

VERSION 1.1
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NDSEG MARKETING PLAN

SCIENCE AND ENGINEERING GRADUATE FELLOWSHIP PROGRAM

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SOLUTIONS THROUGH
INNOVATIVE TECHNOLOGIES, INC

Fairborn, OH 45324

NDSEG MARKETING PLAN

PLAN OVERVIEW

The National Defense Science and Engineering Graduate (NDSEG) Fellowship Program's task is to attract the best, brightest and diverse applicants within the S&T disciplines that complement the Department of Defense's (DoD) Air Force Office of Scientific Research (AFOSR), the Army Research Office (ARO), and the Office of Naval Research's (ONR) mission under the direction of the Director of Defense Research and Engineering (DDR&E). In understanding the needs of our government clients as well as the aspirations of the new generation of scientists and engineers, our goal with the marketing plan is to expand on the current communication efforts, while leveraging the marketing strategy to expand the pool of Subject Matter Experts(SMEs).

OBJECTIVE

1. To effectively market the NDSEG Fellowship Program to increase the level of exposure and to ensure diversity and program awareness.
 2. To attract highly qualified potential or current students pursuing doctoral degrees in DOD STEM related missions of importance.
 3. To attract SMEs from academia, government and industry science and technology community.
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TARGET AUDIENCE

Science, Technology, Engineering and Math (STEM) Students including freshman, sophomores, juniors and current seniors, baccalaureate graduates, and new graduate students continuing in the field. New STEM professionals interested in pursuing a PHD both in federal(defense and civilian) or private industry, and senior researchers looking to share their knowledge as SMEs.

TARGET CONTACT DEMOGRAPHICS

Parents, Students, Professors, Professional Associations, Social Media Followers, Government and Private Industry Employees

MESSAGE SUMMARY

Are you Interested in Pursuing a PHD, and not sure how to cover the cost, the NDSEG fellowship program will pay for up to four years, upon completing your Bachelor's degree, to pursue your PHD. In addition to tuition and mandatory fee payments, selected Fellows will also receive monthly stipend payments to offset the cost of living, and a health insurance allowance.

PROCESS

STI-Tec employs a variety of Marketing methods to target the appropriate audience. Listed below are several methods we will use to target both students and SMEs.

LISTSERVES

STI-TEC has created special email lists that target the top 100 STEM Colleges and Universities/colleges and universities that have leading programs in STEM fields, the Top 25, Historically Black Colleges and Universities, and a list of Tribal Colleges and Universities. Each list is comprised of Faculty Members for

each area of STEM, over fifty faculty members per school, in addition to contacts within career services.

STI-TEC also has memberships to STEM listservs on Google and Yahoo.

Annually STI-Tec will send announcements of the NDSEG program application period.

CAREER FAIRS

STI-TEC will target between five-ten career Fairs Annually. Five in the Fall and Five in the Spring, incorporating minority serving institutions, and schools that have programs relevant to the DoD mission.

COLLEGE AND UNVIERSITY WEBSITE LISTING

STI-TEC will work with colleges and universities to ensure we are linked on their websites for students, both the graduate school and the career center.

CONFERENCES

Several conferences cater to the disciplines of relevancy to the DoD programs. **STI-TEC will attend four conferences annually to promote NDSEG:** Society for Neuroscience, Materials Research Society Conference, National Society for Black Engineers (NSBE), American Physical Society, and American Chemical Society. American Society of Civil Engineers, Mexican American Engineering Society, Aerospace Conference.

SOCIAL MEDIA

STI-TEC would like to build on the current social media platforms provided by ASEE (if available), or create Social Media content branded specifically for NDSEG. Currently there are three venues for social media (Facebook, Twitter and Indeed), however, when sharing knowledge in reference to scholarship information social media such as Pinterest is absolutely necessary because it gets the parents involved, and keeps them updated and Instagram and YouTube appeal to the millennials. **STI-TEC will develop these platforms and automate announcements weekly by creating themed messages, and videos of program fellows.**

WEBINARS

Webinars are a cost-effective way of marketing NDSEG to colleges and university that we are unable to attend. **STI-Tec will establish five webinars annually.**

PSA ANNOUNCEMENTS

PSA announcements are a good in-expensive ways to announce to schools (with radio stations), cities, towns etc. about NDSEG. NDSEG will target areas that are the least knowledgeable about the NDSEG Fellowship Program. **PSA announcements will go out about one-month prior two the application period ending.**

GRADUATE NETWORK

STI-TEC will implement a Graduate network program to engage current program participants and include new participants as they are appointed. The goal of the Graduate program is to begin preparations for long term communication and hopefully prepare them to become Mentors, and SMEs.

STEM NETWORK

STI-TEC Program Manager is a member of Million Women Mentors (MWM) in STEM and STEM Connect. STI-TEC will leverage these resources to sit on panels with government and private Industry STEM resources to market the NDSEG Program.

EVENT FOLLOW-UP

PRE-EVENT FOLLOW-UP

1. Registration Check List
 - a. Complete Registration – considering the lowest cost
 - b. Ensure listing in Program Books, etc.
 - c. Travel, equipment planning
2. Announcements to students prior to Fair or Conference
 - a. Prior Outreach to ensure a successful event, brochures, announcements notices to departments, etc
 - b. Contact career services.
3. Brochures
4. Exhibits or Announcements Preparation (Tools to capture attendees)

POST-EVENT FOLLOW-UP

1. Measuring the Impact
 - a. Attendance: Career Fair, conference, Webinar
 - b. Capture Demographics
 - c. Monitoring applications and SME based on outreach
2. Communication Follow-up
 - a. Reaching out to contacts immediately following the event
 - b. Adding them to our talent network or list for future correspondence
 - c. Sending reminders when application open, or call for SMEs
3. Evaluation
 - a. Was it worth the cost/should we attend again, risk vs reward
 - b. What could we do better
 - c. Document information for reporting
4. Tools
 - a. Did they work properly, should we consider a different tools
 - b. Was the exhibit damaged, does it need to be replaced or
 - c. How many brochures are left, do we need to order more
 - d. Do we need additional or new tools

PROJECT PLAN

NECESSARY EVENT/ RESOURCES

| Resource | Reason | Estimated Cost |
|-------------------------|---|----------------|
| 2-Banner Stands | Designed to promote NDSEG at career fairs | \$150-\$400 |
| 2-8ft, or 10 Ft Display | Designed to promote NDSEG at Conferences | \$800-1200 |
| Brochure Cards (3000) | As Handout/Giveaways | \$800-1000 |

| Resource | Reason | Estimated Cost |
|-------------------|----------------------------|----------------------------|
| Hootsuite | Social Media Management | \$19/mth or \$228 annually |
| Table Cloth/Skirt | For exhibits | \$600.00 |
| Table and chairs | For exhibits (rental fees) | \$500/event or \$2,000 |

BUDGET

| Resource | Estimated Cost |
|-----------------------------|-----------------------|
| Event Resources | \$5,628 |
| Career Fairs | \$5,000 |
| Conferences | \$4,000 |
| GoTo Webinar | \$400 |
| Memberships | \$1,000 |
| Travel Cost | \$5,000 |
| Total Estimated cost | \$21,028 |

METRICS AND EXPECTATIONS

The goal of the marketing plan is to broaden the NDSEG exposure to the NATION in particular, the STEM Community. STI-TEC will provide metrics on all platforms referenced above.

The expectation is to provide a vast applicant pool and SME network.

APPROVAL

| Title | Name | Date 1 | Date 2 |
|--------------|----------------|---------------|---------------|
| COO | Charles Bowman | [Date 1] | [Date 2] |
| COR | Ellen Robinson | | |

