



2023/2024

PUBLIC RELATIONS PLAN

TOGETHER FOR TOMORROW:
THE WAYNESBORO ELC
COMMUNITY INITIATIVE

By Kayla Canfield

NXT LVL COMMUNICATIONS | PREPARED FOR: WAYNESBORO EARLY LEARNING CENTER



NXT LVL Communications

Public Relations Plan

This public relations plan, prepared by Kayla Canfield has been developed exclusively for NXT LVL Communications.

Situation Statement

Waynesboro Early Learning Center has been providing dedicated service to the community and collaborating with First Start Partnership. However, the center has faced reputational challenges due to past incidents and negative online reviews. Although it presents a challenge, it also presents an opportunity to rebuild and repair the reputation of the center and position it as a leading authority on early childhood education. The proposed PR plan will focus on fortifying community relationships, emphasizing the center's educational commitment, and reimagining its role in the local community.

Objectives

Objective 1: Online Reputation Enhancement

Aim to boost the center's online reputation by significantly increasing the proportion of positive reviews on Google and Facebook to at least 60%, up from the current 35% by Q2 2024. This involves acquiring approximately 12 additional positive Google reviews and 8 positive Facebook reviews, while maintaining existing negative reviews. Additionally, prioritize establishing transparent communication channels to address past incidents and concerns.

- **Strategy:** Implement a comprehensive online branding and content strategy overhaul to strengthen the center's online presence.
- **Tactic(s):** **1)** Launch a redesigned, user-friendly website with consistent branding by end of 2023. **2)** Promote the center's safety measures (like key fobs for door access and security cameras) to ensure 95% of the parents are aware and satisfied with the safety protocols by Q2, 2024. **3)** Create a monthly content calendar for Facebook, focusing on success stories, staff achievements, and community involvement. **4)** Establish a bi-

weekly posting schedule by November 2023 to engage with existing families and potential enrollees consistently. **5)** Initiate an online feedback and response system to address and resolve any issues or complaints directly. **6)** Create a reward program where parents who leave positive reviews are entered into a monthly or quarterly drawing for prizes such as gift cards and/or tuition discounts. **7)** Utilize local online forums and social media platforms to actively gather and respond to customer reviews and feedback, aiming to enhance brand reputation and foster community engagement.

Objective 2: Strengthen Community Engagement

Increase attendance at community events hosted by the center from the current average of 5 events per year to 7-10 events per year by the end of 2024. This objective emphasizes the importance of early childhood education and the center's commitment to the community.

- **Strategy:** Foster stronger bonds with the local community through targeted events and programs.
- **Tactic(s):** **1)** Starting December 2023, organize monthly community events centered around major holidays, significant local occasions, community needs and an annual Education Week. **2)** Initiate collaborations with local businesses for the 'Healthy Kids, Healthy Futures Campaign. **3)** Launch 'Parents' Date Night' program in January 2024. **4)** Promote these initiatives through social media, local newspapers, and collaborations with community influencers. **5)** Utilize digital platforms to promote community events, ensuring greater reach and engagement through online community calendars and parenting groups.

Objective 3: Reinforce Educational Excellence

Elevate the center's educational programs, aiming for a 15% increase in program enrollments and a 90% satisfaction rate among parents regarding educational quality by the end of 2024.

- **Strategy:** Prioritize curriculum enhancement and continuous staff development.
- **Tactic(s):** **1)** Introduce bi-monthly training sessions for educators, focusing on modern teaching methodologies and childcare techniques. **2)** Implement a unique Charlotte Mason-inspired educational approach that leverages the center's spacious facilities and outdoor play area, setting the center apart from competitors and offering a one-of-a-kind learning experience for children. **3)** Regularly solicit feedback from parents and make iterative improvements to the curriculum based on feedback.

Objective 4: Boost Enrollments and Financial Health

Secure a 20% growth in student enrollments and explore at least three new sustainable funding avenues by the end of 2024.

- **Strategy:** Emphasize the center's unique offerings and foster a sense of trust among potential enrolling parents.

- **Tactic(s):1)** Promote the convenience of wrap-around care, partnerships, and specialized services. Use targeted campaigns and develop specialized marketing materials. **2)** Launch the "Enroll & Grow Together Referral Program," incentivizing current families to refer others. **3)** Connect with local businesses for mutual benefit and explore at least three sustainable funding avenues by Q4, 2024. Host an annual fundraiser, seeking local business sponsorships. **4)** Aim for at least five positive media features in local channels by the end of 2024, emphasizing center achievements. Set up a quarterly feedback system by December 2023, targeting feedback from 60% of associated parents by 2024's close, driving center improvements. **5)** Revamp and optimize PR efforts to leverage digital community-based platforms, ensuring that their messaging resonates with the changing media consumption patterns of the target audience.

Target Audience

Primary Audience

Parents Seeking Quality Childcare: Parents and guardians within the Waynesboro region aged 25-45, who value high-quality early childhood education and are actively seeking reputable childcare services. They are typically engaged on social media, especially platforms like Facebook, and rely on word-of-mouth and online reviews for decision-making.

Secondary Audience

Local Community Leaders and Influencers: Individuals or groups within Waynesboro who can sway public opinion and help foster community relations. They might include local bloggers, business leaders, educators, or figures with a substantial social media presence.

Tertiary Audience

Prospective Staff and Teachers: Individuals with a background in early childhood education, aged 20-50, who are looking for job opportunities. They value workplace stability, continuous learning, and a supportive environment.

Quaternary Audience

Current Families and Students: Families currently enrolled at the center. They hold significant influence as they can provide firsthand testimonials, word-of-mouth referrals, and online reviews.

Quinary Audience

Local Businesses and Potential Partners: Local businesses, neighboring schools, and community organizations that can collaborate with the center, offering mutual benefits and enhancing the educational experience for children. By targeting these audiences with tailored communication strategies that align with the above objectives, Waynesboro Early Learning Center can effectively rebuild its reputation, strengthen community ties, and achieve its mission and vision.

Strategy Statement

This PR plan's strategy is designed to strengthen the center's reputation as a leading institution for early childhood education by focusing on four key objectives: online reputation management, community engagement, educational excellence, and financial sustainability. The center will revamp its online presence to reflect its commitment to safety and responsive communication. Recognizing the evolving media landscape, there will be a strong focus on digital and social media platforms. These platforms will not only serve as a tool for reputation management but also as vital channels for engaging with the community. Social media will be utilized to showcase the center's success stories, engaging with parents consistently to enhance satisfaction and encourage positive feedback.

Community integration is key, and the center plans to expand its outreach through events and partnerships, emphasizing its dedication to children's health and education. These initiatives will also serve as platforms to exhibit the center's innovative educational programs and unique curriculum inspired by recognized methodologies, distinguishing it in the marketplace and attracting media attention. In addition to traditional outreach, the center will leverage digital media, including social media and online community forums, to deepen its community engagement. This will enhance the reach of center events and partnerships, connecting with a broader audience in a space where they are increasingly active. Utilizing these platforms will facilitate a more interactive and immediate connection with parents, community leaders, and potential staff, aligning with their current media consumption habits.

Educational excellence will be reinforced through continuous staff development and the adoption of a distinctive pedagogical approach that leverages the center's expansive learning environments. The center will actively engage parents in a feedback loop to continuously refine its educational offerings. To increase enrollments and improve financial health, the center will implement targeted marketing campaigns, incentivize referrals, and establish local business partnerships to open new funding avenues. The aim is to build a trustworthy relationship with current and prospective families, ensuring the center's growth and success.

This multi-faceted strategy aims to achieve the center's objectives and position it as a leader in nurturing children's potential while securing its financial and operational future. Amidst these efforts, the strategic use of digital and social media will play a pivotal role in building and maintaining the center's reputation and relationships within the community. This digital integration will not only enhance the center's visibility but also ensure their message is delivered effectively to all target audiences.

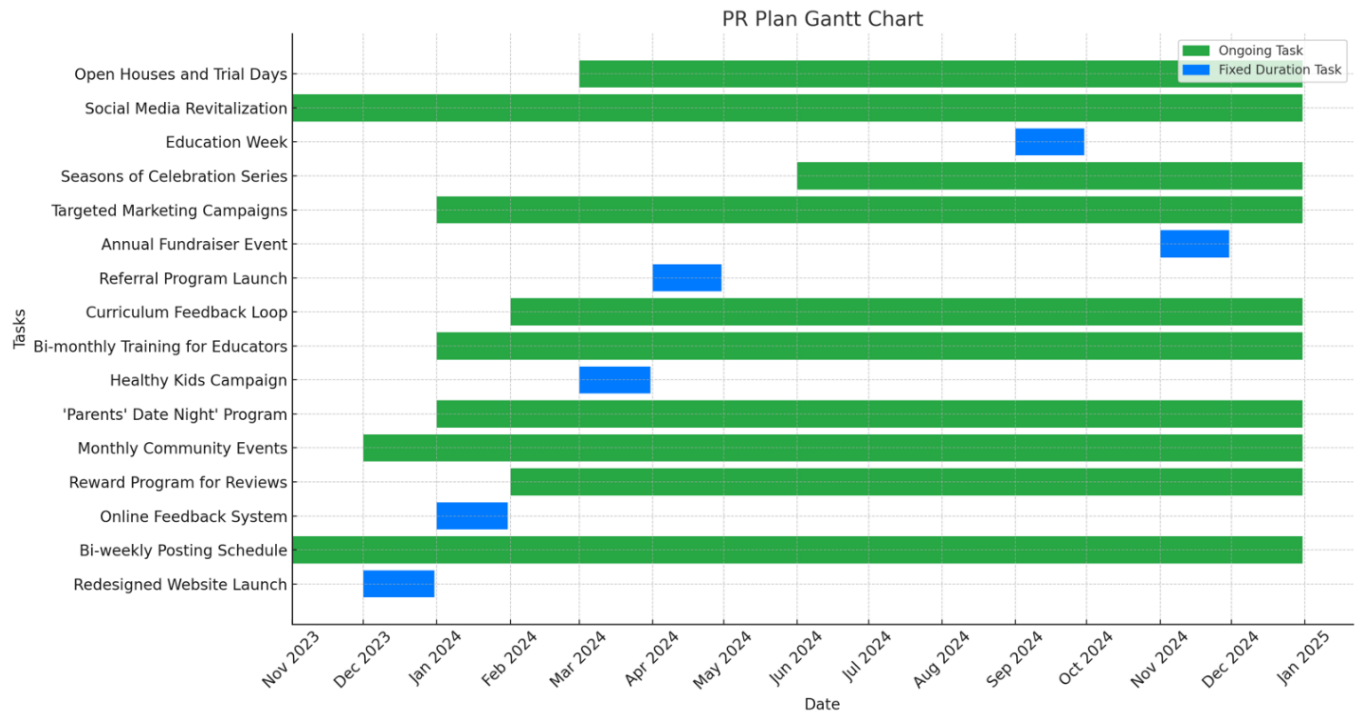
Tactics

These tactics are designed to align with the center's strategic direction, ensuring that each step taken is a building block toward the collective objectives. The following seven methods will be employed:

1. **News Release:** The center will issue formal communications not only to traditional local media outlets but also to popular local parenting publications and widely-followed social media news platforms (such as popular local Facebook group: *Waynesboro Be in the Know*). This will ensure wider reach and relevance, acknowledging the shift in how communities consume news. Emphasis will be placed on digital channels, such as local online forums, parenting blogs, and social media groups, to engage with the modern audience more effectively.
2. **Feature Story:** The center plans to release in-depth stories that shed light on the personal narratives within the center's walls—the devoted staff, innovative educational practices, and the students who reflect the center's commitment to excellence. These will be distributed through digital platforms such as local online parenting magazines, blogs, and social media, to reach a wider and more diverse audience. WELC's website and Facebook page will also serve as valuable channels for sharing featured stories.
3. **Social Media Overhaul:** A comprehensive strategy to revamp the center's online presence, concentrating on community engagement and educational leadership, complete with a content calendar and interactive initiatives.
4. **Community Event Series:** The center will initiate a sequence of events underlining its dedication to the community, designed to provide educational value and enjoyment, thus bolstering local involvement.
5. **Online Feedback and Response System:** The center will implement an open feedback mechanism, signifying its dedication to transparency and ongoing enhancement.
6. **Referral Incentive Program:** The center will introduce a program that motivates families to engage in word-of-mouth referrals, offering incentives to those who help expand the center's community.
7. **Educational Workshops and Open Days:** The center will organize educational sessions and open days for parents and community leaders, allowing them to witness its unique Charlotte Mason-inspired educational approach and engage with staff and facilities.

By implementing these tactics precisely, the PR plan aims to restore and elevate the center's standing in the educational sector.

Calendar



- **Ongoing tasks** are marked in green. These are tasks that are continuous or repeated throughout the time frame, such as the bi-weekly posting schedule and the monthly community events.
- **Specific duration tasks** are marked in blue. These are tasks with a defined start and end date, like the Referral Program and Healthy Kids, Healthy Futures Campaign.

Budget

Tactic	Staff Time (hrs)	Staff Cost @ \$150/hr	Out-of-Pocket Expenses	Total
1. News Release	10	\$1,500	\$300	\$1,800
2. Feature Story	15	\$2,250	\$500	\$2,750
3. Social Media Overhaul	25	\$3,750	\$400	\$4,150

Tactic	Staff Time (hrs)	Staff Cost @ \$150/hr	Out-of-Pocket Expenses	Total
4. Community Event Series	100 (20x5)	\$15,000	\$10,000 (5 events)	\$25,000
5. Online Feedback System	10	\$1,500	\$200	\$1,700
6. Referral Incentive Program	5	\$750	\$300	\$1,050
7. Educational Workshops/Open Days	60 (15x4)	\$9,000	\$4,000 (4 events)	\$13,000
Subtotal				\$49,450
Contingency (10%)				\$4,945
Grand Total				\$54,395

Evaluation Plan for Objectives

- Objective: Online Reputation Enhancement
 - Evaluation Method:** Compare the proportion of positive to negative reviews on Google and Facebook at the beginning and end of the campaign. Aim to achieve at least a 60% positive review ratio by Q2 2024. Monitor the increase in the number of positive reviews (targeting approximately 12 additional positive Google reviews and 8 positive Facebook reviews) while keeping track of existing negative reviews.
- Objective: Strengthen Community Engagement
 - Evaluation Method:** Count the attendance at community events hosted by the center and compare it to past attendance records. The target is an increase from an average of 5 events per year to 7-10 events per year by the end of 2024. Additionally, measure audience engagement and feedback during and after each event.
- Objective: Reinforce Educational Excellence

- **Evaluation Method:** Monitor the increase in program enrollments and measure parent satisfaction rates through surveys and feedback forms. The goal is a 15% increase in program enrollments and a 90% satisfaction rate among parents regarding educational quality by the end of 2024.
4. Objective: Boost Enrollments and Financial Health
- **Evaluation Method:** Track the growth in student enrollments and the development of new sustainable funding avenues. The target is a 20% growth in student enrollments and the exploration of at least three new funding avenues by the end of 2024.

Evaluation of a Specific Tactic: Social Media Overhaul

- **Tactic Description:** Implement a comprehensive strategy to revamp the center's online presence, focusing on community engagement and educational leadership, with a consistent content calendar and interactive initiatives.
- **Evaluation Method:**
 - Monitor key metrics such as likes, shares, follows, and comments on the center's social media platforms before and after the overhaul.
 - Analyze engagement rates and audience growth on these platforms.
 - Evaluate the consistency and quality of content posted according to the content calendar.
 - Assess audience feedback and interaction on posts related to the center's initiatives and events.

This evaluation plan sets clear, measurable goals for each objective and provides a framework for assessing the success of specific tactics. It ensures that both the NXT LVL Communications team and the client have a mutual understanding of what constitutes success and how it will be measured.

Appendix: Tactic Details

Objective 1: Online Reputation Enhancement

1. Redesigned Website
 - Description: Launch a user-friendly website with updated branding.
 - Materials: New website layout, updated content, interactive features.
2. Safety Measures Promotion
 - Description: Highlight the center's safety protocols to parents.
 - Materials: Informational brochures, social media posts, email newsletters.

3. Monthly Content Calendar for Facebook
 - Description: Regular posting focusing on success stories and community involvement.
 - Materials: Social media posts, success stories, staff achievements highlights.
4. Bi-weekly Posting Schedule
 - Description: Engage consistently with families and potential enrollees.
 - Materials: Social media content, engaging posts, interactive graphics.
 - Bi-Weekly Posting Sample Schedule:
<https://files.journoportfolio.com/users/360080/uploads/b2346792-2002-4f57-811d-728c72d0edc6.pdf>
5. Online Feedback and Response System
 - Description: Address and resolve issues or complaints.
 - Materials: Feedback forms, response protocol documents.
6. Parent Review Reward Program
 - Description: Incentivize positive reviews with rewards.
 - Materials: Promotion flyers, social media posts, reward system details.
7. Active Engagement on Online Forums
 - Description: Gather and respond to customer reviews and feedback.
 - Materials: Forum posts, response templates, engagement strategies.

Objective 2: Strengthen Community Engagement

1. Monthly Community Events
 - Description: Organize events centered around holidays and local occasions.
 - Materials: Event banners, flyers, social media event pages.
 - Flyers for Seasons of Celebrations events 2023-2024:
<https://files.journoportfolio.com/users/360080/uploads/545a8cf5-8e48-4dd7-9277-180f03520411.pdf>
2. Collaborations for Healthy Kids, Healthy Futures Campaign
 - Description: Partner with local businesses for health-focused events.
 - Materials: Collaboration agreements, event schedules, newsletters, promotional materials.
 - Healthy Kids, Healthy Futures Newsletter (Issue #1):
<https://files.journoportfolio.com/users/360080/uploads/a9ca4e9b-a103-4172-8dab-b4238b69281e.pdf>
 - Feature Story: "Transforming Lives: Waynesboro Early Learning Center's Healthy Kids, Healthy Futures Initiative (Full article):

<https://files.journoportfollio.com/users/360080/uploads/d20e683c-7030-4bce-83db-ca7054c363bc.pdf>

3. Parents' Night Out Program
 - Description: Offer parents a night off with childcare.
 - Materials: Program flyers, registration forms, social media announcements.
 - Parent's Night Out Flyers (Multiple Themes):
<https://files.journoportfollio.com/users/360080/uploads/545a8cf5-8e48-4dd7-9277-180f03520411.pdf>
 - News Release: "Waynesboro Early Learning Center Launches Parents Night Out Series – with Festive North Pole Night Out:"
<https://files.journoportfollio.com/users/360080/uploads/3abb5964-f031-40d3-8b64-60f0b50a7043.pdf>
4. Promotion through Media and Influencers
 - Description: Utilize various channels for event promotion.
 - Materials: Press releases, influencer collaboration agreements, media kits.
5. Digital Platform Promotion
 - Description: Promote events on online community calendars and groups.
 - Materials: Digital adverts, online event listings, community group posts.

Objective 3: Reinforce Educational Excellence

1. Bi-monthly Training for Educators
 - Description: Train educators in modern methodologies.
 - Materials: Training modules, educational materials, feedback forms.
2. Unique Educational Approach Implementation
 - Description: Introduce a Charlotte Mason-inspired approach.
 - Materials: Curriculum guides, educational resources, parent information leaflets.
3. Parent Feedback Solicitation
 - Description: Regularly collect and act on parent feedback.
 - Materials: Feedback forms, improvement plans, communication templates.
4. Education Week
 - Description: Event designed to celebrate and showcase the center's commitment to educational excellence. This week-long event will include a series of activities, workshops, and presentations focusing on the research projects by the children of the center.
 - Materials: Press Release, flyers, newsletter, social media content, branded merchandise (such as t-shirts and water bottles), and educational resource packets.

- Education Week Newsletter (Issue #12):
<https://files.journoportfollio.com/users/360080/uploads/fd3776e9-9f60-4c15-b59f-fafc67c4833e.pdf>

Objective 4: Boost Enrollments and Financial Health

1. Targeted Campaigns and Marketing Materials
 - Description: Promote unique offerings and services.
 - Materials: Brochures, flyers, targeted adverts, website updates.
2. Enroll & Grow Together Referral Program
 - Description: Incentivize referrals from current families.
 - Materials: Program rules, promotional posters, referral cards.
 - Enroll & Grow Together Referral Program Card:
<https://files.journoportfollio.com/users/360080/uploads/cef1d376-b9dd-4133-a0db-120ed77db67d.pdf>
3. Business Partnerships
 - Description: Connect with local businesses for mutual benefits.
 - Materials: Partnership proposals, agreement templates, promotional collaborations.
4. Media Features and Feedback System
 - Description: Aim for positive local media coverage and feedback collection.
 - Materials: Press releases, media pitch documents, feedback system setup.
5. Digital Community-Based PR Efforts
 - Description: Leverage digital platforms for messaging.
 - Materials: Digital marketing strategy, content calendars, community engagement plans.
 - Social Media Strategy Presentation:
<https://files.journoportfollio.com/users/360080/uploads/b0c72d5d-7114-44f3-9441-74b806c1ed67.pdf>