MOCAN CONNECTS

Focused Intelligence with Behavior-Based Outreach

Connecting Audiences with Education, Apprenticeships, & Careers

MISSOURI COLLEGE ACCESS NETWORK MOCAN

POWERED BY WHYSDOM® KNOW WHY

MOVENTRA

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Awareness

To make citizens of Missouri aware of available resources.

Preparation

For career readiness and higher education.

Access

To all available resources in Missouri that will aid in reaching your goals after high school.

Completion

To reach your career readiness and higher education goals.

Our Speakers

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POWERED BY WHYSDOM® KNOW WHY

MOVENTRA

We Take Data Privacy & Security Seriously

STANDARDS, REGULATIONS & CERTIFICATIONS

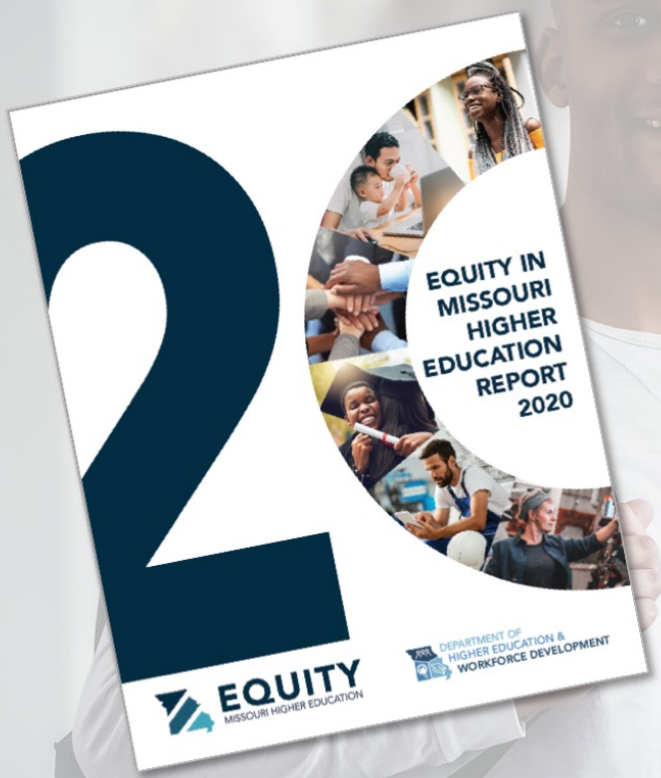
- We protect the privacy of consumers ensuring our data is:
  - Transparent (aggregated)
  - Anonymous

- Adheres to all PII (Personal Identifiable Information) laws and standards including:
  - **CCPA**—California Consumer Privacy Act
  - **GDPR**—General Data Protection Regulation
  - Verified vendor compliance

Evolving College and Workforce Trends

- Non-traditional students are becoming the new traditional student
- Generation Z is finding their own routes to success in nontraditional careers
- As more careers move online, students and employers are changing their approach to education
- People are piecemealing education from a variety of traditional and new media sources
- The Gig Economy is transforming perceptions of success
- Short-term, stackable credentials are serious contenders as a quick way to upskill

Are We Succeeding at Serving ALL Students?



Are We Succeeding at Serving ALL Students?

** 2020 DHEWFD Equity in Missouri Higher Education Report*

Declining Enrollment (-6.8%)

Greater for Individuals Classified with High Poverty/ Low Income (-11.4%)

Declining Immediate Enrollment Rates

450%

Even Greater Decline in Focused Areas

1300%

** March 2021 NSCRS High School Benchmarks Report*

We're Improving But There's Still Much to Achieve

- MO credential completion increased 28% from 2009 to 2018
- Graduation rates of low-income students increased
- The completion gap persists for low-income students and students of color
- Black graduates are vastly under-represented in STEM and Education
- Substantial wage gaps still exist between students from low and high income backgrounds
- Black and Hispanic compared to White graduates also experience significant wage gaps
- Income and parent education levels influence student success more than geography

What if...

outreach campaigns could connect and inform Missourians most in need of apprenticeships, education and career advancements?

Kansas City

Poplar Bluff

St. Louis

Springfield

Rural Counties

What If... We Could Locate and Identify These Individuals?

The Adaptive

"I should have everything within reach."

The Careful

"I'll be ready even if no one else is."

The Immediate

"I need to have always-available solutions."

The Trusting

"Decisions are easier because I trust you."

The Explorer

"I want something different."

What If... We Knew More About What Drives Their Behavior?

With the MOCAN Behavior-Based Outreach Resource Guide...

We Can

WHYSDOM Location

Know Where People Have Been & What They Do

WHYSDOM Community

Know What People Are Saying & With Whom They Share Information

PATENTS PENDING

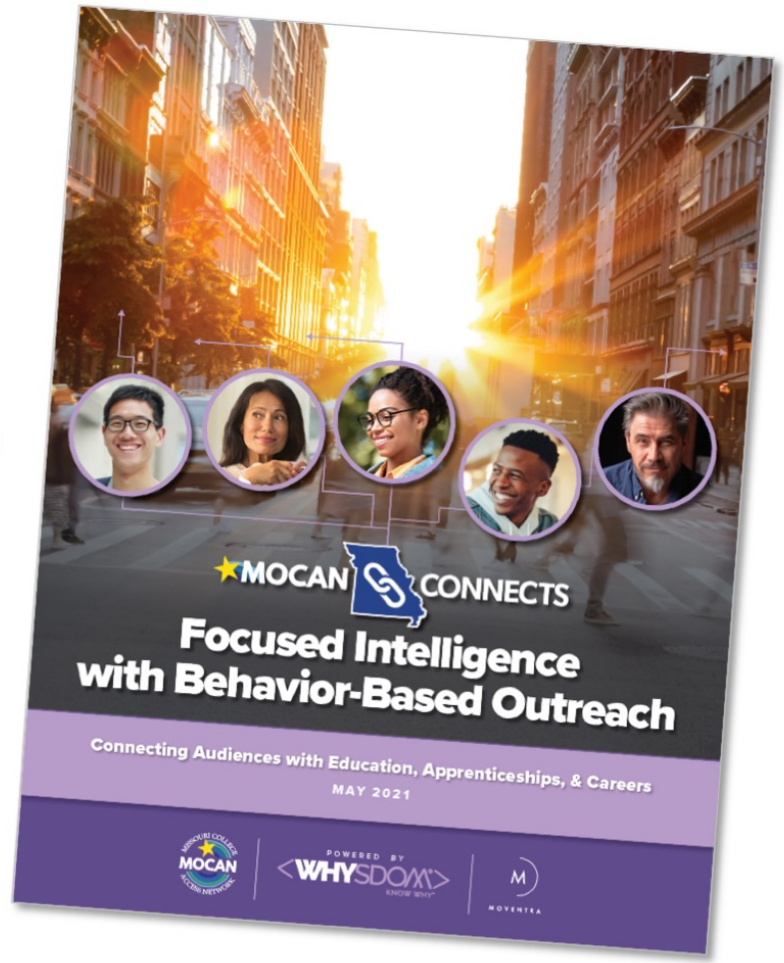
WHYSDOM Behavior

Know Why People Do What They Do

WHYSDOM Engagement

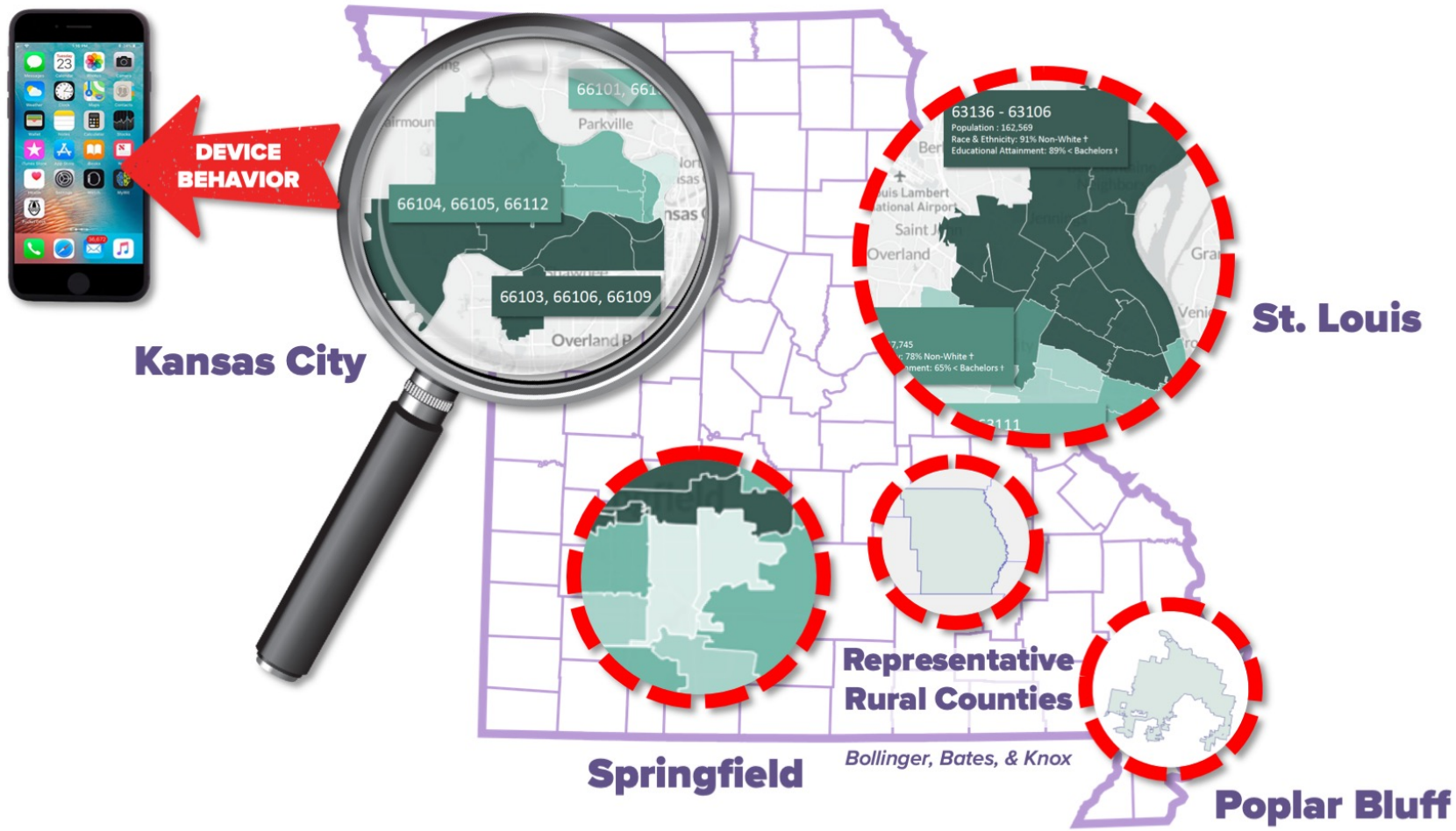
Know How to Engage for Maximum Effectiveness

WHYSDOM's proprietary behavior solutions are built upon a combination of need-based, location, and social behavior sciences for precision constituent engagement.

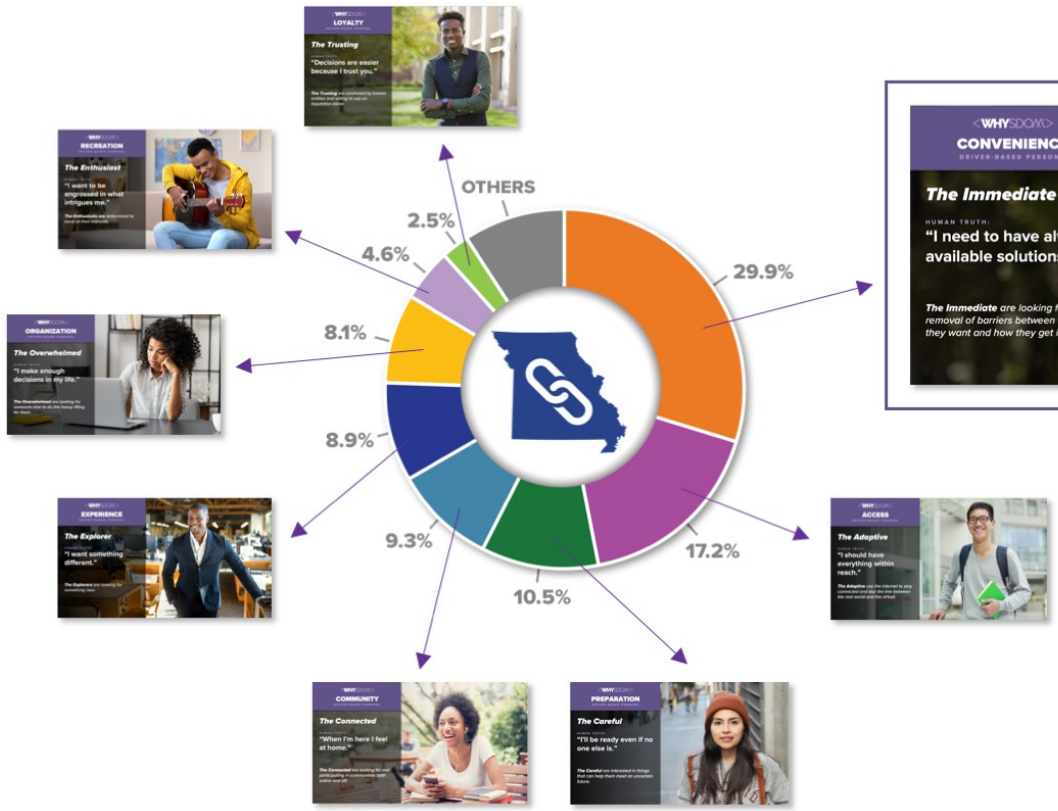


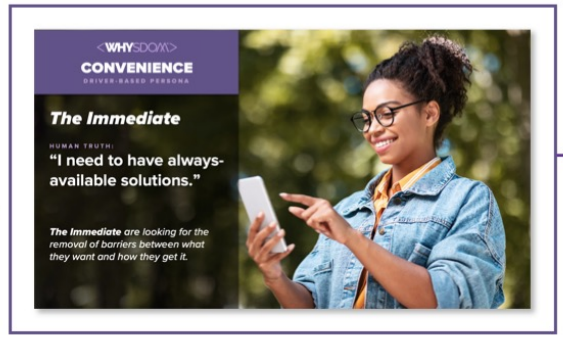
Methodology: Where Most Outreach Campaigns End, Behavior-Based Outreach Begins

- Define and geofence “Focus Areas”
- Collect and analyze device behavior
- Segment data into persona audiences
- Create and deliver relevant outreach messaging



What the "Kansas City Focus Area" Persona Behavior Association Looks Like

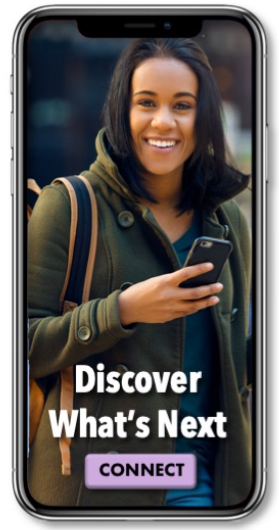


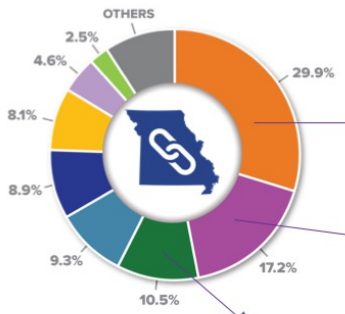


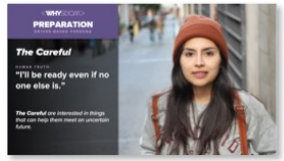
WHY?

Enhanced ROI for your Outreach Dollars

Connect more people to education and career opportunities

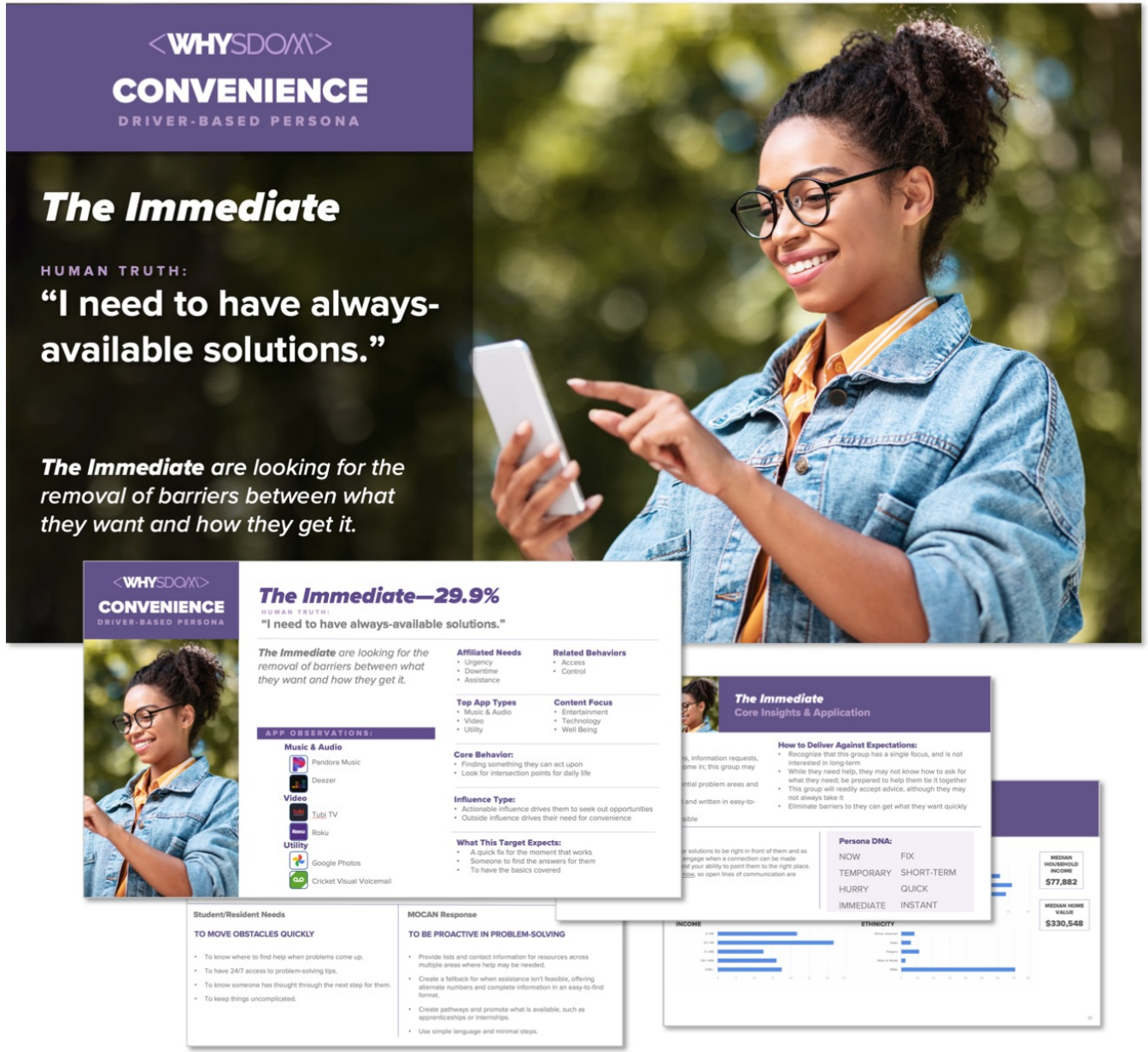






Personas

- Core behavior
- Applications/Persona DNA
- Actionable insights
- Relevant messaging
- Rich demographics
- Audiences for outreach



WHYSDOM®

CONVENIENCE

DRIVER-BASED PERSONA

The Immediate—29.9%

HUMAN TRUTH:

"I need to have always-available solutions."

The Immediate *are looking for the removal of barriers between what they want and how they get it.*

APP OBSERVATIONS:

Music & Audio

- Pandora Music
- Deezer

Video

- Tubi TV
- Roku

Utility

- Google Photos
- Cricket Visual Voicemail

Affiliated Needs

- Urgency
- Downtime
- Assistance

Related Behaviors

- Access
- Control

Top App Types

- Music & Audio
- Video
- Utility

Content Focus

- Entertainment
- Technology
- Well Being

Core Behavior:

- Finding something they can act upon
- Look for intersection points for daily life

Influence Type:

- Actionable influence drives them to seek out opportunities
- Outside influence drives their need for convenience

What This Target Expects:

- A quick fix for the moment that works
- Someone to find the answers for them
- To have the basics covered

<WHYSDOM®>

CONVENIENCE

GENERAL ACTIVATION

The Immediate

Core Insights & Application

How to Get Their Attention:

- Be prepared to react to questions, information requests, and clarification needs as they come in; this group may have trouble waiting
- Be proactive in anticipating potential problem areas and laying out a preemptive plan
- Keep all information easy to find and written in easy-to-understand language
- Be available 24/7 whenever possible

How to Deliver Against Expectations:

- Recognize that this group has a single focus, and is not interested in long-term
- While they need help, they may not know how to ask for what they need; be prepared to help them tie it together
- This group will readily accept advice, although they may not always take it
- Eliminate barriers to they can get what they want quickly

Approach:

The Immediate are driven by the need for solutions to be right in front of them and as easy as possible. They are most likely to engage when a connection can be made between their need for immediate help and your ability to point them to the right place. When they need an answer, they want it now, so open lines of communication are crucial.

Persona DNA:

NOW	FIX
TEMPORARY	SHORT-TERM
HURRY	QUICK
IMMEDIATE	INSTANT

The Immediate
Category Insights & Application

*From a MOCAN perspective, **The Immediate** just want to get it done.*

MOCAN Marketing Approach: "We're clearing the path for you."

Student/Resident Needs

TO MOVE OBSTACLES QUICKLY

- To know where to find help when problems come up
- To have 24/7 access to problem-solving tips
- To know someone has thought through the next step for them
- To keep things uncomplicated

MOCAN Response

TO BE PROACTIVE IN PROBLEM-SOLVING

- Provide lists and contact information for resources across multiple areas where help may be needed
- Create a fallback for when assistance isn't feasible, offering alternate numbers and complete information in an easy-to-find format
- Create pathways and promote what is available, such as apprenticeships or internships
- Use simple language and minimal steps

Behavior & Need-Based Outreach

The Careful are interested in things that can help them meet an uncertain future.

How to Get Their Attention:

- Provide easy access to the information that you already deliver in simple ways, organizing it into bullets, digital catalogs, charts and infographics
- Offer reassurance when there is change, particularly to let them know that they are doing the right thing

The Explorers are looking for something new.

How to Get Their Attention:

- Offer something they don't already interact with on a day-to-day basis
- Be consistent in outreach as it can take time to gain—and hold—this group's attention

Activation Strategies by Persona

How to Deliver Against Expectations:

- Recognize that to some, information is power; provide a culture where information is shared rather than hoarded
- Anticipate the next problem and arm them with data/details

The Careful are interested in things that can help them meet an uncertain future.

MOCAN Marketing Approach

"We have the tools you need."

Student/Resident Needs

TO AVOID SURPRISES

- Want to feel in control of the situation
- Do not like last minute change

MOCAN Partner Response

TO ESTABLISH A PLAN

- Compliment them on their foresight and give them scenarios of what the future might look like
- Share any new information in a positive manner, and accompany it with solutions to problems so as not to stop their progress

Activation Strategies by Persona

How to Deliver Against Expectations:

- Ensure validity; don't lead them on
- Highlight what's different—just saying that something is "new" is not enough

The Explorer *doesn't always know what to ask for, but recognizes it when they see it.*

MOCAN Marketing Approach

"Let's explore this together."

Student/Resident Needs

TO BE CHALLENGED

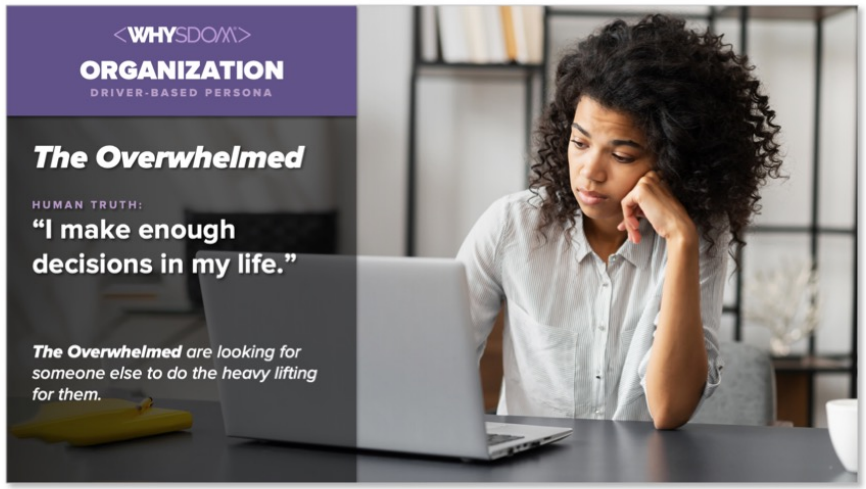
- Looking for personalized attention
- Ready to look at a variety of options to find the best fit

MOCAN Partner Response

TO SHOW THE OPPORTUNITY AHEAD

- Offer programs that allow them to customize the way they receive training, or the way they provide feedback
- Provide training on the lessons learned from failure

Behavior & Need-Based Outreach



The Overwhelmed **are looking for someone else to do the heavy lifting for them.**

How to Get Their Attention:

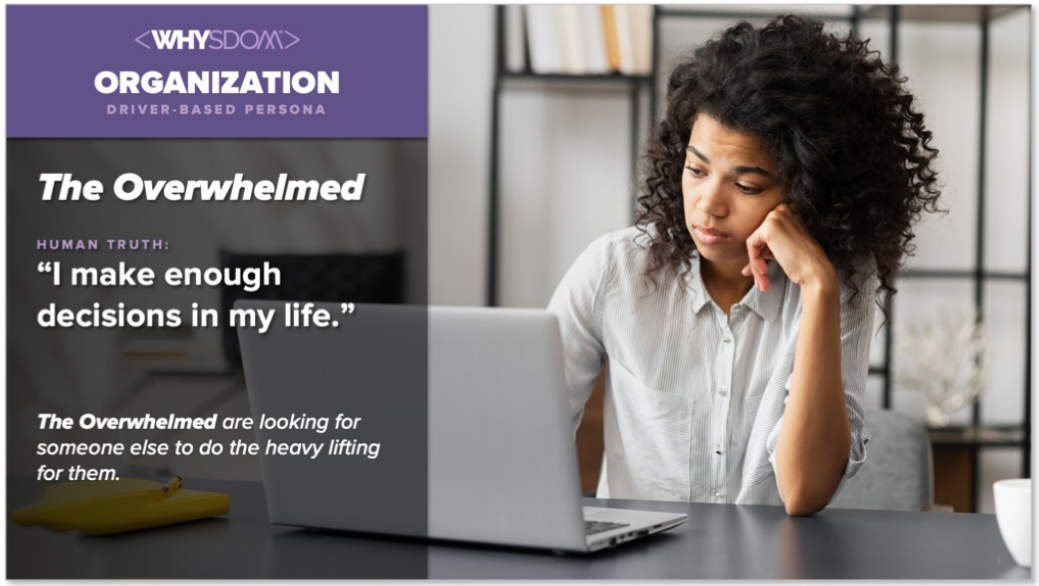
- Eliminate the need for too many choices
- Personalize decisions by making sure solutions can be customized as needed

The Adaptive **use the internet to stay connected and blur the line between the real world and the virtual.**

How to Get Their Attention:

- Clearly communicate where to find information and opportunities
- Ensure intuitive resources with constant updates

Activation Strategies by Persona



How to Deliver Against Expectations:

- Make decisions as easy as possible, while offering clear options
- Automate procedures to keep things simple and intuitive, including autofill on forms and applications

The Overwhelmed want someone to point them in the right direction.

MOCAN Marketing Approach
"We make it easy."

Student/Resident Needs

TO GAIN CONFIDENCE IN CHOICES

- Need to avoid quitting when there are too many unclear choices
- To have decisions made in advance as much as possible

MOCAN Partner Response

TO ELIMINATE OVER ANALYSIS

- Provide expert analysis and outside advice that helps them understand clear differences in their options
- Automate forms and offer pre-fill; provide pre-payment options so they are committed to continue

Activation Strategies by Persona

How to Deliver Against Expectations:

- Ensure online access points that are kept current
- Remain flexible and open to changing culture and technology

The Adaptive *use the internet to stay connected and blur the line between the real world and the virtual.*

MOCAN Marketing Approach
"Find us online."

Student/Resident Needs

TO BE ABLE TO STAY ONLINE

- To find what they need using their mobile devices
- To ensure they have the latest news and information

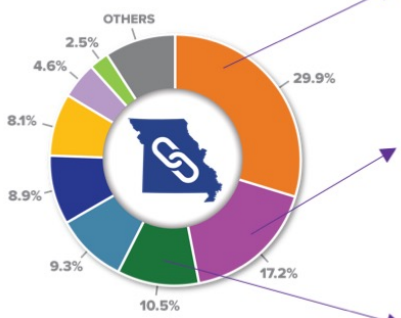
MOCAN Partner Response

TO PROVIDE A GOOD ONLINE EXPERIENCE

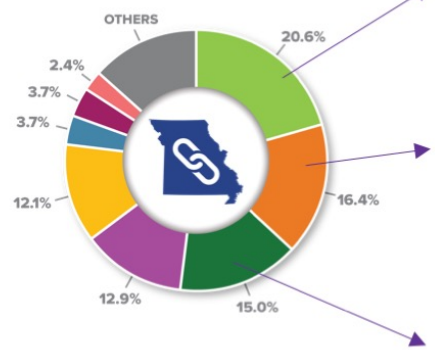
- Ensure both platform (technology infrastructure) and content are up to date and easy to follow
- Provide a consistent place for the most current updates to be highlighted

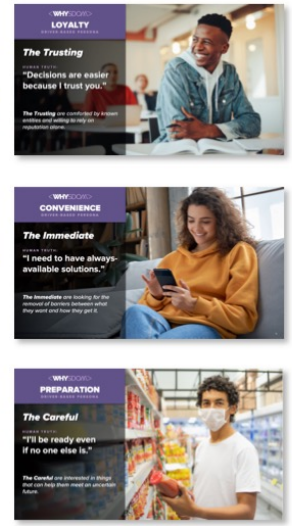
"Focus Area" Personas Across the State Included

Kansas City



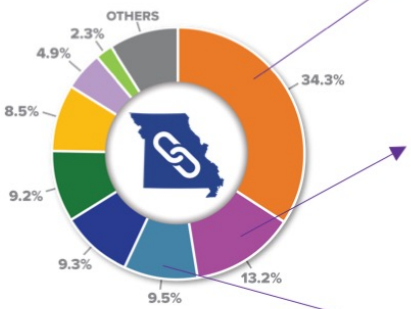
Springfield*

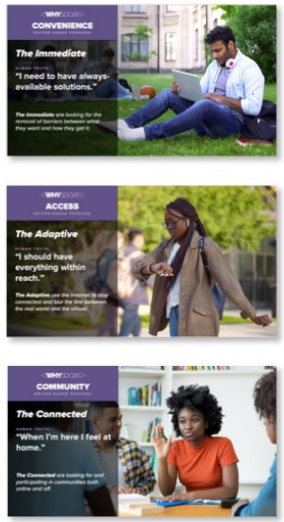




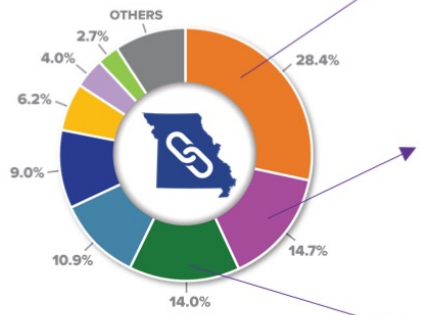
*Personas from devices pulled 2019

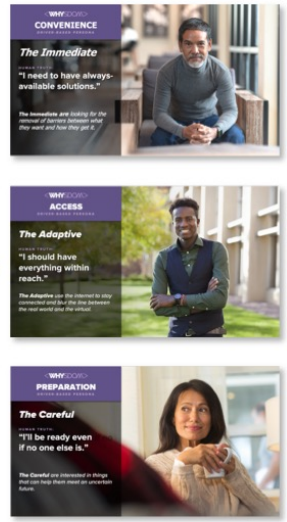
St. Louis



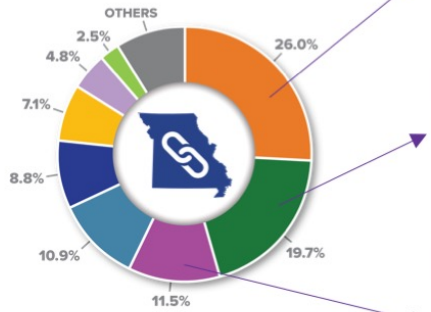


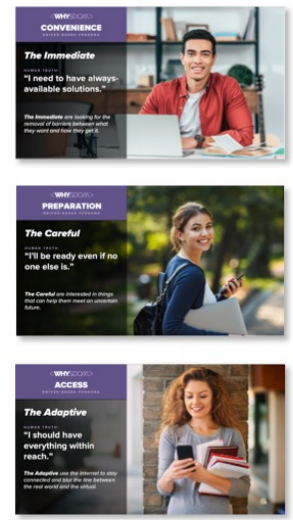
Poplar Bluff





Rural Counties





Next Steps

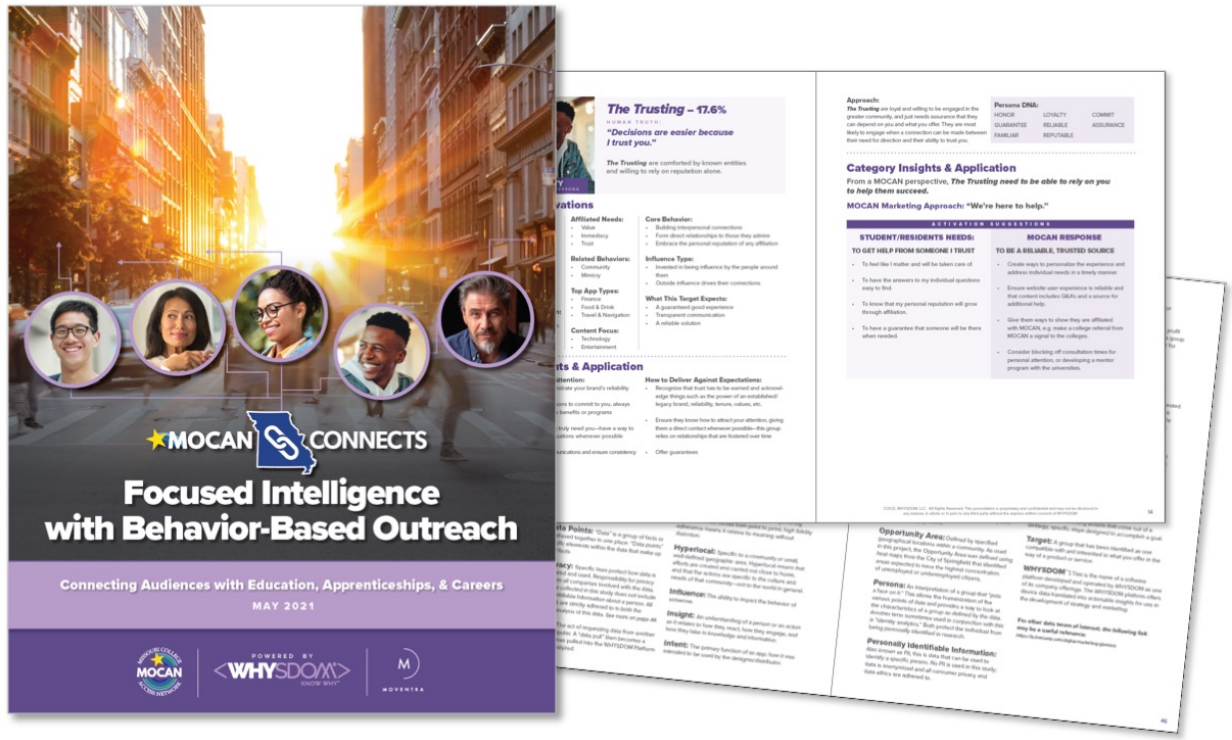
1. Connect with MOCAN

- ✓ Sign-up for our newsletter and receive a copy of today's presentation
- ✓ Look for MOCAN membership opportunities—coming later this year!
- ✓ Share this webinar with your team—find it on our training page

mocollegeaccess.org

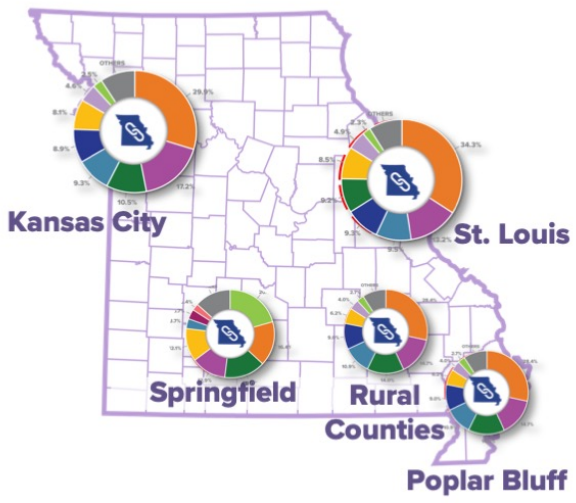
2. Enhance your outreach strategies

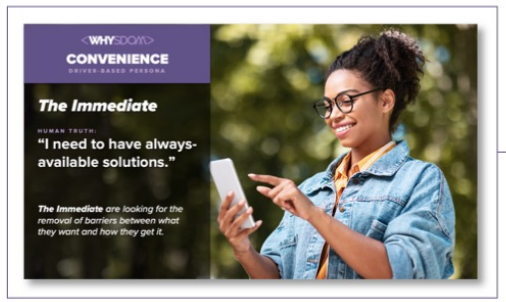
- ✓ Request the resource guide
- ✓ Schedule a ***Lunch & Learn***



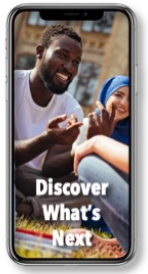
3. Drive your ROI outreach campaign

✓ Engage with the audiences used to create these resources





Creative Brief



Digital Display Advertising

Streaming & Pre-Roll Video

OTT/CTV

Direct Mail

1. Select Opportunity Areas

2. Select Persona(s) Audiences

3. Build Creative Assets

4. Deploy Engagement Platform(s)

Q&A

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