TOLLES CAREER & TECHNICAL CENTER
THE LANDED CAMPAIGN

LANDED

2016 NSPRA NATIONAL SCHOOL COMMUNICATIONS AWARD
GOLD MEDALLION AWARD ENTRY
SPECIAL PROJECTS/CAMPAIGNS

School District Under 3,000 Students/VoTech Center
Total Number of PR/Communications Staff: 1

Shane Haggerty
Director of Marketing & Technology
Tolles Career & Technical Center
7877 U.S. Highway 42 South
Plain City, OH 43064
Phone: 614-873-4666, ext. 4336
Email: shaggerty@tollestech.com
TollesTech.com
Synopsis

Ask anyone who works in career-technical education about their greatest challenge and the majority will no doubt mention the continuing myths and stigma that seemingly haunt it, stifling the great work teachers and students do in this field. While vocational education was formed in the 1960s and 70s to create a force of skilled workers in trade careers, it eventually evolved to meet the needs of a changing workforce in the 90s and 2000s, with new programs catering to both workforce driven students and college bound students. Yet, perceptions about it did not.

Because society places enormous value on four-year college degrees, many parents and students ignore the opportunities career-technical education presents: earning free college credit in high school, earning valuable industry-recognized credentials that lead to higher wages in the workforce, making academics more relevant with career fields, to name a few. There is also the fact that the nation and Ohio face a significant skills gap, and four-year college degrees are not as relevant as they once were.

Because Tolles Career & Technical Center needed to increase enrollment in two of our most affluent and largest districts, we needed to develop a campaign that could begin a conversation about the changed face of “vocational” education and one that could educate parents, students, and these communities on the realities facing the next generation.

The Landed Campaign was developed around a central content piece, a 21-minute documentary, featuring Tolles alumni and showcasing their paths after high school. It was designed as a conversation starter around a much larger issue: valuing student interests and the various paths to help them achieve their goals. The campaign is designed to begin discussions, influence people, and shape a new image for not only Tolles, but also career-tech.

Project Overview

Tolles Career & Technical Center is one of 49 career-technical planning districts in Ohio. The district serves seven K-12 school districts including Dublin City Schools, Fairbanks Local Schools, Hilliard City Schools, Jefferson Local Schools, Jonathan Alder Local Schools, London City Schools and Madison-Plains Local Schools. Tolles serves more than 1,500 students in both middle school and high school career-technical programs, including 22 programs on its central campus in Plain City, Ohio (located just outside of Columbus) and 18 satellite programs located in five of its associate school districts. Our mission is to Lift All Students.

Tolles is a district that is capable of serving more than 1,000 students on its central campus, but since its inception in 1974, enrollment has averaged 550 students. The school’s overall market
share of juniors and seniors enrolled in a two-year career-technical program in 2013-2014 was 9.5%. This number concerned Superintendent Kim Wilson and the board of education. Tolles serves districts with an average total of 3,000 students in each sophomore class, which is when students make a decision to attend Tolles during their junior and senior years. 79% of these students come from Dublin City Schools and Hilliard City Schools, two of the largest and highest performing school districts in Ohio. However, Tolles’ market share on average with both of these districts was low, especially with Dublin City Schools, where 2-3% of its students typically applied and enrolled. The problem was clear: Tolles had settled on counting on the bulk of its new enrollment each year from its smaller, rural districts, which accounted for just a 21% share of a class. As the district made plans for enrollment growth, the reality set in that the issues in Dublin and Hilliard would need to be addressed.

In December 2013, Superintendent Kim Wilson and the Tolles Board of Education approved action to overhaul the marketing and admissions program. This included the hiring of a full-time marketing director, revampment of its admissions department, and increased resources.

Over the course of the 2014-2015 school year, a full-scale strategic marketing and communication effort included:

- Re-branding the district;
- Increased direct mail, social media, email, and experiential marketing;
- New events to bring students to campus;
- Introduction of The Tolles Tour, a live, interactive experience held at the associate high schools to engage sophomores;
- A new online application system and enrollment process that involved more parent connections as opposed to relying on associate school counselors, who often served as gatekeepers.

The results of this first year effort included a 30% increase in applications and a 15% increase in enrollment for the 2015-2016 school year. However, progress in reaching students in both Dublin and Hilliard made smaller gains. Clearly, there were systemic problems and gaps in knowledge and perception about career-technical education and Tolles in both of these communities.
Following the first year efforts and the rebranding of the district, a plan was developed to target both the Dublin and Hilliard communities to address the following barriers:

● As both districts yield high numbers of college-bound students each year and achieve high ACT scores, how could Tolles educate parents and students about how career-technical education could also serve as strong preparation for postsecondary education?
● How could Tolles address the misperceptions and myths about career-technical education in these communities, which still seemed to view it as the vocational education of the 1970s and 1980s?
● How could Tolles enhance access to both students and parents to get information directly in their hands to avoid “gatekeepers” in associate high schools, while maintaining strong partnerships with associate school districts?

While there were many marketing tactics being utilized, Tolles embraced an influencer and advocacy campaign to educate parents, students and the community with facts about Tolles and career-technical education. This became “The Landed Campaign”.

Research
The Landed Campaign was able to be shaped with both qualitative and quantitative data collected during the 2014-2015 school year, during the summer of 2015, and at the start of the 2015-2016 school year.

Here are the results of the research that shaped the plan for The Landed Campaign:

Admissions Data Analysis 2014-2015 School Year
● With a new brand and admissions campaign in place, applications to Tolles increased by 30% in this cycle. However, increases were smaller with Dublin City Schools and Hilliard City Schools.
● Dublin City Schools applications only increased by 3%, which proved that the disconnect still existed in this community, which is more affluent and focused on four-year colleges.

Withdraw and Retention Data Analysis 2014-2015 School Year
● Dublin City Schools students who apply have a higher rate of withdrawal before enrolling per this data. This is driven by culture (54% who withdrew don’t want to leave home school, changed their minds, don’t want to leave friends) and 14% withdrew because of their view on academic courses at the career center (felt the need to take AP/IB courses for college preparation).
Parent Advisory Board Focus Groups 2014 and 2015

- Parents of current Tolles students were invited to be part of a new Parent Advisory Board. On several occasions focus groups were held with parents on the topic of career-tech “stigma” and “myths”. Here are some of their thoughts:
  - Nearly all parents who had no previous history with Tolles had initial thoughts that the career center was for “special education”, “troubled students” or a place you go if you “can’t go to college”.
  - The majority of parents agreed that “seeing is believing” and that in order to change the stigma, more parents needed educated directly. “We were unaware of everything you guys do out here,” said one parent.
  - All parents were supporters and advocates for the schools now that their children were enrolled and experiencing it.
  - Some of the parents were alumni of the school and mentioned the stigma that existed when they were part of “vocational” education and they thought that issue has “stuck in people’s minds over the years”.

Student Focus Group 2014

- Current Tolles students that were part of this focus group were very proud to say that they alone made the decision to attend Tolles, but the majority of them said their parents had “reservations” about them attending.
- Students were told that by coming to Tolles, the academic classes would be “easier”, that it is an “easy way out” and you will be learning alongside the “dumb kids”.
- Students doubted coming to Tolles for various reasons, including fear of change, loss of friends, and worry that attending would stifle “bigger future dreams”.
- There was a concern about what colleges would think of a career-tech school on their resumé.

Staff Survey 2014

- An 80% response rate to an internal survey amongst staff showed the following data analysis:
  - The staff of Tolles believed that the community does not value the brand in the way that they value the brand. There seems to be a disconnect. There is no corresponding reality of responsibility. Outside factors are always to blame i.e. view of career-tech at-large, difficult associate school counselors and misinformation by the community.
  - The majority of our own staff had “mixed” feelings about the brand, in a way believing the myths about career-technical education.
  - The majority of staff believed that the district’s public image needed re-shaped, especially in the Dublin community.
Dublin and Hilliard Moms-in-the-Know Facebook Group Discussions

- Following Sophomore Tour Days, discussions were facilitated within these private Facebook groups by one of our key influencers, Beth Probst, a local mom and business owner who advocates for career-technical programming as being a vital part of college preparation. More than 300 comments were posted in these discussions. Some of the feedback within these Facebook groups included:
  - “My major problem with it is the stigma of career centers being for children who primarily do not do well in school.”-Dublin mom
  - “Don’t get caught up in the stigma….if the program at Tolles will give her the tools and experience she needs to pursue her passion then go for it.”-Dublin mom
  - “Tolles had a really cool open house in September I took my 10-year-old son to. Very state of the art, expensive computers and equipment! Impressive. Wish more people knew about this great resource!”-Dublin mom
  - “I regret letting that stigma keep me from pushing my son, who loved computer programming, to go there.”-Dublin mom
  - “I think the stigma that some high schoolers feel is what remains of what we as parents grew up with. It is not the reality of today.”-Dublin mom
  - “I grew up in Dublin and remember the old stigma of parents sending their ‘bad’ kids there.”-Dublin mom
  - “If your belief about this school is that it’s for kids who won’t go to college and need a job right out of high school or that only troubled kids go there, then PLEASE go online and look at the opportunities it offers.”-Hilliard mom
  - “Someone asked my daughter if she was a ‘vocational’ student and she said yes. Then they said she didn’t look like one of ‘those’ students. I was shocked.”-Hilliard mom

Dublin Parents Focus Groups 2015

- Two focus groups of 50 total parents yielded the following insights:
  - Parents were not being communicated with by Dublin City Schools counselors regarding opportunities for exploration of Tolles career-tech programs.
  - Several parents were “livid” about being uninformed and unaware of these opportunities.
  - Several parents suggested that the “stigma” of career-technical education is a remnant of their past views of vocational education. One mom said “Any parent who is in their 40s will view Tolles negatively because it was a different place back in the 80s.” Another mom said “I don’t think our kids have a negative view of career-tech; I think we make them have a negative view because of our own prejudices.”
  - Several parents were unaware of basic facts about Tolles, including being unaware that their taxes supported the school, that Tolles was an extension of Dublin City Schools, and that career-tech programs were electives that transcribed on the Dublin transcript.
Overall, it was clear that stronger parent communications were needed directly to this audience and that we should avoid “gatekeepers” within Dublin City Schools.

Analysis & Planning

Based on the research, Tolles developed a campaign centered around influence and advocacy, specifically targeting the Dublin City Schools community of Dublin, Ohio, and the Hilliard City Schools community of Hilliard, Ohio.

The campaign includes tactical elements of content marketing, social media, thought leaderships, paid advertising, direct mail, and live events. The campaign is led by the director of marketing and utilized an outside production company, On Scene Productions (Columbus, Ohio), to create video content pieces. Also, a graphic design contractor was utilized to create design pieces, included a logo for the documentary and direct mail pieces. At The Core, LLC was hired to conduct two focus groups and host two events.

Target audiences were determined based on the research that showed gaps in the Dublin and Hilliard communities. Not only did we need to influence prospective students, but more importantly, we needed to influence families in these communities and key figures to create more awareness and positive word-of-mouth.

The campaign was developed to be tiered during different time frames throughout the 2015-2016 school year, beginning with the launch in December 2015.

Overall Goal:
To change minds about career-technical education and Tolles, and open up possibilities to a new generation of students in two key Tolles communities.

Internal Goals
● Make all staff members aware of the campaign, its purpose, and provide resources for them to share with their audiences.
● Empower staff members to share key messages and content pieces on their social media channels (More than 60 staff members maintain Twitter accounts).
● Empower administrators to engage with target audiences during various parts of the campaign, including at live events.

External Goals
● Build awareness and understanding of Tolles amongst targeted groups in Dublin City Schools and Hilliard City Schools to break down myths and stigmas regarding career-technical education and Tolles.
● Reach parents within the Dublin and Hilliard communities to educate them about opportunities for their children when it comes to college and career preparation.
Empower prospective and current students with an understanding of "life after career tech". If the school district's mission is to “Lift All Students”, provide an understanding of where they can “land” after high school and showcase the different paths to getting there.

- Empower key influencers, including the media at both a national and local level, to tell the story of the Landed documentary, Tolles alumni, and career-technical education.
- Begin a conversation and dialogue about the stigma attached to career-technical education, break down barriers amongst parents and community members in Dublin and Hilliard.
- Begin to lay the groundwork for an increase in student and parent interest in Tolles and in applications for enrollment.

Objectives

- To increase awareness of Tolles Career & Technical Center’s pathways and re-position career-technical education as both college and career preparation for students at all levels.
- To generate 1,000 documentary views within one month of the campaign’s launch and 8,000 views within 6 months.
- To increase applications in Dublin City Schools by 25% in 2015-2016.
- To increase applications in Hilliard City Schools by 35% in 2015-2016.
- To generate national and local media coverage.
- To generate dialogue and conversations amongst parents, students and community influencers.

Messaging

- Many times the myth is that our students don’t go on to college or get high-paying careers because this notion of career-tech as being ‘stuck in the past’ with the old model of vocational education is so strong. Contrary to that myth is the reality of many of our students going on to higher education, climbing the corporate ladder, and fulfilling their aspirations because their career-technical programs made it possible.
- It is time our society embraced career-tech for what it is: a game changer in postsecondary preparation, reducing student loan debt, increasing graduation rates, and better preparing students for real life after high school.
- What we are most proud of in career-technical education is that college and work are not an either/or option. They are intertwined. We get that. We truly want to take all levels of students and set them on a pathway that gives them the option to go straight into the workforce better prepared, with industry credentials, and with the skills that can help them earn high wages. This may involve postsecondary education — a two-year or a four-year path. And, it may not. We value both pathways. Shouldn’t we all?
- While Landed and the stories within it — told so eloquently by graduates of career-technical programs in culinary, pre-vet, pharmacy, art design, firefighting and ems, engineering and manufacturing, data processing, and pre-nursing — hopefully
change some hearts and minds, it is ultimately up to all of us to do better for future generations educating them about all pathways.

- There is a skills shortage in many industries, there are skills gaps mismatching degrees with the talents needed for jobs, there is a mountain of growing debt that students will never be able to repay. It’s time for an honest discussion. We hope Landed is one way to have it.
- There are many misperceptions about career-technical education and Tolles. There are plenty of “myths” out there about what we do, who we serve, and how we prepare students for the future. Here are just a few:
  - Myth: Students who attend Tolles cannot go to college.
  - Fact: Students who attend Tolles can and do go to college. They just have the added benefit of attending with college credits already in hand, an industry credential that allows them to earn above the minimum wage while in school, and advanced electives from studying in their career-technical program.
  - Myth: Tolles only preps students for jobs in construction, salons, or working with cars.
  - Fact: Yes, it’s true. We do prep students for these jobs. And we are proud of it. But, this isn’t the vocational school of the 70’s and 80’s. Your career center today offers opportunities to prepare for careers in graphic design, engineering, pharmacy, veterinary science, athletic training, criminal justice, coding, medicine, teaching, marketing, business, and more!
  - Myth: I don’t graduate from my associate high school nor am I allowed to continue with sports or extracurricular activities.
  - Fact: Not true. You still earn your diploma from your associate high school and you are still allowed to be involved in sports, band, or anything your heart desires. We’ve had state champion athletes attend year-after-year, along with actors, artists, and student leaders.
  - Myth: Career-technical education is not a strong choice in preparing students for life after high school as much as Advanced Placement, International Baccalaureate, or traditional classroom options.
  - Fact: The average high school graduation rate for students concentrating in career-tech programs is 93%, compared to a national graduation rate of 80%. Our graduation rate at Tolles on average is 95%. And, more than 75% of secondary career-tech students nationally pursued postsecondary education shortly after high school, and 4 out of 5 of them had earned a credential or were still enrolled two years later.
  - Myth: While the career-technical programs may be strong, students cannot get the required college preparatory academic requirements while attending Tolles.
  - Fact: Tolles offers a full slate of academic classes that can prepare students for college and career. The added benefit, of course, is our academic instructors make English, science, math, social studies, and other classes relevant to what is being taught in the career-tech labs. This means that what you learn in
academics actually is applicable and relevant. We have Honors courses and college-level academics, as well.

Target Audiences
- The communities of Dublin and Hilliard, Ohio, which make up 79% of our prospective students each year, but only 40% of our student population.
- Prospective students and their families.
- Legislators, community organizations, community leaders, business and industry partners.
- Key national and local organizations and media.
- Partnering school staff members.
- Parents of elementary and middle school students.

Implementation & Communication

Action Plan
- Summer 2015
  - First teaser graphics and photos of Landed Documentary are released on social media
  - First teaser trailer is released in August 2015
- Fall 2015
  - Social media promotion begins for Landed Documentary release (November).
  - Facebook and Twitter ads begin one week prior to documentary release (December 1).
  - Press release sent to local and national media one week prior to documentary release (December 1).
  - Online influencer pitches and Landed “kits” sent to prospects one week prior to documentary release (December 1).
  - Staff shown Landed Documentary at staff meeting (December 6)
  - Landed Documentary released December 8, 2015
  - Social media (paid and organic) continue throughout December.
- Winter 2016
  - Two exclusive parent event for Dublin community (January)
  - Alli Phillips, featured in documentary speaks at January 6 event.
  - One minute featurettes rollout begins March 1 (one featurette per week)
    - supported with boosted Facebook posts
    - Twitter and Instagram posts
- Spring 2016
  - Thought leadership begins with Medium essays in April
    - One essay per week to be published on Medium by key influencers. These will include Superintendent Kim Wilson, an economic development
leader, a Columbus 2020 representative, a parent, a student, an academic teacher at Tolles, and an alumni.

- Essays will be promoted on social media channels, along with the Landed Documentary.

Fall 2016
- Hosting The Landed Awards Luncheon in September
  - Tolles will honor alumni at a special invite-only event hosted at the school by Superintendent Kim Wilson.
  - Alumni featured in the documentary will be on hand as part of a panel discussion.
  - Several Tolles alumni will be honored by the first-ever Landed Awards.
  - Media will be pitched and invited to the event, where the documentary will be shown.

Communications
- Content Pieces
  - Documentary
    - The Landed Documentary debuted exclusively on the campaign microsite [http://tolleslandeddoc.com](http://tolleslandeddoc.com) at 8 p.m. EST on December 8, 2015.
    - The following week the documentary was made available on our YouTube channel ([http://youtube.com/tolles](http://youtube.com/tolles)), our website ([http://tollestech.com](http://tollestech.com)), and on Facebook ([http://facebook.com/tollestech](http://facebook.com/tollestech)).
  - Documentary Teaser
    - The first 30 second teaser of the documentary was shared beginning in August 2015 via social media channels. [https://youtu.be/QBUKQBEMYWM](https://youtu.be/QBUKQBEMYWM)
  - Documentary Trailer
    - The extended one minute trailer for Landed was released in November 2015 via social media channels, our e-newsletter, and to our email list of key influencers. [https://vimeo.com/146831755](https://vimeo.com/146831755)
  - 15-Second Instagram Series
    - An exclusive series promoting the documentary and highlighting the subjects (alumni) of the documentary was released only on our Instagram account.
    - Each clip was 15 seconds (the maximum amount of time permitted on Instagram).
    - Clips can be viewed at [http://instagram.com/lifttolles](http://instagram.com/lifttolles)
  - One-Minute Featurettes
    - These featurettes are being utilized in the second phase of the on-going Landed campaign. One featurette and focus on each subject of the documentary will be highlighted beginning March 1, 2016 through social
media platforms Facebook, Twitter, Instagram and YouTube. Each featurette is being promoted through a paid Facebook boosted post.

- The first two featurettes can be viewed at [https://youtu.be/DS5kiYqvtpw](https://youtu.be/DS5kiYqvtpw) and [https://youtu.be/Nk3vULL6eos](https://youtu.be/Nk3vULL6eos) (These two releases fall before the deadline for the Gold Medallion).

- Social Media
  - Tolles utilized its extensive social media channels to promote and release content related to this campaign.
    - Facebook (3,500+ fans) was used to promote the documentary through paid advertising on the channel.
    - Twitter (1,200+ followers) was used to promote and educate about the documentary. We also used our influencers on Twitter to promote and endorse the documentary and its messages.
    - Instagram (500+ followers) is the most popular channel amongst current and prospective students. We used this channel to not only promote the documentary, but also to release an exclusive 15-second Instagram series highlighting each alumni featured in the documentary.

- Campaign Microsite
  - We created a campaign microsite to host exclusive information about the campaign prior to the release of the Landed documentary. The site [http://tolleslandeddoc.com](http://tolleslandeddoc.com) was launched in November 2015.
  - The microsite was also the location we released the documentary first on December 8, 2015. An introduction essay was released to accompany the documentary and explain its purpose using the popular blogging opinion site Medium. “It’s Time We Talk About Career-Tech” was an essay that presented the case for career-tech and introduced why we produced the campaign and documentary. It was released on Medium and shared via the campaign microsite. [http://tolleslandeddoc.com/post/134806073636/an-introduction-to-landed](http://tolleslandeddoc.com/post/134806073636/an-introduction-to-landed)

- Tolles Website
  - The Landed campaign and documentary was released on the Tolles website [http://tollestech.com](http://tollestech.com) the week following its release on the microsite. [http://www.tollestech.com/preflight/landed-documentary/](http://www.tollestech.com/preflight/landed-documentary/)

- Electronic Newsletter and Email Blasts
  - The documentary release was promoted through email blasts to a list of more than 1,200 subscribers of our e-newsletter, Ignite. This included two email blast promoting just the documentary. One was released on December 7, 2015: [http://eepurl.com/bITyU5](http://eepurl.com/bITyU5) and the other was released 30 minutes prior to the debut of the documentary: [http://eepurl.com/bl5kV](http://eepurl.com/bl5kV)
  - The campaign and documentary were promoted in the November and December 2015 monthly issues of Ignite and continue to be promoted in the January and February 2016 issues, along with future issues.

- Local and National Media

- Local media pitched included: The Columbus Dispatch, Columbus Business First, Columbus CEO, This Week Community News, Madison Messenger, The Madison Press, Columbus Parent Magazine.
- National media pitched included: Getting Smart, Edudemic, Mind/Shift, Smart Brief Blog, The Seventy Four.

**Online Influencer Outreach**
- To help spread the message about the campaign and documentary, an influencer outreach effort was created to encourage key influencers to share about the documentary and its messages prior to and after the December 8, 2015 release.
  - Special Landed Influencer Kits with graphics, photos, social media posts, a press release, and more were created and shared in the pitch to these influencers. The “kit” was created in a shareable Google folder: [https://docs.google.com/document/d/1qWx3l5oBaqFoil-cLSH4pEkKi8Ra7UzTmrJUJhdwl/edit?usp=sharing](https://docs.google.com/document/d/1qWx3l5oBaqFoil-cLSH4pEkKi8Ra7UzTmrJUJhdwl/edit?usp=sharing)
  - More than 25 key influencers were pitched based on their social media and online audiences. These included: Beth Probst of At The Core (Dublin and Hilliard parent influencer); Ohio Association of Career-Technical Education; Columbus Business First digital editor Doug Buchanan; Columbus CEO editor Mary Yost; Skills USA; ProStart and Ohio ProStart; FCCLA; Columbus, Hilliard, Dublin, Madison County and Union County Chambers of Commerce; Mike Rowe Works Foundation; HOSA; Association of Career-Technical Education; Cool Cat Teacher blog; The Innovative Educator blog; FIDM; Culinary Institute of America; Nationwide Children’s Hospital; The Ohio State University; Columbus State Community College; Utah’s Hogle Zoo; University of Findlay; Columbus 2020 Economic Development.

**Printed Collateral and Direct Mail**
- A postcard/direct mail piece was created to be mailed to various audiences. These included:
  - A postcard targeted to students and parents that have been accepted to attend for the 2016-2017 school year.
  - A postcard targeted to key influencers, including Chambers of Commerce, legislators, business and industry leaders.

**Staff Meetings & Internal Communications**
- Tolles staff members were kept informed about the campaign and documentary through various forms of internal communications, including the weekly Directors’
Update staff newsletter, email blasts, the Ignite e-newsletter, and at staff meetings.

- The documentary was shown to staff at special preview during a staff meeting on December 6, 2015 prior to its debut on December 8, 2015. Staff were encouraged to share about on their social media channels to help promote the release.

- Live Events (Parent Meetings & Workshops in Dublin and Hilliard communities)
  - In January 2016, Tolles sponsored two parent events for the Dublin community. Parents were invited for an exclusive tour of the campus on January 6, 2016 and during a college planning workshop at the Dublin Recreation Community Center on January 13, 2016. The documentary was emailed out to all parents who signed up prior to both events. Alli Phillips, one of the alumni featured in the documentary and a graduate of Dublin City Schools, came to the January 6 event and spoke to parents and answered questions.

- Future Plans
  - The Landed campaign will continue on in various ways throughout the 2015-2016 school year and into next school year, as well. Future parts of the campaign include:
    - March 2016: Focus on the individual documentary subjects by:
      - Facebook boosted posts of individual one minute featurettes.
      - Twitter and Instagram posts promoted each individual.
      - Direct mail campaign targeting accepted students and key influencers.
    - April 2016: Thought leadership
      - Essays supporting the campaign’s messaging to be posted by key influencers using the Medium platform.
    - Fall 2016: Alumni event and Landed Awards
      - A luncheon event hosted by Superintendent Wilson and featuring a panel of the alumni featured in the documentary will usher in the first annual Landed Awards honoring Tolles alumni and their impact on the workforce.

Evaluation

What We’ve Learned So Far
The Landed Campaign has opened doors, especially within the affluent and hard-to-reach Dublin community. We have been able to move the needle and impact parents, although we realize this is just the beginning. The campaign has been successful thus far, and we look forward to continuing it into 2016 through more influencer opportunities, live events, social media, and traditional outreach. The consistent messaging of the Landed Campaign is providing our audiences an opportunity to learn more and open their minds to today’s career-technical education.
Overall Goal:
To change minds about career-technical education and Tolles, and open up possibilities to a new generation of students in two key Tolles communities.

- Assessment of reaching this overall goal will be continuous and will be based on various forms of both qualitative and quantitative data points. These have included and will include online metrics, event attendance, focus group feedback and analysis, application and enrollment numbers, media coverage, and influencer involvement and sharing.

Objectives
- To increase awareness of Tolles Career & Technical Center’s pathways and re-position career-technical education as both college and career preparation for students at all levels.
  - A professional community survey for Dublin and Hilliard is planned in the fall of 2016 to gauge levels of awareness and public image in these communities.
  - The Landed campaign was part of our admissions marketing process this cycle and the impact on Dublin and Hilliard’s application numbers is notable (see below).
  - We have increased interest and awareness of Tolles with key influencers, which has led to successful word-of-mouth.
- To generate 2,000 documentary views within one month of the campaign’s launch and 8,000 views within 6 months.
  - From December 8, 2015-January 8, 2016 the documentary was viewed 1,757 times.
  - From January 9, 2016-March 9, 2016 the documentary was viewed an additional 2,719 times.
- To increase applications in Dublin City Schools by 25% in 2015-2016.
  - The admissions period strategically aligned with the Landed campaign. Applications opened on December 10, 2015 and closed on January 31, 2016.
  - This period led to a 61% increase in applications from Dublin City Schools.
- To increase applications in Hilliard City Schools by 35% in 2015-2016.
  - The same admissions window as stated above led to a 41% increase in applications from Hilliard City Schools.
- To generate national and local media coverage.
  - Media coverage was generated in:
    - The Madison Press (front page story)
    - Columbus Business First (featured in Morning Roundup and part of morning email blast)
      [http://www.bizjournals.com/columbus/morning_call/2015/12/morning-rundup-honda-lands-8-models-on-safest.html](http://www.bizjournals.com/columbus/morning_call/2015/12/morning-rundup-honda-lands-8-models-on-safest.html)
- Getting Smart (feature article shared 906 times by readers on various social media channels)
  [Link](http://gettingsmart.com/2016/01/its-time-we-talk-about-career-tech/)
- This Week Community Newspapers (shared on social media channels)
- Columbus Chamber of Commerce Blog
  [Link](http://columbus.org/2015/12/tolles-career-technical-center-grads-featured-landed-tolles-alumni-documentary/)

- To generate dialogue and conversations amongst parents, students and community influencers.
  - Information from the Landed influencer kits was shared by the following targeted influencers:
    - Norwich Township Fire Department (Hilliard, Ohio)-Facebook
    - Columbus Business First Online Editor Doug Buchanan-Twitter
    - City of Dublin Economic Development leader Colleen Gilger-Twitter
    - Columbus Chamber of Commerce-Twitter
    - At The Core, LLC (Columbus, Ohio)-Twitter and Facebook and Email Newsletter
    - Columbus State Community College Communications Specialist Charlie Boss-Twitter
    - National FCCLA-Twitter
    - Central Ohio Compact-Twitter
    - Ohio Association of Career-Technical Education-E-newsletter
    - Ohio ProStart-Twitter
    - Nationwide Children’s Hospital-E-newsletter
    - Union County Chamber of Commerce and Economic Development-Facebook and E-newsletter
    - Columbus Region Logistics Council Director Jeff Zimmerman-Email blast
  - 54 parents attended two live events for Dublin families on January 6 and January 13, 2016.
APPENDIX
LANDED DOCUMENTARY FACEBOOK & TWITTER AD GRAPHICS
LANDED DOCUMENTARY INSTAGRAM GRAPHICS

"I WANT TO START AN INTELLIGENT DISCUSSION ABOUT THE FOOD PEOPLE ARE EATING."
TOLLES ALUM, SEAN MORRILL

"I WANT TO BE A PART OF EXPRESSING NEW IDEAS IN FASHION."
TOLLES ALUM, SARAI VEGA
As you prepare to lift off at Tolles next school year, we invite you to see where eight of our alumni have landed after high school. Their stories vary, and only represent a handful of the thousands of graduates who have left Tolles better prepared for what’s ahead, but we think you and your family will love seeing the possibilities that exist after high school.

**LANDED: A Tolles Alumni Documentary**

is a 21 minute film we produced to showcase the stories of eight Tolles graduates, but also to tell the story of career-tech and the importance of what you are about to be a part of for the future economy.

After you watch, let us know what you think or share the documentary by Tweeting, Instagramming or Facebooking with the hashtag #TollesLanded.

You can also email us your thoughts at lift@tollestech.com.

Again, welcome to Tolles, enjoy the documentary, and we will see you at Tolles U., our welcome event for incoming students, on April 19, 2016!
SCREENSHOTS OF INFLUENCER & MEDIA SHARE EXAMPLES ON SOCIAL MEDIA

Have you seen Landed, a documentary on @TollesTech alumni? You should. vimeo.com/148259999

National FCCLA @NationalFCCLA

Landed Documentary (featuring FCCLA alumni Sean Morrill) disrupts perceptions surrounding career-tech tolleslandeddoes.com

Tolles Career & Technical Center has produced a short video to highlight the importance of vocational education for meeting workforce needs. “Many times the myth is that our students don’t go on to college or high-paying careers because this notion of career-tech as being 'stuck in the past’ with the old model of vocational education is so strong,” Tolles marketing chief Shane Haggerty told the Columbus Chamber of Commerce. “Contrary is that myth is the reality of many of our students going on to higher education, climbing the corporate ladder, and fulfilling their aspirations because their career-technical programs made graduates from the Pick 1 school for

Colleen Gilger @colleengilger

4-yr degrees won’t solve our workforce shortage. Watch “Landed: A Tolles Alumni Documentary” vimeor.com

Tolles film highlights alumni Online documentary stars career-tech grad who pursued college degree Time Posted 3:04 pm - December 31, 2019 Likes 2k - December 31, 2019 By: Katrina Logan - klogan@tollsworth.edu

Columbus Biz First @columbusbiz1st

.@TollesTech has a new video out to dispel the myths about vocational education bizj.us/1khbcq

Norwich Township and Fire Department

Yesterday at 2:10 PM

Tomorrow (Dec. 8) at 8 p.m. EST, Tolles plans to showcase the stories of eight of its alumni in Landed: A Tolles Alumni Documentary, a feature produced over the course of the past eight months, to tell not only the story of
PRESS RELEASE

Contact:
Shane Haggerty
614-873-4666, ext. 4336 | 419-203-6837 (mobile) | shaggerty@tollestech.com

Tolles graduates featured in documentary
(Plain City, OH) Tolles Career & Technical Center plans to showcase the stories of eight of its alumni in Landed: A Tolles Alumni Documentary, a feature produced over the course of the past eight months to tell not only the story of where these career-technical graduates “landed” after high school, but also the story of the importance of career-technical education in today’s new economy and workforce.

The documentary will premiere on December 8, 2015, at 8 p.m. EST exclusively on the Landed website (tolleslandedoc.com), which also features brief updates on each alumnus that is part of the production.

“We wanted to tell the story of what happens to our graduates after Tolles provides the lift,” said Shane Haggerty, director of marketing and technology, and the producer of the documentary. “Many times the myth is that our students don’t go on to college or high-paying careers because this notion of career-tech as being ‘stuck in the past’ with the old model of vocational education is so strong. Contrary to that myth is the reality of many of our students going on to higher education, climbing the corporate ladder, and fulfilling their aspirations because their career-technical programs made it possible.”

Landed: A Tolles Alumni Documentary takes viewers across the country from Central Ohio to New York’s Culinary Institute of America and the West Coast’s Hogle Zoo in Salt Lake City, Utah, and Fashion Institute of Design and Merchandising in Los Angeles, California. It features eight graduates: Nathan Bidwell (Firefighting/EMS), Cheryl (Tolles) Miller (Data Processing), Deborah Miller (Pre-Vet), Sean Morrill (Culinary Arts), Alli Phillips (Pre-Nursing), Phillip Seidenstricker (Engineering & Manufacturing), Tyler Weldon (Pharmacy), and Sarai Vega (Art Design & Communication).

“These are important stories to be told, ones that often are unknown because career-tech can many times be marginalized by the misinformation out in the public,” said Haggerty. “It is time our society embraced career-tech for what it is: a game changer in postsecondary preparation, reducing student loan debt, increasing graduation rates, and better preparing students for real life after high school.”

ABOUT TOLLES
Established in 1974, Tolles is a career and technical school providing a launchpad for both high school students and adult learners. Located south of Plain City, Ohio, Tolles serves Dublin, Fairbanks, Hilliard, Jonathan Alder, London, Madison-Plains and Jefferson Local school districts. By combining bankable skills with rigorous academics, Tolles continues to post uplifting results for students and the community. Tolles’ 223,000 square-foot facility boasts instructional and functional labs, academic classrooms, an auditorium and conference center, as well as a fully-operational restaurant, hair and nail salon and spa, small animal care facility, automotive repair and maintenance center, digital media lab, community preschool, medical and fire labs, and many other career spaces.

For additional information about Tolles call 800-644-3140, email shaggerty@tollestech.com or visit www.tollestech.com.
FRONT PAGE FEATURE IN THE MADISON PRESS

Film highlights alumni

A zookeeper in Utah. A fashion design student in California. A nurse at Nationwide Children’s Hospital in Columbus.

Their stories, and those of five other Tolles alumni, are the focus of a new 21-minute documentary the school premiered online Tuesday night.

“It’s part of a broader campaign around career technical education,” said Shane Haggerty, director of marketing and technology for Tolles. “A lot of people think all our graduates go into the workforce, but a lot go to college or take alternative career pathways.”

The documentary, titled “Landed,” follows eight Tolles graduates who pursued secondary education. It tackles myths that career-tech graduates don’t earn degrees, advance in careers or earn high pay, according to the documentary website.

Her father was the first superintendent of the school, and its sole employee when the doors first opened. She recalls in the short film.

In a galaxy far, far away...

EMAIL BLAST PROMOTING DOCUMENTARY PREMIERE

Landed debuts at 8 p.m.

Documentary tells the stories of what happens after career-tech

In just 30 minutes we invite you to watch our new documentary featuring eight Tolles alumni debuting exclusively tonight at 8 p.m. EST.

Landed: A Tolles Alumni Documentary takes viewers across the country from Central Ohio to New York’s Culinary Institute of America and the West Coast’s Hogle Zoo in Salt Lake City, Utah, and Fashion Institute of Design and Merchandising in Los Angeles, California. It features eight graduates: Nathan Bedwell (Firefighting/EMS), Cheryl (Tolles) Miller (Data Processing), Deborah Miller (Pre-Vet), Sean Morrill (Culinary Arts), Ali Phillips (Pre-Nursing), Phillip Sokolowski (Engineering & Manufacturing), Tyler Weldon (Pharmacy), and Erali Vega (Art Design & Communication).

VISIT THE LANDED WEBSITE

"It's Time We Talk About Career-Tech", an introduction essay about why we produced Landed. READ THE ESSAY HERE.

Facebook  Twitter  Website  Instagram  Email Us  YouTube  Pinterest

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Our mailing address is:
7877 U.S. Hwy 42 SE
Plain City, OH 43064

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