Waterloo Schools Career Counseling
Promotion Plan

Purpose: Spread the word about counselors being available all summer to support students' college and career planning.

Timeline: May-June 2021

Promotion:

- Postcards mailed to all 8-12th grade households
- Magnets (attached to postcard)
- Social media ads (paid boost on FB/Twitter)
- Radio commercials
- Text/email to families
- Email to students
- Newspaper ad
- Video (YouTube channel, cable channel & social media)
- Website scrolling screen
- Website banner with link to postcard info

POSTCARD WORDING:

Attention all Waterloo Schools high school students:

Do you have a college or career plan in place?

Career counselors are available all summer to help you answer YES!

Call 319-433-2066 to schedule a virtual or in-person appointment.

MAGNET:

WATERLOO SCHOOLS CAREER COUNSELING (logo?)

CALL 319-433-2066

PHONE, VIRTUAL OR IN-PERSON
APPOINTMENTS AVAILABLE
FOR HIGH SCHOOL STUDENTS
YEAR-ROUND
Waterloo Community Schools Career Counseling Campaign

Courier advertising

MAY $1,500.00
- 5-16 SUNDAY QUARTER PAGE AD Full Color (4.889” wide x 9.5” tall)
- 5-18 TUESDAY PULSE QUARTER PAGE AD Full Color (4.889” wide x 9.5” tall)
- 5-23 SUNDAY STRIP AD Full Color (9.889” wide x 2” tall)
- 5-30 SUNDAY CV HOME AND GARDEN Full Color (8” wide x 5” tall)
- DIGITAL REVEAL DIGITAL AD design an ad at the 1080x600 size and we will add video to the reveal ad
- FEBRUARY CONNECTIVE TV - VIDEO AND Landing page we have

Subscribers

Sunday's ad 15,500 subscribers and 38,750 readers
Tuesday Pulse 56,295 subscribers
Sunday Strip ad 15,500 subscribers and 38,750 readers- High impact High visibility
Business Monthly 5700 Direct Mailed B2B and Chamber Members (magazines 4.5 readers per piece est - 25,650 readers)
Cedar Valley Home and Garden 15,500 inserted Sunday Courier and 6,000 rack distribution with digital component
Digital reveal ad 10,000 impressions
Connective TV 8,333 impressions

Woolverton Printing Co

Career Counseling Center Postcards
5 x 8 postcard
Magnet size 3.5 x 4 peel off magnet
Quantity 4,500
$1,850.00 printing cost
# Purchase Order

**BILL TO:**
WATERLOO COMMUNITY SCHOOL DISTRICT  
ATTN: ACCOUNTS PAYABLE  
1516 WASHINGTON STREET  
WATERLOO, IA 50702  
(319) 433-1800

**PO#** 21001967  
**DATE:** 05/03/21  
**PAGE NO:** 1 of 1

**SHIP TO:** EDUCATIONAL SERVICE CENTER  
1516 WASHINGTON ST.  
WATERLOO IA 50702-0000

**CONTACT:** LArmstrong  
(319) 433-1804  
**SITE:** SUPERINTENDENT/BOARD OF ED

**SPECIAL INSTRUCTIONS:**

<table>
<thead>
<tr>
<th>QTY</th>
<th>UOM</th>
<th>DESCRIPTION</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00</td>
<td></td>
<td>Career Counseling Center Postcard</td>
<td>1,850.0000</td>
<td>1,850.00</td>
</tr>
</tbody>
</table>

**TOTAL:**  
1,850.00

*For Waterloo Community School District use only*  
1-10-9026-2322-000-0000-0614-0000  
1,850.00

---

This merchandise is for the use of a public non-profit educational institution. Our sales tax exemption is provided by the State Law of Iowa, Chapter 422.45.  

*Authorized by:* [Signature]
Attention all Waterloo Schools high school students:

Do you have a college or career plan in place?

Career counseling is available all summer to help you answer YES!

Call 319-433-CCC1 (319-433-2221)
or email ccc@waterlooschools.org
to schedule a virtual or in-person appointment.
Attention all Waterloo Schools high school students!

CALL 319-433-CCGI
ccc@waterlooschools.org
(319-433-2221) or email

Phone, virtual or in-person appointments available for high school students & families.

June 4 - July 2, 2021
August 2 - 16, 2021

open:

Hours: Monday, Wednesday; Friday, 8am-2pm
Tuesday, Thursday: 10am-4pm
Attention all Waterloo School high school students!
Do you have a college or career plan in place?
Career Counseling is available all summer to help you answer YES!
Call 319-433-CCC1 (319-433-2221) or email ccc@waterlooschools.org
Phone, virtual or in-person appointments available for high school students & families.

SUMMER HOURS:
June 4-July 2, August 2-August 16 (MWF 8am-2pm, Tues. & Thurs. 10am-4pm)

People reached: 2,141
Engagements: 29
Distribution score: -1.8x lower
Attention all Waterloo School high school students!
Do you have a college or career plan in place?
Career Counseling is available all summer to help you answer YES!
Call 319-433-CCC1 (319-433-2221) or email ccc@waterlooschools.org.
Phone, virtual or in-person appointments available for high school students & families.
SUMMER HOURS:
June 4-July 2, August 2-August 16 (MWF 8am-2pm, Tues. & Thurs. 10am-4pm)
Attention all Waterloo School high school students!

Do you have a college or career plan in place?

Career Counseling is available all summer to help you answer YES!
Call 319-433-CCC1 (319-433-2221) or email ccc@waterlooschools.org

Phone, virtual or in-person appointments available for high school students & families.

SUMMER HOURS:
June 4-July 2, August 2-August 16 (MWF 8am-2pm, Tues. & Thurs. 10am-4pm)
Attention all Waterloo Schools high school students!

Do you have a college or career plan in place?
Career Counseling is available all summer to help you answer YES!
CALL 319-433-CCC1 or email ccc@waterlooschools.org.

**tweet**: Waterloo Schools @WaterlooSchools - Jun 1, 2021
Attention all Waterloo School high school students!
Do you have a college or career plan in place?
Career Counseling is available all summer to help you answer YES!
Call 319-433-CCC1 or email ccc@waterlooschools.org.
Career Counseling Message

Attention all Waterloo School high school students!

Do you have a college or career plan in place?

Career Counseling is available all summer to help you answer YES!
Call 319-433-CCC1 (319-433-2221) or email ccc@waterlooschools.org

Phone, virtual or in-person appointments available for high school students & families.

SUMMER HOURS:
June 4-July 2, August 2-August 16 (MWF 8am-2pm, Tues. & Thurs. 10am-4pm)

Attention all Waterloo Schools high school students!

Do you have a college or career plan in place?
Career counseling available at career.ccc@waterlooschools.org

CLOSE
<table>
<thead>
<tr>
<th>Type</th>
<th>Message Title</th>
<th>Delivery Date</th>
<th>Recipients</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sent</td>
<td>Career Counseling Message</td>
<td>11 August 2021 4:30PM (CT)</td>
<td>4,015</td>
<td>Completed</td>
</tr>
<tr>
<td></td>
<td>Career Counseling Message</td>
<td>26 July 2021 6:15PM (CT)</td>
<td>3,986</td>
<td>Completed</td>
</tr>
<tr>
<td></td>
<td>Career Counseling Message</td>
<td>30 June 2021 6:15PM (CT)</td>
<td>3,990</td>
<td>Completed</td>
</tr>
<tr>
<td></td>
<td>Career Counseling Message</td>
<td>2 June 2021 6:15PM (CT)</td>
<td>3,602</td>
<td>Completed</td>
</tr>
<tr>
<td></td>
<td>Career Counseling Message</td>
<td>14 May 2021 6:15PM (CT)</td>
<td>3,602</td>
<td>Completed</td>
</tr>
</tbody>
</table>
Delivery Results

Title: Career Counseling Message
Message Type: Outreach
Site: WATERLOO COMMUNITY SCHOOL DISTRICT
Scheduled By: KATRINA HEMANN
Send Time: 11 August 2021 4:30PM (CT)
Email Completed: 11 August 2021 4:31PM (CT)
Selected Contacts: 4,015
Languages: English*, Spanish, Bengali

Device Deliveries
93% (3,552)

Detailed Delivery Results

Select all
- Email
  - Email Opted-Out: 91
  - Delivery Error: 4
  - Invalid Email Address: 140
  - Flagged as SPAM: 2
  - Mailbox Full: 10
  - Email Delivered: 3,552
Attention all Waterloo Schools high school students:

Do you have a college or career plan in place?

Career counseling is available all summer to help you answer YES!

Call 319-433-CCC1 (319-433-2221) or email ccc@waterlooschools.org to schedule a virtual or in-person appointment.
Attention all Waterloo Schools high school students:

Do you have a college or career plan in place?

Career counseling is available all summer to help you answer YES!

Call 319-433-CCC1 (319-433-2221)
or email ccc@waterlooschools.org
to schedule a virtual or in-person appointment.
Attention all Waterloo Schools high school students:
Do you have a college or career plan in place?
Career counseling is available all summer to help you answer YES!
Schedule a virtual or in-person appointment.
319-433-CCC1 (319-433-2221) OR ccc@waterlooschools.org
Career Counseling is available all summer to help you answer YESS!

Do you have a college or career plan in place?

Attention all Waterloo Schools!
Attention all Waterloo Schools high school students!
Do you have a college or career plan in place?
Career counseling is available all summer to help you answer YES!

CALL 319-433-CCC1
(319-433-2221) or email
ccc@waterlooschools.org
Phone, virtual or in-person appointments available for high school students & families.

Digital Reveal AD
May