

Statewide Adult Education Campaign



Project Phases	Description	Deliverables	High-Level Timeline
PHASE 1	Stakeholder Engagement	Planning and kickoff webinar & meetings to inform stakeholders about the project. Stakeholder surveys & applications for pilot project & scholarship opportunities distributed to stakeholders.	Late Summer – Early Fall 2026
	Research	Review survey results and applications & award pilot & scholarship participants. Finalize the market segmentation strategy using demographic and psychographic data; build profiles across the 10 prosperity regions to develop and test personas; use FCM's Meltwater platform to test keywords and phrases for each market segment.	Fall 2026
PHASE 2	Campaign Framework	Develop & test short-list of campaign names; creative assets for campaign including landing page & multilingual ads.	Winter 2026-2027
	Marketing Toolkit	Finalize toolkit with flyer templates, social media posts and graphics, press release templates, and media fact sheets (TBD based on survey results).	Spring 2027
	Capacity Building	Webinars: roll out with toolkit. Host and deploy the capacity-building webinar series modeled on the Illinois campaign to ensure providers can effectively raise awareness and utilize best practices for lead nurturing and conversion.	Spring 2027
PHASE 3	Pilot Rollout	Finalize recommended segmented media plan for digital platforms and launch toolkit and digital campaign with two of the prosperity regions (urban and rural). Test campaign creative; finalize toolkit based on results.	Summer 2027
	Full Launch	The targeted digital marketing campaign will scale statewide across all 10 prosperity regions as we track KPIs, optimize ads and provide any technical assistance to the regions about how to use the toolkit effectively to support the execution of the 15 to 30 intentional	Late Summer - Winter 2027
PHASE 4	Final Report & Debrief	Conduct a comprehensive data analysis (including the post-campaign Meltwater Jan - Feb 2028 Explore sentiment analysis), tracking resulting enrollments, and submitting the final report.	Winter 2027-2028