



CLIENT SUCCESS STORIES

Client:

College Success Foundation/College Bound Scholarship

The non-profit College Success Foundation (CSF) evolved from former Governor Gary Locke's 2020 Commission of the Future of Post-Secondary Education. In a climate where one-third of the state's 900,000 K-12 students are on free or reduced lunches, and where 17% of public high school students do not graduate, the vision set forth by Bob Craves and Ann Ramsay-Jenkins was to encourage scholarship philanthropy, and to significantly change the opportunity structure for disadvantaged students and their families.

Challenge:

With a deadline of June 30 looming to sign up 36,000 students for that school year's College Bound Scholarship, as of January 1, CSF had only signed up 8,000 students. Primary reasons for the lag were:

- Lack of awareness about the scholarship
- Questions about legitimacy of the scholarship
- Few opportunities for students to sign up for the scholarship.

Approach:

Our team worked hand-in-hand with the College Success Foundation to promote the College Bound Scholarship program aimed at low income 7th and 8th grade students across the state. We needed to quickly educate students, their parents, and educators about the program to encourage students to sign up for the program. To do so, we used a variety of communication vehicles to reach diverse communities and key audiences including:

- Community sign-up events
- Stakeholder engagement – meetings with school administrators, counselors and teachers to educate influencers about the College Bound Scholarship
- Placement of news stories and op-eds
- Social media engagement including Facebook, YouTube contests and more
- Creation of a communications tool kit
- Media buy on Belo TV stations (KING, KREM, NW Cable News) for statewide PSAs.

Results:

The team helped College Success Foundation exceed its goal by 10,000 students – signing up 46,000 students across the state.