**Credential AREA:Illinois Director Credential (Level III)****TOPIC: Marketing & Public Relations Assessment Example**

**Center/ School Strategic Plan**

**I. Assessment Competency & Standard Alignment**

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| **Gateways Competencies Assessed** |
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| **MPR1**: Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program |

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| **Suggested Competency Cross-Alignments**  (with a few edits to this assessment task, these additional competencies could also be assessed with this task) |
| **TEC1**: Demonstrate technological literacy |
| **LA1**: Evaluate organizational climate and program and classroom quality, using valid and reliable tools, and implement improvement plans based on data gathered |

**II. Assessment Task Description/ Directions**

**Overview: In this assessment, you will…**

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| **Option 1**  (for those wanting to become leaders in the field) | **Option 2**  (for those who are already leaders in the field at a licensed site) |
| * Conduct a community-needs assessment of an identified program/ center/ school or a hypothetical one in a real community * Based on this assessment, develop a program strategic/ marketing plan for this identified program/ center/ school | * Conduct a community-needs assessment of your program/ center/ school * Based on this assessment, develop and/or implement a program strategic/ marketing plan for your program/ center/ school |

**Specific Steps for Option 1**

This task consists of two parts, including:

**Part 1: Community Needs Assessment**

* Identify a program/ center/ school, OR, create a hypothetical program/ center/ school that will be located in a REAL community. Conduct a community needs assessment of your identified or hypothetical program/ center/ school to determine key areas of responsiveness to the program as well as effective marketing/public relations strategies.
* The community needs assessment should include:

**Technology Option:**

- Interactive options

- Website options

* + Family demographics of the community
  + The current childcare/ youth development landscape, considering the following questions:
    - Who else is providing childcare/ youth development in the community?
    - Who are or would be your main competitors?
    - Is there an identified need for childcare/ youth development during a specific, day, time or age group?
    - Are the childcare/ youth development needs likely to change in the next 5-10 years?
    - What is the average cost of childcare/ youth development in the community?
  + What resources are available in the community to meet the needs of children and families?
  + What gaps exist in services and opportunities?

**Part 2: Program Strategic/ Marketing Plan**

* Based on data gathered from the community needs assessment as well as program information, answer the guiding questions below to develop a program strategic/ marketing plan for your identified or hypothetical program/ center/ school:
  + Needs:
    - What is the identified need/ target market for this program/ center/ school?
      * Program goals/ philosophy and identified community needs?
      * Loss of current providers?
      * Changing community employers?
  + Vision:
    - How can your vision/ mission meet this need?
      * What strengths/ resources do you bring to meet this need?
      * What are your identifiable barriers or hindrances to meeting this need?
  + Goals:
    - What are your specific goals regarding expanse of service, profitability, employee recruitment and retention, and growth to meet the identified needs?
    - What marketing strategies will you use, inclusive of marketing materials, media interviews, social media strategies, and press releases based on program goals/philosophy and identified community needs?
    - For each specific goal, articulate your measurable objectives in reaching this goal, your strategic plan should also provide:
      * Specific tasks to be accomplished in meeting each objective
      * A timeline for each objective
      * Projected costs, human resources needed and what evidence will be used to determine if the objective is met
      * How will you annually evaluate progress toward goals, revise and update goals and meet shifting needs and evaluate the cost effectiveness and cost/benefit analysis of your marketing plan?
  + Distinction:
    - Describe how you will promote program distinction given the other programs/ centers/ schools available in your area
    - What makes your program distinct/ better than the others?

**Specific Steps for Option 2**

This task consists of two parts, including:

**Part 1: Community Needs Assessment**

* Conduct a community needs assessment of your program/ center/ school to determine key areas of responsiveness to the program as well as effective marketing/public relations strategies.
* The community needs assessment should include:
  + Family demographics of the community

**Technology Option:**

- Interactive options

- Website options

* + The current childcare/ youth development landscape, considering the following questions:
    - Who else is providing childcare/ youth development in the community?
    - Who are or would be your main competitors?
    - Is there an identified need for childcare/ youth development during a specific, day, time or age group?
    - Are the childcare/ youth development needs likely to change in the next 5-10 years?
    - What is the average cost of childcare/ youth development in the community?
  + What resources are available in the community to meet the needs of children and families?
  + What gaps exist in services and opportunities?

**Part 2: Program Strategic/ Marketing Plan**

* Based on data gathered from the community needs assessment as well as program information, answer the guiding questions below to develop a program strategic/ marketing plan for your program/ center/ school:
  + Needs:
    - What is the identified need/ target market for this program/ center/ school?
      * Program goals/ philosophy and identified community needs?
      * Loss of current providers?
      * Changing community employers?
  + Vision:
    - How can your vision/ mission meet this need?
      * What strengths/ resources do you bring to meet this need?
      * What are your identifiable barriers or hindrances to meeting this need?
  + Goals:
    - What are your specific goals regarding expanse of service, profitability, employee recruitment and retention, and growth to meet the identified needs?
    - What marketing strategies will you use, inclusive of marketing materials, media interviews, social media strategies, and press releases based on program goals/philosophy and identified community needs?
    - For each specific goal, articulate your measurable objectives in reaching this goal, your strategic plan should also provide:
      * Specific tasks to be accomplished in meeting each objective
      * A timeline for each objective
      * Projected costs, human resources needed and what evidence will be used to determine if the objective is met
      * How will you annually evaluate progress toward goals, revise and update goals and meet shifting needs and evaluate the cost effectiveness and cost/benefit analysis of your marketing plan?
  + Distinction:
    - Describe how you will promote program distinction given the other programs/ centers/ schools available in your area
    - What makes your program distinct/ better than the others?

**III. Assessment Rubric**

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| **IDC Marketing & Public Relations Master Rubric** | | | | | |
| **Competency** | **Distinguished** | **Competent** | **Developing** | **Unacceptable** | **Unable to Assess** |
| **MPR1**: Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program | Produces and/or puts into effect strategic marketing and/or public relations strategies to build or sustain a high-quality program | Produces and/or puts into effect marketing and/or public relations strategies to build or sustain programs | Attempts to put into effect marketing and/or public relations strategies | Produces and/or puts into effect detrimental marketing and/or public relations strategies that hinder program sustainability |  |

Level I—Beige

**IV. Data Collection & Analysis Tool**

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| **Competencies** | **Cumulative Assessment Data** | | | | |
| **Competency** | **Distinguished** | **Proficient** | **Needs Improvement** | **Unsatisfactory** | **Unable to Assess** |
| **MPR1**: Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program |  |  |  |  |  |