CTE Millage Planning

Strategy

► Create unique look to brand the campaign.
► Utilize TV5 for 9AM on air interview, Facebook post, WNEM.com/app ad conversions, and audience targeting via digital marketing (keywords and SEO).
► Paid FB advertisement to boost the 9AM on air interview (increase exposure).
► Create custom social media outlets on Facebook, Twitter, LinkedIn, and Instagram to push the facts and generate awareness organically (handles: @saginawcountytce).
► Actively follow Saginaw County citizens over social to gain traction.
► Create custom landing page containing all of the facts for voters.
► Send direct mail postcards to absentee ballot voters.
► Utilize community events to share facts as well as print materials (posters, yards signs, buttons, banners, flyers.
► Utilize LEA’s and other community leaders to provide them with talking points and materials to share facts.
► Business cards that direct people to our landing page and social outlets. Distribute at local businesses, etc.
Exposure Opportunities

► Social Media
► Website
► Direct Mail
► Yard Signs & Banners
► Paid Search Engine Targeting
► TV5 Interview & Video Social Sharing
► Community Events & Networking
Prepare all materials and tools, share strategy.

**TOUCHPOINT 1:**
Share on social media outlets and boosted posts.

**TOUCHPOINT 2:**
Social Media Go Live to Promote Interview.

**TOUCHPOINT 3:**
9AM interview with TV5.

**TOUCHPOINT 4:**
9AM interview paid boosted Facebook post.

**TOUCHPOINT 5:**
Print ads in local newspapers.

**TOUCHPOINT 6:**
Social Media Go Live reviewing the Facts.

**TOUCHPOINT 7:**
Social Media Live Reminding to go Vote.

- Social Media (ongoing)
- Direct Audience Target Marketing (ongoing)
- Community Events & Speaking Engagements (ongoing)
- Supply facts and news to all media outlets (ongoing)
Key Talking Points

► **EQUALITY**: Career and Technical Education creates equal opportunities for all Saginaw County Students to benefit from hands-on instruction and real-life experiences that they can not always benefit from in a classroom.

► **BENEFIT**: CTE students are able to earn college credit and high school credit simultaneously at no additional cost to parents.

► **BENEFIT**: CTE allows students to take articulated college courses, earn direct credit, get industry certifications and licenses, and other credentials offered.

► **FACTS & FINANCIAL**: Surrounding counties have already passed CTE millage. Under the current CTE program infrastructure, for each student taking CTE classes at the Saginaw Career Complex, the local school district pays Saginaw Public Schools $3,800 – half of the per pupil aid for the entire school year.

► **BUSINESS & ECONOMY**: CTE is career focused and provides a pipeline of talent to employers and is key to economic development.
Hashtags

► #saginawcte
► #saginawcountycte
► #CTE
► #saginawcounty
BALLOT LANGUAGE

Shall Saginaw Intermediate School District, Michigan, come under section 681 to 690 of the Revised School Code, as amended, and establish an area career and technical education program, which is designed to encourage the operation of career and technical education programs. If the annual property tax levied for the purpose is limited to $1.00 on each $1,000 of taxable valuation for a period of 10 years, 2018 to 2027, inclusive, the estimate of the revenue the intermediate school district will collect if the millage is approved and levied in 2018 is approximately $4,922,143 from local property taxes authorized herein.

MILLAGE COST ESTIMATE

The owner of a home valued at $92,800 (median value in Saginaw County) would pay approximately $3.67/month.

VOTE NOVEMBER 6TH
SAGINAW COUNTY CTE MILLAGE

WWW.SAGINAWCOUNTYCTE.COM
@SAGINAWCTE | #SAGINAWCTE

- CTE prepares Saginaw County kids for the future.
- CTE connects to career and college opportunities.
- CTE provides real-world, hands-on experiences for students.
- CTE creates a pipeline of talented workers to local employers.
Direct Mailer

**VOTE NOV 6TH SAGINAW COUNTY CTE MILLAGE**

Career Technical Education (CTE) provides students of all ages with the academic and technical skills, knowledge and training necessary to succeed in future careers and to become lifelong learners.

**CTE BALLOT LANGUAGE**

Shall Saginaw Intermediate School District, Michigan, come under sections 881 to 890 of the Revised School Code, as amended, and establish an area career and technical education program, which is designed to encourage the operation of area career and technical education programs, if the annual property tax levied for this purpose is limited to 1 mill ($1.00 on each $1,000 of taxable valuation) for a period of 10 years, 2018 to 2027, inclusive; the estimate of the revenue the intermediate school district will collect if the millage is approved and levied in 2018 is approximately $4,952,143 from local property taxes authorized herein?

**MILLAGE COST ESTIMATE**

The owner of a home valued at $92,800 (median value in Saginaw County) would pay approximately $3.87/month.
Poster Design

VOTE NOVEMBER 6TH
SAGINAW COUNTY CTE MILLAGE

WHAT am I voting on?
On Tuesday, November 6th, Saginaw County residents vote on a 1.1 mill 10-year request to support Career & Technical Education (CTE). CTE provides hands-on, real-life skills that prepare kids for careers & colleges.

WHY does it affect me?
Michigan predicts more than 81,000 high-demand, high-wage career openings to fill through 2024. CTE provides the training and skills to prepare kids for the future. CTE creates a pool of talented workers for local employers.

HOW much will it cost?
Your home is worth $29,800 (the median value in Saginaw County) it will cost about $3.87 a month.

30,885 students provided in Saginaw County schools.
19 CTE programs currently available in growing, declining, or disappearing fields.
96% graduates go on to college, earn in the military, or enter the work force within 2 years.

How to GET INVOLVED?
1. Follow us on FB/TW/IG @SaginawCTE to learn the facts.
2. Remember to VOTE ON NOVEMBER 6TH!

get the facts...
@SAGINAWCTE | SAGINAWCOUNTYCTE.COM

Paid for by Saginaw Intermediate School District, 3933 Barnard Road, Saginaw, Michigan 48603.
Banner Design

VOTE NOVEMBER 6TH
SAGINAW COUNTY CTE MILLAGE

- CTE prepares kids for the future.
- CTE connects students to career and college opportunities.
- CTE provides real-world, hands-on experiences for students.
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get the facts...
@SAGINAWCTE
SAGINAWCOUNTYCTE.COM

Paid for by Saginaw Intermediate School District, 3933 Barnard Road, Saginaw, Michigan 48603.
Tshirt Idea
Career & Technical Education Millage.

About the CTE Millage

On Monday, May 2, 2022, voters in Saginaw County will have the opportunity to vote on the 2020 Voter Approve Career & Technical Education (CTE) CTE Tax, which is a 1 millage proposal. This millage is designed to support career and technical education programs in Saginaw County, providing students with the skills they need to succeed in the workforce.

Who Votes On The CTE Millage

The CTE Millage is a millage that is voted on by residents of Saginaw County. It is designed to support career and technical education programs in the county, providing students with the skills they need to succeed in the workforce.

FACTS

- CTE programs provide students with career and technical education opportunities.
- CTE programs provide students with skills that they need to succeed in the workforce.
- CTE programs are designed to support the needs of local businesses.
- CTE programs are designed to support the needs of local communities.

CTE In Saginaw County

- 39 high schools in Saginaw County offer CTE programs.
- 30,000 students are enrolled in CTE programs.
- 19 CTE programs are available for students to choose from.
- $2.87 is the proposed millage rate.

We want to give students the chance to explore every opportunity available to them. Support Our Tomorrow.
Social Materials

Michigan’s Department of Education is taking action and requiring schools to integrate career exploration in their school improvement plans.

Three million workers will be needed for the nation’s infrastructure in the next decade.

78% of Michigan’s postsecondary CTE graduates are placed in careers or further training within six months.

14,000 apprenticeships are in Michigan, ranking us the 8th highest in the USA.

32% of Michigan’s postsecondary CTE students stay enrolled and/or transfer.

More than 80% of manufacturers report that talent shortages will impact their ability to meet customer demand.

12.5 million high school and college students are enrolled in CTE across the nation.

In Michigan, the top middle-skill occupations with the highest projected job openings are in Health Science careers.

Last year Michigan’s CTE high school enrollment reached: 107,930

97% of Michigan’s CTE concentrators graduate. While the graduation rate for Michigan’s high schools is 80%.

92% of CEPD holders are at regional (ISD level) sites due to high CTE costs and the support of several local school districts.

$1.7 million in scholarships have been awarded by the National Technical Honor Society to date.
SEO Keywords

- Saginaw County Millage
- Saginaw Millage
- Saginaw Vote No Millage
- Saginaw Vote Yes Millage
- Saginaw Vote
- Saginaw Voting
- Voting in Saginaw
- Saginaw Polls
- Saginaw County Elections
- Saginaw Elections
- Saginaw Career and Technical Education Millage
- Saginaw County Polling Locations
- Saginaw Education
- Saginaw Intermediate School District
- Saginaw County Public Schools
- Saginaw County Voter Information
- Saginaw ISD
- Saginaw County Millage Proposals
- Saginaw County CTE
- Saginaw CTE
- Saginaw Career Complex
- Superintendent Kathy Stewart
- Saginaw ISD Board
- Saginaw ISD Board of Education
- Saginaw ISD Superintendent
- SCC CTE
- Saginaw County
- CEPD administration
- CEPD transfer
- CEPD
- CTE CEPD
- Countywide CTE Millage
- Saginaw County CTE ballot proposal
- 2018 Saginaw County ballot proposals
- Saginaw County School Districts
- Saginaw career training millage
- Saginaw college millage
September Social Media Statistics

WNEM FB LIVE Q&A

- 14,627 People Reached
- 6,952 Unique Viewers
- 200 Reactions
- 39 Shares
- 210,269 WNEM TV5 followers
- The goal: 29,437 people reached would be 14% (industry average)
- What we accomplished: 14,527 people reached is 7% (industry average)
- 193,307 people living in Saginaw County
- We only reached around 3.6% of Saginaw County
- We paid $1,700 for this. That’s around 25 cents for 6,952 unique viewers. Close to the cost of a post card (.31 per resident).
WNEM Advertisement Metrics

- Impression Goal:
  - 9/12 – 9/30 – 310,713 impressions
- Audience Extension Actual Performance:
  - 311,360 impressions
  - 182 clicks
  - .06% ctr (not great)
- WNEM.com Actual Performance:
  - 188,770 impressions
  - 350 clicks
  - .185% ctr (low)
- September Performance Totals
  - 500,130 impressions
  - 532 clicks
  - .245% ctr (low)
September Social Media Statistics

- Weebly: 3,556 unique visits and 5,039 page views, 1.4 average pages viewed
- New month for impressions with WNEM keywords - that will boost our click thurs!
- FB Live Q&A: 12 comments, 16 shares, 2200 views,
- Facebook: 203 page views, 81 page likes, 7046 reach, 1072 post engagements, 687 video views
- Twitter: 1200 impressions (52 per day)
- Instagram: 37 followers, 294 profile visits in last 7 days'
- Google Analytics: 721 unique visits, 899 total sessions, 221 from Saginaw, 37 from Thomas Township, 24 from Frankenmuth, 13 from Bridgeport, 11 from Chesaning, 11 from Tittabawassee Township, 7 from Hemlock, 7 from Merrill, 6 from SVSU, 5 from St. Charles, 4 from Birch Run, 3 from Buena Vista Township
- WNEM gave us 393 clicks, Facebook lead social driver
October Social Media Statistics

- **weebly**: 8,714 unique visits and 12,613 page views, 1.4 average pages viewed
- **FB Live Q&A**: 55 likes, 63 shares, 9900 views, 22 comments
- **Facebook**: 247 page views, 142 page likes, 13859 reach, 4648 post engagements, 5138 video views
- **Matt Cairy**: 602 views, **Carolyn Weirda**: 386 views, **David Bush**: 259 views, **Matt McRae**: 629 views, **Rachel Snell**: 1400 views, **Mike Decker**: 429 views, **Adele Martin**: 2300 views
- **Twitter**: 8,862 impressions
- **Instagram**: 67 followers
- **google analytics**: 1111 unique visits, 1342 total sessions, 261 from saginaw, 43 from thomas township, 34 from frankenmuth, 13 from bridgeport, 16 from Bridgeport charter township, 34 from chesaning, 18 from tittabawassee township, 6 from hemlock, 4 from merrill, 9 from SVSU, 8 from st. charles, 25 from birch run, 6 from buena vista township
Facebook Growth

Total FB Reach: 20,905
Twitter Growth

Total Followers: 75
Website Growth

Total Unique Visitors: 8,715
Businesses Visited

203 Businesses received a personal visit, posters, FAQs, and business cards.
Website Statistics

Overview

Unique Visits: 8,066
Page Views: 11,331
Avg. Pages Per Unique Visit: 1.405

Compare your data

WNEM TV5 SEO Starts
Paid Facebook Post
Millue Articles
Website Published
WNEM 94FM Interview
Direct Mail Received
Michigan Banner
Social Media?
ABC12
Campaign Results

To be determined
November 6, 2018!