

Fellows/USA FY 2011 Marketing Plan

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I. Purpose and Mission

The Fellows/USA program exists:

- To establish and maintain strong partnerships with universities across America;
- To facilitate graduate school opportunities for RPCVs;
- To serve as a recruitment incentive for U.S. citizens considering Volunteering for the Peace Corps; and
- To promote the Peace Corps third goal of creating a better understanding of foreign peoples on the part of Americans.

II. Situation Analysis

Strengths and Weaknesses

In many ways, Fellows/USA's greatest advantage is also its greatest weakness. As part of the Peace Corps, we enjoy the goodwill, reputation, and market recognition of the Peace Corps brand. At the same time, in an agency whose primary activities focus on recruiting Volunteers and supporting Volunteers in the field, our own department's goals are not always organizational top priorities.

In addition, as an office within the Peace Corps and as part of a federal agency, there are certain parameters we must adhere to. We cannot, for example launch our own social media sites or our own web pages for a particular initiative or project. Language and tactics for our marketing activities must often be vetted through the Peace Corps office of communications or even the general counsel's office.

Our budget is limited to covering only those products currently in our portfolio. At the same time, it is important to be aware of the fact that the Peace Corps has set a goal to increase significantly the number of Volunteers in the field and that the Fellows/USA program is also constantly taking on new partners. Besides, a tight budget, an additional constraint is the amount of staff time available (less than one FTE) to dedicate solely to marketing efforts.

Description of Products and Activities

A strength we enjoy is an established portfolio of marketing products and activities which we undertake yearly:

Product/Activity	Description and Audience
(Ongoing)	
Web pages, including video, newsletters, and directory of participating universities, maintained on the Peace Corps website	Visitors to Peace Corps website (not all with a specific interest in Fellows/USA)
25 th anniversary web pages, maintained on the Peace Corps website	Visitors to Peace Corps website (most with a specific interest in Fellows/USA). <i>These pages will be converted into a permanent website feature in FY 2011.</i>
Biweekly meetings with the PASs in the regional recruiting offices	PASs
Directory of Participating Universities: ..\..\Fellows-USA\Directories	PDF file posted to website primarily for Volunteer community interested in participating in Fellows.
Fellows/USA Invitation Kit Insert: (Fellows/USA Program Fact Sheet): ..\..\Fellows-USA\Kit Inserts\Invitation Kits	Printed version of Fellows/USA Program Fact Sheet for individuals receiving invitation kits. <i>Placement anticipates distributing 6,500 copies in FY11.</i>
Mid-Service Flyer: ..\..\Fellows-USA\Mid-service Flyer\2009\Mid-Service Flyer Draft 10-28-2009.pdf	Printed, 2-sided B&W flyer mailed monthly to mid-service Volunteers. Approximately 4,000 sent yearly. <i>To grow to approximate 5,500 distributed yearly.</i>
RVS Close of Service Kit (Fellows/USA Program Fact Sheet): (link above)	Electronic F/USA Program Fact Sheet (above) disseminated in COS kits by RVS. Approximately 4,000 distributed yearly, <i>to grow to approximately 5,500 yearly.</i>
Close of Service Postcard: ..\..\Fellows-USA\COS postcard	Approximately 4,000 sent yearly to Volunteers closing service. <i>To grow to approximately 5,500 distributed yearly.</i>
(Three Times Yearly)	
Three RVS conferences per year. Documents distributed: 1. Power Point Presentation for Volunteer Conferences: S:\VRS\VRS_DP_OUP\Fellows-USA\COS Power Point\Fellows-USA PowerPoint.pdf 2. Fellows/USA Program Fact Sheet: (link above) 3. Programs by Sector: S:\VRS\VRS_DP_OUP\Fellows-USA\Partners\Current\Schools by Program.xls 4. General Information Sheet:	Approximately 1,500 RPCVs total. Photocopied hand-outs of listed documents.

S:\VRS\VRS_DP_OUP\Fellows-USA\Fellows USA General Information.doc (continued on next page) (continued from previous page) 5. Directory of Participating Universities: ..\..\Fellows-USA\Directories\dp_oup_FUSA_directory_by_region_07-14-2010.pdf	
(Twice Yearly)	
Biannual electronic newsletter, <i>fellows</i> : ..\..\Fellows-USA\Newsletter	University coordinators, contributors, PC office of Congressional relations, program coordinators, RPCV groups for mentioned countries, PASs
(Yearly)	
Yearly coordinators' conference	University coordinators for current programs
Annual invitation to universities to submit proposals to join the Fellows/USA program	University administrators
Fellows/USA Video	Approximately 450 copies distributed annually to: Country posts, recruiting offices (@10 each), university coordinators, and for <i>ad hoc</i> requests.
Recruitment Resources CD	Distributed at yearly coordinators' conference
(Occasionally)	
Occasional articles and announcements published in the RVS newsletter, <i>Hotline</i>	Volunteers approaching COS and RPCVs who have closed service in past 2 years (approximately 6,666 individuals)
Regular national press releases when a new program is added	General public
Occasional national press releases for other events	General public
Fellows/USA Program Fact Sheet (link above)	Distributed on an <i>ad hoc</i> basis electronically, also, as noted above, distributed by RVS in COS Kit and by Placement in the Invitation Kit.
2-Page Flyer: (University Programs Overview)	Maintained and distributed by Communications. Used by RROs.
Program webinars	Offered on an <i>ad hoc</i> basis in conjunction with RVS to new recruiters and in-country staff.

III. Target Markets

Fellows/USA has several target markets:

- 1) Universities already belonging to the Fellows/USA program with whom we wish to maintain strong ties and to whom we wish to provide exemplary service.
- 2) Universities that may wish to join the Fellows/USA program. These should include not only universities with existing strong ties to the Peace Corps, but also a new generation of schools serving minority and ethnically diverse students. In terms of specific degrees of study, Fellows/USA is also interested in expanding our offerings into additional academic areas such as medicine and law.
- 3) Prospective graduate students who may wish to apply to Fellows/USA programs. These may include people interested in Volunteering for the Peace Corps, current Volunteers, and RPCVs of all ages.
- 4) Fellows/USA also has an internal target audience, the other offices and divisions within the Peace Corps, with whom we wish to cooperate in our marketing efforts.

IV. Goals

Fellows/USA marketing goals are to:

- Increase awareness of our program among potential Fellows.
- Increase awareness of our program among potential university partners.
- Support university partners in their own marketing of the Fellows/USA program.
- Raise our visibility within the Peace Corps and partner with other offices and divisions.

VI. Marketing Strategies and Implementation Tactics

Due to our fixed budget and fixed human resources, Fellows/USA must concentrate on maintaining the products and activities we already deliver. To some extent, there is also the possibility to branch out into areas of marketing that are free and non-labor intensive, specifically, via social media and earned media (regional press releases).

This plan recommends undertaking the following activities in FY 2011:

Activities and Products to Maintain

Ongoing activities and products detailed in Section II above should be maintained; specifically:

Close of Service postcard
Coordinator's conference
fellows newsletter

Fellows/USA program fact sheet
Invitation to Participate
Mid-Service flyer
Monthly mailing to posts
Online directory of participating universities
PAS teleconferences
Peace Corps web pages
Press releases, ad hoc
Press releases, new schools
Recruitment video
RVS conference participation
Two-sided flyer
Web pages, Peace Corps website
Webinars

New Activities to Undertake

Besides pursuing our ongoing marketing strategies outlined in above, Fellows/USA will undertake the following activities:

a) Fellows Web Pages

Update current "Fellows in the Community" pages with fresh stories and photos about Fellows semi-annually.

b) 25th Anniversary

Unveil new pages in Fall 2010 newsletter. Invite RPCV groups to invite their Fellows to submit stories and photos. Invite newsletter readers to order free copies of anniversary poster.

c) Coordinator's Conference

In our yearly marketing workshop, focus on opportunities for schools to market through Fellows/USA: Discuss the types of news items which are newsworthy; invite submissions for social media.

d) *Hotline*

Increase the number of articles and announcements written for *Hotline*.

e) Earned Media

Fellows has not met with success in pitching press release stories to Communications. An alternative strategy is to pitch stories about our Fellows to PASs for regional releases.

f) Social Media

Encourage universities to submit stories suitable for social media to Fellows; in turn, pitch these to Communications. Encourage universities and Fellows to create social media pages and publicize these via *fellows* newsletter and, when possible, via Communications.

g) RPCV Update

Post regular notices in this new electronic publication.

Activities to Consider

Fellows/USA documents do not currently adhere to a unified style guide. In the coming year, it may be advisable to redesign Fellows/USA documents in order to:

- Impart specific messaging
- Incorporate uniformly recognizable fonts, design elements and color schemes
- Create versatile, attractive documents which can be photocopied or printed in different color formats (4-color, 2-color and B&W)

This design could be undertaken in-house, and new versions of documents could be introduced as stocks are replenished.

To give one example, the Program Fact Sheet is distributed at various occasions throughout the year, often to the same audience. This product presents an opportunity to tell and re-tell the Fellows story in a personal, engaging and memorable manner.

Sample complementary versions of Program Fact Sheet (2 color):

[Mock-Up Documents\Program Fact Sheet version 1.pdf](#)

[Mock-Up Documents\Program Fact Sheet version 2.pdf](#)

[Mock-Up Documents\Program Fact Sheet version 3.pdf](#)

Appendix. Budget and Inventory Summary (As of July 30, 2010)

Product	Notes/Costs
OUP 2-Sided Flyer	3,200 copies in SOC inventory. Copies for Placement funded by OPE. Placement needs 6,500 copies in FY11. RVS distribution will grow to approximately 5,500 annually.
Mid-Service Flyer	In 2009, Fellows paid \$1,066 for 8,000 copies. Distribution to grow to approximately 5,500 copies yearly.
Close of Service Postcard	2,406 copies in SOC inventory. In 2009, Fellows paid \$359 for 5,000 copies. Distribution to grow to approximately 5,500 copies yearly.
RVS conferences photocopying: 1. Power Point Presentation for Volunteer Conferences 2. Programs by Sector 3. Fellows/USA Program Fact Sheet 4. General Information Sheet 5. Directory of Participating Universities	Photocopying costs absorbed by PE budget.
Biannual electronic newsletter, <i>fellows</i> : ..\..\Fellows-USA\Newsletter	A mass mailing subscription service capable of handling 5,000 emails would cost \$600 per year. Handling 10,000 emails would cost \$900 per year. (Constant Contact)

Fellows/USA Video	95 copies in stock at F/USA. Disc Makers quoted \$500.75 to produce 225 copies.
Program Webinars	
Fellows/USA Fact-Sheet for Placement	6,500 copies needed at SOC.