

MEREDITH LAS VEGAS CASE STUDY:

Bringing Awareness to Campus: How Meredith Las Vegas Put Nevada State College On Students' Radars'

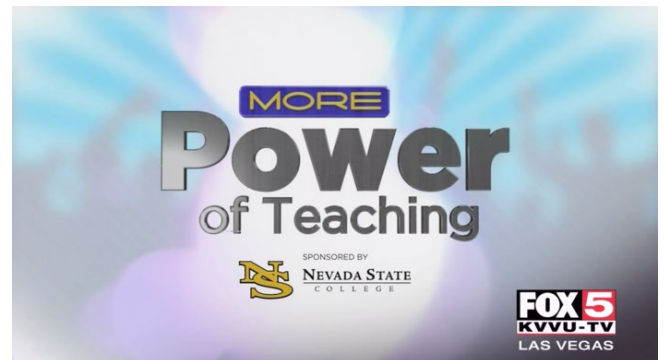
THE PROBLEM:

Nevada State College was faced with a stagnant rate of enrollment for their teacher's program, even though there is currently a shortage of teachers in the state. This was made worse by the general impression that teaching is a low-paying profession. Therefore, the college wanted to cast a positive light on the teaching industry, as well as increase awareness of its programs and get more people to sign up. They also wanted to get more qualified graduates into the industry via its programs.

The Director of Marketing and Events for Nevada State College, LaNelda Rolley, decided that an awareness campaign was needed. She said the goals of the campaign were to "reinforce the Nevada State College brand among community leaders, potential students, and their families; and to position Nevada State College as the answer to the teacher shortage issues across Nevada."

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THE PROCESS:

Ms. Rolley chose to work with Meredith Las Vegas to create a campaign called 'The Power of Teaching' that would promote the college's needs through FOX5's lifestyle show *MORE Live in Las Vegas!*

The campaign started with a push to improve the overall image of the teaching profession amongst all viewers. It featured a special sponsorship focusing on teachers and the special role they play in their students' lives. This was done using interviews with A-List celebrities who talked about how specific teachers in their lives had influenced them.

Then, the push was made for people aged 18-35 and current high school students to make teaching their careers. Parents of these demographics were also targeted.

In choosing Meredith Las Vegas and FOX5, Ms. Rolley said, "We wanted to work with a local television station whose viewing audience closely matched our non-traditional student demographic." She added that during the collaboration, "Meredith Las Vegas followed up to ensure expectations were met. They also presented us with options to expand our partnership in other areas and with other shows."

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THE RESULTS:

'The Power of Teaching' sponsorship was successful and resulted in an increase in enrollment in related courses. Nevada State College has renewed the campaign for a second year.

Ms. Rolley provided some important details of this campaign: "The Power of Teaching sponsorship is a program that highlights the impact a teacher can have on one person's life. We aired a series of monthly segments featuring a prominent community figure speaking on the impact one teacher had on their life. Celebrities in the series included ventriloquist Terry Fator, producer Tyler Perry, comedian Monique, singer Joey Fatone, and Vegas Golden Knights winner Reilly Smith. Nevada State College was also featured in four in-studio interview-style segments," she explained. She added that the school "reached nearly 75,000 households with our in-studio segments, the majority of which were in the 18-35 age group. Online, we had more than 600,000 impressions and click-thru rate of 0.09% from January to June 2019."

This sponsorship campaign was so successful in part because it focused on promoting teaching in general as well as taking the necessary courses at Nevada State College. By highlighting the important role teaching plays in the lives of students, it got viewers thinking of more than just what is said about the average pay rates of the profession. Then, it seamlessly moved into the main call to action in order to motivate people to enter

this profession via Nevada State College. Throughout the partnership with Meredith Las Vegas, Nevada State College was able to see measurable results come through. Nevada State College was able to increase awareness of their education courses and shed light on the teaching industry. Nevada State College looks forward to continuing to work with Meredith Las Vegas to grow their programs.

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