



NEDP Marketing Resources

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NEDP Marketing – Agenda

- Print media
- Social media materials
- Graduate stories/Videos
- Affiliate logos
- PowerPoint content
- Hashtags
- Sample Competency - Home Hazards
- Community advertising
- Self-evaluation
- NEDP Scholarship

Print Media



- Posters
- Trifold
- Tear-off flyer



Looking for a different way to earn your high school diploma?
The National External Diploma Program® (NEDP)
could be right for you!

Have you ever:

- Opened a bank account?
- Interviewed for a job?
- Compared two different products?
- Owned or rented a home?
- Looked for information online?

Earn a high school diploma



NEDP's innovative approach.

Use the skills you've gained from life and work experience to demonstrate your reading, writing and math high school level skills.

Complete program in 6 to 12 months

This web-based program for adults and out-of-school youth offers flexibility to earn your diploma even if you are employed full time, enrolled in job training, or have other commitments.

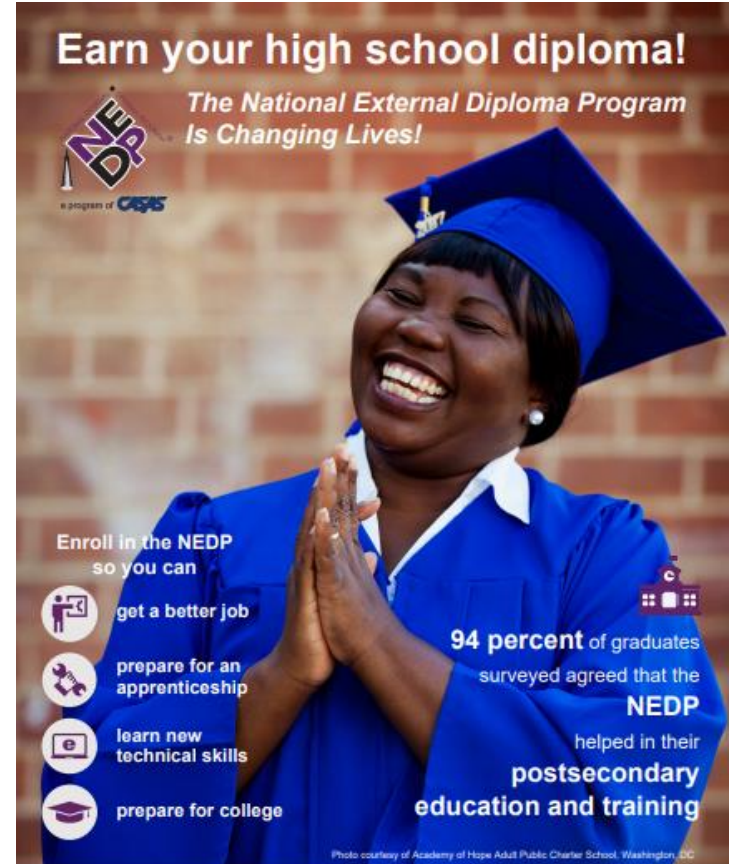
Talk To Your Advisor or Counselor Today About NEDP!

www.NEDP.org

Print Media



- Posters
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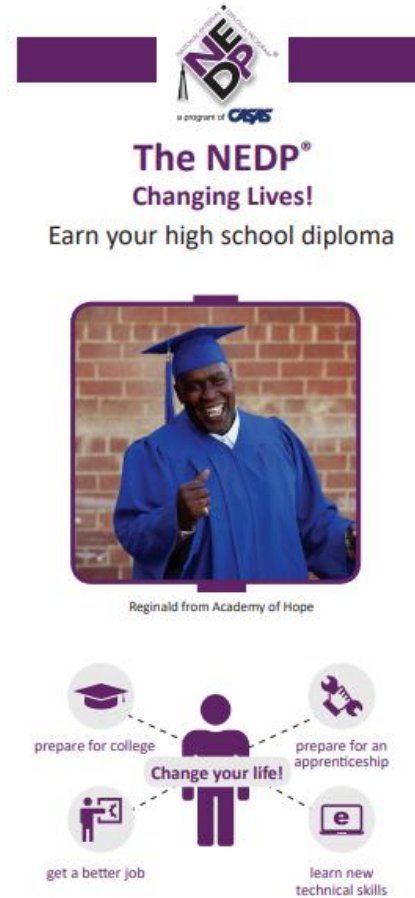


To change your life, contact:

#NEDP
#AdultEdu
#NEDPChangingLives

Print Media

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Print Media

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Print Media – Advertise Creatively!

- School offices classrooms, hallways, cafeteria
- Local libraries
- Community bulletin boards
- Grocery stores
- Unemployment offices
- Coffee shops
- Shopping centers
- DMV offices
- Laundromats
- Mass transit stops
- Day care centers

Social Media Materials

Graphics



of **NEDP graduates**
have met one or more goals:

- **employed**
- **attending college**
- **in a training program**

Social Media Materials

Graduate Quotes

What NEDP graduates are saying:



“I am so happy to finally walk down the graduation line. I am finally eligible for college and my dream is to become an RN. Thank you again, this was a life-changing opportunity!”



Social Media Materials

Inspirational quotes



Social Media Materials

Informational videos

- Have You Ever . . .
- With the NEDP, the World is Yours!
- Results of the NEDP
- Features of the NEDP
- Advancing Innovations Recognition
- Become an NEDP Provider



Social Media Materials



Social Media Materials



Social Media – Facebook

“Like” Facebook from your agency or personal Facebook page

- NEDP posts to Facebook weekly
 - Find us
 - “Like” us
 - “Share”

Social Media – Create your own

Best practices for creating engaging social media posts:

- Use a photo or image
- Tell stories about people
- Include accomplishments or milestones
- Evoke emotion
- Give the reader a reason to feel hopeful or motivated
- Keep posts short
- Post frequently

Social Media – Create Your Own

Suggestions for posts:

- Client/graduate pictures, videos, stories
- Agency news and schedules
- Staff and volunteer stories
- Orientation sessions
- Graduation ceremonies

Social Media as a Marketing Tool

Review your platforms with the following in mind:

- Is the link (Facebook, Twitter, and so on) on your website operational?
- Do you have a dedicated person in charge of managing social media?
- When is the last time you posted something?
- Have you “liked” other NEDP agencies and shared their stories?

Graduate Stories/Videos

- Graduate Stories on the NEDP website
- Graduate Testimonials on the NEDP website
- Graduate quotes on the NEDP Professionals page
- Graduate and Student Spotlight features in the NEDP News
- NEDP Professionals Video

Affiliate Logo



PowerPoint Presentations

NEDP Agency Outreach PowerPoint

- History
- Benefits/Advantages
- Comparison to HSE
- NEDP Skills
- Graphics
- Client profiles - demographics and successful skills
- WIOA Alignment
- Workforce Preparation activities

#Hashtags



- #NEDP
- #NEDPChangingLives
- #AdultEdu

Sample Competency

Home Hazards

Two packets:

- prospective clients
- marketing

Self-Evaluation

- Does CASAS have the correct contact information on the NEDP website for you?
Address/phone/website/email
- Does your agency have a website?
 - Is the NEDP information on it?
 - If someone is interested, will that contact information get them to where they need to go?
 - The more precise the web address, the better
 - Is the NEDP information clear, clean, and visually engaging?

Self-Evaluation

- Does your information include how prospective clients can learn more?
- Does using your search feature bring you directly to NEDP information?
- Include the video *NEDP Professionals Speak about the Program*
- Include the NEDP Trifold Brochure on your website. A version made specifically for computer viewing is on the NEDP Professionals page

Self-Evaluation

- Include stories of your graduates
- Be sure to use the NEDP Logo (Affiliate)
- Be sure that program references are to the NEDP® (National External Diploma Program), and not the EDP, or other iterations
- For inspiration, visit the websites of other NEDP agencies

Community Advertising

- Publications love good human-interest stories. Consider:
 - newspaper
 - city reader
 - community publications
- Do they offer any philanthropic or nonprofit advertising?

Community Advertising

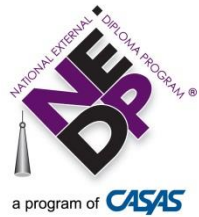
- Use free sources for advertising, such as:
 - local papers,
 - penny savers,
 - staff visits to PTA's and other parent school activities
 - agencies such as Rotary and Lions

NEDP Scholarship

NEDP® CHANGING LIVES Scholarship

- Two \$500 scholarships
- For tuition assistance to attend an accredited public or nonprofit postsecondary institution that offers a vocational certificate, associate's degree, or four-year degree (such as a community college, nonprofit vocational school or university)
- Completed July 1, 2020, to June 30, 2021
- Deadline midnight June 30, 2021

Where can you find the marketing collateral?



On the NEDP Professionals Page → Resources → Marketing



- [Competencies and Performance Indicators](#)
- [Marketing](#)
- [NEDP Presentations at Conferences](#)
- [Postsecondary and Training Institutions](#)
- [Research and Reports](#)
- [Sample Competency](#)
- [Scholarship](#)

What has worked for you?

- What has worked?
- What hasn't worked?
- What has surprised you?

Questions?



Thank You for Attending!



Good luck with your marketing campaigns!

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