

MAY 2019

ACDZ COMMUNICATIONS

THIS STRATEGIC PLAN IS PRESENTED TO:
THE GEORGIA YOUTH CHALLENGE PROGRAM
MAY 2019



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Approved by: Jack Karlis

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01

MEET THE TEAM



Anna Nowak is a junior mass communications major at Georgia College and State University (Class of 2020.) She is studying public relations and advertising. After graduation, she hopes to obtain a job in one these two fields, and is also interested in corporate event planning. Her hometown is Atlanta, Georgia. Her hobbies include swimming and being with her friends and family.



Daniella Thomas is a senior liberal studies major at Georgia College & State University, graduating in May 2019. She has individualized concentrations in mass communication, english, and psychology. Her hometown is Cochran, Georgia. After graduation, she plans to obtain a job in higher education working in disability services, as well as continuing on to pursue a Master's degree in higher education. One of her favorite things to do is spending time with her three dogs.



Zoe Sherlock is a junior mass communications and spanish major at Georgia College and State University. With a focus in public relations, she hopes to work in corporate communications for Cartoon Network in the future. She is from Atlanta, Georgia and in her spare time she loves to play piano, play for the club softball team and be with her friends and family.



Catherine Dale is a junior mass communication major and spanish minor from Atlanta, Georgia. She plans to graduate from Georgia College & State University in May 2020, and go on to pursue a career in advertising or graphic design. She has a huge appreciation for nature and art, so she spends a lot of her time outside, keeping active with running or yoga, and relaxing with music and art.

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EXECUTIVE SUMMARY

DREAM. BELIEVE. ACHIEVE.

With this proposal for the Georgia Youth ChalleNGe program, the program will gain awareness and begin to receive more applicants for the upcoming academic cycles. ACDZ Communications believes the Georgia Youth ChalleNGe program has the potential to become a great resource for at-risk youth in the state of Georgia. We believe that we have the tools it takes to take the next big step for recruitment.

Through an online survey, we have researched and developed well-thought out strategies and tactics which are focused on the growth and advancement of the Georgia Youth ChalleNGe program. These results are the basis of our proposal and provided an in-depth and accurate view of three key publics for the Georgia Youth ChalleNGe program.

With the inclusion of social media, email, brochures, and other advertising tactics, the Georgia Youth ChalleNGe program experience growth in their key publics due to research and tactics. The effect of the proposed tactics will expose the Georgia Youth ChalleNGe program to more publics and areas than ever before.

Our team has the confidence that the Georgia Youth ChalleNGe program can and will become the most respected and used resource for at-risk youth in the state of Georgia. Through these tactics,

Georgia Youth ChalleNGe can become a household name, a huge resource in the communities of schools, as well as a haven for those who are seeking assistance with their education.

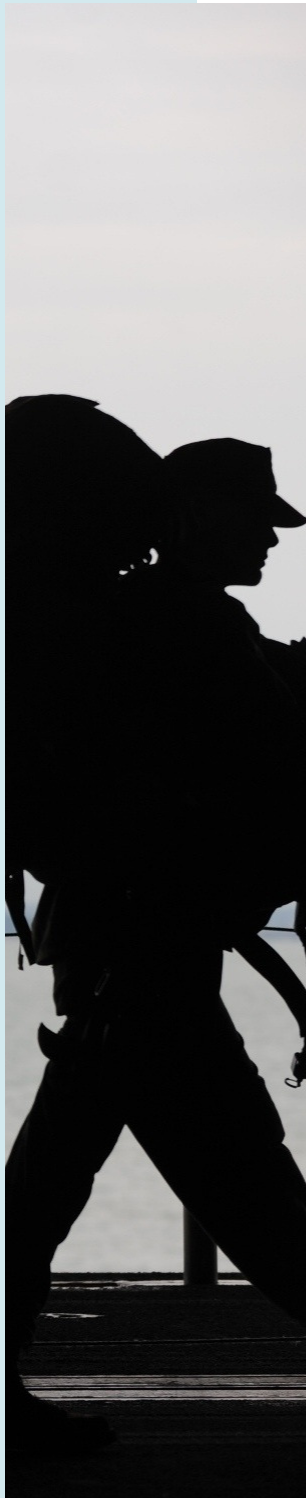


I. BACKGROUND:

A. Client History, Values and Mission

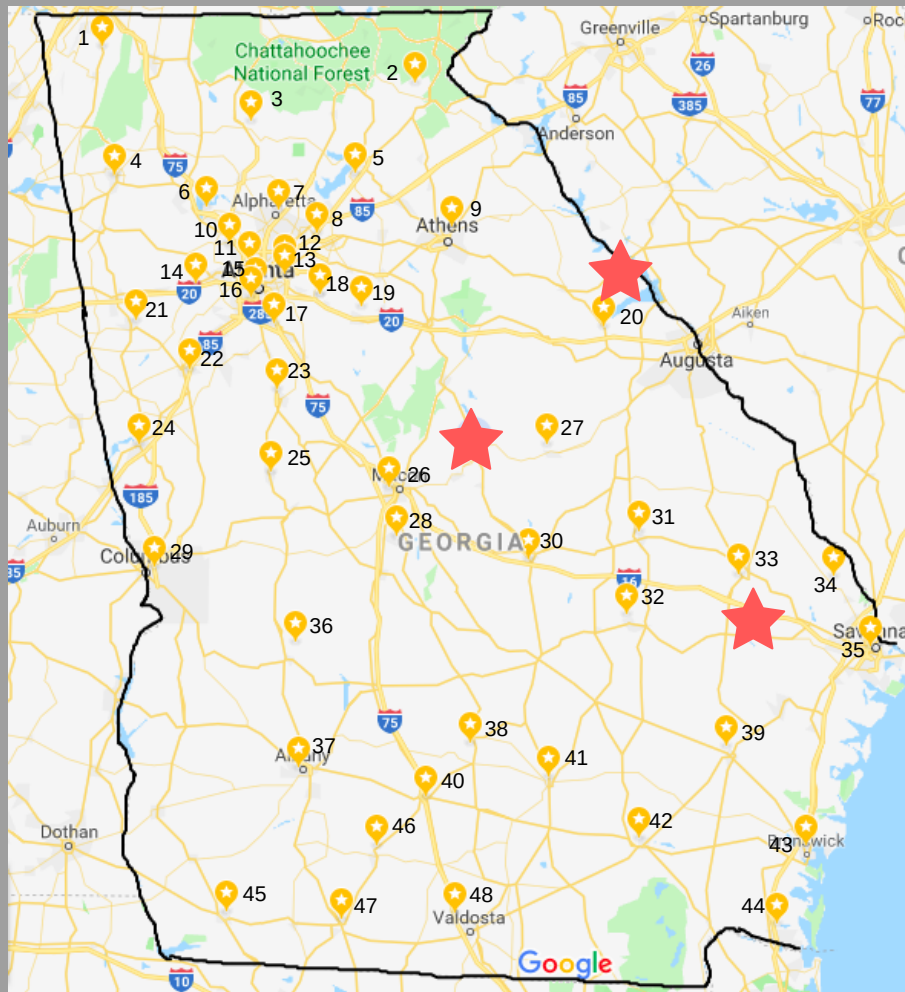
The Georgia Youth ChalleNge program was established in 1993 as an alternative for students that have dropped out of high school. Offered to 16-18 year olds, the program has a strict quasi-military structure, putting emphasis on students learning discipline, perseverance and hard-work.

The mission of GYCP is to give high school dropouts an opportunity to become contributing members of society.



B. INDUSTRY

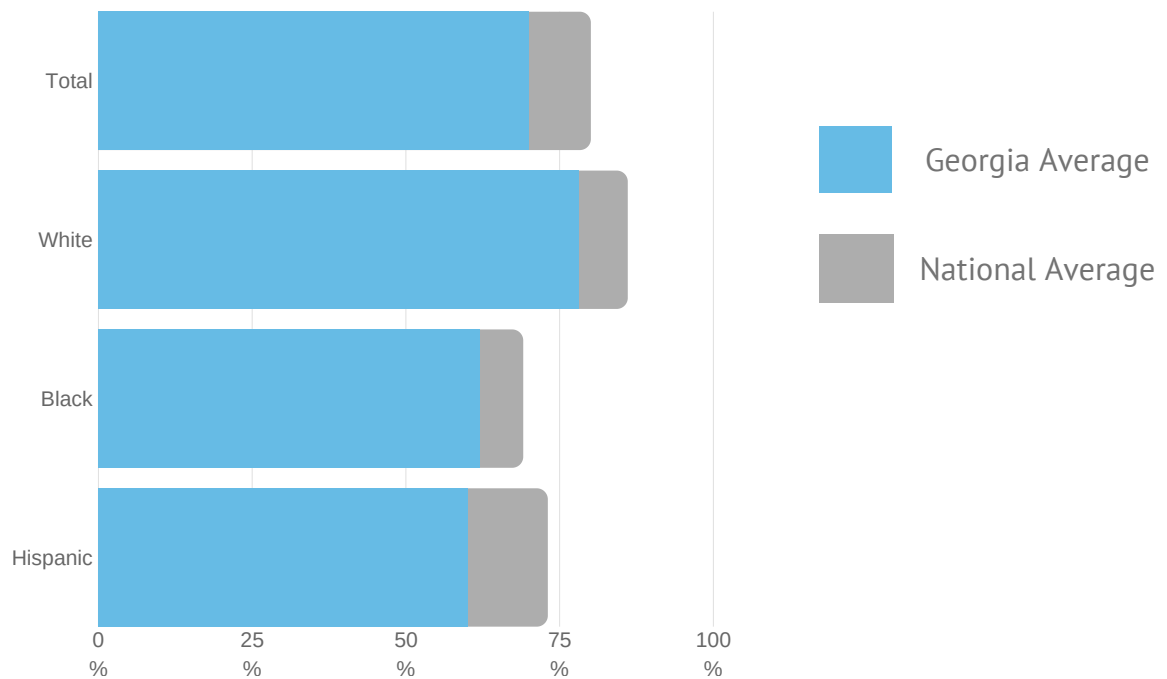
The Georgia Youth Challenge Program faces competition from other GED programs in the state. Listed are all the alternatives competing with GYCP, along with city and a map to indicate location in relation to Milledgeville, Fort Gordon, and Fort Stewart.



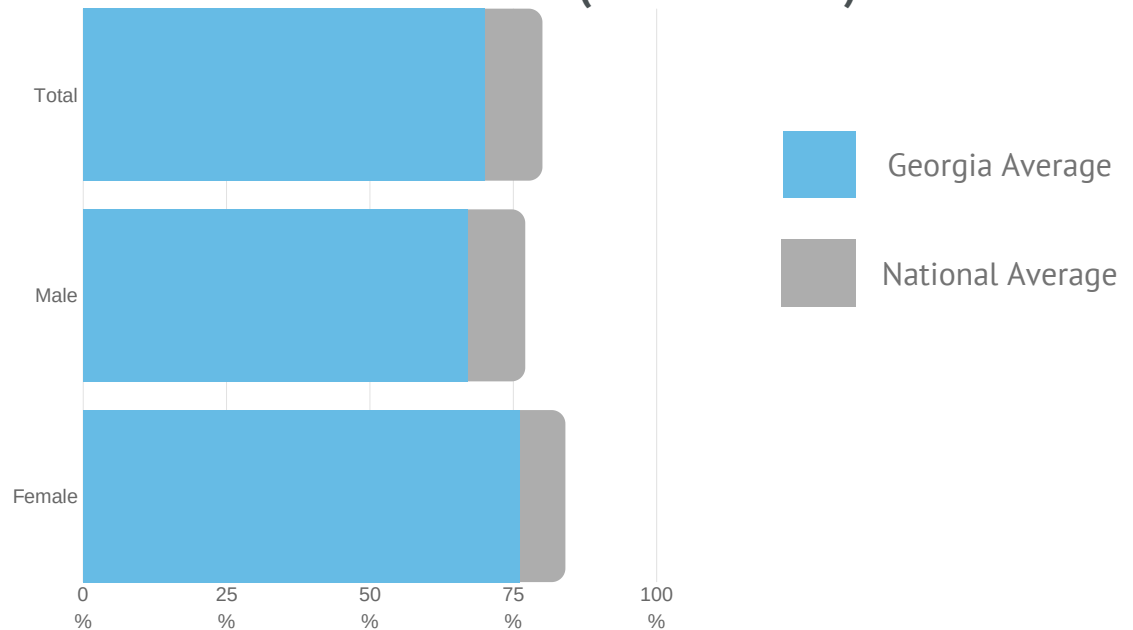
- | | | |
|--|--|---|
| 1. Georgia Northwestern Tech, Rock Spring | 22. West Campus Drive | 43. Coastal Pines Community College, Brunswick |
| 2. SGTC-Crisp County, Cordele | 23. Southern Crescent Tech, Griffin | 44. Camden Co. Adult Education Ctr, Kingsland |
| 3. Appalachian Tech, Jasper | 24. West Georgia Tech, LaGrange | 45. Bainbridge High School, Bainbridge |
| 4. Georgia Northwestern Tech, Rome | 25. Southern Crescent Tech, Thomaston | 46. Southern Regional Tech, Moultrie |
| 5. Lanier Tech, Oakwood | 26. Central GA Tech, Macon | 47. SW GA Tech, Thomasville |
| 6. Chattahoochee Technical College, Acworth | 27. Sandersville Tech, Sandersville | 48. Wiregrass Georgia Technical College, Valdosta |
| 7. Gwinnett Technical College, Alpharetta | 28. Central GA Tech, Warner Robins | |
| 8. Gwinnett Tech, Sugarloaf | 29. Tillinghurst Ad. Education Ctr, Columbus | |
| 9. Athens Tech, Athens | 30. Oconee Fall Line Technical College, Dublin | |
| 10. Cobb Co. Adult Education Ctr, Marietta | 31. Swainsboro Tech, Swainsboro | |
| 11. Fulton Co. Publ. Library, Athens | 32. Southeastern Tech, Vidalia | |
| 12. DeKalb Tech, Clarkston | 33. Ogeechee Tech, Statesboro | |
| 13. DeKalb County Jail, Decatur | 34. Effingham County High School, Springfield | |
| 14. Douglas County Central Tech, Douglasville | 35. Richard Arnold Adult Ed Center, Savannah | |
| 15. Atlanta Tech, Atlanta | 36. SGTC McLain Center, Americus | |
| 16. Fulton Co. Board of Education, East Point | 37. Albany Tech, Albany | |
| 17. Clayton Co. Performing Art Ctr, Jonesboro | 38. Wiregrass Georgia Tech College, Fitzgerald | |
| 18. Rockdale/DeKalb Probation Detention Ctr, Conyers | 39. Coastal Pines Tech, Jesup | |
| 19. Newton County Center, Covington | 40. Southern Regional Tech, Tifton | |
| 20. Augusta Tech McDuffie, Thomson | 41. Wiregrass Georgia Technical College, Douglas | |
| 21. West Georgia Tech, Carrollton | 42. Coastal Pines Tech, Waycross | |

C. EXTERNAL ENVIRONMENT

High School Graduation Rates GA vs. National (2011-2102)



High School (on-time) Graduation rates GA vs National (2010-2011)



06**D. CURRENT OPINIONS,
ATTITUDES AND VALUES
OF GENERAL PUBLIC**

In-depth interviews (n=8) were conducted in February and March of 2018 with guidance counselors, principals and social workers across the state of Georgia on the state of high school dropouts in the state. Information was then transcribed into a questionnaire for an electronic survey instrument through Qualtrics.

A link to the survey was sent to a database constructed from every guidance counselor, principal or social workers' email listed on their district's website. The websites were found on through the Georgia Department of Education's website:

<http://archives.gadoe.org/ReportingFW.aspx?PageReq=211&PID=61&PTID=67&CTID=215&StateId=ALL&T=0&FY=2018>. There are currently 181 school districts, large and small, across the state containing over 2,200 schools that employ over 114,800 teachers who educate approximately 1.6 million students every day.

The initial sampling frame was n=1852. Cobb County refused to participate in the survey (n=216) and some emails from other districts did not work (n=98), creating a sampling frame of n=1538. A total of n=229 completed the survey over a two-week period in March 2019, giving a sampling error of 6% and a response rate of 14.89%, well above the industry accepted rate of 11% for electronic surveys. Data was analyzed using SPSS 22.0 and presented in this report.

According to our electronic survey (n=229), respondents cited a lack of awareness of the Georgia Youth challenge program, yet, those that used the program were strong advocates and suggested it for others.



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E. CHART OF SWOT ANALYSIS

Strengths

- Strong support from advocates & previous members
- Youth can return to their high school and graduate with their class
- More than 25 years of success
- 16,000+ graduates to date

Weaknesses

- Lack of interest in the program
- Students often do not voluntarily apply for the program
- Awareness of program overall is lacking/limited

Opportunities

- More applicants from rural areas
- Expanding/more frequent outreach
- Hosting career fairs/open houses

Threats

- Competition from other similar programs
- GED programs
- Online classes

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II. SITUATION ANALYSIS

The Georgia Youth ChalleNGe program is a free and voluntary alternative education program for 16 to 18-year-old high school dropouts. (Administered by the Department of Defense (DoD),) It was established in 1993 by the National Guard Foundation as a way to help at-risk teens obtain their GED or High School diploma, and prepare them for the workforce, college, or the military. A quasi-military (discipline and training) style and environment are apparent at each of its three locations: Fort Gordon, Fort Stewart, and Milledgeville.

The program takes 17 months to complete and is divided into two phases. The first is a 5-and-a-half-month long residential phase, where the cadets are instructed in 8 core components: academic excellence, physical fitness, leadership/followership, health and hygiene, life-coping skills, service to the community, and job skills. Cadets then enter into a year-long post-residential phase, where they are matched with a mentor to assist them in developing their own plans for their future.

The Georgia Youth ChalleNGe is currently experiencing a decline in qualified applicants and class sizes, as the biggest problem for the program is a lack of awareness among key publics.

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II. SITUATION ANALYSIS (CONT.)

Through the implementation of a comprehensive integrated marketing communication plan, the Georgia Youth ChalleNGe program will be able to reach desired key publics as well as increase enrollment numbers and funding to consistently fill class sizes on all three campuses.

The program has a verified enrollment minimum of 150-200 cadets per class, with a net goal of 400-600 cadets per class for full enrollment. Currently, the largest class has 320 cadets. (*potential difficulties that could impede success*) Potential difficulties that could impede success are a tight budget, reaching the low-income households without television/cell phones/social media, (getting the kids to sign up).

III. CORE PROBLEM/ OPPORTUNITY

The Georgia Youth ChalleNGe is facing a dearth of qualified applicants in the state of Georgia. Ultimately, one of the branches may close in due to the lack of enrollment. Funding may be cut due to low enrollment numbers thereby affecting the program as a whole.

With a lack of awareness of the Georgia Youth ChalleNGe program and a proposed budget of \$50,000, the opportunity to make the Georgia Youth ChalleNGe salient is highly attainable.



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IV. GOALS AND OBJECTIVES

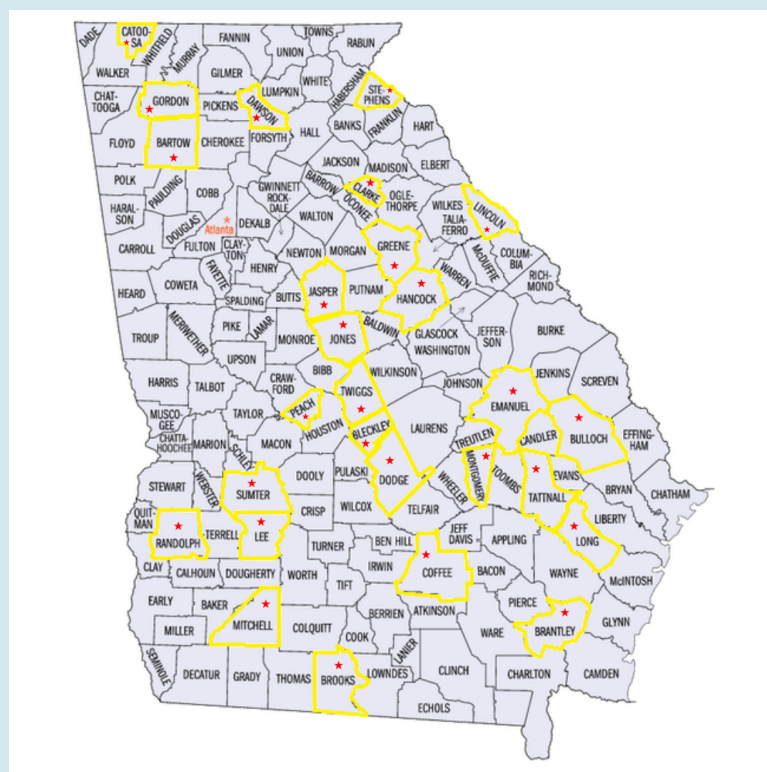
Goal 1: We want to increase awareness for GYCP

Goal 1: We want to increase awareness for GYCP

-Raise awareness to 35% to key publics by fall 2019 enrollment
-Facebook: Increase Facebook follows and engagement by 10% by fall 2019

enrollment.

- o See social media calendar (see pg. 28)
 - o Spotlight cadet (see Appendix B)
 - o Update Facebook cover photo (see Appendix A)
- Attend one high school career fair a month in rural counties (below) to reach areas that are less aware of the program.



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IV. GOALS AND OBJECTIVES (CONT.)

Goal 2: We want to increase awareness for GYCP

- Distribute brochures to all counties with the highest dropout rates by fall enrollment 2019.
- Bring alumni to events to share success stories
 - o Motivational objective
- Web search optimization

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V. BIG IDEA

Big idea: Show how beneficial the Georgia Youth Challenge Program is to a struggling youth in need.



Big idea strategy: Efforts must persuade key publics to promote the Georgia Youth Challenge Program to struggling high school students.



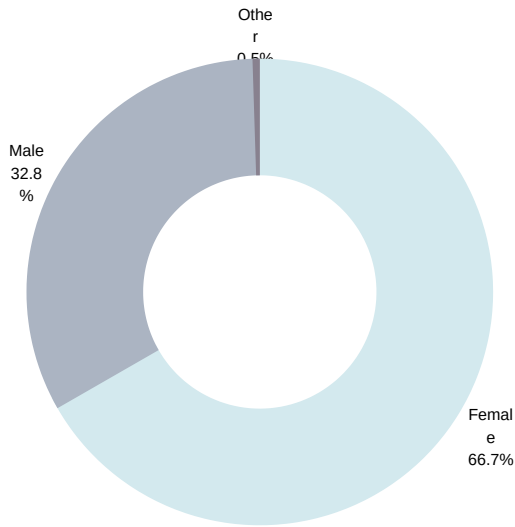
Big idea message: With the help of the Georgia Youth Challenge Program, a struggling teen can obtain the skills that they need to succeed in life.



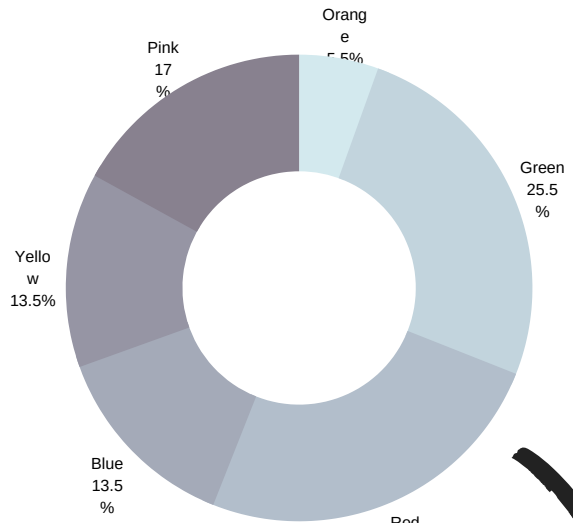
Visual Representation: brochure for high school counseling offices, create a collection of social media graphics to be used on Facebook (pg. __), create a 15 second video for Facebook that targets key publics

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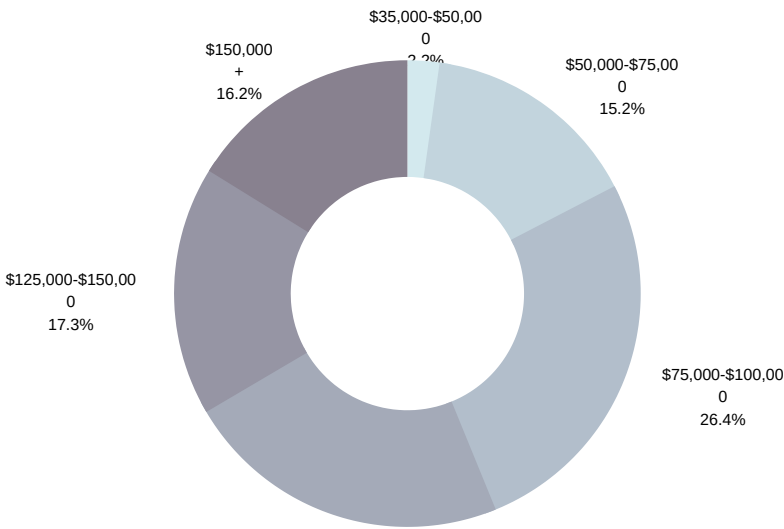
VI. KEY PUBLICS - OVERALL



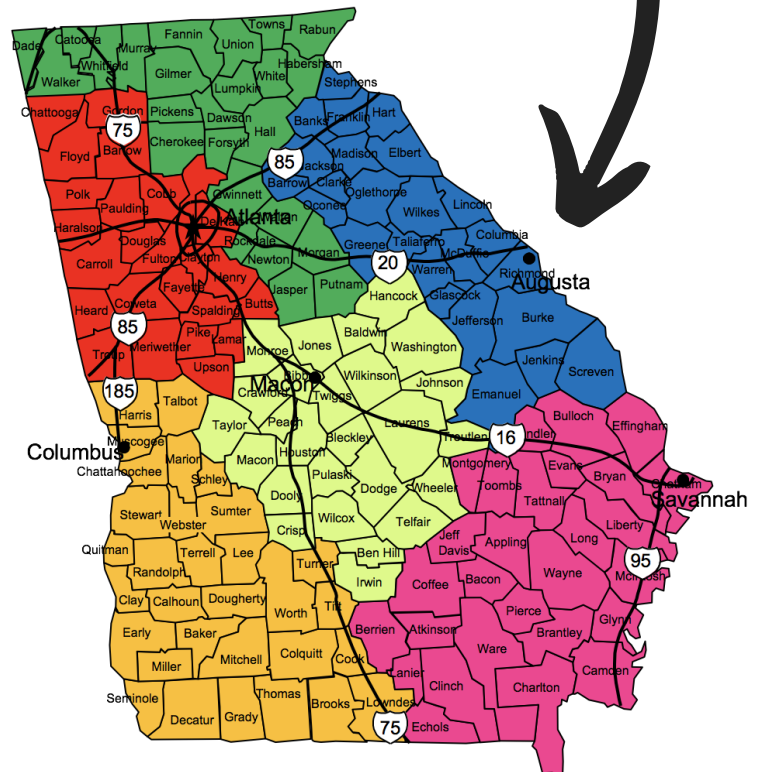
GENDER



WHAT COLOR COUNTY YOU LIVE IN

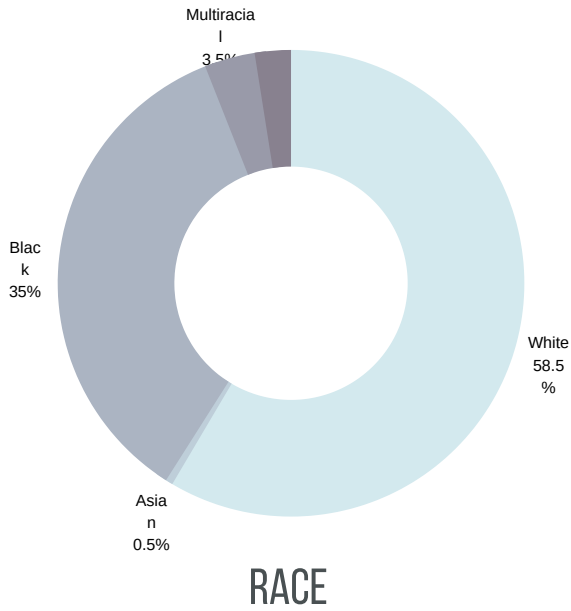


APPROXIMATE HOUSEHOLD INCOME



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VI. KEY PUBLICS - OVERALL DEMOGRAPHICS (CONT.)

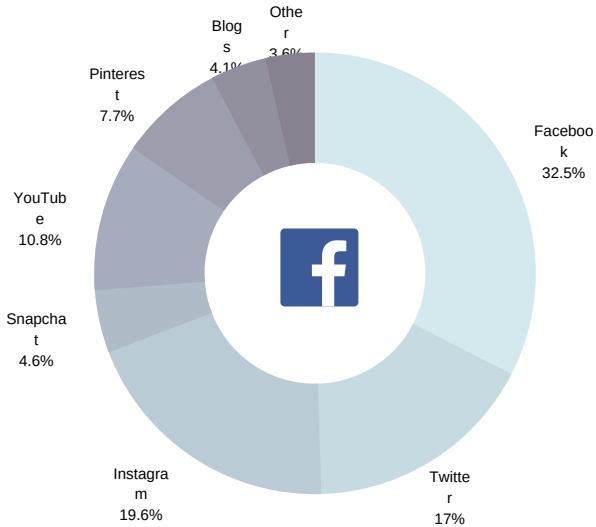


**Composite Respondent
for Survey**
Male
Red/Green County
White
\$100,000-\$125-000 household income
49 years-old



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VI. KEY PUBLICS - PRINCIPALS/ ADMINISTRATORS

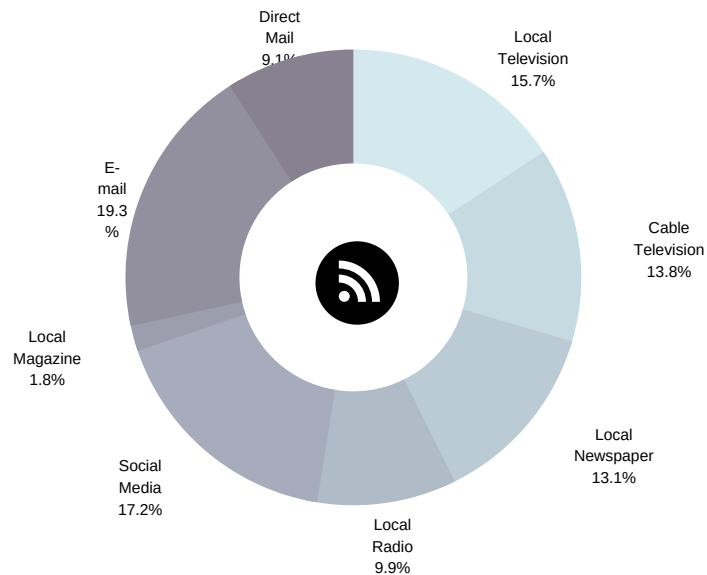


SOCIAL MEDIA USED

Implication: Facebook should be main advertising medium.

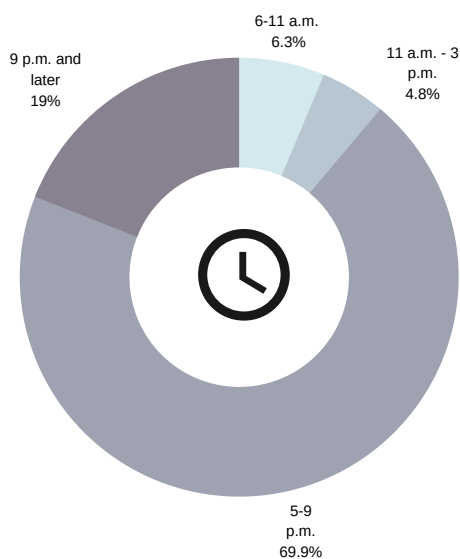
Implication: Facebook should be main advertising medium.

Implication: E-mail and social media should be main advertising medium.



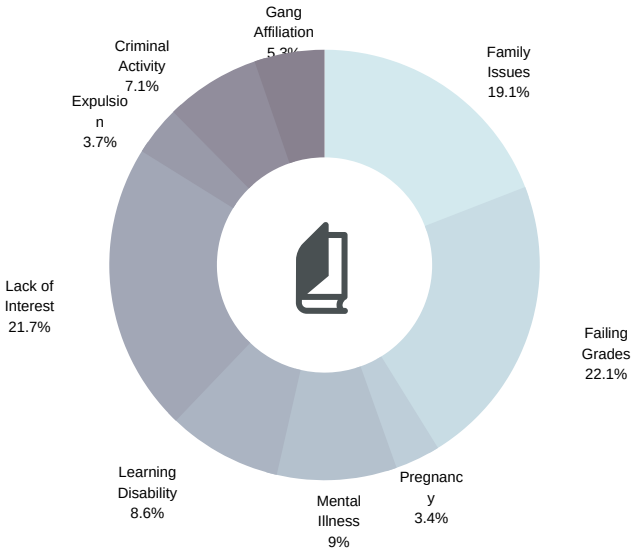
MEDIA USED

Implication: Facebook posts should be sent between 5 p.m. and 9 p.m.



TIME OF DAY ON FACEBOOK

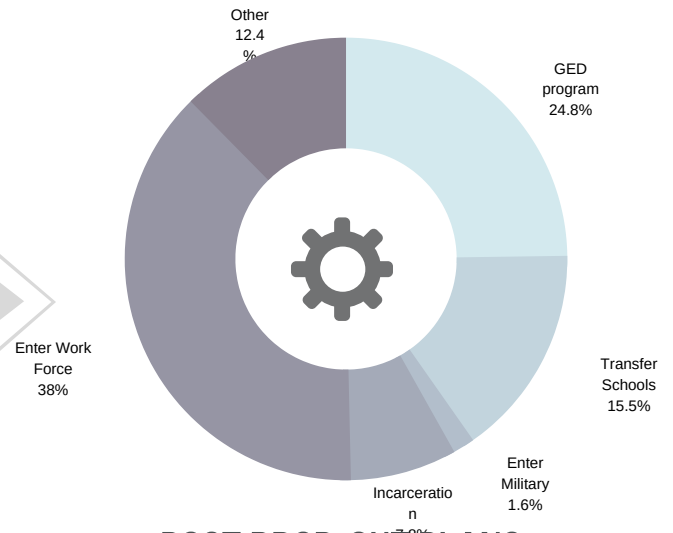
17 VI. KEY PUBLICS - PRINCIPALS/ ADMINISTRATORS



REASONS STUDENTS DROP OUT

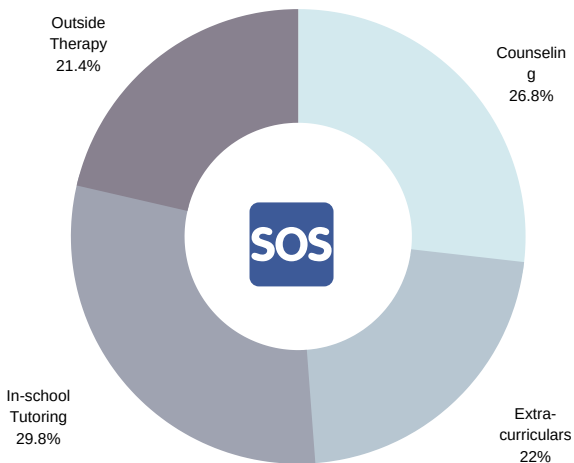
Implication: Student most likely drop out due to grades, family issues, and lack of interest.

Implication: Students are most likely to enter the workforce post-dropout.



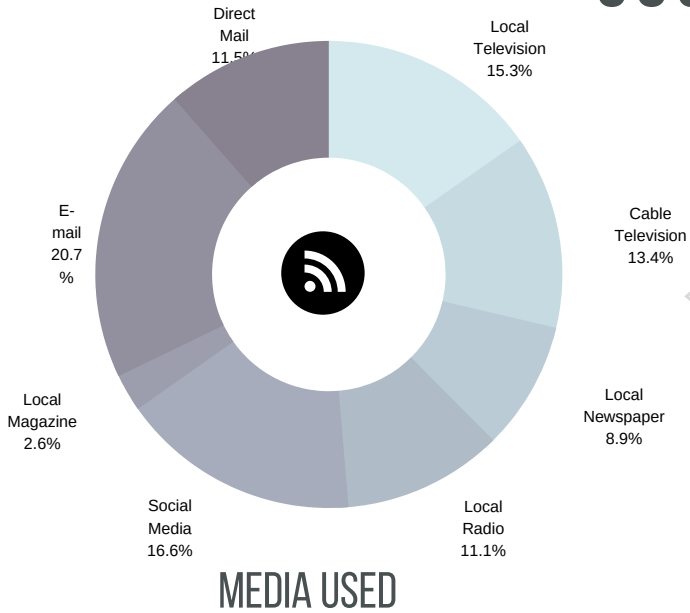
POST DROP-OUT PLANS

Implication: Many high schools offer alternatives such as in-school tutoring, outside therapy, counseling and extra-curriculars.



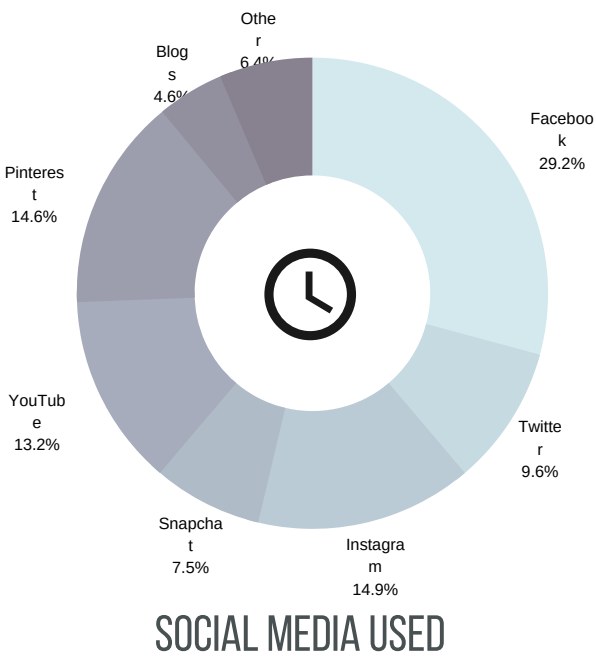
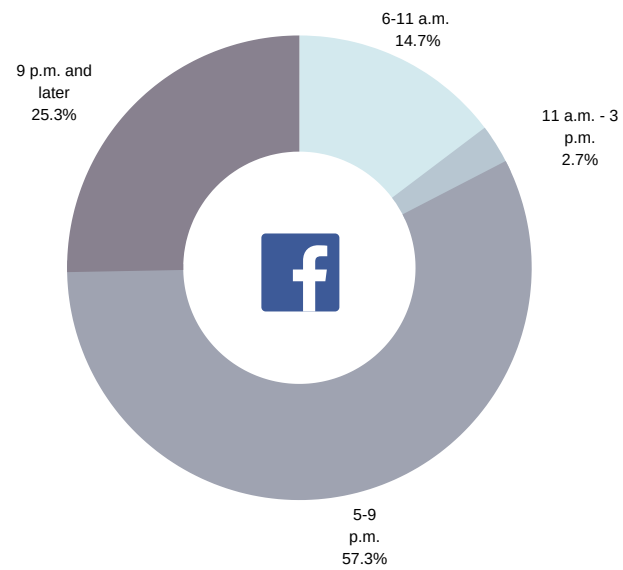
ALTERNATIVES FOR STRUGGLING STUDENTS

18 VI. KEY PUBLICS - GUIDANCE COUNSELORS



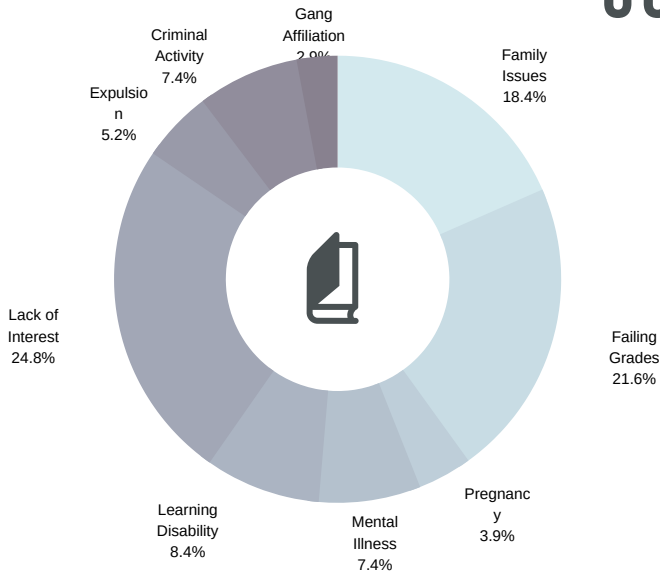
Implication: E-mail and social media should be main advertising medium.

Implication: Facebook posts should be uploaded between 5 p.m. and 9 p.m.



Implication: Facebook should be main advertising medium.

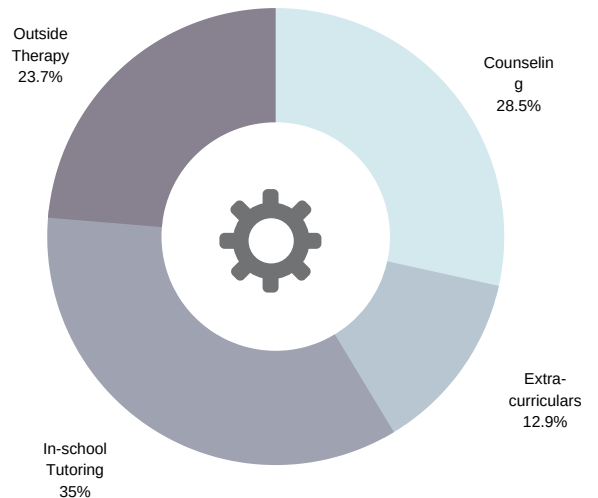
19 VI. KEY PUBLICS - GUIDANCE COUNSELORS



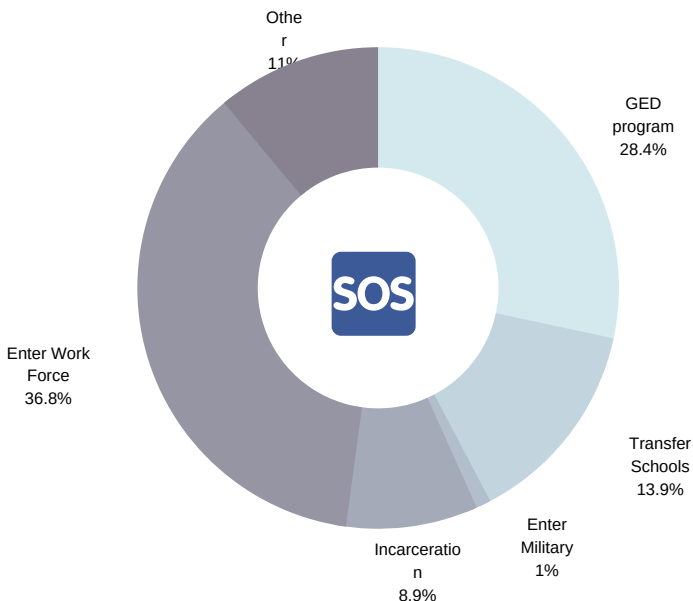
REASONS STUDENTS DROP OUT

Implication: Student most likely drop out due to grades, family issues, and lack of interest.

Implication: Many high schools offer alternatives such as in-school tutoring, outside therapy, counseling and extra-curriculars.



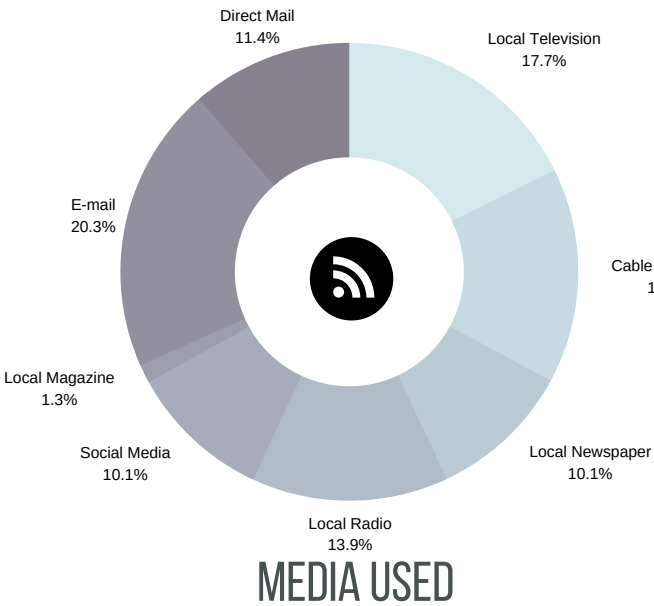
ALTERNATIVES FOR STRUGGLING STUDENTS



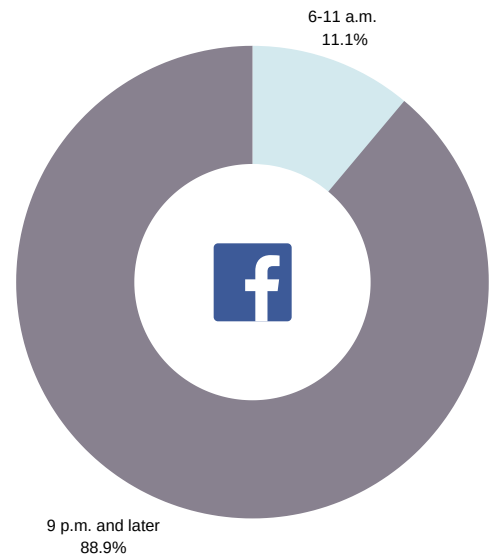
POST DROP-OUT PLANS

Implication: Students are most likely to enter the workforce or begin a GED program post-dropout.

20 VI. KEY PUBLICS - SOCIAL WORKERS

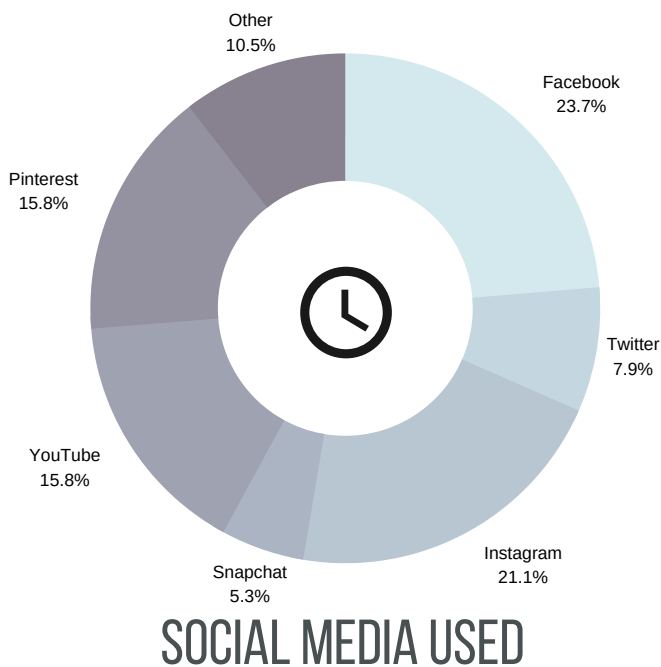


Implication: E-mail and local television are the most used media by social workers.



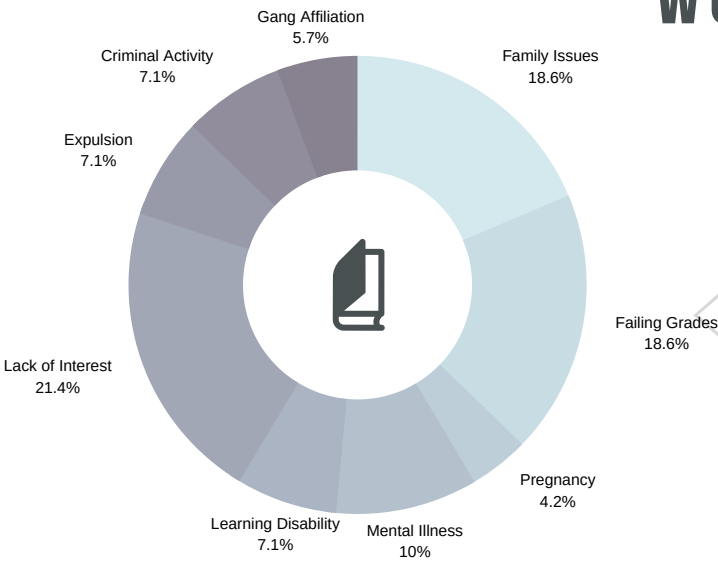
Implication: Facebook posts should be uploaded between 5 p.m. and 9 p.m.

TIME OF DAY ON FACEBOOK



Implication: Facebook and Instagram are the most used social media by social workers.

21 VI. KEY PUBLICS - SOCIAL WORKERS

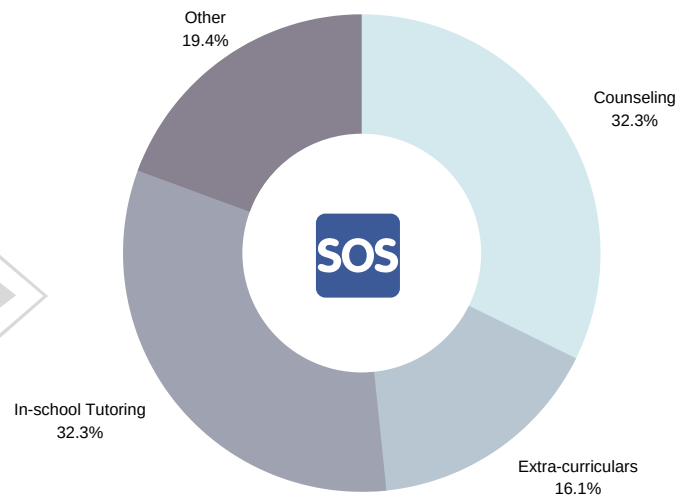


REASONS STUDENTS DROP

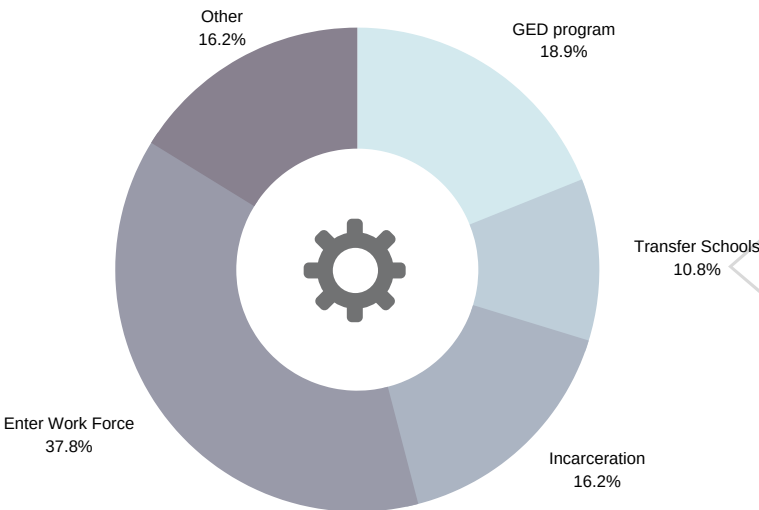
OUT

Implication: Many high schools offer alternatives such as in-school tutoring, outside therapy, counseling and extra-curriculars.

Implication: Student most likely drop out due to grades, family issues, and lack of interest.



ALTERNATIVES FOR STRUGGLING STUDENTS



POST DROP-OUT PLANS

Implication: Students are most likely to enter the workforce program post-dropout.

VI. KEY PUBLICS - TAKEAWAYS



- Main form of social media: Facebook
- When to post: 5-9 p.m.
- Main reason students drop out: Failing grades, lack of interest, family issues
- Main post-dropout plan: Enter workforce
- Alternatives offered to struggling students: Tutoring and counseling

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VI. KEY PUBLICS - MESSAGES

PRIMARY MESSAGES

- “A successful career begins with a solid foundation and education ... Ensure your student’s future with GYCA today”
- “Second chances begin with the Georgia Youth ChalleNGe program”
- “Prepare your students for a lifetime of success with Georgia Youth ChalleNGe”

SECONDARY MESSAGES

- “NGYF cadets are 86% more likely to attend college”
- “One-third of all students drop out of school before graduating high school”
- “High school dropouts are 3.5 times more likely than graduates to be arrested and 8 times more likely to be incarcerated.”
- “Students who dropout of school are equally likely to be incarcerated as they are to enter a GED program.
- “Dropouts can expect to earn \$10,000 less per year compared to High School graduates.”

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VI. KEY PUBLICS STRATEGIES & TACTICS

STRATEGIES

- Use social media to promote the Georgia Youth ChalleNGe Program to principals, social workers, and guidance counselors
- Use social media to raise awareness of the Georgia Youth ChalleNGe Program and increase enrollment for the upcoming class
- Use brochures to convince guidance counselors that the Georgia Youth ChalleNGe is the best option for at-risk teenagers after dropping out of school
- Attend National Youth-At-Risk Conference in March 2020

TACTICS

Principals

- Host and/or attend career fairs each week over the course of 10 months at high schools in counties that are less aware of the program
- Post weekly on the most frequently used social media (Facebook) to share upcoming program deadlines and further information on the program (see calendar below for social media schedule.)

Social Workers

- Post weekly on the most frequently used social media (Facebook) to share upcoming program deadlines and further information on the program (see calendar below for social media schedule)
- Host an open house once a month with a question forum, with refreshments, to share further and more detailed information

Guidance Counselors

- Send emails weekly using a scheduling platform to advertise
- Post weekly on the most frequently used social media (Facebook) to share upcoming program deadlines and further information on the program (see calendar below for social media schedule.)

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VI. KEY PUBLICS STRATEGIES & TACTICS

EXAMPLE FACEBOOK POSTS

Facebooks posts should be clear and consistent. By creating traditions such as Cadet Of The Month and #whyGYCPwednesdays, the program's message and values will be more evident in consumers minds.

CADET OF THE MONTH DESIGN 1 - SIMPLE



Georgia National
Guard Youth
Challenge Program

@GeorgiaYCA

Home

Posts

Reviews

Videos

Photos

About

Community

Info and Ads

Create a Page



Georgia National Guard Youth Challenge Program

December 3, 2018 · 🌐

Introducing the Cadet of the Month! Cadet Jackson was chosen for her hard work in training and in the classroom. She is always a bright smiling face to see around campus. Thank you Cadet Jackson for all of your hard work and dedication. Keep it up!



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VI. KEY PUBLICS STRATEGIES & TACTICS EXAMPLE FACEBOOK POSTS

CADET OF THE MONTH DESIGN 2 - UPBEAT

CADET OF THE MONTH

Cadet Jackson was chosen for his hard work in training and in the classroom. He is always a bright smiling face to see around campus. Thank you Cadet Jackson for all your hard work and dedication. Keep it up!



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VI. KEY PUBLICS STRATEGIES & TACTICS EXAMPLE FACEBOOK POSTS

Keep followers up to date on upcoming important dates such as deadline for program registration with Facebook posts.



VI. KEY PUBLICS STRATEGIES & TACTICS EXAMPLE FACEBOOK COVERS



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VI. KEY PUBLICS STRATEGIES & TACTICS BROCHURE

A new and rejuvenated brochure is necessary to keep key publics interested. The brochure should be sent to all high schools in areas that are least aware of the program as well as high schools with the highest dropout rate. The brochures can be kept in offices of guidance counselors to give to struggling students. Having a physical material will stick with students more than simply telling them about the program.

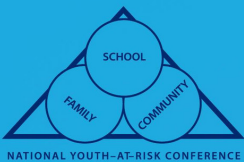


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VI. KEY PUBLICS STRATEGIES & TACTICS

NATIONAL YOUTH-AT-RISK CONFERENCE

The National Youth-At-Risk Conference is designed to provide quality, relevant training for all people interested in the well-being of youth, including but not limited to: Teachers at all levels, Principals and Assistant Principals, School Counselors and Psychologists, Health and Human Service Counselors and Personnel, Criminal Justice Professionals, Business and Community Leaders, Volunteer Service Providers, Marriage and Family Therapists, and Social Workers.



NATIONAL YOUTH-AT-RISK CONFERENCE
Savannah, Georgia | March 8-11, 2020



31st Annual

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VII. CALENDAR

CALENDAR	AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
KEY PUBLIC ONE: PRINCIPALS																				
TACTICS: Host and/or attend career fairs each week in counties that are less aware of the program	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Post on Facebook to share upcoming deadlines and information on the program	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

CALENDAR	JANUARY				FEBRUARY				MARCH				APRIL				MAY			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
KEY PUBLIC ONE: PRINCIPALS																				
TACTICS: Host and/or attend career fairs each week in counties that are less aware of the program	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Post on Facebook to share upcoming deadlines and information on the program	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

CALENDAR	AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
KEY PUBLIC TWO: SOCIAL WORKERS																				
TACTICS: Host an open house with a question forum to share more information		X					X				X				X				X	
Post on Facebook to share upcoming deadlines and information on the program	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

CALENDAR	JANUARY				FEBRUARY				MARCH				APRIL				MAY			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
KEY PUBLIC TWO: SOCIAL WORKERS																				
TACTICS: Host an open house with a question forum to share more information			X				X				X				X				X	
Post on Facebook to share upcoming deadlines and information on the program	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

CALENDAR	AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
KEY PUBLIC THREE: GUIDANCE COUNSELORS																				
TACTICS: Send emails three times a month using a scheduling platform	X		X	X	X		X	X	X		X	X	X		X	X	X		X	X
Post on Facebook to share upcoming deadlines and information on the program	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

CALENDAR	JANUARY				FEBRUARY				MARCH				APRIL				MAY			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
KEY PUBLIC THREE: GUIDANCE COUNSELORS																				
TACTICS: Send emails three times a month using a scheduling platform	X		X	X	X		X	X	X		X	X	X		X	X	X		X	X
Post on Facebook to share upcoming deadlines and information on the program	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

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VII. SOCIAL MEDIA CALENDAR

The social media calendar indicates when the Georgia Youth Challenge Program should post to their Facebook as well as when to send out bi-weekly e-mails. The consistency of the posts will generate more interest.

May 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 #WhyGYCP Wednesday 5-9 p.m.	2	3	4
5	6 Send out e-mail through MailChimp	7	8 #WhyGYCP Wednesday 5-9 p.m.	9	10	11 Photos from recent events/updates 5-9 p.m.
12	13 Send out e-mail through MailChimp	14	15 #WhyGYCP Wednesday 5-9 p.m.	16	17	18
19	20 Send out e-mail through MailChimp	21	22 #WhyGYCP Wednesday 5-9 p.m.	23	24	25 Photos from recent events/updates 5-9 p.m.
26	27 Send out e-mail through MailChimp	28	29 #WhyGYCP Wednesday 5-9 p.m.	30	31 Spotlight Cadet of the Month 5-9 p.m.	

VII. BUDGET 1

		Total Allotted Funds
		\$50,000.00
Expense	ACTUAL COST	BUDGET
GENERAL REQUIREMENTS		
Program Name	Georgia Youth Challenge Program	
Contact	David Bill	
Phone Number	478-445-3721	
Location	451 Baland Circle Milledgeville, Georgia 31061	
City	Milledgeville, Ga	
Social Media Advertising		
	Cost	
Facebook Account	\$0.00	
Google Analytics Account	\$0.00	
Mailchimp Account	\$120.00/yr	\$49,880.00
Facebook Advertisements	\$490/yr (first two months free)	\$49,390.00
Advertising Material		
Brochure	\$299.25	\$49,090.75
Bumper Sticker	\$160.95	\$48,929.80
Travel Expenses		
Career Fairs		
National Youth-At-Risk Conference	\$430.00	\$48,499.80
Contingencies		
Hotel	\$200.00-\$400.0	\$48,299.80-\$48,099.80
Total	\$820.00	\$48,299.80-\$48,099.80

VII. BUDGET 2

Georgia Youth Challenge Program		Total Allotted Funds
		\$50,000.00
Expense	ACTUAL COST	BUDGET
GENERAL REQUIREMENTS		
Program Name	Georgia Youth Challenge Program	
Contact	David Bill	
Phone Number	478-445-3721	
Location	451 Baland Circle Milledgeville, Georgia 31061	
City	Milledgeville, Ga	
Social Media Advertising		
	Cost	
Facebook Account	\$0.00	
Google Analytics Account	\$0.00	

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IX. COMMUNICATION CONFIRMATION - PRINCIPALS

Objectives

- Raise awareness to 35% by fall 2019 enrollment
- Facebook: increase Facebook follows by 10% by fall 2019 enrollment
 - o See social media calendar
 - o Spotlight cadet (incentive for cadets)
- Attend one high school career fair a week in rural counties to reach areas that are less aware of the program by fall 2019 enrollment.

Self Interests

- Knowing the student has an alternate program to become a more successful person
- Better reflection on principal for giving the student a "second chance."

Primary Message

- Prepare your students for a lifetime of success with the Georgia Youth ChalleNGe program

Opinion Leaders

- Parents
- Board of Education

Strategies

- Use promotional materials to educate principals about the program.
- Encourage attendance at informational sessions about GYCP for at-risk students.

Tactics

- Place brochures in schools
- Hold informational sessions

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IX. COMMUNICATION CONFIRMATION - SOCIAL WORKERS

Objectives

- Raise awareness to 35% by fall 2019 enrollment
- Facebook: increase Facebook follows by 10% by fall 2019 enrollment
 - o See social media calendar
 - o Spotlight cadet (incentive for cadets)
- Attend one high school career fair a week in rural counties to reach areas that are less aware of the program by fall 2019 enrollment.

Self Interests

- Knowing the student has an alternate program to become a more successful person
- Better reflection on social workers for giving the student a "second chance."

Primary Message

- Prepare your students for a lifetime of success with the Georgia Youth Challenge program

Opinion Leaders

- Parents
- Board of Education

Strategies

- Use promotional materials to educate social workers about the program.
- Encourage attendance at informational sessions about GYCP for at-risk students.

Tactics

- Place brochures in schools
- Hold informational sessions

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IX. COMMUNICATION CONFIRMATION - GUIDANCE COUNSELORS

Objectives

- Raise awareness to 35% by fall 2019 enrollment
- Facebook: increase Facebook follows by 10% by fall 2019 enrollment
 - o See social media calendar
 - o Spotlight cadet (incentive for cadets)
- Attend one high school career fair a week in rural counties to reach areas that are less aware of the program by fall 2019 enrollment.

Self Interests

- Knowing the student has an alternate program to become a more successful person
- Better reflection on guidance counselors for giving the student a "second chance."

Primary Message

- Prepare your students for a lifetime of success with the Georgia Youth ChalleNGe program

Opinion Leaders

- Parents
- Board of Education

Strategies

- Use promotional materials to educate guidance counselors about the program.
- Encourage attendance at informational sessions about GYCP for at-risk students.

Tactics

- Place brochures in schools
- Hold informational sessions

XI. EVALUATION CRITERIA AND TOOLS

Objective 1: Raise awareness to 35% by Fall 2019 enrollment

-Increase Facebook follows by 10% by fall 2019 enrollment.

- o See social media calendar
- o Spotlight cadet posts

Criteria: 35% of our Key Publics will promote the GYCP and raise awareness about the program by 2019 enrollment.

Evaluation Tools: By the time of 2019 enrollment, compare the number of applicants, Facebook followers and social media engagement.



XI. EVALUATION CRITERIA AND TOOLS (CONT.)

Objective 2: Attend one high school career fair a week in rural counties to reach areas that are less aware of the program by Fall 2019 enrollment.

Criteria: GCYP will attend one career fair a week in rural counties to reach areas that are less aware of the program by Fall 2019 enrollment. Reaching counties that have low enrollment will increase awareness and possibly increase interest in the program.

Evaluation Tool: By Fall 2019 enrollment, check if the number of applications from rural counties has increased.

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