

AUGUST 2022

# NewNowNext Newsletter

To promote the Longleaf Commitment Grant and encourage students to fill out the FAFSA, we launched a paid and earned media campaign last year that included direct mail, social media, YouTube videos, programmatic display banner ads, influencer marketing, high-impact ad units, and Google search ads.

The campaign drove 260k prospective students and parents to the website. To date, nearly 25,000 high school class of 2020 and 2021 students received the grants over fall 2021 and spring 2022 semesters.



## New

- With fall semester approaching, it is critical for us to drive awareness of the grant money that is now available to 2022 high school grads who haven't enrolled yet due to financial concerns.
- That's why we're embarking on a new marketing effort to encourage recent grads to enroll and take advantage of Longleaf Commitment Grant funding.

## Now

- Beginning in July, we re-launched the **Your Hire Education** marketing campaign, targeting eligible 2022 high school graduates on YouTube, Facebook, and Instagram. The ads are a mixture of motivating messages that are designed to:
  - Generate demand by showing how community college leads to a successful future
  - Encourage enrollment
  - Advise students to fill out their FAFSA forms to receive tuition assistance
  - Provide information and tools needed to make these steps easier for students and their parents/guardians
- To elevate these efforts, we've created a new "Longleaf Toolkit," which includes digital, social, and other resources so you can amplify campaign messages to your own networks. You can download the toolkit at [yourhireeducation.com/toolkit](https://yourhireeducation.com/toolkit).
- If you have any questions on how to use these materials, please contact **Kaitlyn Goforth** at [kgoforth@apcoworldwide.com](mailto:kgoforth@apcoworldwide.com).

## Next

- Through the end of August, we will boost paid efforts to drive as much enrollment as possible. After August, we will also target students who applied to community college and didn't register, but are eligible for late start classes, encouraging them to enroll.
- For those that are still undecided, the campaign will continue to move these students and their parents/guardians through the engagement funnel through August 2023, by promoting the Longleaf funds through paid and traditional tactics.
- We will utilize voices of students who have received Longleaf funds in our program to build further awareness, trust and resonance with students who still need convincing.