

# MARKETING PLAN



## SITE COORDINATORS



The key to making each Scrubs Camp a success is having students participate. Getting the word out about the camps and getting kids excited to attend is accomplished through effective marketing. Consider the following marketing efforts:

- **Direct Contact with Schools**

Direct contact with your participants' schools is imperative in the success of your camp. The more 'real' you can make your event, the more likely schools will be to allow students to attend. Personal visits, direct mailings, direct emails, etc. will help this effort. Remember to consider contact with principals, superintendents, counselors, teachers, etc. See below, "Emails", for links to contact information.

- **Counselors**

Your local school counselors can be a strong advocate as you market your camp. Solicit their input and assistance in reaching students. Provide them with posters, web addresses, morning announcement verbiage, etc. The more involved you can get with them, the more marketing efforts you can implement. See below, "Emails", for links to contact information.

- **ALL teachers, not just science, health, etc.**

Remember to get the word out to ALL teachers, not just science and health. For example, an English teacher may have students that he/she knows is interested in pursuing health careers. Your schools' websites should provide you access to teachers' emails. See below, "Emails", for links to contact information.

- **Emails**

Consider sending direct emails to guidance counselors and teachers (not just science teachers) in your catchment area. The press release or PSA that is located on the Scrubs Camps website under "Resources" is a good start. Customize these items for your camp and send to your potential participants' counselors and teachers. Specific school administration contacts may be found at <http://www.doe.sd.gov/ofm/edudir.aspx>. In addition, if you Google the schools you would like to reach, you should be

able to find direct email contacts for teachers within each respective school. This link, <http://www.k12.sd.us/web/schoolwebs.htm>, will also direct you to specific school websites. For those of you on the state email system, you may also find teacher emails in the global address book in your email.

- **PSAs/Press Releases**

A public service announcement and press release that can be crafted as camp-specific is located on the Scrubs Camps website under “Resources”. (Examples found on pages 8 and 9.) Customize this PSA and Press Release with your camp-specific information such as contact, date, time, agenda, etc. Deliver the press release to local newspapers. Be sure to include your catchment area as well as your own community publications. The PSA should be distributed to any local or nearby radio stations.

In addition, you may wish to provide the press release or PSA to the following:

- TV stations
- Local Cable Access Channels
- Radio and their websites
- South Dakota Public Radio
- School Newsletters
- School Announcements

- **Cable Television**

Many communities have a channel in their local cable line-up that will gladly post public service announcements. It may be called a Public Education & Government (PEG) channel, a Public Access channel, a Cable Access channel or a Classified Ad channel. If you are not aware of your local channel, check with your cable provider. Your provider will help you determine if your service area has a channel and what their posting requirements may be. In addition, many of these channels also have a corresponding website that may be willing to post your camp’s information.

- **Save-the-Date Cards**

Customize the save-the-date card and send at the end of the current school year as well as immediately after school starts in the fall. Consider sending to principals, counselors, teachers, etc. If you have the ability to send directly to students, feel free to do so. The save-the-date card is located on the Scrubs website under “Resources”. (Example found on page 10.) This card is designed for the “Avery 3263” template.

- **Hang Posters**

Posters in various sizes will be available on line on the Scrubs website under “Resources” as well as mailed to each site coordinator. Place posters where students gather. (Examples found on pages 11 and 12.)

- Theaters
- Libraries
- Lunch rooms
- Gyms
- Locker rooms
- School restrooms
- Community bulletin boards
- School offices

- **Social Marketing**

If your facility currently has Facebook or Twitter marketing campaigns, you may wish to incorporate your customized press release and other camp details.

If you do not currently have these capabilities, you may want to explore developing them. Each facility will have its own protocol to follow, but DOH can serve as a consultant if you choose to move forward in this area.

You may also want to consider involving others’ social marketing campaigns. For example, local schools, Sanford Research, local healthcare facilities, etc. They can promote your camp through their own individual social marketing efforts.

- **Business Cards with Website**

Consider creating a simple business card with the Scrubs Camps website and your camp information on it. A template that you may use is located on the Scrubs Camps website under “Resources”. (Example found on page 13.) Customize this document in Word and print on pre-packaged blank business cards. Distribute these cards to teachers, students, counselors, etc.

- **Chambers of Commerce**

Visit with your local Chamber of Commerce (as well as those in your catchment area). Many times they will have regular publications that you could use to promote your camp. They may also be willing to post your information on their website.

- **Sporting Events**

Consider an ad in your local high school team's program or an ad on their electronic scoreboard, if one is available.

- **HS Computer Student/AV Team**

Never underestimate the capabilities of your high school computer students or AV team! Solicit their help/input in promoting your camp. Often times, the instructor will incorporate your request into their lesson plans and allow students to do this type of work as a class assignment.

- **School Announcements**

Provide the customized press release or, better yet, a shortened version, to the school and request that it be read during the morning announcements. The PSA could also be used for this application.

- **School Websites**

Ask schools to put a link to your camp on their website.

- **School Emails**

Ask schools to directly email students with camp information.

- **School Reach**

Ask if a notification of your camp can go out on "School Reach", a telephone notification system for parents. Each school may have differing protocol regarding the usage of this tool, but it never hurts to ask!

- **SDMyLife**

Megan Lahr with the Department of Education has the capability of 'blasting' your camp information to students through SDMyLife. You can reach Megan via email at [megan.lahr@state.sd.us](mailto:megan.lahr@state.sd.us)

- **Parent/Teacher Conferences**

Work with the schools to provide your camp information via handouts at the fall parent/teacher conferences. You may want to consider the 8 ½ x 11 poster as your handout or the save-the-date card.

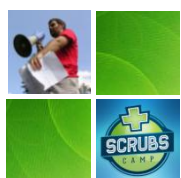
- **Community Calendars**

Most of the major television networks offer community calendars that will display your camp's information. They may also place the event on their associated website.

- **Science Center Newsletters**

Check with local science centers to determine if they provide a publication that you may advertise in. Use the press release or the newspaper ad to promote your specific camp.

## PROGRAM OFFICE



The Department of Health will coordinate marketing efforts from a global standpoint. Camps in general will be promoted through these efforts listed below. Specific camp marketing will be the responsibility of each local site coordinator.

- **Websites**

Information and links will be placed on the following websites.

- Department of Health (DOH)
- Department of Education (DOE)
- South Dakota Association of Healthcare Organizations (SDAHO)
- Area Health Education Center (AHEC)

- **PSAs/Press Releases (overall)**

A public service announcement will be provided and available online. DOH and DOE will use these tools to promote the camps in general. Please refer to page 3 of this document to determine how to most effectively utilize PSAs/Press Releases to promote your specific camp.

- **Conferences/Meetings**

DOH and DOE will continually promote Scrubs Camps in general at any opportunity that may present itself. Keep in mind that this effort addresses camps in general. Feel free to attend local opportunities to promote your camp specifically.

- **Newsletters**

Information and links will be incorporated into various state newsletters to include those prepared and distributed by the following:

- Department of Health

- Department of Education
  - South Dakota Association of Healthcare Organizations (SDAHO)
  - Area Health Education Center (AHEC)
- 
- **Emails**  
DOH and DOE will send statewide emails to appropriate contacts.
  
  - **Listserves**  
DOH and DOE will send general Scrubs information on any appropriate listserv currently maintained by both agencies.
  
  - **Associations**  
DOH and DOE will promote Scrubs Camps in general to appropriate associations. Two examples are:
    - SDEA
    - Associated School Boards

**For more information, contact the Department of Health at 605.773.3361.**



## PSA

Area high school students will have an opportunity to explore a variety of health career options during Scrubs Camp sponsored by *(insert hosting facility)* on *(insert date)* at *(insert location)*. Scrubs Camps are one-day learning experiences conducted at ten locations throughout the state. Campers will hear from healthcare professionals who will discuss their career. They will also be able to participate in exciting hands-on activities and receive personalized career guidance.

Scrubs Camps are designed for 9<sup>th</sup> through 12<sup>th</sup> grade high school students with an interest in the healthcare field. There is no charge to attend, lunch is provided at the camp and students will also receive a free scrubs shirt. Parents are also welcome to attend the camp with their participating student. Pre-registration for the camp is necessary. To register for the camp, visit [www.scrubscamps.sd.gov](http://www.scrubscamps.sd.gov).

For more information contact *(insert local contact name and phone number)*.





## News Release

Contact: \_\_\_\_\_ *(Insert local contact name, phone number and email address)*

### FOR IMMEDIATE RELEASE

\_\_\_\_\_ *(insert host name)* to host Scrubs Camp on \_\_\_\_\_ *(insert date)*

***(insert community), SD (insert date)*** — Area high school students will have an opportunity to explore a variety of health career options during Scrubs Camp. Scrubs Camps are one-day learning experiences conducted at ten locations throughout the state. Campers will hear from healthcare professionals who will discuss what they do and how they got into their chosen career field. They will also be able to participate in exciting hands-on activities and receive personalized career guidance plans.

Scrubs Camps are designed for 9<sup>th</sup> through 12<sup>th</sup> grade high school students with an interest in the healthcare field. There is no charge to attend, lunch is provided at the camp and students will also receive a free scrub shirt. Parents are also welcome to attend the camp with their participating student. Scrubs Camp will be held on *(insert date)* at *(insert location)*. Pre-registration for the camp is necessary. To register for the camp, visit the link below.

One of the most pressing issues facing the healthcare industry today is the critical need for healthcare providers. This is especially true for South Dakota. In the coming years, thousands of additional healthcare workers will be needed in South Dakota. Scrubs Camps were designed to encourage students in South Dakota to consider pursuing a career in healthcare.

The Scrubs Camps are made possible through the collaborative effort of the South Dakota Department of Education Office of Curriculum, Career and Technical Education and South Dakota Department of Health Office of Rural Health. For more information visit [www.scrubscamps.sd.gov](http://www.scrubscamps.sd.gov) or contact the Department of Health at 605.773.3361.



**HEALTH  
CAREER  
EXPLORATION  
FOR  
HIGH  
SCHOOLERS**

## SAVE THE DATE

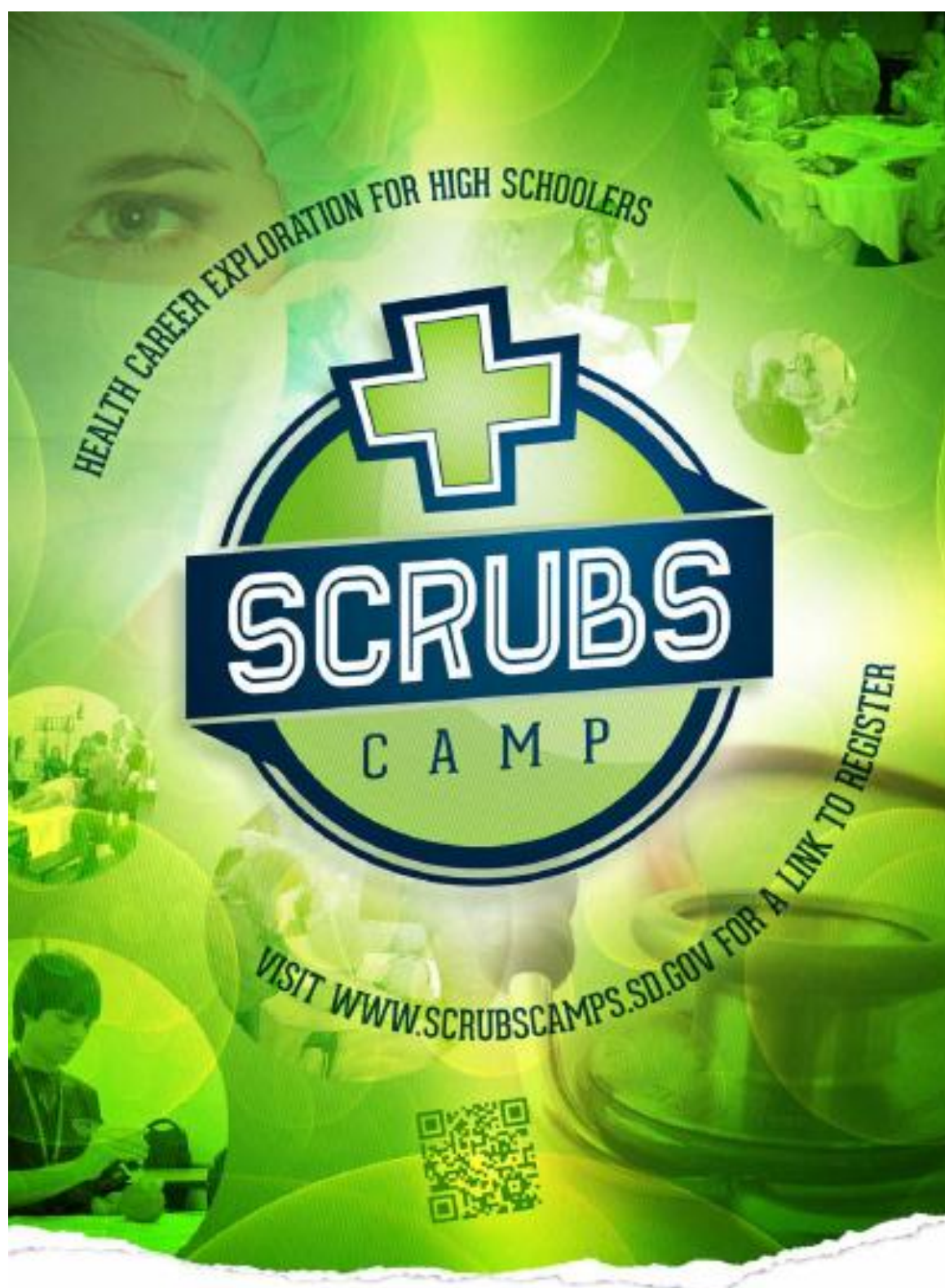
Camp Date:

Start Time:

Location

Contact:

Visit [www.scrubscamps.sd.gov](http://www.scrubscamps.sd.gov)  
to register for a camp near you!



WHERE:

WHEN:

FOR MORE INFORMATION, CONTACT

AT

OR:



**HEALTH  
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FOR  
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VISIT [WWW.SCRUBSCAMPS.SD.GOV](http://WWW.SCRUBSCAMPS.SD.GOV) FOR A LINK TO REGISTER

WHERE:

WHEN:

FOR MORE INFORMATION, CONTACT: \_\_\_\_\_ AT: \_\_\_\_\_ OR: \_\_\_\_\_





DATE:

TIME:

LOCATION:

CONTACT:

[www.scrubscamps.sd.gov](http://www.scrubscamps.sd.gov)