

Chapter 6

Marketing and Community Outreach Policy Templates



CORE QUALITY STANDARDS

- ◆ Community Focus
- ◆ Access and Equity
- ◆ Outreach

Applicable Service Quality Management Requirement

“A community outreach and marketing strategy”

LBS Program Guidelines June 1998: Part 2, Section 1, Page 9

An agency's responsibility with respect to promotional and outreach activities includes:

- ◆ Conducting promotional and outreach activities which are consistent with the learner focus of the agency's services
- ◆ Conducting outreach activities within the local community to inform the appropriate client groups of the agencies services
(LBS Program Guidelines June 1998: Part 1, Section 3, Page 7)

A performance indicator for community outreach is “a community outreach and marketing strategy”. The strategy should reflect the community served and the learners it wishes to attract. *(LBS Program Guidelines June 1998: Part 1, Section 3, Page 8)*

It is also important to note that funding for outreach and recruitment costs (promotion, marketing and advertising) is one of the acceptable base-funding expenses. *(LBS Program Guidelines June 1998 Part 2, Section 2, Page 6)*

ADDITIONAL RESOURCES:

Building Public Awareness: A Manual for Literacy Practitioners

By Audra Making Maio and Patti Miller
© 1997 Southwestern Ontario Adult Literacy Network (now Literacy Link Ontario)

To order: (519) 246-1577

- ❑ **PUBLIC RELATIONS:** Agency employees will ensure that, at all times, their behaviour and practice reflects the standards of the agency and presents a positive, responsible and professional example.

WHY?

The agency needs to maintain a positive image in the community at all times.

Procedures:

1. *All routine inquiries or requests will be handled in a courteous and prompt fashion.*
2. *All complaints from the public will be referred to the program coordinator. Complaints will be dealt with immediately.*
3. *Any incident or complaint that could be considered serious must be referred to the executive director/board of directors.*

Key Core Quality Standard:

2. **Community Focus:** A quality literacy program is rooted in the community it serves. Learners participate in decisions that affect them and their communities. The program reflects its own philosophy and objectives and strengthens individuals, their communities, and their cultural identity.

Features:

The program and the community interact with one another.

- ◆ The program and the community exchange ideas.

- ❑ **OUTREACH AND MARKETING PLAN:** The agency develops a yearly marketing and outreach plan.

WHY?

To ensure that agency promotion occurs throughout the year.

Procedures:

1. *The program coordinator develops a marketing strategy that covers each fiscal year. The marketing strategy is written in an “Outreach and Marketing Plan”.*
2. *This marketing strategy should include several different marketing approaches. The following is a list of potential marketing ideas/events/strategies that could be included in the outreach and marketing plan (this is not an exhaustive list of ideas):*
 - *Program brochure review/revisions*
 - *Program brochure distribution*
 - *Public speaking events to promote the program*
 - *Advertising – newspaper articles, posters, cable ads, radio ads*
 - *Program site visits*
 - *Contacting other relevant community agencies*
 - *Contacting industries*
 - *Contacting churches*
 - *Developing/updating an internet web site for the agency*
 - *Community displays (e.g. mall displays)*
 - *Agency newsletter*
 - *Hosting information sessions for other community agencies, industries, etc.*
3. *As part of the “Outreach and Marketing Plan”, a “Marketing and Outreach Event Schedule” for each fiscal year will be prepared by the program coordinator (see example “Outreach Plan: Event Schedule following).*
4. *Agency referral statistics will be reviewed yearly to identify sources of referral that should be targeted in the outreach and marketing plan.*
5. *Learner demographic statistics will be reviewed yearly to determine equity groups that should be targeted in outreach plan. This is developed further in the policy entitled “Outreach to Equity Groups”.*
6. *The need for volunteers will be considered in the planning process and when necessary the “Outreach and Marketing Plan” will include activities specifically aimed at volunteer recruitment.*

Key Core Quality Standard:

2. Community Focus: A quality literacy program is rooted in the community it serves. Learners participate in decisions that affect them and their communities. The program reflects its own philosophy and objectives and strengthens individuals, their communities, and their cultural identity.

Features:

The program and the community interact with one another.

- ◆ The program and the community exchange ideas.

Key Core Quality Standard:

13. Outreach: A quality literacy program uses positive and effective strategies to attract learners.

Features:

The program develops and uses specific outreach strategies most appropriate for the types of learners it wishes to attract.

- ◆ The program identifies the target groups it wishes to attract.
- ◆ The program develops an outreach strategy for each target group, based upon analysis of information about the target group and by asking representatives of the group and others familiar with it about the best strategies to reach prospective learners.
- ◆ The program uses forms of outreach which are based upon the above analysis and uses print as well as non-print methods such as networking, word-of-mouth communications and community development strategies.
- ◆ Written materials aimed at prospective learners use plain language and present positive images of literacy learners and learning.

The program uses a variety of means to promote itself and to make its services known, directly or indirectly, to potential learners.

- ◆ The program uses collaborative approaches with other groups or organizations which may have contact with its target audiences.
- ◆ The program puts on events and presentations to the public, other agencies and groups.
- ◆ The program has a public relations strategy in order to obtain publicity for its services in a variety of media.

The program uses specific outreach strategies in order to attract volunteers, such as tutors, to its program.

- ◆ The program identifies its volunteer requirements and appropriate strategies for recruitment.
- ◆ The program implements an outreach/recruitment approach based upon the strategies it has identified.

**OUTREACH PLAN
APRIL 1998 – MARCH 1999
OUTREACH PLAN: EVENT SCHEDULE**

Checklist for April, May, June

- ☐ Visit to Norwich, Aylmer, Staffordville, Delhi, and Aylmer Library
- ☐ Poster blitz in Aylmer, Staffordville, Delhi and Norwich
- ☐ Cable notices – Norwich, Delhi, East Elgin and Rogers
- ☐ Industry contact
- ☐ Church contact
- ☐ Agency contact
- ☐ Newspaper article in Delhi Reformer

Checklist for July, August, September

- ☐ Visit to Norwich, Aylmer, Staffordville, Delhi, and Aylmer Library
- ☐ Poster blitz in Aylmer, Staffordville, Delhi and Norwich
- ☐ Cable notices – Norwich, Delhi, East Elgin and Rogers
- ☐ Industry contact
- ☐ Church contact
- ☐ Agency contact
- ☐ Newspaper article in Delhi Reformer

Checklist for October, November, December

- ☐ Visit to Norwich, Aylmer, Staffordville, Delhi, and Aylmer Library
- ☐ Poster blitz in Aylmer, Staffordville, Delhi and Norwich
- ☐ Cable notices – Norwich, Delhi, East Elgin and Rogers
- ☐ Industry contact
- ☐ Church contact
- ☐ Agency contact
- ☐ Newspaper article in Delhi Reformer

Checklist for January, February, March

- ☐ Visit to Norwich, Aylmer, Staffordville, Delhi, and Aylmer Library
- ☐ Poster blitz in Aylmer, Staffordville, Delhi and Norwich
- ☐ Cable notices – Norwich, Delhi, East Elgin and Rogers
- ☐ Industry contact
- ☐ Church contact
- ☐ Agency contact
- ☐ Newspaper article in Delhi Reformer

*Source: Adult Basic Literacy Program
Tillsonburg and District Multi-Service Centre*

- ❑ **OUTREACH TO EQUITY GROUPS:** The agency targets equity groups in their outreach efforts.

WHY?

Principles of equity must be applied when conducting outreach activities for the agency.

Procedures:

1. Refer to the policy entitled “Learner Equity” on page 5-5.

Key Core Quality Standards:

7. Access and Equity: A quality literacy program respects differences. It has structures and supports in place to increase access and equitable outcomes and to help learners from all backgrounds reach their goals.

Features:

The program is committed to serving people from all equity groups.

- ◆ The program does outreach specifically targeted at equity groups.

Key Core Quality Standard:

13. Outreach: A quality literacy program uses positive and effective strategies to attract learners.

Features:

The program develops and uses specific outreach strategies most appropriate for the types of learners it wishes to attract.

- ◆ The program identifies the target groups it wishes to attract.
- ◆ The program develops an outreach strategy for each target group, based upon analysis of information about the target group and by asking representatives of the group and others familiar with it about the best strategies to reach prospective learners.

- ☐ **PROGRAM BROCHURE:** The program has an up to date brochure written in clear language that is made available throughout the community on a year round basis. The brochure is reviewed for accuracy on a yearly basis.

WHY?

Having a brochure in the community means that information about the program is accessible year round.

Key Core Quality Standard:

13. Outreach: A quality literacy program uses positive and effective strategies to attract learners.

Features:

The program develops and uses specific outreach strategies most appropriate for the types of learners it wishes to attract.

- ◆ The program identifies the target groups it wishes to attract.
- ◆ The program uses forms of outreach which are based upon the above analysis and uses print as well as non-print methods such as networking, word-of-mouth communications and community development strategies.
- ◆ Written materials aimed at prospective learners use plain language and present positive images of literacy learners and learning.

- ☐ **MEDIA POLICY:** Information which is released to the media will be truthful and accurate, and will preserve the confidentiality and privacy of the clients and the integrity and effectiveness of the agency's programs. All inquiries and/or requests from the media will be referred to the executive director.

WHY?

The protection of the security and privacy of the participants and the integrity of the agency should be of the utmost consideration in providing and reporting any information to the media.

Procedures:

When a staff member is approached by a member of the media for information or an interview they will:

- ◆ *Refer the media to the executive director's office to arrange an appointment*
- ◆ *Explain that in order to present a cohesive, current and authoritative reply it is best that all comments come from the executive director*
- ◆ *Make no other comment or observation other than to refer the request to the executive director*

- ☐ **MEDIA RELATIONS POLICY:** Only a designated staff member shall respond to the media. The confidentiality and privacy of the clients is paramount and will be protected and ensured by all employees and volunteers of the program. Clients, volunteers and employees of the program shall not be forced to participate in a media interview.

WHY?

The agency program's are operated on behalf of and funded by the public. Therefore, the public, community and media are entitled to information of a kind that does not compromise the confidentiality and privacy of the clients and their families, nor the integrity and effectiveness of the program.

Procedures:

1. *The executive director shall handle all media inquiries. Media inquires should be brought to the attention of and directed to the executive director immediately.*
2. *The executive director must approve media requests for tours, interviews or printed articles. The confidentiality of the learners and volunteers is paramount and identification in any form is not permitted in a media piece without written consent from the learner or volunteer.*
3. *Wherever possible the airing/printing of interviews/information shall be monitored to ensure accuracy. The executive director will pursue issues of inaccuracy with the media contact.*
4. *All press releases will be reviewed and approved by the executive director prior to release.*
5. *Photographs can only be taken with the participant's written permission.*
6. *Learners, volunteers and staff cannot be forced to participate in interviews.*
7. *The executive director shall consult with the appropriate funding body regarding any significant requests from the media such as an interview or filming session.*

- ❑ **INFORMATION SESSIONS:** The agency provides information sessions for the public when requested to do so.

WHY?

Information sessions allow access of the public to promote broad understanding of the program.

Procedures:

1. *The program coordinator will be responsible for providing information sessions when requested to do so, provided that the request is reasonable.*
2. *The program coordinator shall ensure the maintenance of security and the protection of privacy of the clients at all times.*
3. *Staff members should extend the fullest degree of cooperation and courtesy to members of the public at all times.*

Key Core Quality Standard:

2. Community Focus: A quality literacy program is rooted in the community it serves. Learners participate in decisions that affect them and their communities. The program reflects its own philosophy and objectives and strengthens individuals, their communities, and their cultural identity.

Features:

The program and the community interact with one another.

- ◆ The program and the community exchange ideas.

- ❑ **PUBLIC COMMUNICATIONS NOTICE:** Public communication messages produced by the agency contain the message: “The Literacy and Basic Skills Program is funded by the Government of Ontario.”

WHY?

MET requires this. See *LBS Program Guidelines June 1998: Part 2, Section 4, Page 5*.

Procedures:

1. *Public communication messages, both printed or broadcast, include but are not limited to:*
 - *News releases*
 - *Posters*
 - *Flyers*
 - *Brochures*
 - *Newspaper displays*
 - *Classified advertising*
 - *Radio and television advertising*
 - *Billboards*
 - *Transit shelters*
 - *Letterhead*
 - *Newsletters*
2. *The agency will place prominently, in public view, any LBS program signs supplied by MET, and other signs that both clearly identify LBS Program services, and indicate that the delivery agency is financially supported by the Government of Ontario.*

- ❑ **USE OF LOGOS:** Any use of the official Ontario Government Logo requires prior written approval from MET. The agency can use the Literacy Ontario logo but will notify LBS MET staff before the Literacy Ontario logo is used.

WHY?

This guideline has been set by MET. See *LBS Program Guidelines June 1998: Part 2, Section 4, Page 5.*

Procedures:

1. *GOVERNMENT OF ONTARIO LOGO (Trillium enclosed in a circle accompanied by the word "Ontario"):*
 - ◆ *This logo must not be used on business cards, letterhead, or administrative materials prepared and distributed by the agency.*
 - ◆ *Any use of this logo on promotional or informational material requires prior written approval from MET.*
 - ◆ *When the agency wishes to obtain permission to use the logo on promotional or informational material the program coordinator will make a written request to the LBS consultant which includes a sketch of the proposed sign, and the measurement specifications of the sign and the logo.*
2. *LITERACY ONTARIO LOGO:*
 - ◆ *Prior to using this logo, the program coordinator will inform LBS staff of the proposed usage.*
 - ◆ *The program coordinator will send a copy of the publication where the logo has been used to the LBS Section in a timely fashion.*