

Redacted by HELP Committee

From: John Hawthorne at HQ
Sent: Monday, December 07, 2009 11:32 AM
To: jRedacted by HELP Committee
Cc: Redacted by HELP Committee
Subject: 2010 Military Marketing Plan

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Next year provides a great opportunity for all of the ITT Technical Institutes to market to active military, veterans and their dependents. The availability of additional educational funding through the new GI Bill as well as ITT/ESI participation in the Yellow Ribbon Program allow for more service members to qualify for tuition assistance than ever before. Currently, we have over 6,000 students enrolled at ITT Technical Institutes across the country who are either on active duty, veterans, reservists or dependents of service members indicates that program offerings align with their experience and their goals. And the fact that both resident and on-line programs are available offer this demographic the flexibility of continuing their education while on deployment which makes ITT a very logical and appropriate choice.

Seven states, 42 campuses, have been selected to participate in the "Military Marketing Plan" that will begin with the new year. Research into the military market has been conducted for the states of California, Florida, Indiana, Kentucky, Ohio, Texas and Virginia. Guidance and assistance can be requested through Redacted by HELP, Military Director of Recruitment, at Headquarters while Marketing will be implementing the following activities to support the program:

- Military Website-indicated by a link from our home page. It will feature testimonials, photos and bios on current ITT Tech staff and personnel who have served in the military, FAQ's, Information on Tuition Assistance as well as available programs and locations.
- :60 television compilation spot using testimonials from graduates who served in one of the military branches
- Two additional spots will be tagged with the following: "ITT Technical Institute is a proud participant in the Yellow Ribbon Program. Call or visit us on the web to learn more about the educational opportunities available to active military, veterans and their dependents."
- A full-page four-color ad will be placed in the "MilitarySpouse" publication in the February and March editions. It

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will carry the "800" as well as the web address as the call to action. If the results prove positive, we will continue to run ads in the June, July, August and September issues totaling six for the year.

- Each location will receive the publication cover and ITT Tech ad professionally matted and framed to hang in their building.
- :60 radio spots will be written and used in the Radio P.I. program specific to each market.
- Local, geo-target internet campaigns that exist within military websites will be researched and included as part of the on-line advertising beginning in 1QTR10.

Attached is the specific information that has been gathered for the states within your district. It includes research on the military installations, personnel and veterans within the state. It also has the baseline starts (2009) as well as the goal for 2010. With the additional resources that have been approved for the Military Marketing Plan, we believe that each college can build their military census by 20%. The additional starts have been allocated by start date based on the prior year number of military starts. The revised "Starts by District" is attached.

Please share this information with each of the colleges that will be participating in the program individually. They should reflect these updated start numbers in their January forecast. If you have any questions regarding the Military information, please contact Redacted by HELP CC at extension Redacted by. For questions regarding the Military Marketing Plan, please contact either your FMM or Redacted by HELP Committee.

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