

The Publicity Workbook for Career Schools

Offered by Susan F. Schulz & Associates, Inc.

561.483.9554 phone 561.451.4602 fax

Chapter Summaries

If you are a career school owner you want to get the most value out of your marketing dollars. For this reason, publicity should be a part of your daily marketing strategy. Publicity is about getting your school name in front of potential students as well as their friends, family, and future employers. It is as easy as sending graduation announcements to your local newspapers or setting up an advisory board. The Publicity Workbook for Career Schools is designed to easily create a customized publicity campaign that works for your school. Just follow the instructions, complete the tasks, and do something daily. You'll soon discover that publicity is free and you'll see your school name in print every day.

Chapter 1 Introduction You'll learn about the workbook format. Each chapter includes objectives, what you need to know, people involved, step-by-step activities, forms and materials, a timetable, budget, and methods for evaluation.

Chapter 2 Start with Success A successful publicity campaign requires the creative participation of many people. That's why it is important to set up a Publicity Committee. The committee is responsible for developing the campaign, formulating a budget, and planning for assessment and information management. People on your committee might also be charged with performing the actual publicity tasks.

Chapter 3 Discover Your Students It is important to understand who your students and leads are and analyze the differences. The term demographics refers to the details about your students and leads needed to develop a profile of an ideal enrollee. Armed with this information, you can make effective decisions about publicity or any marketing plans.

Chapter 4 Create a Custom Information Bank This chapter focuses on the importance of developing and maintaining a bank of names and addresses to contact for publicity purposes. It includes editors and calendar coordinators of your local newspapers, professional organizations, local high schools, community agencies, and more. The categories depend on your school and program offerings.

Chapter 5 Build Relationships That Work This chapter discusses the importance of developing and maintaining relationships with the individuals and organizations listed in your publicity information bank. The first step is to "introduce" yourself. After the introductions, you will need ways to maintain the relationships. The more time you spend on relationship building, the more results you will see in your publicity efforts.

Chapter 6 Press Releases In this chapter you learn how to write a press release. A press release is a tool to send announcements or news items to the news media. You don't have to be a great writer to send press releases. What is important is that you use the correct form and protocol.

Chapter 7 Easy-to-Write News

Articles Here you learn how to write a news article. A news article is a tool to send comprehensive information (rather than announcements) to the news media. You should have some writing skills to send news releases. Using the correct form and protocol can help if writing is not your skill.

Chapter 8 How to Generate News

This chapter tells you how to generate news so you can have something to say when you send a press release or news story. There are many ways to create news and gain publicity. This chapter lists over 100 ideas. You can develop news breaking stories, too. Just brainstorm with your committee and you will have enough activities for a year.

Chapter 9 Student Success Campaigns

This chapter focuses on news about your students. If you are not aware that your students have newsworthy stories, you can ask them. Your students have interesting backgrounds and goals for their future. Hopefully they will graduate (worth a notice to their local newspaper) and get a job. Their success on the job and as alumni can generate a good deal of news. Student success stories make great promotional brochures, too.

Chapter 10 Satisfied Employer

Programs There is exciting news about your students' employers. These are companies or individuals that hire your students. This group also includes prospective employers and employers for whom your students may be working while going to school. It is important to build relationships with these people for many reasons including great quotes about your school and training programs.

Chapter 11 Press Kits and Themes

You'll want to know the importance of a theme and how to create and use press kits. A theme makes your publicity work fun and provides inspiration when you think about graphics and designs. A theme conveys and supports your image. A press kit is useful whenever you are asked for more information about your school.

Chapter 12 Newsletters

You can get a lot of mileage out of creating and using newsletters. Newsletters can involve the entire school. They have many functions and can be used for marketing, sent as follow-ups, mailed to alumni, distributed on campus, sent to employers, and just about anyone else in the community. An up-dated newsletter should always go in your press kits. Some schools sell ads in their newsletters.

Chapter 13 Posters, Flyers, and Other

Visuals Visuals include posters, flyers, banners, flags, signs of various sizes, and other devices that can be displayed. Most certainly, visuals are a way to get your school name seen in many new places.

Chapter 14 Specialty Items

Specialty items include anything that can be given away, sold, or used that has your school name on it. This includes school uniforms, tee shirts, calendars, pens, and the like. Specialty items provide a way to get your school name visible in many new places. When you charge for these items, they can be revenue producers as well.

Chapter 15 Direct Mail and Form Letters Direct mail, or target marketing is a way to directly get the message about your school to the most likely people to enroll. Form letters are an easy way to send on-going and customized information to prospects and leads.

Chapter 16 Radio, TV, and Other audiovisuals You can get your school name on radio and TV at little or no cost. Concepts are similar for both media. This chapter also discusses the use of audio and videotapes as a way to extend your message.

Chapter 17 The Internet and World Wide Web This chapter is about the publicity potential you have with The Internet and the World Wide Web. The Internet allows you to communicate with people without leaving your office. The Web gives you a new way to get your school name out within your immediate area and beyond. You don't have to be a computer expert to benefit.

Chapter 18 Boards: Advisory, Alumni, and Student Ambassadors Various boards can help to publicize your school and at the same time provide a great deal of valuable free advice.

Chapter 19 Corporate Campaigns Ways to work with local business and corporations to develop leads and students from their employee base. This chapter also discusses the tuition reimbursement concept.

Chapter 20 Auxiliary Products There are many continuing education programs you can offer as well as special learning products that can be marketed to everyone.

Chapter 21 Workplace Programs There are many joint projects you can work on with members of your business community. These projects benefit the school, your students, and the business you are working with. Projects include internship and externship programs, mentoring, and real-work projects.

Chapter 22 Special Programs There are many ways to get your school name out to the teachers of secondary school students and the students themselves. (This is for schools where high school grads are good leads.) Special programs include Summer Camp for Teachers, Middle School Madness, and high school publication support.

Chapter 23 Professionalism You'll learn ways to enhance the image of your school and improve the professionalism of students, faculty, and staff.

Chapter 24 Using Vendors. You may not have enough time and talent for a comprehensive publicity campaign. It's not a problem since there are many organizations in business to provide the needed services.

Chapter 25 Evaluation and Outcomes Assessment This chapter focuses on two ways to evaluate the outcomes of your publicity campaign: Evaluate as each project is being implemented, and evaluate at the conclusion of each project. Resources and a bibliography are included for all chapters.

561/493.9554 phone
561/451.4602 fax
susan@susanfschulz.com