PUBLIC ENGAGEMENT REPORT

December 2015

Executive Summary

In December 2014, The Education Alliance received funding from the Claude Worthington Benedum Foundation to launch an exciting statewide public engagement initiative. Through this initiative, the Alliance worked to develop and implement a comprehensive public engagement outreach effort resulting in a greater public understanding of and support for a strong West Virginia public education system.

The campaign consisted of two major components: a statewide paid media campaign and support for grassroots community engagement projects that align with the statewide effort. A Steering Committee helped guide the efforts by providing advice on: the selection of a public relations firm through an RFP process; the development of key messages and strategies; the application and selection process for Community Engagement projects.

The campaign was launched in the fall of 2015 with the following key outcomes:

- Reached 80% of West Virginia adults (18+) or approximately 1,327,026 people.
- Aired 4,500 spots of the campaign, generating more than 13 million impressions.
- Each person was exposed the campaign message an average of 10.2 times.
- Created a website www.powereducationwv.com with information to connect the public with specific opportunities to engage.
- Launched ten (10) grassroots community efforts across the state. Each community partner also added in kind support to leverage additional resources.

As a result of this campaign many West Virginians were reminded of the critical role that public education plays in ensuring a successful future for our state. More than one million individuals were challenged to support public education and to engage in efforts that support students across our state who will power our tomorrow. The following pages provide a summary of the process, deliverables, outcomes and impact of the campaign. The Education Alliance will continue to promote positive messages at the state and grassroots level to engage the public in efforts to improve education.
PROCESS

The Education Alliance convened a cross-sector steering committee to outline key elements of the message and identify target audiences. The Steering Committee included the members from House and Senate Education staff (invited), WV Board of Education, the Claude Worthington Benedum Foundation, the WV Manufacturers Association, County Superintendents, and The Education Alliance Board of Directors.

The Education Alliance issued a Request for Proposals (RFP) to identify a communications firm in November 2014. Three firms submitted proposals and in January 2015 the Steering Committee reviewed the proposals and selected Asher Agency Inc. The criteria for selection included: cost of services and expenses, including cost-match; ability to provide satisfactory experience and background; form of Proposal response; demonstrated expertise/experience in marketing and public relations; and qualifications of personnel assigned. A contract for $120,000 was awarded to Asher Agency based on their proposal to:

- Collaborate with the Steering Committee to determine key messages and then build media relations, strengthen relationships with appropriate centers of influence and launch a statewide media campaign
- Prepare resources to support a grassroots communication campaign in communities across the state enabling them to adopt and implement activities that support overall marketing messages.

The Alliance also supported a series of local grassroots civic engagement activities to reinforce mass media communications. These activities were established through ten (10) partnership agreements with community organizations across the state to utilize the PR template developed by communications firm to customize media resources, implement local outreach efforts, and galvanize local community support.

- 10 community partners received grants of $2,000 each to implement the effort and engage their communities
- Partnership agreement required a 1:1 dollar match which took the form of community planning meetings, local media coverage, in-kind social media promotion among local organizations etc.
DELIVERABLES

Statewide public engagement campaign: Asher Agency worked collaboratively with The Education Alliance and the Steering committee to implement the following elements of the statewide campaign:

• Branding
  • (1) Campaign Logo
  ![
  ![Campaign Logo](image1)
  ](#)
  • (1) Positioning Statement
    • The future of West Virginia is being made right now. Our children, grandchildren, nieces and nephews. The next generation. And generations to come. But the future will only be as bright as we make it. Support education. Get involved. Education powers the future.

• Television
  • (1) :30 TV Spot
  ![30 TV Spot](image2)
  • Radio
  • (1) :60 Radio Spot

• Printed Material Files **
  • (2) Versions of Color Newspaper Ad (Primary and Secondary)
  • (2) Versions of B&W Newspaper Ad (Primary and Secondary)
  • (2) Versions of 11”x17” Color Poster (Primary and Secondary)
  • (2) Versions of 8.5”x11” Color Flyer/Handout (Primary and Secondary)
• Social Media
  • (2) Versions of Cover Photo for Facebook (Primary and Secondary)
  • (1) Version of Profile Photo for Facebook (Primary and Secondary)
  • (2) Versions of Cover Photo for Twitter (Primary and Secondary)
  • (1) Profile Photo for Facebook (Primary and Secondary)
  • (1) Social Media Editorial Calendar for August-October
• Press Releases
  • Education Powers Tomorrow Grant Program News Release
    • Issued Statewide
• Community Partner Activation Toolkit
  • Includes all materials listed above, packages and sent out digitally.
• Microsite
  • This “mini” website was created and meant to launch the campaign, complement the campaign message, provide interested individuals more information and to add a call to action to the campaign itself.
  • [www.powereducationwv.com](http://www.powereducationwv.com)
• Public Relations Event - West Virginia Power Playoff Baseball Game Sponsorship- September 9, 2015
  • Created and printed (6) foam board cutouts of various professions that matched the campaign for children to have their photos taken with
  • Custom printed balloons with the campaign logo and website
    • Ribbon, Helium Tank
  • Created and printed handouts to be passed out at the game
  • Created and printed a large vinyl banner for the event table
  • Media Advisory - Issued locally to Charleston area media outlets (TV, Print, Radio) with follow up calls to assignment desk/editors
• Earned media
  • WSAZ Interview - Asher Agency coordinated interview
OUTCOMES

Paid Media

Gross Rating Points (GRPs) - Plan vs. Actual

<table>
<thead>
<tr>
<th>Market</th>
<th>Area</th>
<th>Medium</th>
<th>A18+ Universe</th>
<th>A18+ Planned GRP's</th>
<th>A18+ Purchased GRP's</th>
<th>Purchase GRP's % of Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bluefield-Beckley</td>
<td>DMA</td>
<td>TV</td>
<td>244,040</td>
<td>100.0</td>
<td>110.0</td>
<td>110.0%</td>
</tr>
<tr>
<td>Charleston-Huntington</td>
<td>DMA</td>
<td>TV</td>
<td>839,350</td>
<td>250.0</td>
<td>288.9</td>
<td>133.6%</td>
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<tr>
<td>Clarksburg-Weston</td>
<td>DMA</td>
<td>TV</td>
<td>105,020</td>
<td>200.0</td>
<td>221.5</td>
<td>110.8%</td>
</tr>
<tr>
<td>Eastern Panhandle Counties</td>
<td>CDMA</td>
<td>Cable</td>
<td>n/a</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Beckley</td>
<td>MSA</td>
<td>Radio</td>
<td>n/a</td>
<td>475.0</td>
<td>536.8</td>
<td>113.0%</td>
</tr>
<tr>
<td>Bluefield</td>
<td>MSA</td>
<td>Radio</td>
<td>n/a</td>
<td>450.0</td>
<td>536.9</td>
<td>119.3%</td>
</tr>
<tr>
<td>Charleston-Huntington</td>
<td>MSA</td>
<td>Radio</td>
<td>n/a</td>
<td>550.0</td>
<td>592.2</td>
<td>107.7%</td>
</tr>
<tr>
<td>Morgantown-Clarksburg-Fairmont</td>
<td>MSA</td>
<td>Radio</td>
<td>220,700</td>
<td>450.0</td>
<td>495.8</td>
<td>110.2%</td>
</tr>
<tr>
<td>Parkersburg</td>
<td>MSA</td>
<td>Radio</td>
<td>117,100</td>
<td>625.0</td>
<td>687.4</td>
<td>110.0%</td>
</tr>
<tr>
<td>Wheeling-Steubenville</td>
<td>MSA</td>
<td>Radio</td>
<td>117,200</td>
<td>675.0</td>
<td>765.0</td>
<td>113.3%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>1,643,410</td>
<td></td>
<td></td>
<td>114.2%</td>
</tr>
</tbody>
</table>

A Gross Rating Point (GRP) is one percent of the potential audience (the Adult 18+ universe of 1,643,410 persons) within the targeted geographic markets. For example, if 3 percent of all targeted televisions (or radios) are tuned to a particular show that contained the EPT commercial, that ad achieves 3 Rating Points.

Compared to the original media plan, the actual purchased GRPs for the EPT campaign exceeded the planned goal in each geographic market on both TV and radio. Across all markets and on both TV and radio, the actual purchased GRPs exceeded the plan (114.2% of goal).

Key Media Stats – Summary

<table>
<thead>
<tr>
<th></th>
<th>Paid</th>
<th>Matching</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Spots</td>
<td>2,476</td>
<td>2,080</td>
<td>4,556</td>
</tr>
<tr>
<td>Impressions</td>
<td>7,930,900</td>
<td>5,566,905</td>
<td>13,497,805</td>
</tr>
<tr>
<td>Cost/Value</td>
<td>$82,420</td>
<td>$57,852</td>
<td>$140,272</td>
</tr>
<tr>
<td>Reach</td>
<td>66.1%</td>
<td></td>
<td>80.7%</td>
</tr>
<tr>
<td>Frequency</td>
<td>7.3x</td>
<td></td>
<td>10.2x</td>
</tr>
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</table>
**Added Value Summary**

<table>
<thead>
<tr>
<th></th>
<th>Promised</th>
<th>Delivered</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Service Time</td>
<td>$12,000</td>
<td>$29,331</td>
<td>244%</td>
</tr>
<tr>
<td>Media Buying Time</td>
<td>$7,000</td>
<td>$21,450</td>
<td>306%</td>
</tr>
<tr>
<td>Media Matching</td>
<td>$41,250</td>
<td>$57,853</td>
<td>140%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$60,250</td>
<td>$108,634</td>
<td>180%</td>
</tr>
</tbody>
</table>

**IMPACT**

The overall impact of the project exceeded expectations by emphasizing a positive message across the state regarding the value of public education and the need for public support.

- Over 4,500 spots aired during the Education Powers Tomorrow (EPT) campaign, generating at total of 13,487,805 Adult 18+ impressions.
- The campaign reached 1,327,026 of those Adults 18+ (or 80.7% of them). Each person was exposed the campaign message an average of 10.2 times (some were exposed more frequently, some less).

Asher Agency RFP response promised a minimum of $60,250 in added value contribution to the $120,000 budgeted for the EPT campaign in the form of in-kind contribution of professional services and added value advertising (no charge matching spots) from media partners. Through October, added value delivered exceeded that amount by $48,384 and totaled $108,634 (180% of the amount promised).

The grassroots community efforts were implemented across the state. The 10 community partners were:

- Warm Springs Middle School (Morgan Co.)
- Berkeley County Schools
- Cabell County Schools
- Harrison County Schools
- The EdVenture Group (Monongalia Co.)
- East Hardy High School (Hardy Co.)
- Mary C. Snow Elementary (Kanawha Co.)
- Beale Elementary (Mason Co.)
- Roane County Schools
- Ohio County Schools.

Each community partner also added in kind support to leverage additional resources.
The Education Alliance provided technical support to implement local events and collected photographs of all community events that will used to extend the overall reach of the campaign.

(The President of the Berkeley County Business Education Partnership welcomes a new elementary foreign language teacher during a community event that highlights the public engagement campaign).

Conclusion

As a result of this campaign many West Virginians were reminded of the critical role that public education plays in ensuring a successful future for our state. More than one million individuals were challenged to support public education and to engage in efforts that support the students across our state who will power tomorrow.

The Education Alliance wishes to thank the Claude Worthington Benedum Foundation for their support and the members of the Steering Committee for their invaluable guidance throughout the campaign. The project was implemented as designed and the public relations firm (Asher Agency) exceeded expectations. The Alliance will continue to promote positive messages at the state and grassroots level to engage the public in efforts to improve education.