

Credential AREA: Illinois Director Credential (Level III)
TOPIC: Marketing & Public Relations Assessment Example
Center/ School Strategic Plan

I. Assessment Competency & Standard Alignment

Gateways Competencies Assessed
MPR1: Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program
MPR2: Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center’s strategic/business plan
MPR3: Evaluate the cost-benefit of marketing and/or public relations strategies in order to achieve desired goals

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
LA2: Collaboratively evaluate program effectiveness and utilize data to inform continuous quality improvement efforts
LA3: Engage staff, families, community stakeholders, and professional organizations in support of high-quality early childhood services for young children and their families

II. Assessment Task Description/ Directions

Overview: In this assessment, you will...

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)
<ul style="list-style-type: none"> Conduct a community-needs assessment of an identified program/ center/ school or a hypothetical one in a real community 	<ul style="list-style-type: none"> 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

<ul style="list-style-type: none"> ● Based on this assessment, develop a program strategic/ marketing plan for this identified program/ center/ school ● Develop at least one marketing tool that demonstrates your specific marketing strategy ● Describe how you would engage family and community members in your ongoing plan to stay market relevant and community needs-focused ● Establish a plan for ongoing stakeholder input ● Analyze the cost-benefit of marketing/ promotional strategies using evidence-based resources and strategies on current practices 	<ul style="list-style-type: none"> ● Revise/ develop at least one marketing tool that demonstrates your specific marketing strategy ● Describe how you currently engage and/or into the future, plan to engage family and community members in your ongoing plan to stay market relevant and community needs-focused ● Revise/ establish a plan for ongoing stakeholder input ● Analyze the cost-benefit of marketing/ promotional strategies using evidence-based resources and strategies on current practices
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Specific Steps for Option 1

This task consists of three 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:
 - 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?

Technology Option:
 - Interactive options
 - Website options

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?
 - Marketing Tool:
 - Develop at least one marketing tool for your program/ center/ school that demonstrates an example of at least one marketing strategy, e.g. a program brochure, social networking or communication site (this does not have to be live, but should provide sample content), and program website (this does not have to be live, but should provide sample content)
 - Family Engagement:
 - Describe how you will engage family and community members in your ongoing plan to stay market relevant and community needs-focused
 - Establish a plan for ongoing stakeholder input (i.e. who will you attempt to engage and how often?)

Part 3: Cost-Benefit Analysis

- As a means of summarizing your marketing/ strategic plan, include an analysis, based on evidence-based resources and strategies, of the cost-benefit of your proposed marketing and promotional strategies
- Compare and contrast the similarities and distinctions related to what best practices and marketing research says that supports your plan and desired goals

Specific Steps for Option 2

This task consists of three 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
 - 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?

Technology Option:
 - Interactive options
 - Website options

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?
- Marketing Tool:
 - Revise/ develop at least one marketing tool for your program/ center/ school that demonstrates an example of at least one marketing strategy, e.g. a program brochure, social networking or communication site (this does not have to be live, but should provide sample content), and program website (this does not have to be live, but should provide sample content)
- Family Engagement:
 - Describe how you currently engage and/or into the future, plan to engage family and community members in your ongoing plan to stay market relevant and community needs-focused
 - Revise/ establish a plan for ongoing stakeholder input (i.e. who will you attempt to engage and how often?)

Part 3: Cost-Benefit Analysis

- As a means of summarizing your marketing/ strategic plan, include an analysis, based on evidence-based resources and strategies, of the cost-benefit of your current/ proposed marketing and promotional strategies
- Compare and contrast the similarities and distinctions related to what best practices and marketing research says that supports your plan and desired goals

Technology Option:
 - Presentation options

III. Assessment Rubric

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	
Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
MPR2: Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center’s strategic/business plan	Supports others in consistently working with families and stakeholders in ongoing development, implementation, assessment, and revision of the center’s strategic/ business plan	Works simultaneously and consistently with families and stakeholders in ongoing development and implementation of the center’s strategic/ business plan	Inconsistently works with families and stakeholders in development and implementation of the center’s strategic/ business plan	Does not include families and stakeholders in development and/or implementation of the center’s strategic/ business plan	
Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
MPR3: Evaluate the cost-benefit of marketing and/or public relations strategies in order to achieve desired goals	Uses assessment data to justify the cost-benefit of marketing and/or public relations strategies and aligns justification to specific strategic goals	Uses assessment data to justify the cost-benefit of marketing and/or public relations strategies	Tries to justify the cost-benefit of marketing and/or public relations strategies	Does not incorporate evaluative data in deciding the cost-benefit of marketing and/or public relations strategies	

Level I—Beige

Level II—Blue

Level III—Purple

IV. Data Collection & Analysis Tool

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					
MPR2: Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center’s strategic/business plan					
MPR3: Evaluate the cost-benefit of marketing and/or public relations strategies in order to achieve desired goals					