



2021 RECRUITMENT

MARKETING & COMMUNICATIONS PLAN

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EXECUTIVE SUMMARY

As Leadership Austin embarks on a new recruiting season for their flagship programs – Essential and Emerge – it is critical that they continue their track record of successful recruitment strategies, while also exploring new ways to meet recruitment goals and increase diversity among the candidate pool.

With a focus on matching the right message to the right audience, streamlining staff workloads and engaging alumni in the process, this plan outlines two overarching goals and three strategies with matching objectives for each. The plan will guide Leadership Austin staff by identifying the target audiences, key messages, measurable goals and marketing channels that will make this recruiting season a success.

ABOUT LEADERSHIP AUSTIN

Leadership Austin was founded in 1979 by the Greater Austin Chamber of Commerce (GACC), and in 2002 became a stand-alone 501(c)(3) nonprofit corporation, while sustaining close ties to the GACC. Two flagship programs – Essential and Emerge – are complimented by an array of supplemental programs and events for the growing alumni base and the public at large, all aimed at developing leadership skills, relationships and issues education for community members in the Greater Austin area.

Mission

Leadership Austin's mission is to provide leadership training to those with a passion for Greater Austin.

Vision

We believe each of us can engage in collaborative, inclusive and sustainable leadership for our community, and we strive to embody the core values of community trusteeship, inclusiveness, collaborative decision-making and personal responsibility in each of our programs.

TARGET AUDIENCES

In order to strategically target audiences with the messages that will most resonate with them, Leadership Austin has chosen three key groups to focus outreach efforts toward in 2021. However, their ultimate goal remains to keep both the candidate pool and the selected classes in line with Austin MSA at a minimum, and to create classes that reflect diverse perspectives across race, ethnicity, geography, industry, and life experience. Below are the 2021 class demographic targets as compared to the Austin MSA.

Category	Greater Austin	Emerge 2021	Essential 2021
Women	50%	-	-
Men	50%	-	-
Transgender/Nonbinary	N/A	-	-
Black or African American	7%	-	-
Asian Pacific	6%	-	-
Hispanic, Latinx, or Spanish origin	33%	-	-
White	52%	-	-

While class demographics are trending in the right direction for most categories, Leadership Austin staff have identified

GOALS & OBJECTIVES

The overarching goal for the 2021 recruitment season is to increase applications

By developing and completing this cohesive marketing and communications plan for the recruitment campaign, Leadership Austin will position itself as the go-to organization for those seeking to hone their leadership skills, dive deeper into the issues affecting the Greater Austin area, and grow their network of relationships with other leaders. Below are the individual strategies and objectives that will be completed in order to reach this larger goal. Individual metrics will be tracked by Leadership Austin staff as the recruitment season progresses and applications are submitted.

Goal: Receive 135 applications for both the Emerge and Essential programs

Strategies & Objectives

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MEASUREMENT & EVALUATION

Based on the goals and objectives above, Leadership Austin staff will track the following Key Performance Indicators over the recruitment campaign season. The KPIs below will help staff track their progress to each objective, and the overarching goals, and help determine the success of the campaign as a whole.

2021 Key Performance Indicators

Compare each of the following month over month in order to track performance over time. KPIs will be available for review in the google drive under recruitment.

Alumni Participation

Applications

Outreach Presentations

Marketing Channels

KEY MESSAGES

AUSTIN NEEDS YOUR VOICE - RECRUITMENT LAUNCH

As outlined in the goals and target audience section, this recruitment campaign must attract a few key demographics. By centering the message that their perspective, voice and experience are needed, we convey the importance of inclusion and personalize the message to them.

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CHANNELS

Leadership Austin's most effective marketing channels include email, social media and the LA website. It may also be time to explore some advertising and editorial relationships based on target audiences and the best web referrals. A selection of advertising ideas are below....

SAMPLE AD CAMPAIGN BUDGET

<i>Outlet</i>	<i>Ad Specs</i>	<i>Cost</i>
Sample	Sample	\$0
	TOTAL	\$0

2021 CAMPAIGN CALENDAR

The sample campaign calendar below will form the basis of the live and shared calendar that will hold all campaign milestones, social posts, emails and other tasks.

MARCH

<i>Date</i>	<i>Task</i>	<i>Channel</i>	<i>Message</i>	<i>Assigned to</i>
Week of 3/15	Marketing Plan Draft	-	-	RAVC
Week of 3/22	Finalize Marketing Plan	-	-	RAVC + Staff
Week of 3/22	Finalize key messages	-	-	RAVC + Staff
Week of 3/22	Assess analytics	-	-	RAVC
Week of 3/22	Assess budget	-	-	RAVC + Staff
Week of 3/22	Finalize goals + tracking	-	-	LA Staff
Week of 3/22	Draft of web page	Web	Apply	RAVC
Week of 3/29	Initial graphic drafts	All	Various	RAVC