Where is that Plus 50 Completion DVD?
Submitting Questions

- To submit a question, type the question in the **text field** and press your **Enter/Return** key.
  
  - Please enter the name to whom the question is directed.

- Your name and your question will appear on your screen, indicating successful submission.

- Questions are directly transmitted to presenters—no other participants will see your questions.
Practice: Attendance Poll

In the chat room, please type your name, the name of your organization, your location, and the number of people attending with you today.
Access to Webinar Materials

This session will be recorded and made available on the Plus 50 website: http://plus50.aacc.nche.edu.
Presenters

• **Leah Brayman**, Communications Associate, Reingold
• **Ashley Hart**, Communications Associate, Reingold
• **Dr. Jennifer Lindon**, Dean, Occupational Technologies Division and Workforce Solutions, Hazard Community and Technical College (Kentucky)
• **Heather Ellison**, Continuing Education Manager, St. Louis Community College
• **Tim Gallo**, Continuing Education Communications, St. Louis Community College
Learning Objectives

At the end of the webinar, you will be able to:

• Discuss the term “brand” and its importance to an effective marketing strategy.
• Identify the key visual elements of the Plus 50 brand.
• Apply best practices for using the Plus 50 Completion Strategy brand.
Learning Objectives, continued

• Use the customizable marketing materials to promote your Plus 50 programming and college offerings.
• Identify the materials that support the Plus 50 initiative.
• Discuss the key messages of the Plus 50 Completion strategy.
What is a Brand?

A series of simple, but important, graphic elements

Communicates mission & values in a memorable, meaningful way

Distinguishes a service, product, or program from others
Why is Branding Important for Plus 50?

- Crucial to leaving a lasting impression on target audience
- Will ultimately help you achieve higher completion rates for Plus 50 learners
Visual Elements of the Plus 50 Brand
Plus 50 Tagline

TAKE YOUR KNOWLEDGE TO THE NEXT DEGREE
Plus 50 Color Palette and Diamonds
Library of Images
Best Practices
Best Practices for Marketing Your Plus 50 Program

Do!

- Use “Take Your Knowledge to the Next Degree.”
- Include the Plus 50 logo.
- Use consistent fonts.
- Use the Completion Strategy color palette.
- Maintain the diamond shape on all materials.
- Use the images provided in the image bank.
- Use consistent messaging.
- Focus on completion and workforce development.
Practices to Avoid

Don’t!

• Use the old Plus 50 tagline.
• Use multiple fonts and styles.
• Change the color palette.
• Overuse or change the diamond shape.
• Use inconsistent messaging.
• Focus on volunteering or enrichment programs.
• Use images that deviate from workforce development and completion.
Key Messages of the Plus 50 Completion Strategy
Primary Audience: Plus 50 Students

- Completion is the key to opening new doors.
- Earning a degree or certificate is easier than ever.
- It is a great time to come back.
- You have support.
- Distinguish yourself from the competition.
- You are not alone.
Secondary Audiences

Businesses/Employers

- Invest in your workers
- Look to Plus 50 graduates as future employees
- Contribute to a national goal

Community Colleges

- Programming is in high demand
- Market to the Plus 50 community
- Establish best practices & evaluation methods
Materials Disk

Contains artwork, templates, and guidelines for all internal and external outreach efforts.

If you have misplaced your disk, please contact Mary Sue Vickers at AACC Plus 50.
Customizable Materials
Brochure Covers

Brochures for two target audiences

Businesses

Students
Brochure Interiors

Community colleges are leading the way in designing certificate and degree programs that prepare workers for careers in fast-growing industries like healthcare, green technology and information technology.

By bringing older workers back to college to complete certificates and degrees, AACC’s Plus 50 Completion Strategy can help community colleges meet the nation’s goals—and the goals of businesses who demand an educated, well-trained workforce.

Today 40 percent of people over age 55 are remaining in the workforce—the highest rate since 1982. Helping them to earn a certificate or degree can increase your company’s productivity and raise your bottom line.

Increasing Productivity

Plus 50 adults that complete their degree or certificate have the skills and knowledge to be an important addition to your team. Researchers report that “practical creativity,” the solving of everyday problems, peaks later in life. This type of creativity is especially valuable in the workplace because it draws on synthesis, reflection, wisdom, and reworking of existing patterns to design solutions to problems.

Through the Plus 50 Completion Strategy, older workers with years of valuable job experience are going back to school to earn certificates and degrees, and gain additional skills through workforce training programs. Local community colleges are creating programs and services that make it easier than ever for adult learners to earn a degree or certificate—and get credit for past work experience.

In an independent evaluation of the Plus 50 Initiative, the precursor to the Plus 50 Completion Strategy, 89 percent of plus 50 students agreed that the program’s workforce training helped them acquire new job skills.

Opening Doors to Increased Learning

Many community colleges are creating special programs for workers over 50 who want to either complete degrees or certificates they began years ago or start new ones to get ahead. Employers can get a leg up by investing in plus 50 graduates or by sending your plus 50 workers to community colleges for the additional training needed to help you succeed in an increasingly competitive environment.
Rack Card

- Convenient offering for students
- Communicates key messages, benefits of Plus 50 Program, program offerings, and contact info
- Condensed text simplifies messages
Coursebook Cover

Used in the development of separate programming handouts (print or electronic).
Print Advertisements

- Four sizes
- Use in newspapers, newsletters, or other print communication
- Available in black & white
- Customizable
Template

- Course offering announcements
- One-pagers
- Flyers
- Handouts
- Course outlines
- Cover letters
- Memos
- Newspaper articles
- Event announcements
Banner Ad, Letterhead, and PowerPoint Templates
Microsites

Use designs to create a website or landing page for your Plus 50 Program
Using the Plus 50 Marketing Materials
St. Louis Community College

plus 50

Community Colleges: TAKE YOUR KNOWLEDGE TO THE NEXT DEGREE

More than ever, people age 50 and older need to develop and update their career skills to remain viable in a rapidly evolving work market. The Bureau of Labor Statistics projects that the percentage of adults age 55 in the workforce will grow to 23% by 2020, up from 18% in 2004. Completing a degree or certificate with St. Louis Community College is the key to opening new doors. We offer two workshops every semester that will help prepare you for taking that next step.
Working Effectively with your Marketing Department

Open Doors to New Fields
St. Louis Community College is leading the way in designing degree and certificate programs to prepare workers for careers in the fastest growing industries - including healthcare, green technologies, and information management and service.

The Plus 50 Completion Concierge can get you started in completing that degree or certificate started years ago or a new one to get ahead.

Call Today!

Stlcc.edu/plus50completion

Enhance your employability by mastering advanced skills with Accelerated Training Classes through St. Louis Community College.

The Business Office Application Training (BOAT) program is an intensive, 10-week certificate program offering diverse adult learners the practical skills necessary to compete in today’s business offices at entry level. Microsoft Word and Excel Certifications are available.

The new Medical Intake Information Specialist (MIIS) program is an accelerated 8-week certificate course of study designed to provide focused, skills-based professional education for students 19 years of age or older who are seeking to enter the medical/healthcare support industry.

The Business Technology Training (BTT) program is an accelerated 10-week certificate program offering diverse adult learners the advanced technical and business skills necessary to differentiate themselves in today’s competitive job market. Microsoft Certifications included.

FOR MORE INFORMATION CONTACT THE MET CENTER AT 314-746-0800.

Have you ever wanted to use the Internet to stay in touch with family and friends, share photos or search for a new job?

St. Louis Community College’s new public computer centers offer internet access, laptop computers, classes, personal computer support and facilities for your use - and it's FREE!

- Get introduced to the internet and computers with classes like Basic Computer Skills, Basic Internet Skills and Introduction to MS Office
- Learn general internet topics such as computer security, e-banking, sharing photos online, and both personal and professional social networking
- The best part? You’ll have a computer professional on site to help answer your questions immediately. Call to register for the classes you want or stop by the computer lab. Take each course as many times as you need!

St. Louis Community College

314-746-0800
Working Effectively with your Marketing Department, continued
Questions & Answers

Please enter any questions you may have about the content covered in today’s session in the chat room.
For More Information

To View a Recording of this Webinar

Today’s session was recorded and will be available on the Plus 50 website: [http://plus50.aacc.nche.edu](http://plus50.aacc.nche.edu).
Thank You!