

**Marketing and Outreach:
What Works?**



Agenda

- ▶ Welcome and Introductions
- ▶ Development of the Project
- ▶ Evaluation Results/Outcomes of the Project
- ▶ Recommendations
- ▶ Questions

Learning To Earning: Enhancing Connections and Referral Pathways

Stephen's Story

www.youtube.com/embed/tnaEMFTny7I

<http://youtu.be/tnaEMFTny7I>

Development

Need identified:

To use video resources to showcase how and why literacy can be part of one's future success

Poll

- ▶ Have you identified a need for videos to market your program?

Yes?

No?

Development

Target audiences:

- Service providers - in particular Ontario Works and Employment Services
- Clients - in particular individuals on social assistance and at-risk youth
- Apprentices

Development: Activities

Develop a Steering Committee and hire consultants/contractors

Review outcomes and work plan

Implement a literature review

Hold focus groups

Produce videos

Launch and promote videos

Evaluate the videos and project

Development: Steering Committee and Consultants/Contractors

Steering Committee:

- Chatham-Kent Employment and Social Services
- Literacy Link South Central
- St. Clair College

Consultants/Contractors:

- Foster Visuals
- HUB Creative Group
- Mischevious Cat Productions Inc.

Development: Review Outcomes

Overall outcomes to be achieved:

1. Increased awareness of the connection between learning and employment for service providers and clients
2. Increased understanding of LBS and how it supports clients' goals for service providers and clients
3. Enhanced connections and referral pathways between Ministry programs
4. Assisting clients from vulnerable populations and apprentices to prepare for their future success

Development: Literature Review

- ✓ Be clear on the purpose and target audiences
- ✓ Talk to the target audiences
- ✓ Include non-LBS users, current and former LBS learners in the focus groups
- ✓ Pre-test video contact with target audience
- ✓ Minimize use of the word “literacy”
- ✓ Call youth “adult 19-29” versus “youth”

Development: Literature Review

- ✓ Include people with lived experience in the videos
- ✓ Keep videos short
- ✓ Demonstrate the link between literacy and employment
- ✓ Use multiple channels to market
- ✓ Be innovative!

Development: Focus Groups

- Service providers - good cross-section of representatives from LBS, ES, OW and Apprenticeship
- Clients - good cross-section of clients including individuals receiving social assistance, youth and apprentices, all with varying experiences with the LBS sector
- Based on focus group input, we learned we needed two separate videos:
 - one focussed on vulnerable populations
 - one focussed on apprentices/potential apprentices

Development: Focus Group

Key Messages

- ▶ great instructors
- ▶ comfortable learning environment
- ▶ flexible hours
- ▶ tailored
- ▶ nothing like high school
- ▶ learners are motivated to learn
- ▶ builds confidence
- ▶ work at your own pace
- ▶ learn about using computers
- ▶ helps you refresh your skills

Development: Focus Group Key Messages (continued)

- ▶ helps prepare you for your next steps
- ▶ you can work one to one, small group, large group/classroom
- ▶ prepares you for credit, postsecondary, employment, apprenticeship, independence
- ▶ improves the quality of your life & your family's life
- ▶ helps you prepare so you can get a variety of different jobs
- ▶ service providers work together to support you
- ▶ referral partners see it helps clients reach their goals

Development: Focus Group Key Messages (continued)

- ▶ helps prepare you for apprenticeship and in apprenticeship you can earn an income
- ▶ helps you with digital technology, computers, sciences, math, English, etc.
- ▶ you can do it
- ▶ there is no risk of failure
- ▶ transportation and childcare may be available
- ▶ short time for preparing for a better future
- ▶ there is hope
- ▶ you can learn at any age and stage
- ▶ call to action/where to get more information at the end
- ▶ be positive, uplifting, engaging!

Development: Produce videos

Client Involvement

Heroes:

- real people not actors from the target audience
- variety of ages, gender, nationalities, socio-economic levels, family situations, stages of learning, types of employment, LBS programs, success stories
- show people who had overcome challenges and struggles
- 9 heroes in the videos



Special thanks to all the learners, participants and programs involved in making the Learning To Earning videos possible!

Development: Produce Videos

Client Involvement

What brought you to adult upgrading?

What were some of the barriers/challenges for you?

How did you overcome them?

Were family and friends supportive to you?

What was your experience of adult upgrading like?

How did adult upgrading help you?

What are your future plans?

Would you recommend it to others?

Development: Produce videos

Production and Video editing

4 videos:

- ▶ Learning To Earning: Real People, Real Stories
- ▶ Learning To Earning: Preparing for Apprenticeship
- ▶ Learning To Earning: Stephen's Story
- ▶ Learning To Earning: Music Video

Final Report March 2015


Poll

- ▶ Have you used videos to promote your programs?

Yes?


No?

Development: Launch and promote



websites
social media and PSAs
electronically
meetings
presentations
professional development

Development: Launch and promote



orientation sessions
intake
learning activities
lobbies/waiting rooms
computer labs
tutor training

Development: Evaluation Process

The evaluation plan included the following measures:

- number of vulnerable populations and apprentices participating in focus groups
- number of service providers participating in focus groups
- number of clients involved in video development
- number of videos developed
- number of times the videos have been viewed

Development: Evaluation Process

The evaluation plan included the following measures:

% of those viewing the videos reporting an increased awareness of the connection between learning and employment

% of those viewing the videos reporting an increased understanding of LBS and how it supports clients' goals

% of service providers reporting enhanced connections and referral pathways between Ministry programs as a result of this project

Data was collected through a number of methods of inquiry, including online surveys and workshop evaluations.

Poll

- ▶ If you used videos to market your program, did they help?

Yes?

No?

Unsure?

Evaluation Results (Evaluation Report June 2015)

- ✓ videos viewed by 113 organizations, spanning 11 sectors
- ✓ total views on YouTube and Facebook: 2,073
- ✓ total Cineplex preshow views: 27,638
- ✓ total Cineplex plays on digital lobby screen: 6,195
- ✓ number of surveys completed: 444
- ✓ URLs hosting the Learning to Earning videos: 30
- ✓ USBs with videos distributed with the final project report : 175

Evaluation Results

The service providers who watched the videos work in a variety of sectors, with the top three sectors being:

1. Ontario Works/Ontario Disability Support Program (52.8%)
2. LBS and Academic Upgrading (20.4%)
3. Employment Services (16.4%)

Evaluation Results

Profile of Clients/Learners

Intended Target Audience - cross-section

Intended Target Audience N=161	% of Respondents in this Audience
On the apprenticeship goal path	16.1%
Learner in an Adult Upgrading program	87.0%
Client in an Employment Services program	17.4%
Youth	21.1%
In receipt of Ontario Works or Ontario Disability Support Program	31.1%
Female	51.2%
Male	48.8%

Note: Clients/learners were asked to check all that applied

Evaluation Results

Majority of individuals who provided feedback on the videos rated all four of the videos as “good” or “excellent”

Learning To Earning: Real People, Real Stories

Ratings by respondent group:

Respondent Group	Excellent	Good	<u>Fair</u>	Poor	N/A
Client/ Learners	52.6%	40.8%	4.6%	2.0%	0.0%
Service Providers	62.5%	33.3%	3.0%	0.0%	1.1%
Project Steering Committee	100%	0.0%	0.0%	0.0%	0.0%

Evaluation Results:

Increased awareness of the connection between adult upgrading/literacy and employment:

Clients/learners and service providers who viewed the videos were asked to rate the extent to which each video increased their awareness of the connection between adult upgrading/literacy and employment.

Overall:

- ✓ The majority of individuals who viewed the videos reported that their level of awareness of the connection between adult upgrading/literacy and employment increased to some extent
- ✓ For the most part, clients/learners reported that their level of awareness increased more so than the service providers. This aligns with the fact that service providers would have the opportunity for more exposure to this connection prior to viewing the videos

Evaluation results:

Learning To Earning: Real People, Real Stories

Increased awareness of the connection between adult upgrading/literacy and employment:

Level of Awareness	Clients/Learners	Service Providers
Increased my awareness to a great extent	51.6%	31.7%
Increased my awareness to a moderate extent	32.7%	38.1%
Increased my awareness to a slight extent	9.2%	18.5%
Did not increase my awareness at all	6.5%	5.7%
Not applicable	0.0%	6.0%

Evaluation results:

Increased understanding of LBS/adult upgrading and how it supports client and learner goals:

Clients/learners and service providers who viewed the videos were asked to rate the extent to which each video increased their understanding of LBS/adult upgrading and how it supports client and learner goals.

Overall:

- ✓ The majority of individuals who viewed the videos reported that their level of awareness of the connection between adult upgrading/literacy and employment increased to some extent
- ✓ For the most part, clients/learners reported that their level of awareness increased more so than the service providers. This aligns with the fact that service providers would have the opportunity for more exposure to this connection prior to viewing the videos

Evaluation results:

Learning To Earning: Real People, Real Stories

Increased understanding of LBS/adult upgrading and how it supports client and learner goals:

Level of Awareness	Clients/Learners	Service Providers
Increased my awareness to a great extent	55.0%	34.9%
Increased my awareness to a moderate extent	31.1%	37.2%
Increased my awareness to a slight extent	9.2%	15.3%
Did not increase my awareness at all	4.6%	7.7%
Not applicable	0.0%	5.0%

Evaluation Results:

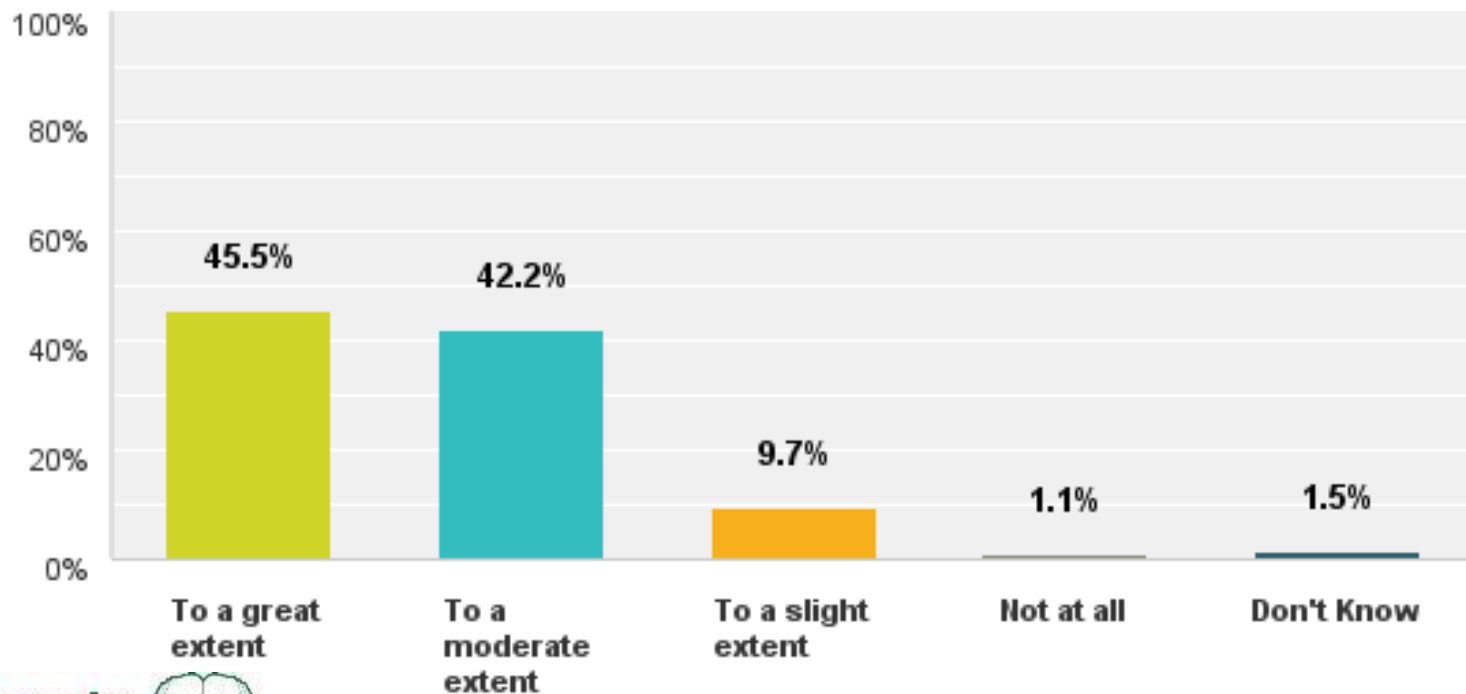
Enhanced connections and referral pathways between Ministry programs:

Service providers who viewed the videos were asked to rate the extent to which they felt the videos will enhance connections and referral pathways between different programs and services. The majority of respondents feel that the videos will enhance these connections and referral pathways to some extent, with:

- ✓ 45.5% of service providers reporting that connections and referral pathways will be enhanced to a great extent
- ✓ 42.2% of service providers reporting that it will be enhanced to a moderate extent

Q7 To what extent do you think the videos will enhance connections and referral pathways between different programs and services? (please select one response below)

Answered: 268 Skipped: 4



Evaluation results:

What service providers will do differently:

- ✓ Increase referrals and use referral forms (32.3% of responses)
- ✓ Show the videos and share the information with their clients and service partners (23.1% of responses)
- ✓ Work with clients in a more understanding manner (23.1% of responses)

Only 15% of service providers reported that there would be no change.

Evaluation Results

As stated by staff from referral agencies:

- ▶ “This is about skills upgrading and not about ‘illiteracy’. This is about achieving viable employment with a future”
- ▶ “Like the emphasis on collaborative planning between learner and agency”
- ▶ “Effective tool to show staff and clients the benefits of these services and what they can expect when linking to these services”
- ▶ “The video demonstrates that when we all work together that new life journeys can begin.”

Evaluation Results

The Most Significant Learning/Message taken from the Videos

The top themes from the responses from service providers include:

- ▶ Message of hope, encouragement, success
- ▶ Programs are “no cost, no risk, free”
- ▶ Programming is individualized, supportive, accommodating of individual circumstances - “not like high school”
- ▶ The positive impact that literacy and upgrading can have for clients
- ▶ Appreciation for client situations and circumstances: real people, real stories
- ▶ Feeling of validation for the work done by service providers and the value of supports
- ▶ More knowledgeable about services available

Evaluation Results

Clients/learners reported similar learnings and key messages received as a result of watching the videos:

- ▶ Adult upgrading can help you achieve your goals, help you move toward a career, it can result in great things happening, and you can achieve a better life
- ▶ Feeling encouraged and hopeful, and that anyone can do it, I can do it
- ▶ It's never too late, don't give up
- ▶ There is help out there, programs are available
- ▶ It's free!
- ▶ Upgrading, education is important

Recommendations

- ▶ Make use of the Learning To Earning videos with service providers, clients and the community
- ▶ Refer to the Final Report from the project for an outline of the process to develop your own high quality, relevant videos for the field
- ▶ Have real people tell their stories and how the program impacted them
- ▶ Work with key partners/stakeholders in the development of the videos
- ▶ Experienced film makers and contractors make a big difference

Questions



Learning To Earning Videos

Please check out all the videos at

<http://tcln.on.ca/videos/>

Please let us know if you would like links to each video for sharing the videos on social networks, direct messages or for embedding the videos into your website.

The Final Report of March 2015 is also available on our website under Projects at www.tcln.on.ca.