



KERN
C O U N T Y
Career Education
BUILD YOUR FUTURE

K-12 Strong Workforce Program

Regional Career Education Campaign | Kern County

INVITED

K-16 Educators

K-16 Communication Staff & PIOs

District Administrators

Community Partners

Watch the campaign video at:

<http://bit.ly/FinditBeitKern>

Campaign Fact Sheet

Tools - Resources - Professional Development

KERN COUNTY FIND IT. BE IT.

REGIONAL CAREER EDUCATION CAMPAIGN

This career education campaign is a systematic approach to marketing career education in Kern County as part of the K-12 Strong Workforce Program. Take your school's outreach efforts to new heights as a proud campaign partner. Watch the campaign video at <https://bit.ly/FinditBeit>.

CAMPAIGN ELEMENTS

- **Regional Campaign Website** generates awareness and interest from students and parents about career education opportunities and collects leads from interested students.
- **Professional Marketing Toolkit** gives schools customizable tools to use for career education promotion as a proud campaign partner. Includes infographics, industry fact sheets, a career education brochure, eMarketing templates, style guidelines, and much more.
- **Build Your Future Videos** provide an engaging overview of career education in the region in the most popular format for students and parents.
- **Interactive Career Education Brochure** lets counselors and student work together in-person or virtually to learn about programs and access resources!
- **Social Media & Digital** strategies to launch the campaign and target students and parents who are highly likely to engage in career education.
- **Career Expo Support** includes parent and student engagement tools for schools to use during end of school year events.
- **Professional Development** webinars and tools to build the capacity of regional stakeholders to engage students and parents in career education.



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*Office of Mary C. Barlow
...advocates for children*

FinditBeitKernCounty.org



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Timeline: What to Expect

August - October 2020

- Kick-off Webinar
- Schools work with FCM to update campaign website
- Campaign newsletter release - monthly

November 2020

- Campaign Materials Professional Development Webinar
- Marketing toolkit available
- Campaign newsletter release - monthly

December 2020

- Social Media Professional Development Webinar
- Campaign newsletter release - monthly
- Happy Holidays!

January-March 2021

- Recruitment Strategies Professional Development Webinar
- Awareness ad campaign launches
- Campaign videos released
- Leads start arriving at schools
- DRIP emails begin
- Campaign Newsletter Release - monthly
- Onboarding and coaching in lead follow-up - ongoing

April- May 2021

- Lead generation ad campaign launches
- Expo toolkit released
- Campaign newsletter release - monthly
- Onboarding and coaching in lead follow-up - ongoing
- Campaign wrap up



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Future**



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