

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

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...

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 ● Based on this assessment, develop a program strategic/ marketing plan for this identified program/ center/ school 	<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

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:
 - 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
 - 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?

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	

Level I—Beige

IV. Data Collection & Analysis Tool

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