

Keena & Company

IS PLEASED TO PROVIDE THE FOLLOWING MARKETING PLAN

For

CFHE

March 26, 2008

Objective

Our objective is to provide a 3-year Marketing Plan and a Marketing Director to oversee the implementation of the plan, provide design and production of certain promotional materials, and media placement assistance to achieve CFHE goals as follows:

All objectives are based on market research.

1. Provide additional funding to help reach these goals by utilizing the expertise of a professional grant writer.
2. Bring more Universities into the CFHE program.
3. Inspire Professors, Teachers and Students.
4. Promote increased attendance at the CFHE events.

Table of Contents

- I. Situation
 - A. CFHE Profile
 - B. Markets
 - C. Areas of Focus
 - D. Factors Effecting Growth
 - E. Target Audience
- II. Problems/Opportunities/Key Issues
- III. Objectives
- IV. Creative Advertising Tactics
- V. Media
- VI. Media Phase I
- VII. Budget Phase I
- VIII. Summary

PART ONE

Situation Review

There are three areas CFHE has targeted for greater exposure: Universities, Communities Colleges, and High Schools. Each area is different and unique the most exposure and publicity. There is a momentum in all three areas that we will build upon. The objective in all three areas is to educate our audiences about the over-all program and focus on what each individual program offers for the targeted audiences.

We believe there is potential for substantial growth in all three areas. Choosing the path of least resistance penetrates our target audience with a relatively small budget and then through growth and grants utilizes mediums that require larger budgets.

A. CFHE Profile

CFHE is a relatively young organization that has succeeded in providing unique educational programs and educational opportunities to further the process for individual learning. The success of the programs is based on the people working within CFHE having a hands-on involvement in the day-to-day business of teaching. The can-do, adaptable attitude and steadfast refusal to provide anything but the best quality services, events, and teaching shows and is important to portray in all of the marketing materials and marketing presentations. We believe that using an approach of educating our target audience in a memorable, exciting, and sometimes even a humorous way about CFHE's true value to them, we will achieve higher levels of awareness of the programs and greater participation in a short amount of time.

B. Markets

1. Universities
2. Community Colleges
3. High Schools

C. Areas of Focus

1. Texas
2. USA
3. Europe

D. Factors effecting Growth

1. Locating Universities, Community Colleges, and High Schools accepting the CFHE philosophy
2. There has been little prior publicity about the CFHE programs

E. Target Audience

1. Universities, Faculty, Staff, Students
2. Community Colleges
3. High Schools

PART TWO

Problems/Opportunities/Key Issues

The simple fact that problems do exist and need to be addressed gives strength to our marketing program by pointing out the areas in which we need to focus. A significant need is to expand awareness of the CFHE within universities, colleges, and high schools. Not only is awareness a factor, if the educators are aware of CFHE they do not have a full understanding of the programs and the benefits they bring to teachers and students.

A. Key Problems

1. Lack of awareness about CFHE amongst educators.
2. Lack of awareness about the benefits CFHE offers.
3. There is a need to develop more volunteers.

B. Key Opportunities

1. CFHE is established and we can continue the momentum.
2. CFHE is has some recognition we can build on.
3. CFHE has an opportunity to communicate future plans.

C. Key Issues

1. Fundamental public awareness and awareness in higher education.
2. Resources for marketing and development are not limitless. How do we use marketing/communication support to supplement the resources that are in place?
3. Determining how to build and maintain a broadened awareness of CFHE.

Part Three

Objectives

A. Awareness

1. Create and maintain a high level of awareness and understanding of CFHE.
2. Maintain people's interest and desire to participate.

B. Assert CFHE's Position

1. A great resource for a new model for education
2. A safe gathering place
3. Positive role modeling
4. Positive learning and teaching environment

C. Expand Media Presence

1. Build and maintain frequency in key chosen media outlets
2. Build and maintain frequency in key education publications and media
3. Identify and utilize non-traditional uses of media such as posting on "My Space" or using community bulletin boards on local broadcast stations.
4. Develop Public Relations opportunities such as guest appearances on TV and radio

D. Identify influencers and target groups

1. Find target groups to make presentations using the appropriate video
2. Prospect in professional education groups

Part Four

Creative Advertising Tactics

Positioning Statement: CFHE's goal is to educate and excite people about teaching and learning using a new model. It also creates a safe place for empowered learning. To market CFHE properly, we want to establish CFHE as an innovative, trusted, friendly, leader in education. We will tell the CFHE story in a compelling way in order to excite educators and students to participate in the CFHE programs.

A. Positioning

1. We bring joy through sharing knowledge of innovative teaching and learning methods.
2. We create a safe learning environment.

B. Key Benefits

1. A secure atmosphere for people to learn and teach
2. Bring teachers and students together to learn and teach in a powerful way
3. Acceptance of differences between individuals
4. Education for learning and the human experience

Part Five

Media

Media are the most powerful tools we have in marketing and advertising and it is important to use the media wisely and to the fullest potential. Since our market is both educators and students, using media is the easiest way to reach the largest numbers. We recommend utilizing at least three mediums simultaneously to reach a broad segment of the market. A very important key to successful marketing is referring to the CFHE web site for more information. A good professional web site is the heart of any good marketing campaign today and is

accessible “24-7”. The best way in which to tell the CFHE story is by producing a 50-minute TV show and within 50 minutes we will give a through overview of the concepts and programs CFHE offers.

Objectives

- Ads in newspapers and magazines
- Articles published in targeted newspapers and magazines
- Television commercials
- Radio commercials
- Create a professional informative web site for CFHE
- Use alternative methods through the web such as My Space, U Tube, and e-mail

Part Six

Media Phase I Year I

A. Phase I

1. Create logo to be used in all marketing materials
2. Create a professional web site
3. Write an article about CFHE for publication
4. Submit the article to as many publishers as possible
5. Create a programmed DVD to illustrate each of the programs
6. Hold one event/seminar.

A. Phase II

1. Create a newspaper/magazine ad and place in at least three publications
2. Write an article about the CFHE programs for publication
3. Create signage for events
4. Create a mailer and mail out
5. Create a TV commercial and place it
6. Create a radio commercial and place it
7. Create 50-minute TV show for PBS
8. Create an e-mail list and mail out once a month
9. Speak to as many educational groups as possible

B. Phase III

1. Create a newspaper/magazine ad and place in at least three publications
2. Write a promotional article for publication

3. Create and finalize 2 new mail-outs, one for the general public and one to be distributed in the school systems.
4. Update TV commercial
5. Produce a radio commercial
6. Speak to as many groups as possible professional and students
7. Create an e-mail list and mail out once a month
8. Create and build web site
9. Create an e-mail list of educators and mail out once a month
10. Send out DVD to the targeted educators
11. Speak to as many educator groups
12. Write an article to place in magazines and news papers

Part Seven

Phase I Budget

A. CFHE Budget Part 1

1. Logo design and file management	\$2,500
2. Web site hosting and updating	2,400
3. Web site design	5,000
4. Article construction and posting	1,000
5. Programmed DVD	15,000
6. Mailer and printing	6,000
7. Mailing and postage	<u>2,500</u>
	Sub Total \$34,400

B. CFHE Budget Part 2

1. Photography and video for 1 year documentation	\$50,000
2. Ad for newspaper and magazines design	500
3. Cost for ad space	10,000
4. Article for newspaper and magazines	500
5. Signage printing	300
6. Signage design	400
7. Produce 50-minute show to air on PBS	100,000
8. TV Commercial production	25,500
9. TV time on PBS	75,000
10. Radio Ad production	1,000
11. Radio air time	75,000
12. Ad and article placement	<u>2,500</u>
	Sub Total \$340,700

E-mail campaign to be implemented by Distinguished Advocates

C. Event /Seminar Budget

1. Photography	\$ 4,000
2. Ad for newspaper and magazine design	500
3. Cost per newspaper ad space	3,500
4. Food	25,000
5. Room	15,000
6. Update PSA for TV	500
7. Produce radio PSA	1,000
8. Decorations	<u>2,500</u>
	Sub TOTAL <u>\$52,000</u>
	Total \$427,000
	Management fee 10% 42,700
	Total per year \$469,700
	Three year total \$1,409,000

Part Eight

Summary

CFHE has a wonderful story to tell which will change the course of education worldwide. The marketing plan is lined out primarily for year one with years two and three having similar budgets but not producing new media. The media pieces will be updated as needed in the following two years. Year two and three's specific budgets will be determined after the evaluation of year one. We believe, at this time, that year two and three will use the production budget of year one to buy more ad space and air time on TV and radio. We recommend adding at least two events in year two and three. In order for the implementation of our marketing plan to be as successful as it can be we need to utilize our army of Distinguished Advocates. Group e-mails for all programs need to be sent out once a month as a reminder to check the calendar on the web site. An e-mail list will need to be compiled. Our Distinguished Advocates will speak at multiple educational functions using the newly produced DVD and marketing materials. In Phase I we are producing most of the marketing pieces and since this is costly we are being very careful choosing placement. Placing our marketing materials with the best publications, TV and radio stations with the highest population reach in each category makes our choices. We will have more resources and money generated by our efforts in Phase I going into Phase II Year II, which is also a good time to evaluate our success and weaknesses in Phase I. After the evaluation of Phase I we will make decisions for expansion in media placement, revisions of marketing materials, and other resources to make improvements where needed. In Phase II we will have revenue generated from Phase I in order to help pay for media placement and marketing materials. Part of the revenue generated in Phase I will come from grants to off set the cost of production. .

Implementing the marketing plan for the wonderful programs CFHE offers, we believe will create substantial growth, within one year, in each of the programs.

Keena & Company Recommendations for PR

- Create articles for publication in community newspapers, and educator publications.
- Secure public appearances of CFHE representatives on radio, and TV.
- Provide live speakers and video presentations at various monthly meetings, such as, Chambers of Commerce, Lion's Clubs, Kiwanis, and educators meetings.
- Sponsor monthly educational events via Internet Pod Casting or live.
- Create postings on Community Bulletin Boards