

# JOURNEY MAP

## PROCESS



A prospective student's journey can, and will, vary drastically based on his/her unique needs and situation. For that reason, it's important that we first work to narrow the service offering and target marketing demographics to study.



We review multiple sources of existing data, including, but not limited to, national trends, primary and secondary research reports provided by Barton, and your prospective student-facing communication and promotional pieces.

We also conduct up to six student interviews and lead members of your internal staff through a Journey Workshop. During the workshop, we'll discuss the physical and emotional experiences prospective students have during their journey, as well as the touchpoints they have with Barton as they walk the path.

And finally, we walk the students' path. We want to see what they see during their journey.



We synthesize the key insights collected in Phase 2 into a visual description of the student journey. Your map shows students' behaviors, thoughts and feeling as they travel through each stage of the journey. Touchpoints, communication channels and opportunities are also defined on the map.



We recommend you circulate your map far and wide – present it at meetings, print it large and post it where it will get attention. Use your map as a tool to impact decision-making across Barton Community College.



## WHY AN ONLINE SURVEY?

An online survey allows you to quickly and easily collect a lot of data in an efficient, cost-effective manner. Participants are able to respond at their convenience, and the automated data collection means a smaller possibility of errors. We'll also have the ability to track participants and easily follow up with those who haven't responded within a reasonable amount of time.

There are three steps to conducting an online survey.

### STEP ONE: DEVELOPMENT

AMPERAGE will work with you to develop an online survey instrument, with the goal of keeping participants' time commitment to five minutes or less. The survey will have three slight variations in order to target new students, prospective students who inquired but did not enroll and non-returning students. The survey will include an identifying question at the beginning to ensure participants are given the correct set of questions.

The surveys will be designed to capture data more numeric in nature by asking multiple choice, true/false and rating/ranking questions. On average, respondents can complete five closed-ended questions per minute.

Once the surveys are approved, AMPERAGE will program the survey online and test it before deployment.

### STEP TWO: RECRUIT AND COLLECT DATA

Recruitment will be conducted online, using three lists provided by Barton Community College:

1. New students (preferably freshmen)
2. Prospective students who inquired but did not enroll in the last 12 months
3. Non-returning students within the last 12 months

At project launch, an email invitation containing the online survey link will be sent to the list. AMPERAGE will follow up with recipients who don't respond within a reasonable amount of time, generally two-to-three business days, with up to three reminder emails, if necessary.

The targeted number of responses will be determined based on the number of contacts provided. With that said, survey response rates in the 5% to 20% are typical, though we will work to collect as many responses as possible.

We strongly recommend offering participants a \$5 gift card incentive to boost participation rates. We can set a limit on the number of incentives offered to help control costs.

### STEP THREE: THE REPORT

Upon completion of the survey and analysis, AMPERAGE will prepare and deliver a comprehensive written report detailing the question-by-question results and providing actionable recommendations and insights. AMPERAGE will present the research findings virtually.

# CAMPAIGN PLAN

## SCOPE OF WORK\_

The following scope of work details what is included in your campaign plan.

### INTAKE

AMPERAGE will meet with your team virtually to determine the specific goal for the plan, discuss your market and competition, and review current assets and efforts as they relate to the identified goal.

### THEME & CONCEPT DEVELOPMENT

Based on your input during the intake meeting, online survey and journey map, AMPERAGE will develop theme and concept ideas.

### PLAN DEVELOPMENT

In this stage, the AMPERAGE team works to develop a PowerPoint presentation that details your campaign plan, including messaging and creative concepts, strategies and tactics, timeline and budget.

### PRESENTATION

AMPERAGE will present the completed campaign plan to your team virtually. This presentation takes

around one hour to complete. It may take longer depending on questions and comments from the group.

### REVISIONS

Once we have presented your plan, you have the opportunity to request changes according to your organization's needs. This proposal includes one round of revisions; additional revisions will be billed at AMPERAGE's standard rate of \$130 per hour.

### FINALIZE PLAN

After you have approved the plan, AMPERAGE will provide the final version electronically for distribution to other staff and stakeholders as you see fit.

### IMPLEMENT PLAN

Once complete, your plan is yours to use as you see fit. AMPERAGE is available to assist with implementation of any elements of the plan, and the pricing included will give you guidance to make those decisions.