. When I recently started my GED again, I completed my remaining tests in 17 days! I am now studying psychology. I also have a video blog called [Attracting Success!](#)" -Laiesha




...help of my instructor and much patience on her part

...with the help of the educators at [Lake Technical](#) ...lessly to provide him with the assistance he needed ...blind student, acquiring braille or other accessible ...success possible. Now he is prepared to enter the ...for his wife, Claire. Well done, John!
[f-the-month-submissions/](#)

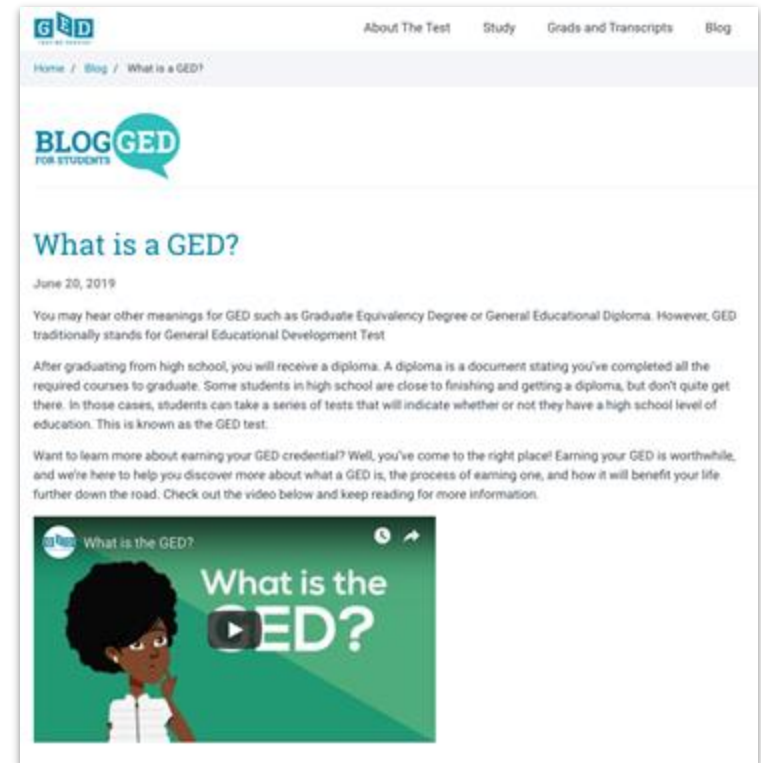
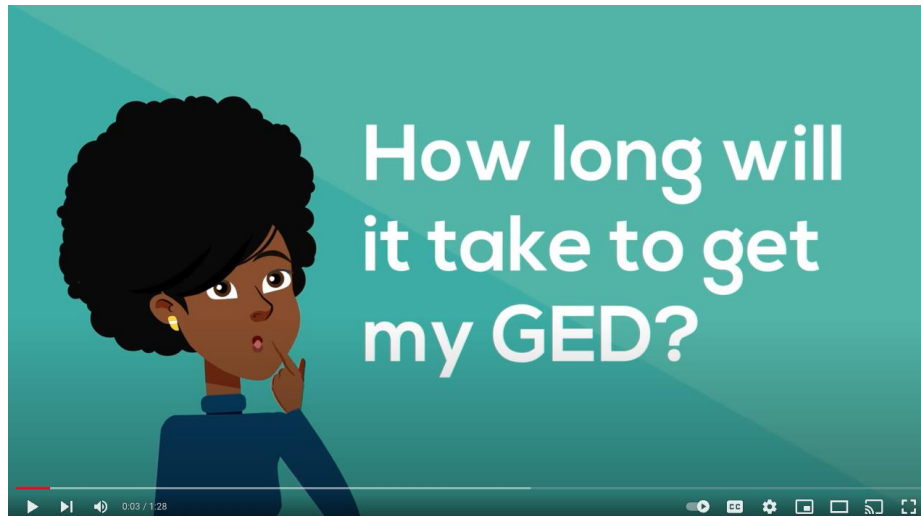


CONGRATS TO OUR
**JUNE GRADUATE
OF THE MONTH** JOHN H.



- Boost top performing posts for greater reach
- Create look-alike audience from existing lists
- Test multiple sets of ad copy

Create Content Students Are Seeking



Talk About Available Resources



GED Live: Online Classes



GED Flash: Interactive Practice Questions



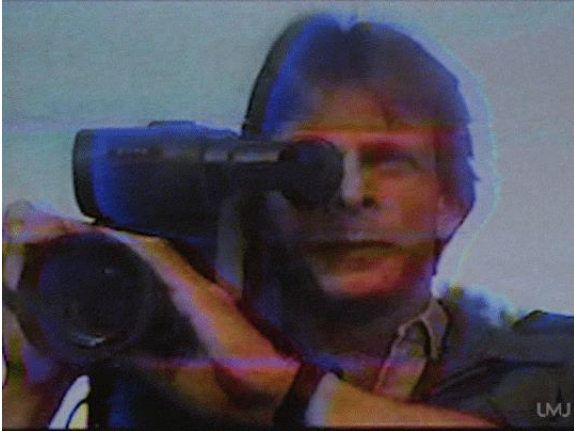
GED Ready: Official Practice Test



GED+™
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to earn your GED



Videos, videos, videos



86% of businesses use video as a marketing tool.

- Social video generates **1200% more shares than text and image content combined.**
- Viewers retain **95%** of a message when they watch it in a video compared to **10%** when reading it in text.

Source: World Stream

Video Content Ideas

Tap into the power of your graduate network to spread the positive word about earning a GED

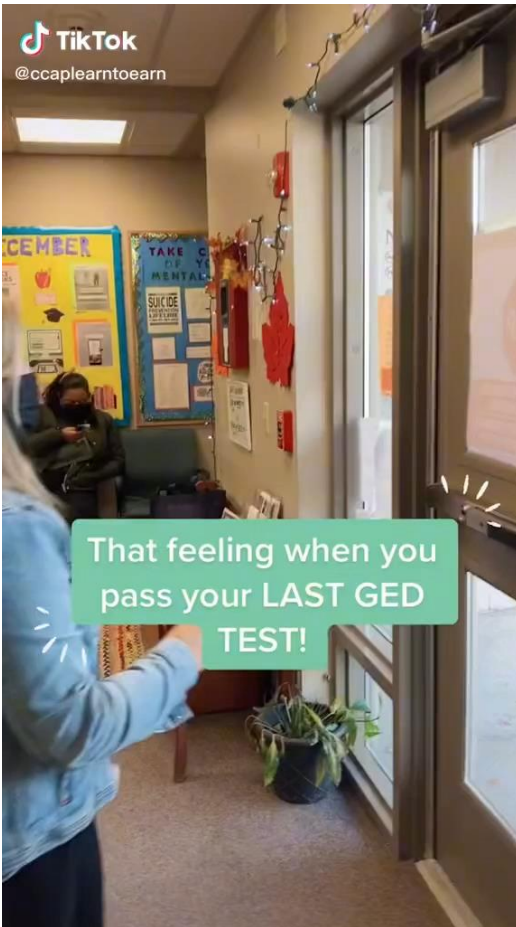
- ✓ **Celebrate graduates** -- encourage them to post their own celebratory message and reshare on your platform
- ✓ **Build awareness** among potential GED test-takers using positive graduate messages -- encourage them to start their journey at GED.com
- ✓ **Motivate current test-takers** to sign up for final test(s) to graduate

Storytelling

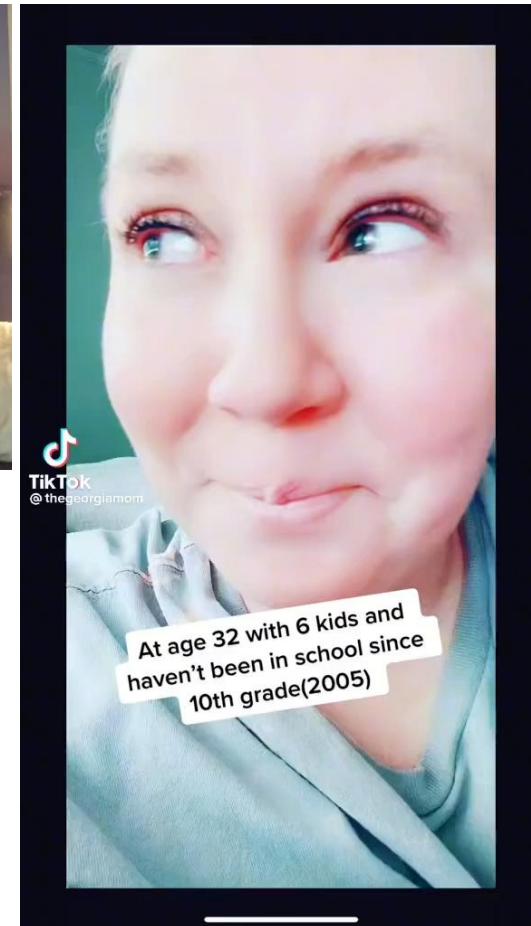
Storytelling in marketing aims to make the viewer **feel something**.

You want to **inspire them enough to take action**.

For the GED, **the best storytellers are our graduates**.



My name is Rogelio. I am 45 years old. With the GED, you can do it. It's never too late to reach your goals. Thank you, GED!



Be Authentic

GED brand voice and persona: a coach

- Friendly but not goofy
- Warm but not gushing
- Directive but not bossy
- Informative but not verbose
- Motivating but not pushy
- Empathetic – we understand your fears
- Accessible as a favorite teacher would be



When Marketing Your Program

- Promote the end result
- Don't sell to them
- Create content students are seeking
- Be authentic
- Talk about available resources
- Leverage your supporters
- Use video to tell your story
- Maximize your content

Multicultural PR & Communications



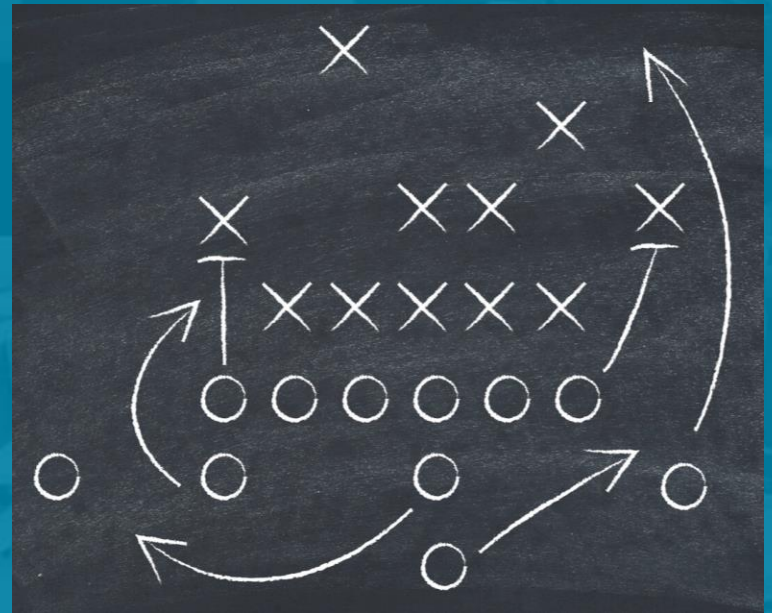
Defining “Who We Are”



Multicultural communications is:

- Tailored messages to engage and converse with diverse groups
- Messaging that is targeted and relates to diverse identities and cultures
- More than just translating your content into other languages; requires you to adjust your writing methods and your strategies

Creating Your PR Strategy



What is Earned Media?

Earned media is when people start talking about you (usually in a positive way) for free.

Examples:

- A blogger writes a story about your adult ed program or testing center
- Social media followers share one of your posts
- Public statements
- Press mentions in the newspaper, online or on television

Key Questions

- What do you want to achieve?
- What are your measurable goals?
- Who is your target audience?
- What communication tools will you use?
- What is your timeline?



Additional Questions to Consider

- Is your communication written by or, at the very least, reviewed and commented on by your intended audience?
- Are you the right person to be writing for a multicultural audience? Be reflective, do you have an authentic point of view that resonates with your reader?
- Have you considered all aspects and all audiences who might read your communication?

PR Plan At-A-Glance

- **Goal**
- **Objectives**
- **Strategies/Key Messages**
- **Target Audience(s)**
- **Tactics & Ideas**
- **Channels**
- **Logistics/Execution**



Press Releases and Media Coverage

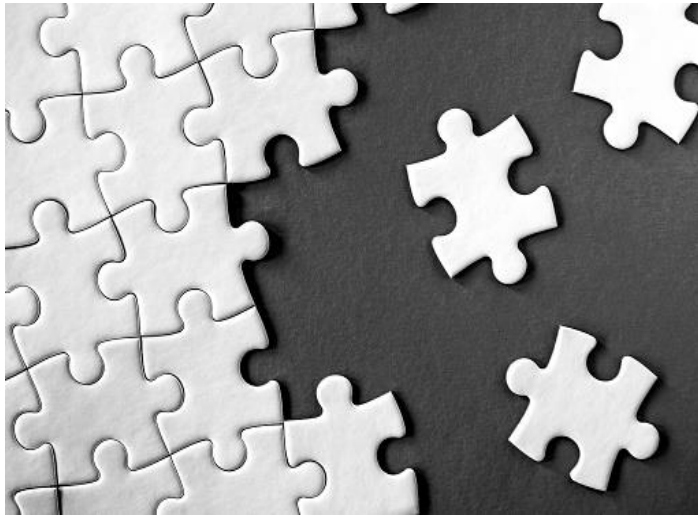


Why using press releases is a great idea for your program:



- Inexpensive
- Attracts the attention of journalists and the public
- Great source of documentation about events and program milestones

Press Release Essentials



- Headline/ Subheadline
- Date
- Lead Paragraph
- Quote(s)
- Supporting info/background
- Call to action
- Contact information



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May 16, 2022

NATIONAL GED® GRAD WEEK CELEBRATION TAKES PLACE MAY 16-20 **VIRTUAL EVENT TO RECOGNIZE GRADUATES AND INSPIRE ADULT** **LEARNERS**

WASHINGTON, DC — GED graduates across the country will participate in a national celebration being held May 16 through May 20. GED Grad Week celebrates GED graduates and their personal and professional accomplishments, while motivating others to pursue a GED credential. This is the seventh year for this virtual event.

GED graduates, family members, friends, teachers, employers, policymakers, and aspiring graduates are encouraged to join the celebration by using the hashtags #GEDGradWeek and #GED. GED Testing Service will be sharing photos and videos with advice and stories from the GED community on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#) throughout the celebration. GED graduates and educators can also join a [Facebook group](#) dedicated to sharing personal stories about the GED journey.

The GED credential is a high school equivalency diploma or certificate for individuals that did not complete high school. It is earned by taking and passing all four GED test subjects.

"GED graduates have included governors, space pioneers, lawmakers, doctors, nurses, lawyers, teachers and contribute to every sector of our economy and lives," said GED Testing Service Vice President CT Turner. "GED Grad Week is an opportunity to celebrate GED grads and showcase some of their contributions to our country, while encouraging those without a diploma to take that first step towards a better future."

Approximately 150,000 Americans pass the GED test annually, and there are more than 21 million GED graduates worldwide. The GED test is currently available in more than 90 countries.

GED graduates are in a strong position to compete with traditional high school graduates, especially after earning a certificate or degree in addition to a GED credential. Research shows that one in two GED graduates enter a college program within four years of passing the test. In addition, 90% of these GED graduates are also re-enrolling in these programs from one semester to the next.

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Pitching Your Story

- Define your objectives
- Do your research
- Know your audience
- Think like a reporter
- Be personal, passionate and engaging
- Be consistent and persistent



Media interview tips:



- Ask for details
- Prepare your key message points
- Practice
- Be authentic and enthusiastic
- Follow up and promote your story

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June 8, 2022


In this guest post, GEDTS Vice President CT Turner shares his thoughts on Pride and encourages us to be allies [...]



GEDTS 2022 Annual Conference Preview

June 8, 2022


Our annual conference is one month away, and we're excited to see all of you in Atlanta.



GED® Mentorship and Community Partnership Programs

June 8, 2022

The recently launched initiatives are focused on supporting learners from historically marginalized communities and are a key part of our [...]



GED® Program Updates

June 8, 2022

News and updates for June 2022:

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