

Marketing Call May 30 2012

Marketing Call

May 30, 2012

Arnie

Grace

Charlie

Ann

- vision for marketing
- educate 4 primary audiences about value of CommIT
- encourage participation in pilot/stage 1
- how to join (when?)

Web site requires content and design. Designer Charlie had in mind has resigned. We also need content.

Where do we host a site? PESC? I2? It's own domain?

Sharp-looking. Telling the story we've been saying. Address the audiences we're trying to appeal to. Registrars, admissions officers, etc.

- Website - Collaborative home - Charlie
- design
- host site - own domain
- demo video
 - HE Education Admission Officer
 - Vendor - Business officer ? (role)
 - HS Student
 - K12 Guidance Councilor
- demo site

Wider distribution in higher ed community? Educause publication? A broad article. Not an advertisement. Get more of the word out there. Repurpose for multiple publications.

- Article for Educause - concepts and work
- AACRAO (Chronicle)
- Fall

The Chronical might pick it up.

Ann: a good time might be in the fall. Get a web site and a demo running.

When school is beginning, fresh.

- Value Proposition
- Overarching story
- Messages
 - K12 student
 - admissions officer at HE
 - business officer at corp partners
 - K12 Guidance Councilor
- Stories boards for each of the groups
- Participation - how folks in pilot production
- Letter of Commitment
- governance for pilot and first stage
- participation definition and framework
- business model for first stage

New name for the ID. CommIT Collaborative can remain the same, but the ID should have a trademarked name. How expensive is a trademark?

InCommon hired it out, Ann will check on it. Charlie will work on pro-bono or law school help. Ann will find out who InC used and what it cost.

Need to get someone to do it right.

This is targeted as a face for the project. Marketing. Longer term, once we have a more formal governance group, this is the place they'd go to join.

Demo video can be one of the highlights on the web page.

Video: Cart before the horse? We need to figure out what are the main tenants of our marketing?

Could the audience be schools and school districts? That could be a little bit negative.

Targeted videos? Various type of conversations? Script writing and messaging. A good understanding of the value proposition.

In July we'll have a bunch of admissions officers in one room. We can do interviews there. We need questions and discussion points defined, and identify people.

What do we need and when?

1. New trademarked name. Not yet

- ID - Name of id, logo, trademark search, registered
- How much does this cost? who we used? what did it cost?
- ProBono? Charlie

2. Articles. Not yet, get web presence up.

3. We need to figure out what we're trying to 'sell' to go onto website and incorporate into video. We kind of know, but it has to be written down. Imagine a student video that's a real world example, pick someone, and walk them through a scripted video. Talk about the process, what it used to be, what it is now. Show what it could be like. Same from a school perspective, and from a vendor perspective. Maybe a high school guidance counselor video.

4. We need to have some sort of statement about participation and how people will participate in pilot or production. Probably Dave's group.

Messages for 4 groups for both videos and links for the website:

Higher Ed

Student

Vendor

Guidance Counselor

For October, in terms of marketing:

Web Presence: landing page and 4 sub-pages for each group. We can avoid a name for the identifier for now. Talk to Dave about the 4 stories

Video

possible Educause Article?

Action items:

Talk to Dave about the 4 stories

Charlie, Arnie, and Ann, and Heidi put together the over-arching story

Goals:

Educate 4 primary audiences about the value

Encourage participation in pilot/stage 1. Open enrollment period from October to December 1. After December 1 we cut off participation in first stage. Work with those partners on pilot and stage one. Then we open it up to anyone. We'll have structure, business processes in place.

2. vague timeline

3. We must have permission!

Attendees:

Arnie

Grace

Charlie

Ann

Agenda and Discussion:

vision for marketing

- educate 4 primary audiences about value of CommIT
- encourage participation in pilot/stage 1
- how to join (when?)

Web Site:

Web site requires content and design. Designer Charlie had in mind has resigned. We also need content.

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- Value Proposition

Overarching story for web site and videos

4 Targeted Messages

- K12 student
- admissions officer at HE
- business officer at corp partners
- K12 Guidance Councilor
- We need stories boards for each of these groups

But also need:

- Participation - how folks in pilot production
- Letter of Commitment
- governance for pilot and first stage
- participation definition and framework
- business model for first stage

Project and credential names and trademarking:

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Demo video can be one of the highlights on the web page.

Video: Cart before the horse? We need to figure out what are the main tenants of our marketing?

Could the audience be schools and school districts? That could be a little bit negative. Instead, use Guidance Counselors.

Targeted videos? Various type of conversations? Script writing and messaging. A good understanding of the value proposition.

In July we'll have a bunch of admissions officers in one room. We can do interviews there. We need questions and discussion points defined, and identify people.

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